



The logo features the name 'Ray' in a large, bold, black cursive script. Below it, the name 'EDWARDS' is written in a smaller, bold, black, all-caps sans-serif font, with each letter spaced out.

EDWARDS

Ray Edwards Show, Episode 453

Social Media Marketing World

[00:00:00] Male Announcer: *Ray Edwards Show* Episode 453. Social Media Marketing World.

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The Ray Edwards show. This is the podcast for prosperity with purpose.

[00:00:17] Ray Edwards: We're off to Social Media Marketing World. By the time you are listening to this, we will be there. Social Media Marketing World is one of if not my favorite event of the year.

[00:00:28] Tiffany Laughter: Actually, I didn't even understand this until recently, because I was so not about social media. Now I'm actually excited to go there and hear people and meet people.

[00:00:38] Ray: I wondered. I was interested in hearing how you're looking at it this year because last year, you were not into social media. You followed a few people, but you weren't doing it yourself.

[00:00:49] Tiffany: Yes. Some of the talks were interesting that we heard last year, but I'm actually really excited. Everybody there is trying to do freaking social media.

[00:01:00] Ray: Yes. Is there anybody in particular you want to meet or hear them speak?

[00:01:04] Tiffany: Well, I don't exactly know everybody that's there, but the one person that I do want to meet in person and chat with is Jasmine Starr.

[00:01:11] Ray: I would be okay with meeting her.

[00:01:13] Tiffany: Yes, she's rad.

[00:01:14] Ray: Yes, she really is.

[00:01:15] Tiffany: You think we will?

[00:01:17] Ray: I think we will because she's good friends with a friend of mine, who I'm sure will introduce us.

[00:01:23] Tiffany: Yes. Just to chat and I mean not grill her or anything, but just to talk about what she's doing, would be super fun.

[00:01:30] Ray: There's so many people like that. Whether you're into video or podcasting, or Instagram, or TikTok, everybody's there. It's so much fun. It's in San Diego. I'm, of course doing a session. Now by the time you hear this, my session will be over. If you missed it, bummer for you because it was really good. If you're at Social Media Marketing World and you're listening to today's podcast, I encourage you to hit me up. Text me at 509-624-2220 and we'll see if we can get together and talk about-- if you want to talk about copywriting or our copywriting agency which is something we announced. By the time you hear this we will have announced it. We have copywriters on demand. If you need some copy written, we'll be happy to do it for you.

[00:02:27] Tiffany: Yes. It's at a fraction of the price that you would spend elsewhere or by trained copywriters by you.

[00:02:36] Ray: Yes, that's the thing we've been working so hard on over the last year or so, was training up these copywriters, certifying them. Then we were building toward having this agency so we could serve people, write them good copy. One of the problems in the world of copywriting is it's usually a freelancer and they're flaky. Sometimes they don't finish before the deadline. Usually they don't. Sometimes the copy is not 100% what it should be. Often you can't follow up with them, get them to help you fix it if it needs to be tweaked. We want to put an end to all that.

We promise you that your copy will be on time on target. We'd love to talk to you about that or we'd love to talk to you about what you're doing at Social Media Marketing World, what you're looking to accomplish, who you're hoping to meet, maybe we can help connect you with people. Text me at 509-624-2220 and I'll look forward to hearing from you. Let's talk about social media, because I have not been the world's biggest advocate of social media until the last few months. I have really changed my feelings about it. We have gone all in. We're doing, on a perfect day when we hit our mark, we're doing 54 pieces of content on Social Media.

[00:03:46] Tiffany: A day?

[00:03:46] Ray: A day. Here's what we're doing on a perfect day where we hit the mark. We're doing the daily live video show, which I'm simulcasting on Facebook, YouTube, Instagram, and Periscope.

[00:03:59] Tiffany: Does that count as four?

