

Social Brilliant, Video One:

Brilliant Blog Posts, Powerful Podcasts, and Vivid Video

Welcome to the first video of Social Brilliant. By the end of this course, you're going to know exactly how to leverage your content on social media, to drive traffic to your website and increase sales without spending hours a day on social. We're going to give you all of the step-by-step tools you need, from content creation, to what to post, to how to plan it all out so it's not overwhelming anymore. I'm Sarah with Team Edgar, and we're starting off by talking about brilliant blog posts, powerful podcasts, and vivid videos.

I know what you're thinking, "I thought this was a social media course, why are we talking about blog posts, and podcasts, and videos?" Well, it's because a successful social media strategy for business starts with your unique content, and that content should be hosted on your website in a section that we generally call the blog. We see a lot of confusion from business owners about social media because people bypass the blog. They go right into the social networks and post stuff.

To be successful at social media for business, you really need your blog with your content on your website. You need somewhere for people to go and something for people to share that will bring them to your website where they can buy from you. Because people share links to great content; that's what social media is made up of. If you want to drum up social media activity, you must create your own content and we're going to show you how to do that.

No one's really going to share a link to a static brochure type of website on twitter, but people share great blog posts, or podcasts, or videos all the time. It's really unusual for someone to share a link to your about page, or your contact page, or your services page just because they love

you so much. But, if you follow the Social Brilliant steps that we're going to go through in this course to create great sharable content for your blog and for your social media accounts, then your followers will share and click on that content again and again, which gets them to your website where they can buy from you. [00:02:00]

I'm using the term blog, but of course the word blog doesn't really encompass all of the different types of content that are out there now. There are videos, there're podcasts, you can make info-graphics, you can write articles. There are a lot of different types of content, but all of these things should live on your website in a section that we're going to refer to as the blog, for the purposes of this course.

Even if you don't ever write a single text article, we're still calling it your blog just for clarity and brevity. Just so you know what I'm talking about here, it can really be any kind of content, but that content should live on your website in your blog.

That's because we want to drive people to your website where they can buy from you. We don't want to drive them to iTunes or YouTube. These are going to be fast videos, and there's a lot of really important nuggets along the way, and this is the first one. This is one of those small things that can really affect your success in driving growth from social media.

We see business owners sending people to YouTube to watch their video, or sending them to an iTunes learning page to listen to their podcasts, or sending them somewhere that an info-graphic is hosted, instead of having that content embedded on their blog. We don't want to provide more traffic to the internet titans. We want to drive traffic to your business.

Don't get me wrong, having your content on YouTube or iTunes is great. It provides great discoverability to have your content there, where people are searching and browsing. We definitely recommend it if you create that type of content, but you should still embed that content on

your website, too. Then when you're creating your social media posts, it's the embedded version on your website that you want to link to, not directly to YouTube or iTunes.

It all goes back to driving traffic to your website for sales, which is the primary objective of this course. Embed your YouTube video [00:04:00] on your blog, embed your iTunes podcast on your blog, and send people to your blog because your website is where the commerce happens.

We have this handy little chart here to help us visualize the social media ecosystem. What you see on the left is your website. Your website has your blog on it, and then it also has these other pages like your purchase page, your email list, your offerings, whatever it is that your website has. Then on the right, your social media posts are driving links back to your blog, so people will see your social media posts, they click on them and they get taken to your blog.

Then from your blog, they're clicking over to the purchase page, or they're subscribing to your email list, or they're checking out your contact information, whatever it is for your business. That can't happen if you're sending them to YouTube. It's harder to get to your sales page directly from a YouTube video than it is if they're already on your website looking at your blog. You always want to embed all of your content on your own blog, and then you want to link to that content in your social media post, doesn't matter what type of content it is.

What's the purpose of blogging? Well, your blog should express the point of view, the values, the personality, and the philosophy of you and your business. People get to know you through your blog. This is how they find out what your business is all about. Your blog should show who you are, and your blog should appeal to your customers. Notice we're emphasizing customers.

We don't say that your blog should appeal to your industry, we are not saying that it should appeal to your peers, or even your fans. This is not

social media for fun, this is social media for business. All of the social media strategy that we're talking about is designed to drive sales and engagement and leads to your business. When you're thinking about what to blog, you want to think about what your customers would enjoy, [00:06:00] what your customers want to read about. What's going to bring them closer to that sale?

Again, your blog lives on your website where people can learn more about you and buy from you. A huge purpose of blogging is driving that traffic to your website, so that people can give you their email address, or they can check out your products, or they can buy from you.

The next million-dollar question that we're asked is: "What am I supposed to blog about?" What do you write about, or podcast about, or make videos, or graphics about? There are a few key themes that can really help jump-start your blog planning. The first is to blog about your philosophy. What you think, why you do what you do? Help people to understand why you offer what you offer, or why you make the decisions that you make.

