



Marketing Moxie Podcast

Episode 19 – Picking Your Social Media Platforms with Stacey Harris

Show notes at: <http://www.maggiepatterson.com/episode19>

MAGGIE: Welcome to Marketing Moxie, Episode #19.

INTRO: Welcome to Marketing Moxie with Maggie Patterson where we get down and dirty on all things marketing for entrepreneurs. Maggie takes a practical, no holds barred approach to helping you take action on what matters to your business, all with her signature moxie and sass. Now it's time to roll up your sleeves and dive in.

MAGGIE: Hey, everyone. Welcome to the Marketing Moxie Show. I am Maggie Patterson. And today we are starting a new series. I'm really excited to talk about social media. I'm calling it the Social Media Smack Down.

I really wanted to go with smack down because I think we all need to put social media back in its rightful place. Not to say it doesn't have a role to play in the marketing mix, but I think it's really important we get a handle and figure out what's going to work for us in our business and what's going to help us meet our business goals.

Over the next few weeks, I am going to have a whole series of guest experts talking about everything from Facebook to Instagram to picking the right platform. They are going in-depth. They are sharing their personal stories and also their tips and tricks as experts.

With no further delay, I want to introduce you to our guest for today, The Stacey Harris. And she is The Stacey Harris because I believe she went to buy StaceyHarris.com and it was gone, so she had to get creative, and it stuck. Stacey, if you don't know her, is a vivacious, fun, social media consultant. She works with small business owners and entrepreneurs to really help them stand out online. I really wanted to have Stacey come on the show today to talk about picking your social media platform because

she has a very practical approach, and it's very down to earth. So let's dive in and listen to my conversation with Stacey.

Hey, everyone. I'm super excited to bring The Stacey Harris today. Stacey and I are going to have a chat about picking the right social media platform because I think so many times we have this whole idea that we need to be everywhere, and it's not always the smartest thing to do. And Stacey is a social media expert. She is a fellow podcaster. And I just love Stacey's vibes, so let's get into a conversation about that.

So, Stacey, welcome to the show.

STACEY: Thank you for having me. I'm excited. I like that you said you were super excited because I say that. I just did a guest interview with a guest before we jumped on, and I said in the interview, I'm like, I think I say that in every episode because we have cool people.

MAGGIE: I'm either super excited or stoked.

STACEY: Yeah.

MAGGIE: I've been using stoked a lot, which is hilarious because I'm a 40-something from rural Ontario, Canada. There's not --

STACEY: I was going to say you're not really a surfer.

MAGGIE: Yeah, I'm not really in southern California surfing. But, I mean, I think it's just because that's aspirational for me to be somewhere where there's no winter.

STACEY: You're just thinking of surfery thoughts.

MAGGIE: Yes. Yes, I think I have a little inner hippy surfer in me. I just don't let it out very often.

STACEY: Nice!

MAGGIE: So if I'm, like, you know, let's talk about this. If I'm really just getting started with social media or I'm in a state of like social media overwhelm, what kind of tips would you give us to help us really pick the right platforms for our business?

STACEY: Well, I do kind of believe you should be everywhere, but not active. I'm a big proponent of when a new social media network starts out, go reserve your user name, even if you're not going to be using it --

MAGGIE: Yeah.

STACEY: -- so that you can protect your brand. But then really sit down and think about, you know, revisit those old favorites, the ideal client, and think about where they are because it's a whole lot easier to take the water to

them than bring them to the water. So if they're not on Facebook, don't worry about Facebook, even if everybody says everybody has a Facebook page.

If your ideal clients hate Facebook, then you're going to waste a lot of time. Whereas, if they, you know, if they love Twitter, then ignoring Twitter is kind of counterproductive. So think about where they are, and think about where your content does really well.

I'm a big proponent of Google+. I like Google+ a lot, especially with people increasing their video stuff. If video and vlogging and video marketing is a big part of your overall plan, it makes sense for you to have a Google+ profile or page to go along with that YouTube channel because they are tied in together. So look at that.