[00:04:00] Ray: Yes. As soon as LinkedIn approves me, it'll be five. Then we're editing the live video into the daily Ray podcast. That's six. We're pulling quotes from the podcast and from the live cast and posting them to four tweets. That's 10. We're posting those same quotes to Instagram stories, and Facebook stories. That's 18. My goal is to hit six TikTok posts a day. Sometimes I'm hitting that sometimes I'm only getting three or four, but that'll be-- What's the last number I said? 18?

[00:04:34] Tiffany: Yes.

[00:04:35] Ray: That's 24. We're doing a daily Ray text message. That is 25. Daily Ray email, that's 26. A graphic meme to Facebook, Instagram, Pinterest and Twitter. That's 30. Maybe we should put this into a document and just publish it and give it away.

[00:04:52] Tiffany: Yes, totally.

[00:04:53] Ray: Show people what we're doing. A lot of this I modeled from Gary Vaynerchuk, which I think that guy is brilliant. I really love his approach to social media marketing. Our goal is to publish mostly free content. All the content is free. What I'm trying to say is we're trying to be generous and give away useful information that actually helps people that you can use. Not that's just a tease and a come on to-- There are lots of people who publish a lot of stuff to social media, but it's mostly ads and it's mostly like you have to pay money to get the actual value.

[00:05:31] Tiffany: Yes. You see a ton of that. No actual helpful hints that could help you right now.

[00:05:36] Ray: When you're looking at a social media accounts that you'd like to follow, describe one that is too salesy. How often are they publishing a sales message versus publishing a helpful piece of information?

[00:05:47] Tiffany: I do follow one person who is becoming more like that and I'm a little disappointed. There is that. The ones that I really do like are the ones that are a ton of everyday stuff, what they're doing and how they're doing it and then later or even maybe every other day, they do a swipe up or something. With this other person I'm following that doesn't do this, it's almost unavoidable. There's no information really, unless you are swiping up. That drives me nuts.

[00:06:18] Ray: Okay, me too. There's a couple people that I have a lot of respect for. It's like everything they publish now is sales stuff.

[00:06:23] Tiffany: Yes, it's disappointing.

[00:06:24] Ray: It really is.

[00:06:25] Tiffany: It's totally not the way they should be doing it. I don't think.

[00:06:28] Ray: I agree. I think-- this is what I think the general overall approach to social media should be. If you're going to market using social media, which I think you should, I think you're stupid if you don't. I'm just going to say it. You should publish a ton of good content every day without fail as much as possible across all these platforms. By doing that, you're building your brand. When people see my face or my name, I want them to think, "That's the guy who really helps me with copy and marketing and building my business online."

[00:07:00] Tiffany: Yes. Then they have a choice of whether or not to go deeper, but they're still getting something. Which I think is really generous. It's not something you have to do. I think it causes people to trust you.

[00:07:11] Ray: Well, I think it does too. It's because you're trustworthy. You're worthy of their trust. Think about what that word means. We've had several clients who've come to us, like one of them just spent \$6,500 with us. This is the story of how he came to do that. He saw some free stuff I was doing on social media. He started watching the live at five thing. He went to the website started looking at what we had available, saw the agency thing, clicked on that and ended up buying \$6,500 worth of copywriting from us. That is how it should work.

[00:07:43] Tiffany: That is. You're still making money. They're still getting what they need. It's not just a constant battering for somebody to sign up for whatever it is that you're selling.

[00:07:56] Ray: Because you're giving tons of value. You don't have to be a copywriter or a designer or-- It can literally be about anything. I recommend you choose something you're actually interested in yourself. So many marketing teachers will teach you, go find a target market that has like 300,000 people in it and the demographics are they're 18 to 34 year old men, they're interested in-- By the time you get done, you've got a good scientific formula, but you've got something you don't give two-

[00:08:24] Tiffany: Craps.

[00:08:25] Ray: -craps about. I think it's much better if whatever you're into, you post a lot of content about that. Even if you think nobody's interested in it. It could be Star Trek. Obviously, there are a lot of people that are interested in that, but I think most people would think there's no money in that. Well, that's wrong, first of all, and secondly, this is going to sound weird because I'm a marketing guy. Money should not be the primary motivator while you're doing this. Creating content on social media should not be primarily about the money. You should take something you're passionate about, that you care about, that you will enjoy making the content about. Like, you do a lot of stuff about fashion and shopping and--

[00:09:13] Tiffany: Do I though? I feel like it's a buffet.

