



SPI Podcast Session #132- Social Media Strategies and Automation Tools with Laura Roeder

Show notes: www.smartpassiveincome.com/session132

This is the Smart Passive Income podcast with Pat Flynn, session #132.

Announcer:

Welcome to the Smart Passive Income podcast, where it's all about working hard now, so you can sit back and reap the benefits later. And now your host, his theme song in high school was I Wish by Skee-Lo, Pat Flynn.

Pat Flynn: I wish I was a little bit taller, I wish I was a baller, I wish I had a girl, if I did I would call her. Totally my theme song in high school because I was not tall, I was not a baller and I did not have any girlfriends until college. But, I grew out of that and here I am today with you in episode 132 of the Smart Passive Income podcast. Thank you so much for joining me today.

I'm really excited about today's episode because as much as I use social media and as much as we all use social media, I actually haven't really focused much on social media here on the show today so to help us out and give us tips on everything from Facebook to Twitter, Instagram and even a new tool that you may have seen me using on Twitter to help me manage and get most out of my time on Twitter, Laura Roeder.

Laura Roeder is here. You can find her at lauraroeder.com and you can also check out her new software that I'm going to talk about with her at the end of this episode at mettedgar.com. Don't worry about the links and stuff. All the show notes, resources, everything we mention here on the show are going to be found at smartpassiveincome.com/session132.

Without further delay, let's get right into the interview with Laura Roeder.

Hey SPI fans, what's up? I'm so happy to introduce [Laura Roder](#) to the Smart Passive Income podcast. Laura, thank you so much for coming on the show with us today.



Laura Roeder: Thank you, I'm super excited to be here. I've been wanting to be a guest on this podcast for a long time and I've finally made it.

Pat Flynn: Yeah, finally. I can definitely say that too because we've had to re-schedule this interview a few times and you're finally here. We're going to talk all about social media and also this really cool tool that you created to help people with social media, something that I've been using for the last few months with great success.

We'll get into that, but before all that, let's talk about you. Who is Laura Roeder and what is it that you do?

Laura Roeder: I've kind of run the whole career trajectory of different business models. I started out in consulting. I started out actually doing freelance print and web design and then I moved into social media consulting and then I moved into social media training, I've had a social media training company for the past 5 years. This year I launched [Edgar](#), which is social media on a mission software. So I'm really deep in social media for businesses, obviously and I have explored it from all different angles.

Pat Flynn: That's awesome. Laura, we have a wide range of users here. People who listen to the show are across the entire spectrum from beginner to advanced. We're going to talk about beginner social media advice and advanced social media advice. But let's say somebody is completely brand new, they just built their website, they're trying to create this brand - what's the first thing they should do? There's like 100 gazillion social media sites out there. Where do they start? How do they get the best out of that first month of setting up a brand new brand?

Laura Roeder: I would say, get on Twitter and talk to people. It's actually been interesting in launching Edgar because we had to start a whole new social presence from scratch for Edgar because it was a new company. I really got to take my own medicine, see how my own strategies worked on a new company. We have a Facebook page, we haven't really focused on it much yet, we definitely went to Twitter first. The reason we went to Twitter first is because you can still have one on one conversations on Twitter.

With Twitter, not only are you building an audience, not only are you driving traffic back to your website, but you can reach out to bloggers, reach out to influencers, reach out to podcasts that you want to be featured on. Twitter has a really diverse way of using it and you can still get to be friends with people on Twitter, which is just a different way than Facebook works now.



Literally, just get on and talk to people. I know I'm making it sound too simple, but that's actually the best way to do it. Follow people that you find interesting and start talking to them.

Pat Flynn: Exactly. Just start talking to them. I think it was Gary Vaynerchuk who put it best in terms of what Twitter is like. He described Twitter as one big giant party and in a giant party in one giant room, for example, you're going to find different groups of people having different conversations. Your job is to go in there and add value to those conversations, join those conversations. Don't just sell and promote yourself but actually go in there and provide value to those different groups of people who you can connect with. That's how you build those relationships.

When it comes to Twitter in terms of strategies and stuff like that, if you're just starting out, what are some of the basic things you have to focus on? Obviously you want to change that profile picture from a default egg to a picture or a logo. Even on that front, what should people be thinking? Is a picture of a face better than a logo? What are some other things people should look out for in terms of foundational items for Twitter?