Look at your plan. Look at what you're doing. And look at who you're trying to talk to. And then focus on -- I like to focus on one or two primaries and then one or two, like, sort of secondary markets where your content goes out. You spend a little bit of time. But it's not as much as you would spend in those two primary markets.

MAGGIE: Yeah, I like that. It's a two and two approach.

STACEY: Yeah.

MAGGIE: I was actually talking to someone this morning and I said -- she's very overwhelmed by social media. I said, "You know what? Just pick one for now and master it, and then add another."

STACEY: I don't believe in the mastering just one. I think the two works because when you master just one, there are a lot of people who have spent the last three years mastering Facebook who are super mad right now with the organic reach taking a big tank.

MAGGIE: Okay, I would never say....

STACEY: So having all of your eggs a little --

MAGGIE: I mean like a month or two.

STACEY: Yeah. Having all of your eggs a little diversified into different baskets will definitely be helpful. But, yeah, focusing on two networks. You know, if you do two networks, you know, say your two networks are Facebook and Twitter. The same stuff can go out to Facebook and Twitter.

MAGGIE: Yeah.

STACEY: It just has to look a little different. But you can point them to the same blog posts, the same sales page, to the same podcast interview, to the same, you know, article you found on Ink, whatever. Your verbiage

around it is going to be slightly different. You don't have to, like, reinvent the wheel every time you go to work at a network.

MAGGIE: Yeah, and I love that idea of really thinking about your content and how can you just tweak it to be appropriate for each platform versus, you know, I've got to write something totally different for Twitter. You're going to burn yourself out.

STACEY: Right, yeah. It just needs to be shorter. It doesn't have to be a different link. It may be one of the sentences you used on Facebook to talk about it, you know.

MAGGIE: What are your favorite social networks right now?

STACEY: My favorite social networks are Google+, Twitter, Instagram, and reluctantly LinkedIn because that's where, you know, the other thing. If you are sort of in a state of overwhelm and you have, you know, you have all of these networks, and you need to sort of come back a little, go into your Google analytics and look what's driving your traffic. Look at where people are responding. Look at what's converting for you, and spend the most time there.

I maintain a Facebook page. I mean, I have a Pinterest account. I have all of those things, but my primary time is spent on Google+ and Twitter. And then the secondary to that is Instagram and LinkedIn because those are the networks that drive traffic. Those are the networks that drive the most engagement, and those are the networks that convert most consistently for me.

MAGGIE: Yeah, and I think that knowing where your referral traffic comes from is very powerful. I know, for me, I don't get a lot of traffic from LinkedIn, but I do -- I mean, I do get direct inquiries on LinkedIn from people --

STACEY: Mm-hmm.

MAGGIE: -- looking for me or people I've worked with in the past who want to know what's going on and how they can work with me. So LinkedIn doesn't take a whole lot of my time, which I love.

STACEY: Right, yeah, and that's what I liked about LinkedIn too is I have only really started spending a little more time in there, and a part of that is because I recently did a podcast interview with a LinkedIn expert and was, like, tell me what I'm supposed to be, have to be doing here because I get questions all the time and people are like: "I hate LinkedIn. Do I have to spend time there?" And I'm like, well, I don't like it either.

But, you know, we talked about ways to sort of make it really kind of streamline your time there. And since I've spent just a little more time there, I'm seeing a lot more results. So it kind of goes to that, you know, 20% of your effort, 80% of your results sort of thing. You know, where can I get the least amount of work but amount of results? And LinkedIn is

good for that for me, and that's why it's a secondary network because I don't spend a ton of time there. I engage a bit. I get a lot of messages. I spend a little bit of time in very specific groups, and that has driven a lot of traffic in relation to how much time I actually spend on the network.

MAGGIE: And I think that, you know, bringing up groups is a good part of this conversation because ultimately that's where the magic happens, whether it's on LinkedIn or Google+ or Facebook. I know for me, that one-to-one interaction within a group will trump anything. It's a real relationship at that point.

STACEY: I agree, and I am a big proponent of community and relationship being the cornerstone of your marketing online because people don't buy from profiles. They buy from people, and that's why having your photo as your profile image and not your logo is really powerful. Talking like yourself and not a walking advertisement is really powerful. Engaging with people and just talking about them.

