

Is Social Media Ruining Your Business?

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ocial media has become a huge time suck for almost every online business owner I know. It's time to stop the madness.

As an example, I work with clients who daily spend an inordinate amount of time trying to master Instagram. Every time they think they have a checklist together of all the things they need to do daily in order to keep their visibility up, something on Instagram changes.

- Reels is now a thing on Instagram. If you have already gotten started on TikTok, will you now also do Instagram Reels AND TicToc?
- Besides Reels you can spend time pulling together Stories on IG.
- And besides that you can create a daily post for your Instagram feed and make sure you have researched and used 30 hashtags with each and every post.
- And in your posts you can now do up to ten photos (or videos or a combo of both) to create a post for your feed that is a "carousel" post. This is said to boost you in the Instagram algorithm.

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- Some Insta experts also advise that you should then take your 10 photos in the carousel you created and put them, one by one, into your stories.
- You must also use IGTV for longer videos (more than 15 seconds).
- You should create a perfectly worded bio for your Insta account and make sure to also have a "link in bio" page set up (although the click through rates for this is miserable for the vast majority of users).

If your head isn't swimming yet, you can also go over to Facebook and do much the same. If you have a Facebook page for your business you probably know that it is now the thing to have both a page AND a group for that page. Further, if you have create a group you can now within that group create separate rooms. Of course, you can also do Facebook posts in real time to your personal profile and you can do Facebook stories, too.

Let's stop there - I won't even talk about all the things you can do on LinkedIn, Pinterest, and other social platforms. Why do we do this? Mainly, because we think it is cheap. We think it's free. But, it isn't.

- Put a price on your time, because when you are spending time daily feeding all of this you are not directly offering your services or your products to a single person.
 - If you have hired a VA or a social media manager to help you, that's a cost you will probably never recover fully unless you have a very well niched physical product for sale.



Here's what is ridiculous. I talk to online business owners all day 3 or 4 days a week. Most of them have never done any type of advertising, and they will tell you they can't afford the cost. This is utter nonsense. These same biz owners have spent hundreds (sometimes thousands) on online courses they never opened. They have paid VAs and social media managers top dollar wages even if they pay with money borrowed from a credit card. They have not

though one time about putting a price on their own time. If even half the money already spent was put into formulating solid offers to solid customers and advertising even a little bit they would be much further ahead. Spending \$10K for a coaching program and then being scared to spend \$500 on advertising is not using your CEO mindset.

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Here are some guidelines for you.

- Social media works when you are SPECIFICALLY niched and you have NAILED who your best customer is. 9 out of 10 online business owners absolutely fail at this fundamental and waste tons of time on social media "hoping to get noticed."
- Nothing, absolutely nothing, beats personally being visible, meeting, and talking to people who fit the description of your best customer. Hundreds of people will listen to you for free. Few of those will convert to a spender of money with you.
- Transformational services only sell well when a person knows, likes, and trusts you. Sales conversations will get the job done. Posting 27 things on Instagram every day will not get you there. Would you personally scroll through Instagram, see a post that catches your eye, read the call to action, pull out your credit card and fork over \$1k to someone you don't know? If you wouldn't, don't expect other people to do it, either.
- In the midst of pandemic and economic meltdown many people are spending money on goods and services they need. Think about how to reach those people directly, and how to let them know you, the quicker the better. If you've got a product or service that helps them right now they are buyers. But they are searching on Google or Amazon for what they need. They are asking friends for recommendations. They are not scrolling through thousands of Instagram posts hoping to find what they are looking for.

Think about the last 5 things you bought. What were they? This week alone Bill and I needed a new mask and snorkel, a referral to a physician, someone to trim up a tree, and someone to replace a shut off valve for our hot tub. I got all of that purchased and never once went to social media to find what I needed. I'll bet you did, too.

If you are feeling fragmented and nuts over having to play so much in social media then back it down and instead look at your offers and your ideal customers. Go from there. Consider joining my CEO Circle for women, where we debunk time wasters and get down to what will really make your business fly. Give yourself a break, get support, and figure out what you REALLY need to have the business you want. Chasing after the latest newest thing on social media probably isn't going to do it for you.

To your sweet success,

Sue Painter

PS Details at confidentmarketer.com/ceo-circle