Laura Roeder: If it makes sense for you and your company to be you on Twitter instead of a brand, I would highly recommend that. We've seen that, again with [Edgar](#) I'm kind of starting over and with Edgar it really didn't make sense to have a person, it's just not how I'm working the business, so we do have our logo in the picture, we have the name of the company as the Twitter handle. We get so much less engagement than we do on my LKR account, which is me, which is my personal account. People want to interact with other humans so it's always a bit weird when you're talking to a company on Twitter and you're thinking is the person you're talking to male or female? Where do they live? What do they look like? Who are they? It's a bit of this mysterious experience.

If it makes sense for you, for example if you're a blogger and you're not sure if you should put your name or your blog name on Twitter, I would highly recommend you put your name. You can always create other accounts later under your blog. Start out as you, your picture, your name, start from there.

Pat Flynn: I've had conversations with companies before where the company is the handle for Twitter, their username. Then at the end of their tweet they have an initial like 'AR' or something. It humanizes it a little bit but even then, who's AR? What does that mean?

Laura Roeder: Yeah, I know, it's still a bit of a weird thing on social. Facebook pages can be very weird too, we do that at my company. We'll often have a little sign off for



who's posting, but it's totally "OK, someone named Tom gave me a comment but I still have no idea who he is."

Pat Flynn: Right. How about in terms of a Twitter background? A lot of people spend quite a bit of time personalizing and branding their background for their profile page. However, I know a lot of people are using tools like TweetDeck and Hootsuite to manage their accounts and they're not necessarily seeing those profile pages. How important is a background? If it is, how or what elements should be there?

Laura Roeder: I don't think it's very important. It looks nicer. A profile picture is super important and a link back to your site. Those are the two main things. A lot of people forget to put a link to their site in their Twitter profile. You just want enough of a profile so that someone can see your name on Twitter, they click on you, they know who you are, they know what you do so that they have enough information to follow you. Don't spend a ton of time messing with your Twitter back ground.

Pat Flynn: OK, so a few more basics on Twitter, even though this was something that took me over a year to learn this. There's some etiquette on Twitter, there's some things that happen that you might not know about. I didn't know about this until our buddy Derek Halpern pointed this out. He did something awesome, I think he tweeted something for me and then I @ replied him and I said "@DerekHalpern is amazing" or something like that, I wanted everyone to see it. But I didn't know until he pointed it out that if you directly @reply to somebody, nobody sees it except people who follow both of you. He'll see it of course, but only people who follow both Derek and me will see that. It's not as many people as I thought.

Laura Roeder: I knew you were going to say that one. That little thing is the most confusing thing about Twitter.

Pat Flynn: It is. It took me forever to learn that. Thank you Derek. Maybe that was confusing the way I shared it. Could you perhaps put it in a better way for us?

Laura Roeder: If you start a tweet with someone's handle, the only people who see it are people that follow both of you, so it's a big mistake because often people are trying to give a shout out, so they'll be like "@PatFlynn is so cool, you need to make sure to follow him" but only people who are already following him can see it so it's a little one to look out for.

Pat Flynn: Awesome. I want to put this in the show notes, there's a [SlideShare](#) or a slide deck from Gary Vaynerchuk on how to combat this really easily by simply, if you're



going to @ reply to somebody but you want everybody to see it, just putting a '.' and then a space before you send that out there, is that etiquette? Is that OK? Is that something that's legit or something that's frowned upon, I don't know?

Laura Roeder: That's a really common way to do it, just put a '.' first and people know what you're doing.

Pat Flynn: I have a question on hashtags. I have mixed feelings on hashtags on Twitter specifically. Am I missing out by not using them in every single post?

Laura Roeder: No, actually. Hashtags are a weird one that people would get really confused about. People read things like "Use hashtags for Twitter marketing". Hashtags are great if you're Taco Bell and you're getting your hashtag to go viral among millions of people. Small business blogger, your hashtag isn't really going to catch on. So making your own hashtag and hoping that people are going to start using it doesn't really matter.

Hashtags are really useful for things like [Twitter chats](#), which are actually a really great thing to check out, especially when you're getting started on Twitter. A lot of different outlets and companies will sponsor Twitter chats. I think Buffer does one regularly, I'm pretty sure Social Media Examiner does one regularly, both about social media marketing, and you use the hashtags to let people know that you're participating in this chat. Those things can be really great because people are following that hashtag, following that conversation, so you'll get a lot of new followers from people watching you in that conversation.

I would say it's kind of a social media faux pas to over-hashtag, which is something that you see sometimes. Some people have a message and they just - it's like they're trying to do some kind of weird keyword spam, where they think of any related word they can tack on. I would not recommend that.