In this course, we're going to talk a lot about a concept called know, like, and trust, and sharing your philosophy is one of the know, like, and trust topics. It helps people get to know you so that they can like you, and then they can trust you. It's after they learn to trust you that they're going to buy from you. You can write about you, you can write about your team, behind the scenes stuff.

People love behind the scenes stuff. They really want to get to know the business owner. They want to get to see how the business operates. That's how they get to know, like, and trust a business. Sharing pictures from your office or pictures of how you make your products is great.

There's a jewelry company that Edgar's founder Laura Roeder really loves. That company posts pictures of the owner melting the gold and shaping the rings. All of that stuff is really interesting to Laura as a

customer. It's probably boring for the business owner because she does it all the time. That's what she does, but to Laura and to the business's other customers, it's really cool. They get to see how the jewelry that they love is made.

People like to read about you, the owner, because they want to make a connection with the owner of the business. [00:08:00] They want to feel the affinity with the owner of the business before they buy, and that's what your blog can be really successful in achieving.

The next really obvious topic of information for your blog is anything that's relevant to your customers. This is probably what you see on blogs most often. On Edgar's blog, you might see us write a post about how to properly size images for social media. We teach about social media marketing. That's what we do and that's what people ask us about, so that's what we write about. Think about the questions that your customers ask you, and what they would want to know about your business.

You can also just post other fun stuff that your customers would like to read about. You can do giveaways, you can post motivation Monday quotes, or throwback Thursday memories. Post something funny that happened the other day. Post about something that went wrong and how you fixed it. Don't assume that your business is too boring and your customers don't want to hear about your day-to-day happenings.

Again if you make rings, a picture of someone making a ring is really not that exciting to you as the business owner because you do it all the time, but it is interesting to your customers. It's not boring or mundane to them. Remember a big purpose of your blog is just to drive those social media links back to your website. Anything that your customers are going to be interested in clicking on and sharing on social media is great fodder for your blog.

Lastly, post stuff on your blog that shows you off as an industry expert. This is something that we really can't emphasize enough. If you are going to have a blog, you should use it to show off that you are the top dog in your industry. An example of this would be when we blog about an award that Laura won, or the lessons that she's learned in building a multi-million dollar business before the age of 30. Those things really show Laura off as a leading expert in her industry.

Other things that you could do would be to **[00:10:00]** talk about the new technology that you just implemented, or the professional development course that you just did, or the talk you gave at your local chamber of commerce or recent conference. Maybe it's even talking about visiting a local school's career day to promote your industry to the next generation. You are the expert in what you do, and you should highlight that on your blog to build that know, like, and trust factor.

Now you know what you should blog about, but one of the other most common questions that people ask us is: "How often should you blog?" We're going to give you that answer, and it starts with a big paradigm shift that we want you to make about content creation in general, which is quality over quantity. We recommend posting on your blog once a week, but if you post once a month, that can be really powerful too.

You're mostly likely blogging either not at all or way too much, and those kind of lead to each other because people get excited, they start blogging, they're blogging every day. Then they get super burned out and they're like, "I'm falling behind in my business because I've been writing a blog post every single day." Yes, you're busy. You don't have time to blog every single day, so then you stop blogging all together. We want you to choose a schedule that you can actually do. Stick to a more sustainable schedule.

We would much rather see you create one amazing piece of content that took you three times as long than three mediocre posts. It's all about

quality over quantity. You're going to see as you go further through this course that you really don't need a ton of content in order to have a really active social media presence and in order to drive a lot of traffic back to your website.

I think the reason that a lot of people blog so much is they think, "Oh, I need an excuse to post on social media, and my only excuse is if I have a new post on my blog." But that's just not true. One post a week. If you can't do one post a week, one post a month [00:12:00] or two posts a month. Those are totally acceptable blog schedules. Again, we would much rather see you really hunker down and make something that you're proud of once a month than churn out a whole bunch of mediocre posts that people are really not going to engage with.

Quality doesn't have to mean long either. Quality means compelling and engaging. If you're sitting here stressed out like, "Oh no, she told me to post less often and now I'm going to have to post things that are like 30 pages long to make up for it." That's just not true either. Some really powerful posts can be really, really short.

You've probably heard the saying measure twice, cut once. Well, instead of measure twice, cut once, we are going to write once, promote twice. We're actually going to promote a lot more than twice, but you'll see how that works as we go further on in the course. You do not need a new blog post in order to send out a new post on social media. The new framework we want you to adopt for social media success is write once, promote twice.

You're going to spend your time writing, or podcasting, or recording videos, whatever type of content you like to create, and then you have this leveragable piece of content that you can share over and over again. That's why high quality is so important because if you create a post and you know it's not very good, you're not going to want to share it over and over again. It's just going to be a waste of time.

No one shares a post that they don't like. Something that we want you to do as a part of this course is to really start to notice your own behavior on social media when you're using it for fun. If you're scrolling your Facebook feed on a break, or you're checking out Instagram, or you're pinning stuff on Pinterest, look at the stuff that you feel compelled to share with your family and friends.

