



## Ray Edwards Show, Episode 451

### The Immanent Practicality of Social Media Marketing

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**Automated Speaker:** It's Friday, February 21st. This is The Daily Ray.

**Ray Edwards:** Welcome to the Daily Ray. Today's topic is the immanent practicality of social media marketing. I used to be a guy who said about social media marketing, "This is impractical, it's a waste of time. Nobody wants to see a picture of your breakfast. Nobody wants to see a picture of your feet at the beach." Yet, people do want to see those things and people do want to communicate with you through social media, it is valuable, and it is practical, it's practical as a marketing vehicle and I used to think it was not. I was wrong. Put me down on record saying I was wrong about that, because social media marketing is the greatest opportunity that exists for us today in marketing our businesses and growing our businesses from scratch even than any other way of doing it. I believe that to be true.

There are great methods for building a business quickly, building a list quickly, such as product launches, Jeff Walker style Product Launch Formula style launches. That's a great way to build a list fast, build an audience fast, get known really quickly. One of the best ways if not perhaps the best way. It also takes a lot of work and it takes time and most people don't get it right the first time out of the gate, they get it sort of right. Jeff's system is such that you can screw it up and it still works. That's the kind of system I like. It saved my butt many times.

The other thing I would not do this without, build a business without, doing this means building a business, is without social media marketing and I've become a convert, I'm an evangelist now as you know, as you've seen over the last few weeks and months, as I've come around and realized, "Oh my gosh, I really missed the train on this." But I haven't missed it and you haven't missed it either. See, I thought all the things. I thought I'm too old, this is a young person's game, it's irrelevant, it's useless, it doesn't make any money, email marketing, product launches, list swaps are all the way to go and I was dead wrong.

There are people in their 80s starting from scratch and making fortunes on Instagram, on Facebook, on TikTok for crying out loud, 80-year-olds on TikTok, I've seen them

with my own two eyes. Don't tell me they're not there, don't tell me it's not working, it is, I've seen it. I know it's true. The amazing thing is these platforms that have billions of users are available to us for free, we can put our content on there for free and that ride is only going to last for so long, and the way the game goes is it's free at first, you get lots of organic reach, then they start selling ads, then the organic reach begins to diminish, then the ads get more and more expensive until only people who are spending a lot of money on ads are getting the best reach.

It happens that way on every platform. It doesn't mean they're useless, it just means they're more expensive over time. What's free right now, really free is TikTok. What's really free right now is LinkedIn. Facebook is still free, takes more work to get the organic reach, but you still get it. Instagram is still free. It will not last forever, mark my words, I'm not the only person saying this, it's not an original prediction, but I'm telling you it won't last forever.

People used to laugh when we talk about getting charged for email and it's already happening, it's not obvious, it's not a direct charge for email, but now we got to pay a lot of money to get our emails delivered. Hello, that's paying for email. Email Marketing used to be free, it's not free anymore, it's not free. Try to build a big list, tell me how free it is. It ain't free. Social right now is free, then you move them to email, you add them to email, you don't move them, you add them to email and you can market to them on email. It's more effective in the short run, but it's more expensive to get them there.

Social Media Marketing is, I believe, the actual best way to build an audience that loves, knows you, trusts you, wants what you have to offer, social media marketing. It is not free in this sense of the word. You've got to put time and effort into it, at the very least. You can pay people to do stuff for your social media marketing, however, you can do it yourself and you can do it for free, you can do lots of it for free. If I was building a business from scratch, I had no money to spend on advertising and marketing, I would build it on social and I'd work my tail off, I'd be putting out 50 to 100 pieces of content a day for my business on social, I just commit to that.

Whatever else I had to do, if I had to get a second job, if had to get a job delivering pizzas and then spend the rest of my waking hours putting 100 pieces of content on social a day until I built my business to the point I could quit the pizza job, I would do that because that's the best way, I think, to do it. It, being building your business and then doing, being social media marketing. One of our Instagram for instance, I run four niche pages and ads really are the only way I see growth in a short period of time.

Let's talk about advertising and marketing. The difference between advertising and marketing. Advertising is selling, it's doing what our friend Sky Martin says, "Ads is really the only way he sees growth in a short period of time." If you need short term cash, you've got to sell, you've got to do a transaction, you've got to say, "I got this for sale, here's my transaction, invest in my product, service et cetera," like we're doing with the agency. See [rayedwards.com/agency](http://rayedwards.com/agency) on the screen? We're almost full by the way. I'll tell you about that in just a moment, but advertising is selling.