Pat Flynn: Oh gosh. I see that on Instagram a lot. It's like a picture with one word and then like 50 hashtags! I go to those hashtags and there's a ton of pictures and that image is lost already, it doesn't even matter.

Laura Roeder: Right. It's just the same stuff you already know about SEO, you can apply it to social media, write it for humans, don't write it for search engines, your headline is going to look really weird on your blog post if you just try to cram in a bunch of words. The same with your social media updates.



Pat Flynn: I use the hashtags sometimes when I'm at an event for example because I know people are following that hashtag and I get some new followers that way, I get people seeing my messages that wouldn't have seen it otherwise and that's when it makes sense. I use it also on live streams and whenever I'm doing some sort of promotional thing. That is when it makes sense, but just sticking a word in there because it's related to what you're talking about, I've never seen any results or pull from doing it that way.

Laura Roeder: No, there's this weird idea that you'll put like '#Marketing' and then someone's going to be looking for a Marketing Consultant and they'll search for that hashtag and they'll find your tweet and it just doesn't happen.

Pat Flynn: No, it just doesn't happen. I do have success with hashtags when I'm trying to be funny. It doesn't always work but sometimes I'll be witty and I'll put a funny little hash tag in there that goes along with what I'm saying. That works sometimes.

Laura Roeder: Oh yeah, I'm a big fan of hashtag jokes, you can absolutely put joke hashtags, I appreciate that.

Pat Flynn: In terms of linking back to your website on Twitter, obviously it's good to do that, you get traffic that way, but is there too much? There is of course, but where is that line drawn?

Laura Roeder: This is where content marketing and social media marketing really merge. To me, those are really parts of the same hole because you're not going to be able to market effectively on social media without content and the reason creating content like blog posts is so important on social is because it gives you something to link to and it gives you something to spread.

No one on Twitter is going to link to your contact page or your services page or 'These are our locations' page, it's not interesting to share. They're not super interested to click on it from you. But you write a great blog post and people not only want to click on that, they want to share it among their friends. When you start to get bigger on social media, I'm sure you see on your account Pat and you look through your mentions, you'll see tons of people every single day sharing your blog posts. That's just free publicity. It's amazing.

You have all these people very happy to spread links to your site. The way to do is not to write a message - I mean you can write a message every so often, like "Check out my site", but that's not going to get you very far. What's going to get you far is creating



great content, whether it's a white paper, a blog post, a video, and then linking to that on social media.

Pat Flynn: Awesome, I love that.

Now in terms of the message that goes along with that link back to your site, are there best practises for that? Is it best to just rely on that title of the blog post or can you change that message to perhaps increase conversion rates?

Laura Roeder: Definitely. Something that we do at my company is - headlines are so important for blog posts, so we actually, myself and a writer create content for my company and we have a rule that you have to make 15 different headlines for every blog post.

Pat Flynn: Wow, 15?

Laura Roeder: Yeah.

Pat Flynn: OK.

Laura Roeder: Because it kind of gets your creativity going, you come up with something much better if you have to come up with 15. I sometimes will be like, with our writer, "No, none of these - you can write a better one", so he wrote 15 and then he wrote 10 more. Then we came up with a really great one. That's a great tip for headlines.

Then you have all those other headlines that you can workshop in your social media. It gives you a way to mix it up more because you do want to be linking back to your blog posts several times, especially when you have a new post, you don't want to just link to it once, you want to link to it at least a few times that week when it's new and it's going to get the most clicks. It does get a little boring to just put the headline out over and over again, so different headlines are just a different way to describe the same content.

That's one way that we make them more interesting and then of course if you want to get really fancy, you can start paying attention to which of those updates, which of those headlines drove you the most clicks.

Pat Flynn: I like that.



Now, images, are they just as important on Twitter as they are on Facebook? It's obvious we click on a lot of images on Facebook, but what about Twitter?

Laura Roeder: I would say the jury's still out. Twitter is still very odd in how it handles images. Sometimes you see them, sometimes you don't, if you're on mobile... It's a little bit weird. It certainly doesn't hurt to have an image in and because images are new on Twitter, it can make your tweet stand out a lot because most tweets don't have them.

You also certainly don't need to be stressing out about creating custom graphics for every tweet that you send.

Pat Flynn: If you were to pick one strategy for maximizing the results coming from your tweets, it would be to really focus on that headline, right?

