



Podcast #043 Listeners Q & A

Hello listeners and welcome to the latest episode of The Marketing Menu podcast with me, Liz

And me, Nicky! And, first of all, I have to apologise, listeners, because this podcast is two weeks late. I hope nobody's noticed! Liz knows but listeners don't. I have recently moved house and there's just been a bit of a headache. I just got overwhelmed by the boxes. I'm afraid.

No problem at all. Are you all settled in then?

I am, yes. We have decorators in as we speak.

That's pretty good going as you 've been in less than two weeks!

Thank you! It's all good!

Now you might remember listeners in the last podcast we mentioned that we would be attending the Dorset Business Awards to support You Are The Media who were nominated for a Creative Impact award.

Yes, that's right. And we did go. Sadly, Mark Masters didn't win, but I have to say it was still a fantastic event and nice to network with a few people, recognise faces. I met up with an old colleague, but it did really emphasise what we said before about it not being all about the winning. It's also about being seen at this sort of event, particularly when it's a regional type thing.

So this week, listeners, we're going to be answering your questions and what a varied selection we had.

Drum roll, please. Yes, indeed. The first one is from Amy. Now, this is one for you. Liz, I think. With all the fuss surrounded GDPR, I have actually learned to say it now GDPR, but anyway, Amy says, "I'm still really confused about when it is okay to pass on email addresses". Now, Amy, I believe, has used the Hashtag #journorequests, which is a search tool you can use on Twitter. Now there a journalist asked for a contribution on a particular subject. Now their email address was given in the post, but Amy's concerned about whether it was permissible to pass this email address on to her clients as a PR opportunity or whether she shouldn't be sharing it now.

Amy, in this instance, as the email address was in the public domain and the clients could have found this information by themselves, you are safe to pass on the address.

I guess it's still understandable that people, I know I certainly am, sometimes. I still get a bit tied up in knots about all of this.

There was a big furore, wasn't there, when the regulations were coming in. It's really focusing on keeping it transparent. So as long as you can prove why you're passing on an email address, in this particular instance, obviously it was in the public domain so anybody could have seen that post so they could have directly contacted the journalist.

And the journalist presumably had put the email address out there?

Yes. Precisely. They were inviting it, so the fact that Amy is passing it onto her clients doesn't mean that she hasn't been given permission by the journalist. The permission is almost implicit because the post was in the public domain on Twitter saying, here's my email address, email me details. She was just highlighting it to clients. She hadn't been given the email address in a private exchange with the journalist and then passed it on without permission.

It is interesting how far people are going. I know certainly when I was looking for a house, so I went into actually a couple of developers in terms of new builds and we had quite a lengthy discussion about GDPR and was I happy and could I sign this piece of paper and tick this box and I just thought, honestly, I've walked in to try and buy a house. You know, it's obvious. I want you to send me details, otherwise how I'm going to know what houses are for sale?

Exactly! And I would say just exercise a huge dollop of common sense.

But people are scared about getting it wrong. Well, you know, companies are being prosecuted, so be careful. Okay. So the next question then is from Alex and he says, "I keep hearing that Facebook groups are the way to go to get real engagement. What do you think about this?"

Well, we like it, don't we Nicky?. We've actually created our own private Facebook group for The Marketing Menu for people who've signed up to our Signature Marketing Programme. And the reason we've done that is because we wanted to add value to the training that we give through the Signature Marketing Programme and it's a forum where people can exchange ideas where they've met on the training and keeping up with each other's news, posting about progress and also for us to get involved. You know, if somebody's got a question or a query, they can post it on the private group and we can all share our own experience.

Yes. It's sort of a secure, friendly type platform where everybody's on a similar sort of trajectory.

Yes, and there's no fear about being seen or being people thinking, oh, well that's a stupid question to ask. You know, you've all been in there together. It's like you say, it's a safe environment.

The groups obviously provide more personal engagement, so it means that you can be talking really specifically to your members and get some really good conversations going, I suppose Alex is the answer. The key to all of this is posting quality content, as always, but also making sure that you respond and

involve everybody else in the discussion. It's also an opportunity for people to get to know the people behind the business as they feel they are speaking with them.

It's also a real-time communication, isn't it? Like you say, so you can respond to polls questions or debates immediately, which creates a real buzz and I know I'm part of a PR one. It's great because you get so many answers to questions and there's no fear about saying, right, I've got this dilemma, I'm not quite sure how to deal with it and then other members in the Facebook group that you trust and who've got the same kind of experience will offer solutions or one I saw was they had created a new logo so they wanted to get some feedback on, what people thought about the new logos so you can really make it work well for your business. And I think it just added value.

I worked with a tree consultant, actually. They didn't necessarily have a lot to talk about in that environment, but what they did talk about, they set up a group on ancient trees. Now obviously there's the Ancient Tree Network, which you may or may not be familiar with, which is a really big thing about ancient tree conservation and all that sort of element. And that had so many members because they're all interested parties in the conservation arena. So effectively it wasn't directly a business thing, but it was in a similar subject area. So I guess, listeners, think about what sorts of subject area you could be a part of. It could be you're a health and fitness person, but maybe you can talk about health and nutrition or something. It doesn't need to be directly specific to your business.

It's about being a contributor, isn't it? And if the platform is right, if it's appropriate for your business and you could actually create value by participating in it, and of course it can be great fun too. It's also a great place to showcase any offers. You have new products or services because you've got an automatically engaged audience. You know that they're fans of yours if they're part of your Facebook group. You know that they'll be receptive to your messages because they're already connected to you and you can also give them any advance notice of forthcoming news so they feel that they're in at the beginning and that's the added value, I suppose, to their membership.