Marketing is building your brand so that people know, love and trust you. Marketing is making it, so that when people see your face-- people see this face, they have certain thoughts that are informed by the ways they've seen this face show up before. They've

seen my logo show up before, they've seen my name, they they've seen it before. They associate certain ideas with it, copywriting, marketing, consultation, speaking, podcast. That's branding. That's marketing. Marketing influences feelings, sales influences behavior. That's good. Somebody tweet that. Marketing influences feelings, sales influence behavior.

What I mean is, marketing is what makes you have a certain feeling about you and your brand. You market your brand and you get an impression across to people that have a feeling about it. Either you make them angry, make them happy, you make them hopeful, you make them excited, you make them sad. There's an associated feeling that goes with your brand through marketing. Sales makes people do something now. I used to think the two are mutually exclusive, but they're not. I used to think you had to be a branding person or you had to be a selling person. I was for being a selling person, direct sales, response marketing, I thought it was the only way to go because you could measure the results.

I've since learned you can measure branding as well. If you do direct response branding-- has anybody coined that term? Direct response branding? If not, I claim it right here, right now. If somebody else has already done it, good for you. Direct response branding. Even if you're purely direct response, you still build a brand because you have an impression you give people about you when they think about you. Like those of you who know about Dan Kennedy. I say Dan Kennedy, you have certain feelings that come up. You think, "Oh Dan," he is whatever you think of Dan comes to mind. That's his branding. It's his marketing. He's very much a direct sales guy as well. That's the difference between the two.

My lesson for the day is there's two key takeaways. One key takeaway is that if I were building a business from scratch or building a new business, I'll build it with social media marketing, both free and paid. Beth Schmeisl works with Harmon brothers, she says they might've coined it already. Okay, fair enough. They may have, have they? I don't know. Sometimes I feel like an ostrich. I've got my head down in the sand. Couldn't focus on what I'm doing here. I love Harmon brothers though. Loves those guys and love, and love Beth Schmeisl. She's a great copywriter. Where was I?

My two takeaways. Stop looking at the comments Ray. Two takeaways. Takeaway number one, building a business, the best way to do it, to put the most amount of people into your world, let them get to know, love and trust you, social media marketing. Takeaway number two, the difference between marketing and branding. The difference between marketing and sales. Marketing influences feelings, sales influences behaviors.

Here is something really important. If you're buying what I'm saying about social media marketing, you need to go to social media marketing world. The event coming up in about a week. Social media marketing world in San Diego. The biggest social media marketing event, all the social media marketing people you want to be listening to are going to be there, including me. If you're going to be there, then definitely come to my workshop on Sunday. I have \$1,000 gift I'm going to give away on Sunday to everybody in the room. No kidding, no bait and switch, no fake evaluation. This is a truly \$1,000 gift that I'm going to give everybody in the room for free, but you have to be in the room at my workshop, Sunday. Not this Sunday, but the first Sunday of social media marketing world, which is the 1st of March.

Cynthia Love says, can you give me an example of what putting out 50 pieces of content a day looks like? Sure. I can give you an example. In fact, I'll show you my plan. How's that? It looks like this, daily live show simulcasts on Facebook, YouTube, Instagram live, Periscope and LinkedIn, still waiting for LinkedIn to give me the thumbs up. That's five pieces of content right there. One piece of content re-purposed five different streams. Post the recording to Instagram TV. That's one more piece. Chris, our IT guy and sound production guy and my brother, Chris Edwards. Howdy, Chris, love you man. He has the live video into Daily Ray podcast. That's one piece of content. You could count that as several pieces of content because that podcast gets distributed to Apple, Stitcher, Spotify, Google, and I think that's it.

It could be four or five pieces of content right there. I just counted it as one though. Turn the transcript into an article for a blog, Facebook page, LinkedIn and Medium, same article on those different platforms. That's four pieces of content. Pull quotes from the podcast and live cast and post four tweets on Twitter. Obviously, that's four pieces of content. Post the above quotes out to Instagram stories separately and Facebook stories separately. That's eight more pieces. Six spontaneous TikToks by Ray. I'm not quite there yet, but I'm getting there. Six spontaneous Instagram, Facebook, YouTube, live stories by Ray. That's 18 pieces of content. Facebook and Instagram polls or quizzes. I haven't been doing those yet, but I'm implementing. I just added these things to this plan yesterday, so I haven't started all of them yet. Most of them we're doing already though. The Daily Ray text message, that'll be starting up tomorrow, you'll see. The Daily Ray email, it's already going out. Graphic meme or cartoon to Facebook, Instagram, Pinterest and Twitter, four pieces of content. Total, 55 pieces of content daily every day except Sabbath Sunday. No content published on Sunday from 6:00 PM Saturday to 6:00 PM Sunday. That is, it. That's what it looks like. How's that for an answer to your question?