You're not going to share posts that you don't think are very good, or that weren't interesting to you, or useful to you. You share the stuff that you like. That's what people do on social media. **[00:14:00]** Focus on fewer higher quality posts so that you can feel confident in sharing it over and over again.

We want you to bake social media right into your blogging process too. We have a great blog post template that we use in our company and you can download it from this course. In that template, you'll see how you can bake social in right as you're creating that blog content. It's much easier to pull some of the social content while you're in that creative process than it is to go back and pull it later.

I'm alluding to some stuff that's going to make more sense as you continue to go through the videos, but because we're talking about your blogging process right now, we do want to go ahead and mention this. If you ever write more than one headline for your content, which you definitely should and you're probably going to start doing it after you see the next video, you can use your discarded headlines as social media content because really a headline is just another way to talk about your blog content.

You can post your other headlines to Twitter or Facebook and now you have a whole bunch of different ways to talk about the content that you already created. You have a whole bunch of variations of the same content.

Pull interesting quotes from your blog content that could be social media updates. These are actually called pull quotes. They're little snippets that you pull from your article, and you can pull those as you go. As you're writing a post, highlight some stuff that you think, "This would be a great stand-alone social media update." Or if you like to podcast or video, as you're editing that, pull out some quotes to use for social media posts.

Check out the brilliant blog post breakdown. It's available to download from this course and it has all the information on exactly how to do this. Then when you get into Edgar, you can see that he can help you with this too because he has the auto-variations option, and that can pull quotes from your links all by itself.

We're going to wrap up this first video [00:16:00] with the idea of an editorial calendar. We want you to stop planning for failure by not planning ahead. I'm sure you've heard that before, but it's really, really true. We believe that an editorial calendar is one of the simplest and most important ideas for social media success, for blogging success, and for online marketing success in general.

So many of us when it comes to marketing and especially when it comes to creating content for our blog, go into this panic mode. We've decided on a schedule. Maybe we decided we are going to blog every Monday, but then Monday morning comes around and we're like, "Oh my gosh, I have to do a blog post today. What I'm I going to talk about? I don't have time. I can't do this." That's assuming that we have a schedule. Even worse it's just thinking maybe you're going to remember to create a blog post every so often and hoping that will happen, but it doesn't.

You know you have to update your blog. We know this, but we act like we're really surprised when it comes time to do that. Imagine the people who run *Good Morning America* coming into work at 3:00 AM, or whenever they come in and being like, "What? We have to do another show today? What are we going to talk about? What segments are we

going to do?" That's what we do with our blogs. We're like, "Oh no, another blog today." But you know you need to update your blog ahead of time.

Just like the *Good Morning America* producers don't come in that morning and then wonder what they're going to talk about that day, you're going to establish an editorial calendar to plan ahead of time what you're going to blog about. This makes it so much easier that it's going to blow your mind. This is one of the things that we talk about a lot and then people come back to us like, "Oh my gosh, that made my life so much easier. It's so amazing."

An editorial calendar is really just a fancy way to say, "Make a plan." We have a great tool for you to download where you can actually plot it out. We have a whole year-long calendar so that you can plot it out as far in advance as you'd like. [00:18:00]

If you were to write out 12 blog post topics and plot them out on dates on that calendar and then if you're posting once a week, if you're publishing to your blog once a week, like we recommended, you just made your calendar for the next quarter. All you have to do is come up with 12 ideas that your customers might want to know about. Be sure to download that guide from this course. All you need is 12 ideas to get off to a great start. Put them on the calendar and now you've plotted out an entire quarter.

Plan your topics and stick to your calendar. It's so important not just to make the calendar, but to actually use it. Remember we're focusing on quality over quantity, and that's really important with the calendar too because you have to feel good about the topics that you've chosen.

We do this in our company. We do it one quarter at a time. We plan out quarter by quarter what we're going to talk about on our blog. Then we look through that and we say, "Okay, do we feel really good that our audience is going to love all of these topics?" Once we feel good about

the topics, that makes it really easy to create the content. Even if you're sitting down and creating the content the same day that it goes live, if you know what you're talking about ahead of time, that's half the battle.

Most of the time that we waste trying to blog is trying to figure out what to talk about, but this is your business. You're familiar with it. You talk about your business all the time. If you have a topic picked out, it's a lot easier just to sit down and write a few paragraphs about that or record a podcast about that. It's a lot easier to take on that task when you already know what you're going to talk about.

Let's put this all together before we go on to the next video. Blogging is the cornerstone of social media. Without blog posts, people don't have a way to share your website. You have to give them something to share. They're not going to share your contact page, but they will share your blog posts.

People learn to know, **[00:20:00]** like, and trust you through reading your blog. This is how they get to know your business.

Quality over quantity. Write fewer high quality blog posts, or create high quality podcasts, or videos, or graphics, whatever you like to create, that will actually get shared and that you will feel good about sharing over and over again.

Finally, plan it all out on your editorial calendar that you can download from this course. With that, we'll see you in the next video.

[00:20:33] [END OF AUDIO]