[00:09:18] Ray: Well, that's true. What would you say is on the buffet?

[00:09:20] Tiffany: Life and what we're doing and where we're going and the kids and the cats and fashion. I really want it to be more about fashion, but I don't know.

[00:09:27] Ray: Well, I think what's good is that you're not even locked into just one thing. I think that's important too. I post a lot of stuff. It's not about copywriting and marketing.

[00:09:37] Tiffany: Okay, but everybody knows you as a copywriter. What would you say to somebody like me who's wanting to do one thing? Actually, I can't say I want to do one thing. Everybody says, you need to be known for a thing.

[00:09:50] Ray: I think that's the wrong way to approach it.

[00:09:53] Tiffany: Do you?

[00:09:54] Ray: Yes.

[00:09:54] Tiffany: What would you say then?

[00:09:56] Ray: I think what you want is for people to like you, that's-- not even the right way to say it. You want people who would like you if they knew you to find you. Then they begin to like you and they like your content and they find it fulfilling for themselves that either helps them with fashion or helps them-- You have a feeling about you that makes them feel like, "This is a person I could be friends with." That's what you want to create.

[00:10:22] Tiffany: That's who I follow.

[00:10:24] Ray: That's who you will buy things from. I think it's more important for anybody starting out for anybody, period to build an audience first and think about what you're going to sell them later. If you come from this calculated viewpoint of, "I'm going to be the Facebook ads guy." Well, boring. There's 1000 Facebook ads, guys. If you're the Facebook ads guy who also skydives and loves to take pictures and has three kids at home and let's go to family stuff, and is active in your church and you talk about all that stuff and you show that in your social media profile and you talk about those subjects, you become instantly likable to people who are like that or who want to be like that and you are unduplicatable.

[00:11:08] Tiffany: True. I love that, because I've felt like I've had to paint myself in a corner to be known for a thing. I'm like, I don't even want to be painted in a corner and be known for a thing right now. I just want to share my life.

[00:11:22] Ray: I don't want to be painted in the corner either. There's so many of my peers say to me, constantly. I hear this a lot. You should really narrow down your focus on your social media and just be about the copywriting thing.

[00:11:36] Tiffany: Boring, though.

[00:11:37] Ray: I don't want to do that. I love copywriting. I think it's fascinating, but I don't want to be just that because I'm not just that. I have other things that make up my life. I want to communicate and connect with people at those different levels and talk about things I'm interested in.

[00:11:53] Tiffany: That's the thing is that it connects people to you by being that way rather than just being about copy.

[00:12:00] Ray: That's the whole purpose I think of personal branding, because anybody these days can buy a website template and get a logo made and look very corporate and professional. Everybody knows anybody can do that. I don't think people even buy into that anymore. It used to be you could do that and fake your way into business.

[00:12:17] Tiffany: I think there are people doing that, though, thinking that they're doing the right thing.

[00:12:20] Ray: There's lots of people thinking they're doing the right thing by doing that, but that's not the case. I think it's better to build a personal brand based on who you really are, and take the filters off, and just be who you are. It will make some people upset with you. It will make some people unfollow you. Good. Because those

are people you wouldn't have liked doing business with anyway or vice versa. You want to build-- Think of it as a tribe of your friends. People who follow you because they like you. They're saying it's so [unintelligible 00:12:55] and marketing is you want to build an audience that knows, likes and trusts you. I think it's better to build an audience that knows, loves and trusts you. They do that because you reveal who you really are to them and they feel that. They get that.

[00:13:07] **Tiffany:** Totally.

[00:13:08] **Ray:** Not fake authenticity.

[00:13:10] **Tiffany:** That's see through anyways.

[00:13:13] **Ray:** What would be an example of fake authenticity?

[00:13:15] **Tiffany:** Like that one chick I followed. I followed. I recently unfollowed her.