Laura Roeder: Definitely. It would be the words that you say. You need to be tweeting enough. This is why my social media tool, Edgar is all about social media automation and actually repeating your content, which I know can be controversial in the social media world, but one of the biggest mistakes that people make is they write a new blog post, they send it out when it first goes live and they never link to it again. Stats show that people who are active users on Twitter login for 13 minutes a day, so if the time that you send that tweet does not coincide with their 13 minutes then you're out, they're never going to see that post.

Pat Flynn: Right, and we'll talk more about Edgar a little bit later in this podcast. Like I said, it's a tool that I've been using with great success lately, we'll go over the strategies behind it and also the principles of why it works, which is going to help you whether you get the tool or not.

Twitter, I agree with you Laura, it's the first social media platform everybody who's just starting out should use. It's quicker to get started on, it's quicker to get away from 0 followers and start to build a following. I think it's easier to enter conversations that are already happening.

With Facebook it's a little bit different, but I still feel like - would you agree that Facebook is still really important for most brands. For me, specifically for SPI, it's the number 1 traffic generating social media platform for me. It's hard though because I'm only showing posts to 10-20% of my audience. People are getting upset because even



though people like their page, not everybody who has liked their page are seeing their post. Is Facebook for everybody and if so, how do we get started on this platform?

Laura Roeder: Facebook is getting a bit of a bad reputation lately. I see the same thing for our company, Facebook is still our biggest traffic source. Honestly, what's happened with Facebook is some people are very lucky to live in this land of milk and honey as far as Facebook goes. For the past few years when people were seeing all of your updates. Social media is becoming more mainstream, evening out, getting a little more realistic. I don't know how you want to say it but it doesn't make sense that 100% of your audience would see your updates and that really frustrates people until they think of themselves as a Facebook user. Forget about you as a business owner, forget about your page, when you're signing on Facebook.com to check out your feed, you're there to see your friends, you would not use Facebook if it was just a bunch of advertisements from a bunch of pages you'd followed; you'd sign off right away.

Facebook is not going to be able to succeed if it doesn't show people what they're there to see. So you can't have this expectation, and it's really weird that the expectation has been so high. No one gets on pay per click ads and is disappointed when not 100% click who see the ad. It's the nature of marketing.

I see so many people take it personally.

Pat Flynn: I know a lot of people who are feeling that way. I'm actually seeing a little bit of the same pattern on Instagram. Every once in a while I see a post from McDonalds - I'm not following them on Instagram but people are upset, the comments are vicious, they want them out of there. These platforms are free, they've got to get paid somehow, right?

Laura Roeder: Right and we're in this amazing time right now where these companies will let you leverage their audience for free. Good luck finding marketing where someone's volunteering to serve your message to thousands of people at no cost. People take it for granted because it's so normal now but it's really incredible. Don't take the Facebook changes personally, it's still a great avenue for exposure and traffic.

Current Facebook pages are really not one on one communication anymore. They can be and it's great, the more conversation you create there, the higher your reach will be, the higher your engagement will be. Still focus on having conversations with people but it doesn't have that one to one feel like Twitter does. Facebook is a lot more broadcasting with the bonus that you get to have a conversation too and you get to interact there too.



Pat Flynn: For those of us who are getting started on Facebook, would you recommend starting a page? That's what I have. I also have a couple of groups too and I know a lot of people who are finding more success with groups, which one is better?

Laura Roeder: They are totally different strategies. A group is something that you really have to maintain the momentum of. If you start a group, you have to be in there moderating, starting conversations, have a plan for how you're going to drive traffic from the group back to your site. Groups really are more community spaces so you have to be really careful that you have a really concrete game place because you can't start a group for soccer fans and then just link to your own soccer site all the time. People are going to start complaining about it. They're like "Why can't I link to my soccer site? Why does this one guy keep spamming this group?"

It can be a really good strategy, absolutely. You just need to have a strategy.

The more typical thing would be to have a page. We started a page and at first we just had it out there. We put a page up, we put some photos, a video, linked back to our site. People will look for you. It's the thing about these big social networks. When people are searching for you, you want to have some sort of homebase on the big networks, like Facebook and Twitter, so they can link you if they happen to come across you there.

We started out just being there, putting little updates every so often, link to reviews that have been written about us, news or social media news or whatever. It hasn't been a big focus from the beginning. As time goes on, we'll direct people there more, but we're directing towards Twitter more. I think it's nice to focus on one network at a time. There's a snowball effect. Once you have 1000 followers on Twitter, you're going to get more and more every day. Once you have 1000 Facebook likes and you have some engagement on your page, you will organically start to grow your likes.