You know, I recently had a huge jump in followers because I tweeted about being annoyed that the voice instant save only works for people on the East Coast because you cannot have this voice instant save that you talk about how important it is during your West Coast feed, and I can't even vote. Not that I probably would anyways because, honestly, the only reason I used the hashtag was because I couldn't.

I was like what the heck. And I got several new followers who are very ideal clients are, you know, they're not random people. They're people who I would love to have following me anyways because I started this conversation around the bad use of a hashtag that was trending. And I responded when they responded. Talked to them when they retweeted me, things like that.

So having those actual conversations about random stuff, not at all really related to what I talk on, you know -- I guess I do talk about hashtags a lot, but you know what I mean. Just having the sort of random, everyday conversation cultivated new leads for me, cultivated new connections for me. Not: "Hey, guys. Come buy my stuff."

MAGGIE: Yeah, and I think the "be human" factor is so important because ultimately, you know, if I don't like you, I'm probably not going to do business with you.

STACEY: Mm-hmm.

MAGGIE: So just be yourself. You know, it's that most cliché devised ever: just be yourself.

STACEY: It's true though. I mean, I work in an industry -- the social media online marketing space is crowded, and I work with clients who are generally in very message driven coaching businesses.

MAGGIE: Yep.

STACEY: So they're in a very crowded market as well. And the thing to do there is be the only thing that's different. And the only thing you can do that's truly going to be different is not your offerings; is not your message. It's who you are. It's how you present yourself.

I have people every day email me who sign up for my email list, and they're like, I saw you on whatever, or I saw you speak, or I found your website through a search. And I saw that bright pink hair, and I couldn't resist. I had to join the mailing list. I had to read more. And they go, and they follow all my channels, and they join my mailing list, and they buy my stuff, and they request to work with me, and they listen to my podcast because it's me.

It's just very distinctly me. My personality is very distinctly me. I'm not trying to be anybody else, and that is why I'm successful in a crowded, crowded, really crazy crowded market. Not because I promise magical results instantly. Not because I'm the cheapest game in town because neither of those are true, but because I am just me all of the time.

MAGGIE: And, you know, I think there's something really powerful in the fact that when you're yourself, you can repel the wrong clients as well.

STACEY: Yeah. I had a guest on my show not too long ago who does the exact same thing I do, and the reason I'm comfortable having guests on my show who do the exact same thing I do is because we're different people.

MAGGIE: Absolutely.

STACEY: Because some people want to work with her. Some people want to work with me. And we talked about the importance, you know, how powerful repelling people can be and attracting people. Like when I swear or have pink hair or just have a general me-ness, some people do not like that. Lots of people do not like that. But the people who respond to that respond doubly because it's there.

MAGGIE: It's so, so true. And I hate using the word "authentic". Oh, my gosh, I have so many issues with that word.

STACEY: It's because it's a buzzword right now.

MAGGIE: Oh, it's just -- it makes me want to puke.

STACEY: I love the idea of it.

MAGGIE: Yes.

STACEY: I don't like when people are commercializing it.

MAGGIE: Yeah. Oh, just be authentic. I think at the point you have to tell me you're authentic -- well, really? You're not being so authentic.

STACEY: It's kind of like when people call themselves gurus.

MAGGIE: Oh, do we want to go down--?

STACEY: Like you were very lovely and called me a social media expert. I would never refer to myself that way.

MAGGIE: Yeah, but I would never call you a guru or, you know, there are so many buzzwords that are just --

STACEY: Yeah.

MAGGIE: And you know what? That's just me. Those might be really -- someone else might look at that and feel really connected to it.

STACEY: I was in a conversation in a community recently where they were like, oh, I would definitely have expert in there because I wouldn't work with somebody if they didn't describe themselves as an expert. I was like, really?

MAGGIE: Yeah, but then you get into the whole expert conversation when someone, like, just because you say you're something doesn't mean you are.

