

NOVEMBER

HOW TO AVOID SOCIAL MEDIA OVERWHELM



Social media is a powerful tool for us all to tap into to build our businesses. Never before have we had so much opportunity to get in front of our dream audience like we can now, thanks largely to social media.

It's incredible the reach we can have when we do it successfully.

But it can also be draining, you feel like you are juggling balls in the air and if you stop they will all come tumbling down but they won't.

This month we move into the dark winter months I am going to talk to you about Social Media Overwhelm as every small business owner struggles with this.

You are creating social media content, planning blog posts, maybe going live on Instagram, trying to create stories when you have done nothing exciting all day and posting on Facebook and quite frankly feel like throwing the towel in some days and leaving it all behind.

The key is actually to keep things simple and have a plan.

There are so many social media platforms out there, it's really easy to get overwhelmed by them, so when it comes to your business, try and focus on one or two platforms when you're getting started - and concentrate your time and energy on growing it successfully.

I promise, you're going to make much bigger strides by focusing on one platform than scattering yourself over 5 platforms.

The first thing to ask yourself is, "where is my audience hanging out online?" and, "what platform aligns best with my business at the moment?".

The chances are that your audience use multiple different platforms, but you might have spotted that a lot of posts and conversations happen more on Instagram than Facebook.

Or you might realise that Pinterest is the place where your audience are going to look for the very thing you offer.

Another thing to consider is your person preference. There's no point getting on Instagram reels if you don't really like it!

It's less likely that you'll stick at it.

So what I want you to do is start to track what is working.

Make notes of where your enquiries are coming in from, ask them when they get in touch with you where they found you and start to create a marketing plan.

LET'S START WITH YOUR **MARKETING PLAN**

Every business needs a marketing plan whether you like it or not. It is an integral part of running a business and time does need to be spent on it.

If you are in the wedding industry your ideal clients are on Instagram and Pinterest.

Plan a blog post each month and then break it down into pins and posts you can share on these platforms.

Use the content buckets in the July membership to start to plan out your social media posts.

If you are posting stories, keep rotating them, they don't have to be new every time. Spend an hour making stories and then rotate them for the month with some other ones you may wish to add in.

For example if you did a venue viewing, don't just post that day, post it again a week later and another week later.

Keep rotating and recycling stories as people often miss them, if they have seen them there is no harm doing it again. You don't have to be creating new content every day.

Stop fussing, don't try to be creative and post up graphics that have taken you ages to create, they don't work and often weaken your brand.

By having a plan you are less likely to feel overwhelmed, it may take you a day or even two to plan it out but this is your marketing planning day and it has just freed up a month. If you feel like adding more in then you can but don't feel tied to it.

Pop in for half an hour each day to check in, comment and like posts and then come back out.

IMPOSTER SYNDROME SHOWING UP

If you suffer from Imposter Syndrome then recognise the signs and don't follow people who trigger you.

When I say trigger you, I mean they make you feel inadequate, that you aren't as good as them, they are more successful than you, they bring an emotion to you that you can't quite pin down.

If this doesn't fill you with joy then just unfollow them.

I do, I unfollow people, I leave Facebook groups and make sure if something is triggering me I remove this from my social media feed.

Stay focused on what you do, do remember your audience needs to hear from you, your business is going to be perfect for them and unless you tell them about it they aren't going to find you.

Be kind on yourself, if you have a day or even a few days of not wanting to show up your business is not going to collapse around your ears.

We are going through rough times at the moment and it is so important to understand you don't have to keep banging your drum if you just don't feel like it but having a marketing plan takes the emotion away from you and you are behaving like the CEO of your business, this is what is going to make a difference.



PLANNING **BE INTENTIONAL**

This is where I see so many business owners go wrong.

Nothing is planned out, they are not asking for a sale or directing their audience anywhere.

When you are planning your marketing have an end goal otherwise you will feel like you are on a treadmill and just putting stuff out there that isn't driving traffic to your business.

This can also make you feel overwhelmed.

Be intentional in what you want your audience to do, is it to book you, have a call with you, book a virtual venue tour, book your workshop?

Start your marketing plan with what you actually want your audience to do and work backwards, what content are you going to create and put out there to drive them to your ultimate goal?

Finally, be kind to yourself, this has been a tough year for everyone in the wedding industry and I can recommend a book this month on Hygge.

Hygge is a Danish way of living which sets intentions to be cosy during the winter months, creating beautiful spaces, slowing down, reading books, hot drinks, fires and embracing the winter months.