Absolutely. I mean it is a good place to build trust because obviously, members are going to see that. you know what you're talking about, that you're interested in their views too and then you're taking that time to build a relationship with them. This can have a knock on effect with your marketing by sharing experience and expertise for free, you're effective, as Liz quite rightly says, adding that all important value.

However, if you don't want your group to be a place where you're actually promoting offers and products, I guess it's important to stipulate that and have some protocols. We have a networking group that we're part of. You have to be very careful that you don't self-promote in that, so I think it's important that you stipulate those at the get-go.

It does depend on what type of Facebook group you're operating. For us at The Marketing Menu, it's additional support after the training, so it isn't a place for members to cross-sell what they do. They're automatically highlighting what they do by sharing their experience and maybe asking questions and saying, right, I run this type of business, how should I tackle a particular topic.

It's not dissimilar to the whole LinkedIn thing. When you're in groups there, it's not a good idea to necessarily promote, but effectively you are already promoting by commenting.

Well, we hope that helps, Alex, I think our message is 'just do it'!

Our final question is from James now he is just setting up as a personal fitness coach. He's been working at a gym for the last seven years but he's now flying solo and he said when it comes to marketing, he just does not know where to start and I guess I feel his pain, so I don't know what recommendations you might have.

Oh Nicky, what do we always say people have to do to start with?

A plan!

That's where it will start!

I know it is. It may be mad but I suppose what you could do is just start with a simple 12-month calendar. Think about all the dates that you have related to fitness. I don't know that there are probably specific days, there are health and wellbeing days or you could pick up and if you are going to do a lot of your promotion on Facebook, you could start by planning that content a little bit. Once you've got those dates and those headline subjects, then you can start thinking about what promotions you might actually put around those areas.

It's like working backwards, isn't it? You think about what you want to achieve and then you work backwards to work out how you're going to achieve it and what steps you need to take.

And where you need to start. Because if you're doing an Easter promotion, you may want to start promoting weeks ahead and then the summer promotions. So I think we both agree that we start with a 12-month calendar. Work out those critical dates. Any calendar celebratory dates that there may well be and start planning your content back from there.

Particularly if it's something like Father's Day and you've got vouchers that you could give as gifts, here's six months free membership for the gym or something like that.

Yes. Anything else you'd add?

I think once you've worked out your 12 months, you know that there are key dates that you've got to cover, it's then working out what your key messages are. Now you may not have worked out what your key messages are at that point. This is a really good time to do it because you're going to be appealing to different types of markets, so looking at each day or how you're going to promote it might mean a different message. In fact, it should mean a different message. It shouldn't be a standard message. It's ringing the changes. Really drilling down and thinking about, okay, who is my ideal customer for this? So you know right back at ya listeners, download the Customer Persona Identikit to have that really clear vision of who your customer is. Then you know what language to be speaking to them in and also while you're working those messages out, you're working out where to post those messages. So for that particular audience, which social media platform are they on and again, this is where the customer persona can really help you engage with who that person is and where you're likely to find them.

Great. Well, we hope that gives you a big start, James, and all the best with your new business. So thanks for your great questions., Amy, Alex and James. Now, there was one other thing I thought we might just quickly touch on which is about privacy settings.

On Facebook?

Now, this is a bit of a hot potato.

We will go no further as to why it's a hot potato, but Liz, I work with a couple of directors and I've had to challenge them on the fact that they and their family, in turn, have not anchored down their privacy settings on social media channels such as Facebook. So what are your thoughts on this?

Because it's social media. I think the problem comes when people are using their personal profile and a business profile. And I get a lot of friend requests on my personal profile for people that are really business connections. So I have had to be very careful with my privacy settings to make sure that people can't post on my timeline, which has happened, tagged me in photographs, business-related events that doesn't really relate to my personal profile. I'm more than happy to do it on my business profile, but of course, you can't tag in a business profile, but I'm more than happy to share from our business profile. The issue comes when it's going on my personal timeline. So listeners, the way to get over this, if you want to be really secure on your page about how much information you're giving out about yourself, but also what other people can post on your page, is to go into your settings icon on Facebook and then look under timeline and tagging and you can adjust those settings. It's fascinating, but so many people aren't doing it and I know a lot of people, particularly writers who use their personal profile as their business page. It's not always appropriate to be sharing what they're doing.

And also that Facebook may take them down because that is against their guidelines.

But, more importantly, I think is, are people actually going to be really very interested whether you've just taken your dog to the vet?

From my perspective, it was about the director's personal lives being available to the bigger community without necessarily thinking about it or their loved one's details, in turn, being available.

That's right. It's like having show pictures of children, do you want lots of pictures of your children or grandchildren in a public setting? Really have a look and it is a pain, but each individual post you do, you can select who sees it, whether you want it to be a public post. Say if you were doing something for a charity, you might want them to see that, but you might not want to them to see you Saturday night, sat in front of the telly with a pizza on your lap. So you can set that to friends only. Yeah. Be very specific about each post that you're doing, it is a bit of a pain, or you just set it to friends only and certainly with the tagging, make sure if people are posting comments on your timeline, only you see it and you can approve whether anybody else sees it.

Wise words!

Bitter experience, listeners!

So our next podcast will be on Wednesday 5th December when we're going to be focusing on charities and how they can get their very important messages right. And what we mean by that is the messages both to their internal audience in terms of their volunteer base or who they're appealing to, but most importantly for those funding applications because that's where a lot of their income stream comes from. So fantastic. We've got lots of experience working with charities, so that's going to be a good one. So until then, it's a goodbye from me, Liz Gordon.

And it's goodbye from me, Nicky Matthews, goodbye.

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