STACEY: Mm-hmm. You want to know how you know I'm an expert? I walk my talk. You see me engaging on social media. You see people talking about me. You see me showing up in places like this talking about what I'm doing, and you get to hear what I'm saying. You get to tune into my podcast and hear what my thoughts are. And then you can decide, yep; she's an expert. Let me go head over to her website and find out more and work with her.

MAGGIE: Yeah, and I think that's really, really important. Look beyond what someone says they are or the shiny object and really dig another layer down. Do they really walk their walk? It's easy on social media to just get swept up in this, I want to say, like this idea that things are what they seem. They aren't always what they seem.

STACEY: Mm-hmm.

MAGGIE: Just because someone has a gazillion followers doesn't mean they're good at what they're going to do or deliver it.

STACEY: Nope, those can all be bought and paid for.

MAGGIE: Exactly, so I think that, you know, perception is not reality in this case.

STACEY: A well-written sales page should not be the only thing deciding whether you buy someone's program or course or whatever. Go and look at their content, their blog content, their podcast content, their video content, their social media channels, whatever it is. Look at what their stuff is. Read their stuff. And then say, oh, yeah, this person, this is somebody I want to learn from.

MAGGIE: Yeah.

STACEY: This is somebody I want to spend time with.

MAGGIE: I had a couple bad experiences kind of late last year with some of my investments, and I really decided from that I will never ever invest more than \$1,000 without actually, like, talking to, getting testimonials from people, like not just reading a testimonial website. I want to talk to a person. I'm not giving away any more money. Like, no!

STACEY: I don't spend, you know, large investments without talking to the person I'm actually going to be working with.

MAGGIE: Yeah.

STACEY: You know, I was having this conversation about masterminds recently. And, for me, I'm not joining a high level, \$10,000 mastermind without having a conversation with the person I'm going to be working with.

MAGGIE: Yeah, and I want to talk to someone else who's done it. Like that's -- yeah.

STACEY: Yeah. I want to know that the person and I are going to vibe. You know what I mean? Like that's really critical. And I've been really lucky. I've had really good experiences. My negative experiences have all been on relatively inexpensive things, but that's also because, you know, when I join crazy, high level masterminds like that and really, really stretch myself invested, I knew who I was going to be working with. They were somebody I'd followed. They were somebody that had been a part of the community. I engaged with in multiple ways on social media, one-to-one, whatever, and that's how I made the decision.

MAGGIE: Yeah. And I think that there's something to be said for always -- and I say this when you're prepping for pitching, when you're prepping your social media, whatever it is, do your homework.

STACEY: Mm-hmm.

MAGGIE: I feel very strongly about it. Homework is not just for the school aged kids.

STACEY: Well, and I think this is a good reminder not in just the stuff you buy, but think about that process when you want somebody to buy from you.

MAGGIE: Yes!

STACEY: I am beta testing something this summer, and I'm thinking about, okay, what around my normal stuff represents this really well, you know? When I recently launched Google+ Guide, I talked a lot about Google+ so that people would be able to go back to my show and be like, okay; she's going to teach me about this. Let me hear how she talks about it.

MAGGIE: Exactly.

STACEY: Let me hear the kind of -- you know, it's almost like a preview for what you're going to be sharing because they kind of got me teaching them about this topic. Here's what it's going to feel like. Here's what it's going to sound like. Obviously, in a program it's different. There are visuals. It's more in-depth, things like that. I mean, it is an investment. But you kind of get a feel for what it's going to be like.

MAGGIE: Exactly.

STACEY: Because I provided examples.

MAGGIE: So what do you think the biggest pitfall people run into with social media is?

STACEY: Trying to follow rules. I gave a presentation at a conference called WordCamp Phoenix this year. And somebody asked me a question about, you know, I had said something, and they're like, well, what do you think about somebody says that you should never do this. And I said that I don't make any rules that I have to follow because it changes all the time.

There is no one thing you should never do. There's no one thing that everybody should always do. So don't try and be somebody else. Don't follow somebody else's roadmap. You have no idea who their ideal clients are. You have no idea what their business looks like. Work within, in the outline of your business, your habits, your ideal clients' habits, your ideal clients' interests, and figure out a plan that works for you.