[00:13:20] **Ray:** You unfollowed her?

[00:13:21] **Tiffany:** Yes, because she was like, "This is me authentically, but there was nothing there. Nothing."

[00:13:29] **Ray:** It's usually there's a lot of flexing involved in many of the-- If somebody's trying to be an influencer, which somebody who wants to be able to sell clothing or perfume or vacations or those kinds of things and there's lots of pictures of them in exotic locations with famous people and on a yacht. It's like, "I'm being very authentic. I was not feeling my best, so I didn't wash my hair this morning. Here I am sitting at the pool by the Ritz in Monte Carlo," being authentic showing you myself looking 10 times better than you ever will but pretending to be authentically you.

[00:14:09] **Tiffany:** That stuff drives me nuts.

[00:14:10] **Ray:** Interesting, we will have the same reaction. The message is, even if you're not a social media marketing world, start creating social content and create as much as you can. Don't let me saying, "We're producing 54 pieces of content a day" discourage you, because you said to yourself, "I can only do eight."

[00:14:28] **Tiffany:** Do eight.

[00:14:29] **Ray:** Just do eight. Do four. Do something every day consistently and be real and start building your personal brand. Don't worry so much about what will I sell or what should my positioning statement be? Forget all that stuff. Just post useful content. Here's a good way to look at it. Why would somebody spend the next 30 to 60 seconds watching what you just posted? What does they get out of it? If they get nothing and you get something, you get their email address, or you get them to click to your website and that's the primary purpose of it. Don't publish that. Make something that will help the person on the other end of the screen. It should educate, inspire, or entertain them. Teach them something useful, show them something inspirational or make them laugh or make them cry. Just entertain them. Educate, inspire or entertain. If you do one of those three things, you're golden. If you do all three of them, then you're really golden. If you think about the social media accounts that you follow the most, you care the most about, they probably do all three of those things. The worst

trap you could fall into is build a personal brand that is based on educating, inspiring and entertaining, and then suddenly switch and become super salesman.

[00:15:42] Tiffany: Don't do that. That's what I'm seeing with that account.

[00:15:45] Ray: Because then people are going to feel like you betrayed them. You've tricked them. Go make some content.

[00:15:50] Tiffany: One other piece of advice that I would recommend based on my own experience with social media so far, you got to respond to your DMS in a timely manner. That's huge. Because when I'm DMing somebody that I said something nice to or ask a question or something and they're not responding for a couple days, I just feel uncared about. I did that because I didn't know that there was a primary side and a general side of DMs. I had all these other general ones-

[00:16:14] Ray: You hadn't answered?

[00:16:16] Tiffany: Yes, for like a week. I felt terrible and I was like, "I don't want to be that." Just responding to DMs right away.

[00:16:22] Ray: Have you done the voice thing yet?

[00:16:23] Tiffany: You know what? I don't have the updated version of Instagram. I haven't done that.

[00:16:27] Ray: That's the coolest thing. When you do it, it freaks people out in a good way. They're like, "I can't believe you did that."

[00:16:31] Tiffany: That's awesome.

[00:16:32] Ray: It's fun. You should try that.

[00:16:34] Tiffany: Jennifer Allwood sent me a message via DM with her voice, which is cool.

[00:16:39] Ray: That's good advice. Really good advice. Answer your DMs timely. Not three months later.

[00:16:45] Tiffany: Sorry to all of you who I did not answer for like a week.

[00:16:49] Ray: Me too. We're both going to get better at that. That's it. We're back to the Social Media Marketing World thing. Hope to see you here in San Diego if you're here, and if not, we'll be back next week with probably a podcast we recorded in San Diego.

[00:17:00] Tiffany: Yes, please. Why don't we like on the beach or whatever?

[00:17:03] Ray: That's a great idea. That's going to happen.

[00:17:06] Tiffany: Okay, cool.

[00:17:07] Ray: All right. See y'all.

[00:17:08] Tiffany: Bye.

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[00:17:42] [END OF AUDIO]