It's certainly harder now than it was and people rely a lot more on ads than they did before.

I would say, don't kill yourself trying to be really big on all the networks at the same time.

Pat Flynn: I think that's great advice. I have this marketing strategy called Be Everywhere, a lot of people know me for that. But a lot of people confuse be everywhere with be everywhere right from the start. You need to be where your audience is. I think Twitter and/or Facebook is a great place to start.



Going back to starting with Twitter, I think it can be very easy to build a following on Twitter and then expand onto other social media platforms that way. For example, when you head over to Facebook for the first time, you already have a group of followers, some who will follow you anywhere like your new Facebook page. That way, on day one you don't have a ghost town, you already have X number of people there already engaging in conversation.

Laura Roeder: Exactly and that kind of leverage is really smart because what's difficult and frustrating about these networks is it sucks when you have 10 people that like you on Facebook because you ask a question and no one respond, you put a link a no one clicks. It's frustrating, I understand. So it works much better if you can get a bit of critical mass moving over from another network at the same time.

Pat Flynn: OK, let's say we have a Facebook page with hundreds of likes, we have some good conversation going on, what are some types of posts that we can post on our page, status updates to really increase engagement, to get the page flowing and active? I have a certain number of things that I like to do from time to time. Those of you who are on my Facebook page probably will know what these are or would have seen examples of these in the past when I shared these.

The first one is to just ask questions. Any time you ask a question, you get answers. Not only asking for just any old question, I love asking for a specific answer, almost quizzing my audience every once in a while and people love to share that they know the right answer. Sort of like a game show. That does increase engagement.

I also love to share "Hey, do you like A or B?", having my audience be able to make a choice, have them feel like they're making a decision for you and your brand and where you're going. For example, a really easy one you could do is if you're doing any graphic design work and you have two versions of say an eBook cover, put them up there, "Hey, do you like this cover or this cover?", make it really easy. People love that easy choice.

Finally, the third type of post I like to publish is one where I ask my audience to share something that they've been up to, whether it's sharing their goals for the next week. One thing I love to do is have my audience share links to their latest post, or another post that they've read online and they've really appreciated and want to share with the community. I like that because, even asking them to show their own stuff, it sort of controls the spam a little bit too because they know that I'm going to ask for that link, they don't have to post it randomly and get just a few clicks, but I will be able to give them permission to share those things.



It kind of brings the community together and shows that there is a community there who are all doing amazing stuff.

Is that in line with what you're thinking, what works for you, or are there any other things that you like to post that increases engagement and edgerank score and works really well?

Laura Roeder: I would 100% agree with all of that and everything you've brought up are things that encourage comments and engagement. It's no surprise that those are working for you, that's exactly what Facebook rewards. If Facebook sees that people have taken the time to write something on your post, then obviously they are interested in your page and Facebook will show your page to them more often.

You said you're getting 10-20% reach to your audience. That's really high. That's actually about as high as it gets these days with Facebook.

Pat Flynn: Oh wow.

Laura Roeder: Yeah, you're doing awesome!

The other thing that I would add that does really well on Facebook is images, especially if it makes sense for your business to share more inspirational type stuff. Cute, inspirational quotes or funny images, any type of thing. You see on your Facebook home page, what are people sharing on Facebook. Those are the types of things they share. Stuff like that does well. The only caveat is currently you have to experiment with Facebook a lot. Sometimes they like images, sometimes they don't, sometimes they like questions, sometimes they like a link preview.

It is a little bit of work but at the same time it's better to do something than nothing. That's another thing that scares people off a lot. They're like "I don't have time to make images, so I'm not even going to post on Facebook". Well, you're still going to drive a little bit of traffic if you post something on Facebook, so you might as well do it.

Pat Flynn: That's absolutely true.

When posting a link back to my own website, I just have this feeling that it doesn't work as well. I don't get as many people seeing that post because it has a link, is that



what happens?

Laura Roeder: Facebook is very cagey about all this stuff. They recently announced that they have a 'No-link bait' that they're going to punish what they call 'Link bait', it's not 100% clear exactly how they're defining that, so I wouldn't - if you notice clear trends on what's working for you and what's not, that's great, that's going to help you optimize your strategy. Don't stress too much about trying to figure out Facebook, because it's a losing battle.

Pat Flynn: Yeah, I don't know how you guys deal with that because it changes so often.

Laura Roeder: Yeah, it does.