And you can do that sitting down with somebody and really mapping out an overall online marketing plan. I do that with a lot of my clients and they find that very helpful. But you can also do that on your own. Spend an afternoon, spend a weekend, spend some time just focusing on what that plan is going to look like. Don't answer emails. Don't get on Facebook. Don't look at calls. Go through that stuff and figure it out for yourself and then execute that.

MAGGIE: Yeah. I love that you said that because actually -- and I'll link this up in the show notes, but I actually just today published a blog post on that. Basically stop doing the shoulds.

STACEY: Mm-hmm.

MAGGIE: Just because a big name expert had success with it doesn't mean it's going to work for you or your business. Maybe it's a terrible fit for your personality. Maybe it's not right for your ideal clients, so I love that you brought that up because I feel so strongly and people are so stuck on that. Well, I have to. I should. I'm like, nah, no you don't.

STACEY: You know there are a lot of things that people, like Maria Forleo, who I have buckets and buckets of respect for and really enjoy, do in her business that just aren't a fit for my clients and aren't -- even though we share similar clients.

MAGGIE: Yeah.

STACEY: They're just not a fit for how I want to run my business. You know what I mean? It doesn't make what she's doing wrong. It doesn't make what I'm doing wrong. It just makes us have different business and be different entrepreneurs.

MAGGIE: Exactly, and that's why in the post I actually said, like, I made a list of ten things that are my, like, they're on my should list. They're things I won't do. They don't resonate with me. They don't work for me.

STACEY: Yeah.

MAGGIE: They might work for other people. They just morally, ethically, how I want to work in my business, they aren't things I want to do. They're very common, online, entrepreneurial things. And I encourage people to make their own list of things that just don't work for you.

STACEY: Yeah.

MAGGIE: So that you can keep checking. Am I doing that? Oh.

STACEY: Really early in my show, I had Jules Taggart on.

MAGGIE: Yes!

STACEY: And we talked about affiliate marketing.

MAGGIE: Yeah!

STACEY: That -- I don't do affiliate marketing. I'm not an affiliate with anything. I don't have any affiliates on my stuff. It's just not in line with me. It's not something I want to manage, to be honest, from a technical standpoint. It's not something I want to deal with. I have a lot of people who are really great about sharing my programs. I share a lot of programs, but all of the stuff that you guys see me talk about are stuff I'm just talking about. Either I know the person running it really well, and I know it's going to be a great program, or I took the program.

You know, whatever it may be, you know, the resources I trust, whatever it is. It's not I'm making \$1,000 off of this when it's all done. It's not even me making \$0.05 off of this when it's all done. It's just, hey, I think this will be helpful to you. I really dig this person. It's win/win for me.

MAGGIE: Yeah. And for me, it all comes -- I mean, I don't do any affiliate stuff now. Not to say in the future I wouldn't, but I would have to know that that product is so flipping good. I've used it myself. I've experienced the results, and that I would recommend it without getting a red cent.

STACEY: Mm-hmm.

MAGGIE: Yeah. There are so many things like the affiliate marketing and approaches to sales pages and, you know, different sales tactics for emails. There's so many little things that I think, when you're first starting out in this space, you think, oh, is that how it's done? And then, over time, you realize you were like, no; screw that.

STACEY: Mm-hmm.

MAGGIE: I don't need to follow those rules. That's not jiving with me.

STACEY: And it's not to say I've never received a lovely gift after referring someone or sent a lovely thank you card or a gift after someone referred me business. But I don't think of that as affiliate marketing. They're not sharing based on getting something, you know.

MAGGIE: Yeah.

STACEY: I'm not sharing based on getting something. It was just a lovely surprise I sort of received in the mail. And it's usually really adorable. But you know what I mean. I'm talking about where you have full on affiliate programs and, you know.

MAGGIE: Yeah. Affiliate marketing isn't bad. It's just something that at the stage in where we are as people --

STACEY: It's just not a fit now.

MAGGIE: -- it's not working. It's not something we're doing.

STACEY: Yeah.

MAGGIE: Yeah.

STACEY: But that doesn't make it wrong.