Bill McConnell says it's not what you know, it's what you do with what you know that counts. Amen, brother. Lou, have you done a podcast or a vlog on a step by step what you would do if you had to start all over today? I have not done that, but that sounds like a good idea, doesn't it? I love that idea. You guys are great idea people. Entrepreneurs, of course you're great idea people. Of course, you are, naturally. All right, I've got to wrap it up folks. It's 5:25 and I've got to get on with my next thing on my calendar, but I love doing this. I love being here with you and for you. I love sharing. I love answering your questions and you're welcome, Cynthia, I'm happy to share.

Look, I believe there's value in giving away everything you know. I can't give you everything in like the 30-minute broadcast, but I'm happy to answer any questions about the business, about how we do what we do, why we do it. No problem. I wanted to tell you about the agency. I've got to tell you about that before I go because that would be unpatriotic of me if I didn't do that.

The agency, I've been writing copy for over 30 years. I've had the privilege of writing for people like Tony Robbins and Jack Canfield and Michael Hyatt and other big famous people and some people you've never heard of, but we've done well working with them. Now we've started an agency, which is something I've been asked to do a lot and we've made some runs at it, but we finally got it all together and it's working well. I'll tell you about some results we've had. Just a moment. I just want to get to this page so I can show it to you. This is our agency page. If you go to [Rayedwards.com/agency](http://Rayedwards.com/agency).

The reason I'm telling you about this is if you look at this page, you'll notice that it says the first 20 clients to sign up or we're closing it down Friday night. We're almost closed now because I think we've got, I think we may have three or five, I don't know exactly how many spots we have left. We've sold out most of the 20 spots. We're doing this beta run where you can get a sales letter, a complete sales letter written for \$3,500 that's nuts. I don't pick up a pencil for less than \$150,000 personally to write stuff unless you happen to be a close personal friend. I've done some favors for friends, but for client work, 150 grand.

Most of my other writers on my team, 30 grand. Right now, \$3,500 complete sales page or email sequence. You go to [Rayedwards.com/agency](http://Rayedwards.com/agency) to get more information because if you want this, if you need copywritten, this is a way to get copywritten by one of my writers with my stamp on the copy. My eyes are on every piece of copy that goes out for \$3,500. All the details of our offer are on here, all your questions are answered before you need to decide.

Check this out, I'm so excited about this. This is a very recent client of ours through agency. We passed the 200K milestone in under 24 hours. These guys are amazing. This is Scott Donnell, the CEO of HapBee. He says, Ray Edward's team led the copy creation for our brand-new cutting-edge technology called HapBee. We launched it on a crowdfunding platform and the results were beyond our hopes or dreams. HapBee was fully funded in under 10 minutes of our official launch time. That's just amazing to me. We passed the 200K milestone under 24 hours and over 700 new HapBee family members have joined the fold and Ray and his team was a huge part of that.

What I appreciated the most about Rays' team was not only the quality of work, but the amount of time the writers invested in fully understanding our product and mission right from the start. Quality, timeliness and success is what they delivered. We're just getting rolling and none of this would've happened without the amazing copy they provided. Scott Donnell, CEO of HapBee. \$200,000 in under 24 hours. I can't promise that you're going to get that result obviously, but that's our most recent project and right now, I think we have room for three or four more clients.

There're three options. We'll write a sales pitch for you for 3,500, we'll write an email package for you for 3,500 or we'll do both. It's 6,500 which is less than the retail of the two added together. It's a little bit of a discount. Whichever of those packages you choose that counts as one client and my prediction is, we're going to have this open until 5:00 PM tomorrow night if we don't sell out, but my prediction is we'll sell out of spots today. If you go to the page at [Rayedwards.com/agency](http://Rayedwards.com/agency) and you see that there's still a button there that you can push to get one of these packages, that means we haven't sold out of that package yet. You could go ahead, click it and get it, but I hope you'll give it a consideration, give it a thought, if you need some copywritten. We'd love to serve you in that way. [Rayedwards.com/agency](http://Rayedwards.com/agency) is how you get there.

All right, everybody, got to run. I pray that God blesses you and does more for you than you can ask or even possibly conceive or imagine and remember that I love you as my friend Michael Port says, I love you very much and not in a weird way. See you tomorrow. 5:00 AM Pacific live at five. Ciao

**Automated Speaker:** Catch Ray live tomorrow morning at 5:00 AM Pacific on Facebook, Instagram, YouTube and Periscope. Join forces with Ray and his team today. Find out how at [Rayedwards.com/agency](https://Rayedwards.com/agency).

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