Pat Flynn: Now to wrap up with Facebook here, one last thing, do you have any quick tips or final things to say for the people who are on Facebook, they are using it but maybe aren't getting the result they're looking for?

Laura Roeder: Forget about your Facebook business page. Go to your home feed and see what people are sharing, what people are linking to, even your friends' personal updates, what gets the likes, what gets the comments? That's the type of stuff that's going to work on your business page as well. People do, just like I said on Twitter, you use your picture, use your name if that makes sense for you. Do the same on your Facebook page, people love more personal updates. If you ever get married or have a baby, you're going to have a lot of people engaging on your Facebook page. Even on business pages, people just love that kind of stuff.

Think about how it would be appropriate for you to make it a little more personal to show the people behind the business. That kind of stuff always does really well.

Pat Flynn: One times I did a #TBT. For those of you who don't know what that is, it's Throwback Thursday. I don't know how these things come up. Every day there's a different hash tag, I think Monday is Man Crush Monday.

Laura Roeder: I don't know that one!

Pat Flynn: I don't know why I know that one. Wednesday is like Woman Crush Wednesday. It's crazy, maybe it's just an Instagram thing, but anyway, it was Throwback Thursday and you're supposed to take a picture of something from your



past and so I was actually at Hallmark and I saw a picture of a baby in a womb, it was one of those black and white pictures and I shared that on Instagram and people were going crazy! "Congratulations on number 3, oh my gosh!", "I knew one was coming" and I'm like "You did? How did you know that?"

We didn't have a third but it was really funny. A big lesson there is don't confuse your audience, maybe with tweets and Instagram messages.

Laura Roeder: Or you can pretend you're having a baby because people will really like it.

Pat Flynn: Yeah, that's a great strategy for increasing your edgerank score.

Anyway, before we move away from Facebook, the last thing I want to mention, we talked about earlier, images are really important and there's a lot of different places and sizes and things like that, dimensions to use. I have a resource in the show notes, it's the best one I found, it's actually created by Facebook I think, because it actually shows you what they look like, where they go and what those image sizes are on that particular page. The link will be in the show notes, it will be called [Facebook Page Image Dimensions](#), you can just click on that or download a simple Photoshop file from there to really easily create your own images from there and put them on your page, it will be really helpful

Now, we talked about Twitter and Facebook. Those are the top two platforms that I use and I find the most success with, but there are a lot of other social media platforms out there. Should we be paying attention to any of the other ones and if so, which ones? Does it kind of depend on what your business is?

Laura Roeder: It does depend. Obviously Instagram and Pinterest are two huge ones right now but those are also much more topic specific. If you sell anything retail, you should be on Pinterest 100%, you will absolutely kill it on Pinterest. Pinterest is such a great platform for that because people will spread the links of the products that you sell for you. I've seen product businesses that drive absolutely massive traffic from Pinterest.

If you're more of an entrepreneur/marketing type of blog, you'll get some traffic from Pinterest. I've been surprised for Edgar, we haven't done anything active on Pinterest, and it's not a very Pinterest friendly company, it's like social media updates, but we do get a little traffic from there. I guess someone pinned some kind of related image. That's another cool thing about social, all of the networks, you don't do anything.



People will share your links on Twitter or Facebook whether you're there or not.

Instagram is weird. What I hate about Instagram is you can't link back to your site. There's no place for links in the updates. You have your one profile link and that's it. Obviously it's not going to be as effective for driving traffic directly but it can be really effective for building up an audience and community, especially if you're in the fashion world or anything in that realm, lifestyle, that stuff tends to do really well on Instagram

I'm a little gun shy about Instagram because I want to make sure that I'm driving traffic and Instagram can't really promise that.

Pat Flynn: I saw Gary Vaynerchuk use this strategy on Instagram. I know a lot of other people who do this too, especially in the fitness industry. They seem to be ahead on a lot of things, so I follow a lot of people in the fitness industry because they are really good on social and especially on Instagram.

What they do and what Gary does is he talks about the latest episode he's had, for example #AskGaryV or some other thing he's done and then he actually puts the link in his profile and he says go to the profile and you can get the click from there. I'm not sure how to feel about that. It's a lot to do to get that link and I guess the best advice would be to test that but it seems a little wonky to me.

Laura Roeder: It's pretty wonky, it's a lot of work for your audience. It's a good idea because it's certainly better than nothing for driving traffic, so it makes sense. But people are lazy, you're going to drive a lot less than a tweet that has the link right there that they can just click on.