MAGGIE: No.

STACEY: It just makes it not a fit for me, and I think that's sort of the takeaway there is it may be your whole business model.

MAGGIE: Yep.

STACEY: And that's what you do is you take programs, and you share them, and that's fantastic. I mean Pat Flynn is quite successful, and he does a lot of affiliate marketing, and I consider him to be a very ethical dude.

MAGGIE: Yes.

STACEY: And trust his resources, have used his resources, have used his affiliate link to get resources.

MAGGIE: Yeah. And you know what I like about it too? It's super transparent.

STACEY: Mm-hmm.

MAGGIE: And I think this all comes down to it's real transparency, not kind of this fake, crappy, BS transparency where you're telling me you're transparent, but I still know you're not.

STACEY: Yeah.

MAGGIE: You know, either just be totally in or zip your lip.

STACEY: Mm-hmm.

MAGGIE: And I feel this way -- Ash from TMF, she had a post this week. I don't know if you saw it. She talked about -- now we're getting into the news of the day. But she basically had a post about your money, and she disclosed exactly what her expenses were last year.

STACEY: Mm-hmm.

MAGGIE: I mean, yes, she has a very booming business, but she was like, yeah, but I also invested heavily in my business. And I really appreciated that because I think so many times there's these random numbers like, oh, I made six figures or we made a million or whatever. But there's nothing in the backend to know what they're really taking home or how that really translates in real life and everything. Like, we had a million dollar launch. Well, how much of that did you pay out in affiliate income?

STACEY: Mm-hmm, yeah. You made \$50,000 from that.

MAGGIE: Exactly.

STACEY: Yeah.

MAGGIE: So much smoke and mirrors.

STACEY: Well, and for me, you know, I am a big proponent in investing in your business and, like, I had my best year ever last year, in full transparency.

I have doubled my business every year, and I had my best year ever last year. I also spent the most money I've ever spent in my business last year. You know what I mean? So it doesn't -- you know, just because you had some sort of big, crazy year doesn't mean that you took home some big, crazy paycheck.

MAGGIE: Yeah, and that's, I think that the more dialog there is about that the happier I would be because, I mean, if someone wanted to sit down with me and talk numbers, absolutely I would do it happily with them.

STACEY: Mm-hmm.

MAGGIE: But am I going to start irresponsibly throw out half a story? No freaking way.

STACEY: Mm-hmm.

MAGGIE: Oh, no.

STACEY: Yeah. I achieved that best year ever because I heavily invested in myself and my business and making it better. Not to say I didn't make any money, but I didn't, you know, I didn't somehow take all this crazy money home. Like, I invested very heavily in my business and....

MAGGIE: Yeah.

STACEY: And I've done that so far this year, and that's why I will have an even better year this year is because I've spent, you know, quite a bit already investing in my business and making it better. And I think that we get these illusions. Also, I've been in business four years. I didn't start four weeks ago.

MAGGIE: Oh, you know, I was talking in a previous interview about that, about how someone had commented to me: "Wow, you're just really -- you're really doing well." And I'm like: "I've been in business for nine years."

STACEY: Yeah.

MAGGIE: Yes, I've only had like -- I mean, it's really only been six months I've been working with online entrepreneurs, but I've had a business on my own for the last nine years, so I didn't just show up to the party and have to learn all these skills. So it's the whole comparison. You know, can't compare apples to oranges. I'm, A, in marketing and, B, been running my own business. So I have some mad business skills in the backend that aren't obvious.

STACEY: Mm-hmm. Well, and there's that quote, and I do not remember who said it originally, but you see it all over the place is: Don't compare your start to somebody else's middle.

MAGGIE: Exactly. And I'm truly in the middle, not the start.

STACEY: Yeah.

MAGGIE: And halleluiah because I already did one start. I don't want to do another one.

STACEY: It's true. And, you know, don't discount that expertise you had outside of what you did. Yeah, you've been doing X, Y, Z for six months. That doesn't mean you don't have all the skills to back that up.

You know, I just started podcasting 6 or 7 months ago, 50 episodes ago, but I went to school to be an audio engineer. There wasn't a big learning curve for me to podcast.

MAGGIE: Yeah, whereas for me podcasting felt -- I think now that I'm in it, it didn't feel -- it's fine. But I think I had a big block around it. It didn't take me long to get into it, but I really thought, ooh, I don't want this to go bad. Then I learned how simple it really is.

STACEY: It is simpler than you think it is, but for me it was like a - why didn't I do this earlier. Duh.

MAGGIE: Yeah.

STACEY: You know what I mean? Yeah, just don't undersell yourself, but also don't oversell somebody else.

MAGGIE: Yeah, totally. So I have one last question for you, Stacey.

STACEY: That's good because I feel like I've gotten you totally off track.

MAGGIE: Oh, we're good. No. You know what? I love the organic conversation that just happens. Yes, this is our topic, but I think a lot of these things, they come up because they're on our minds, and people aren't necessarily talking about them in a certain way. And I love that. I just think, if my podcasts can just help one person not compare themselves, that would make me very happy.

STACEY: Okay. Good. I didn't want you to be mad at me.

MAGGIE: Oh, yeah, because I was at great risk of being angry. I'm just so prone.

STACEY: I know how you get when you get angry.

MAGGIE: Yeah, I am so prone to anger. So let's talk about social media time suck because I know that that's a huge thing, like a lot of times we end up sucked into things

STACEY: Yeah.

MAGGIE: And in the guise of, well, I'm building my business. So do you have any tips around like kind of limiting your time and being smarter about it?

STACEY: Yes. I am very anti-scroll factor, which means don't scroll through your timeline. No, don't do that. I am a big proponent of scheduling, and I don't just mean scheduling your updates, but scheduling time. So I schedule 15-minute chunks throughout my day here and there between calls, whatever. And I give myself a task to do in that 15 minutes.

For me, I'm very community focused, so my 15 minutes will be I'm going to go into communities on Facebook, Google+, LinkedIn, or wherever I decide it's going to be. And I'm going to spend 15 minutes engaging. I'm going to, you know, likes and posts, answer questions, you know, just network for 15 minutes.

MAGGIE: Yeah.

STACEY: And that's all I do. I don't go to my timeline. I don't go to my news feed. I don't scroll. I don't. I go to the group. I execute. This is especially true for me for my community. I have a free VIP community on Google+, so I will spend 15 minutes in that community just hanging with my peeps.

And so I have a short -- I have a limited amount of time. And when that 15 minutes is up, I'm done. I'm out. And then I have a task, and so I'm not scrolling. I'm not browsing. I'm executing. I'm going in, and I'm doing what I need to do.

MAGGIE: Yeah. I totally -- that technique has worked well for me. Get in; get out.

STACEY: Mm-hmm.

MAGGIE: Before you get embroiled into a -- you know, with me it's always a sideline conversation with my best friend or my sister talking about God only knows what. And then it's an hour later.

STACEY: Or a buzz feed quiz.

MAGGIE: Okay. I've got a buzz feed quiz problem. I just love them.

STACEY: I do too.

MAGGIE: What '90s --

STACEY: I've got to know what super hero I am yesterday.

MAGGIE: Yeah, like what '90s teen movie person are you? I'm like, yes, I need to find out.

STACEY: What 2000's hottie I was supposed to marry.

MAGGIE: Oh, who were you supposed to marry? Do you remember?

STACEY: I can't remember who it was now.

MAGGIE: I found out yesterday my quiz results were deeply skewed for anyone that actually knows me in real life because it said I was a total jock.

STACEY: Really?

MAGGIE: And I, like, burst out laughing. It said I was this, like, football playing jock and, like, one of the cool kids. I'm like, it could not be further from the truth.

STACEY: I'm going to find that one. But, yeah, I mean, yeah, that's the best way to avoid that stuff is, you know. But on the flipside, let yourself do that. Make some time to go do that.

For example, after business hours when I go on Facebook or I go on Google+, I do randomness. I take buzz feed quizzes. You know, I sit on my iPad in front of the TV or whatever in my off time and my kids in bed, and I just do stupid stuff, you know. You can do that. Just don't do it while you're working.