Pat Flynn: Going back to what we were talking about, fashion on Instagram, I know and I've seen a lot of channels that are like "All about Nails", painting nails and different colors and styles and they have millions of followers, it's crazy! It's nuts but Instagram is the perfect platform for that.

Laura Roeder: I've seen people get really innovative with that. I've seen small home-made product companies post on Instagram, "Here's our new batch of homemade lip balm. If you want to buy one, put in your email" and people will comment with their emails! It's not a very easy platform but the engagement is happening.

Pat Flynn: I see a lot of people use it to establish themselves as an authority in an artistic type fashion. They are literally artists and they draw or they paint and they



share their work there. Or they are musicians and they play 15 second clips of what they have going on. If they're good, what I see a lot of people doing on those types of posts that are beautiful looking or sounds great, people who follow them @tag their friends. I've seen this a lot on Facebook too. @tagging allows you to grow quite massively and it works specifically in those industries.

Laura Roeder: Yeah, and you'll see with Facebook ads, which is always really gratifying, you'll see people have left comments tagging their friends on your ad because they think their friend wants to check out whatever it is the ad is for. It's pretty cool, people are helping to spread my ad for me.

Pat Flynn: Along the lines of ads, on most of these platforms, Facebook and Twitter and now even Pinterest and Instagram, you can pay for sponsored ads. You can pay to get your items or status updates pushed in front of more people. And there are a lot of people out there who are experts in Facebook advertising and paid ads - we're not going to talk in detail about that - really quick for you Laura, based on your experience, what's the most important thing to consider if you're going to get into paid advertising on these platforms?

Laura Roeder: You need to be clear on what your goal is and ROI is. I would not recommend that you have a blog and you boost posts or run Facebook ads just to sort of generally increase traffic to your blog and you're like "That's going to sort of help me because I need more traffic". You can throw a lot of money down a hole on Facebook that way.

As long as you have some clear measurable of what you're after. If you're like "OK, when people come to my blog, 1% of them buys my eBook so it works out for me that every visitor that I get has a value of 50 cents", then you can use those numbers and plug them into Facebook and the math will work out for you or it won't.

Facebook now has really advanced, really awesome tracking for their ads. They'll actually show you the cost per each visitor, per lead, per checkout. They can do really cool tracking to make it easier for you but you need to be very clear from the beginning what those numbers are.

Pat Flynn: That's great advice. Like I said, I know a lot of people who are doing really well with Facebook ads and it's a very attractive thing to do. It seems like the perfect thing, pay money to get people to your site then all of a sudden you start making more money, you can get it to a point where it becomes a machine, you can trade quarters for dollars. It's really attractive but I also know a lot of people who have dumped a ton of money and haven't seen those returns. So you have to be really careful, having those



goals in place definitely helps. The tracking, like you said is very important as well.

There are a lot of great resources out there, specifically for Facebook advertising, you can check out [Amy Porterfield](#) at [amyporterfield.com](#) and also [Rick Mulready](#). Rick and I are actually going to be working together very soon for FoodTruckr. He is going to help me run campaigns to help drive traffic to help sell the new FoodTruckr book on [foodtruckr.com](#), which I'm really excited about. So far, we're doing completely organic sales to the current audience and now we're going to start to find new eyes on the brand and hopefully drive them into that book. We'll see what happens, it'll be fun to talk about.

Let's shift gears a little bit. I'd love to talk about [Edgar](#), your software and what it does, how it works. Essentially it's a social media automation tool but it has a lot of things built into it and principles behind it that help it stand out from all the other tools out there. I'll let you share how it works and why it works the way it does in just a second.

I want to tell you some things that have happened since I've used it. Since using it, it's helped me understand social media a little bit better, especially on Twitter, it's helped me get more out of my audience but also give more value to my audience at the same time. I'm getting tweets now, which has never happened before with dozens of favorites and dozens of re-tweets. I have actually increased my twitter followers since using Edgar by 20,000. It's not directly related, there's a lot of other things that have happened like features in magazines and stuff. It has helped. Why don't you introduce what Edgar is to everybody out there right now?

Laura Roeder: I'm so happy to hear that you're using it and loving it, that makes me so happy.

I first created Edgar, it's kind of an interesting story actually because I mentioned that my background is social media training and we have the social media course called Social Brilliant, where we were teaching people to do what Edgar does but we were teaching them to make these really cumbersome spreadsheets. The whole idea behind Edgar, what's different about Edgar is that you create a library of content and that library repeats.