MAGGIE: Yeah. That's good advice. And if you're really bad at disciplining yourself, there are also things to block you off the Internet.

STACEY: Yes. A mentor of mine, she needed to write. She was writing a book, and she needed to finish it. And so she literally unplugged her Internet and sent her router to work with her husband.

MAGGIE: Wow!

STACEY: So that she could not get online until he got home from work.

MAGGIE: Oh, wow! That just gave me -- I've got goose bumps. I'm like, I don't think I could do it.

STACEY: I have another mentor who just turned her Internet off until after 5:00. She didn't have to, but I have a friend who actually sent her router to work with her husband and was like, "I cannot have access to the Internet."

MAGGIE: Wow!

STACEY: See, the first thing that pops into my phone is like, okay, so my iPhone turns into a hotspot, so I could get --

MAGGIE: Yeah, that's what I was like. Well, you'd have to take all my devices.

STACEY: Yeah.

MAGGIE: Which, I mean, I have a lot of devices. I'm a device kind of girl.

STACEY: I am too.

MAGGIE: I'd be like, here you go. Here's a big bag of stuff.

STACEY: Yeah, like it would be easier for me to leave than all of my access to the Internet to leave.

MAGGIE: True. That is a really good point.

STACEY: But, yeah, do whatever it is that you need to do to not do it. I had a really hard time doing this with my email because I would leave it open all day, and I would respond to it instantaneously. And I had to force myself to stop. And so I took it off my desktop, and I took off all my links to it and my notifications, so I only check it. And I have a little thing that pops up on my computer that says it's email time, and I will go in, and I will check my email for half an hour or however long it takes, and then I'm out. And that took like six months for me to finally train myself to do because it was very hard.

MAGGIE: Yeah. I think we've got to be kind to ourselves at the same time, right?

STACEY: It's true. Don't bully yourself.

MAGGIE: Stacey, if people want to learn more about you, where can they find you?

STACEY: You guys can find everything at TheStaceyHarris.com. Stacey is spelled with an E. You guys can sign up for my free VIP community there. You can check out my podcast. There's an episode with the lovely Maggie there. Yeah, it's all at TheStaceyHarris.com, and everything bounces off from there as far as social media and stuff.

MAGGIE: Perfect. Thank you so much for coming on the show, Stacey. This was awesome.

STACEY: Thanks for having me. I had a really good time.

MAGGIE: That, my friends, was another action packed episode with another guest expert, The Stacey Harris, today. So now that we are wrapped up with Stacey, wasn't that action packed? Let's dive into our takeaways for today.

As Stacey suggested, pick two primary and two secondary networks so you can best manage your time. This is going to vary a little bit for everyone, but be very clear on picking the right networks and what's going to work best for you, the time you have, and your customers.

Measure and track: I think this is a very important part of social media. Continually doing something and not stopping and looking at how it's really, really going is not a really great way to run a business, is it? Find out what's actually working. Understand your referral traffic in Google analytics. Really look at where people are coming from. Are they coming

from Facebook, Twitter, Instagram? Are people not coming off social media onto your website? You need to look at why that might be and how to better convert them.

And number three, very, very important when you're doing social media and you're spending and investing your valuable time in social media: leveraging community relationships is what social media is all about. It's not about selling. You're not there to tell them things. You're there to share, to collaborate, and build real relationships.

If you want to learn more about today's episode, you can hop on over to the show notes and check out the links to Stacey's stuff, as well as some blog posts that came up in the course of our conversation. If you have enjoyed this episode, I would love you to hop on over to iTunes and leave me a review. You can just search for Marketing Moxie, and I'll pop right up, and you can just give me your feedback right there.

Next week we will have another great guest expert on social media. We're going to be talking about how she built her Facebook likes to over 100,000 and all the things she did. I hope you will join me then, and I will catch you all soon.

OUTRO: Thanks for listening to Marketing Moxie with Maggie. Visit our home base at <http://www.maggiepatterson.com> for show notes and more episodes.

Show notes at: <http://www.maggiepatterson.com/episode19>