What was really frustrating to me about other social media tools is I still had to load them up, week in, week out. Even if they make your life easier because they help optimize your schedule and all that cool stuff that the tools do, you still have to go in every week. What I was teaching others to do, I had this huge spreadsheet where my content was all batched into categories.



So I had like you mentioned, questions for engagements, I had inspirational quotes, I had little snippets of social media tips for me, it' links back to my own blogs, it links back to others' blogs. I would put them in this giant spreadsheet and we would just recycle them. So at my company, we've built up a huge library at this point where we have about 6 months of content - and that's posting on social a lot, we post 5 times a day. We have 6 months of content in this library and we just repeat it.

No one notices if you repeat the same tweet twice a year. You can repeat it a lot more than that by the way. You should be leveraging your content, there's no reason to create - this is what kills people about social, it makes it so difficult. There's no reason to create totally new content multiple times a day that hardly anyone is going to see for the rest of time, it just doesn't make sense. Just use the stuff you already have.

We were going through these spreadsheets, marking off what we'd used, loading them into social tools. This is crazy. It would be so easy for a tool to keep the library for you and repeat the content for you automatically, so that's what [Edgar](#) does.

Pat Flynn: I love the tool and it's been working out really well for me and like I said before, its helping me think more strategically about what I post. I used to tweet on the fly, if something came up or something happened, I would tweet about it. This forces me to really think about how I can really continue over time repeatedly over a longer period of time to keep that engagement.

I've used other tools in the past, scheduling tools, and they are great. But once those posts are published, they're gone for good and I have to come back in and re-think about what I want to say over the next period of time and refill the queue.

What's cool is how you have the tool structured. I can create different categories of different types of posts and I can put those categories into a specific schedule so I can see the matrix of the days of the week and get a birds-eye view of exactly what's going out. That's really handy because I can see for example, if on Monday I have a promotional type of post going out, I know not to schedule another promotional post later that afternoon or even the next day. Maybe on Tuesday I'll put some images or tips and tricks for everybody out there and not have a promotional post until there's some space in between them.

It's a great way to think about it and I feel like I have a strategy now, which is really cool. You have 6 months' worth of content, which if that's repeated, nobody is going to notice.



I only have about a few weeks worth of content before things start to get recycled. Even then, nobody's ever said anything. I think the hard part is the fact that I know. I know what's being repeated and how often and I get scared every once in a while when I see a recycled post go out, something that's already been shared on Twitter, but nobody has said anything. Very small percentage of people actually see our tweets when they go out. This is a very good strategy and a great tool to help take advantage of that principle.

To follow that up, it's interesting because I've gone through about 3 or 4 cycles of some of my categories, so I've rinsed and repeated a few times, nobody's said anything, but the things I do hear are things like "Wow, thank you so much for this post" or "This is a golden tweet", things like that. I have a category that is specifically for my blog archives. How amazing and handy is that? I have about a list of 12 to 15 older blog posts that I know do really well that I know a lot of people have trouble finding just through the blog, so I'll post it on Twitter through Edgar and often times people are like "Wow, I've never seen this post" and that's during the third recycle.

Not everybody is on Twitter at the same time. Not everybody's going to see those initial tweets. Sometimes when people do see that second tweet, it's not going to be that annoying because on Twitter it's less of an issue. On Facebook I can see it being more of an issue if things get rinsed and repeated too often so I would recommend having a bigger library if you're going to use Edgar to help you with this.

But on Twitter, no one is going to say anything.

Laura Roeder: That's the big concern that people have, "Isn't my audience going to be upset if they see me post the same thing more than once?" but you have to think, if you see a link again, which we often do, especially if you're subscribed to people on multiple channels - if I read your blog and I subscribe to your newsletter and I follow you on Twitter and Facebook, I'm probably going to see your new post more than once on one of those places.

I don't get viciously angry when I see you post the same thing more than once! Yet that's kind of what we imagine, we get so paranoid for our own blogs and our own businesses, we imagine that our audience is just going to be furious when they see that link that we've posted before but it's really silly. Even if someone does notice, they just really don't care. They skip over it or maybe they're like "Oh, I meant to read that, I'm going to click on it this time".

Pat Flynn: Sometimes for me, I'll see a link won't click on it, I'll see it again the next time and I'll think "Maybe I should click on it this time".



Laura Roeder: I've noticed that with myself with my Facebook feed. I almost filter, I have to see it posted a few times. I'm like, if a few people post this, then maybe it's worth clicking on. I always wait until I see it a few times before I'm compelled to click.

Pat Flynn: One of the concerns I have and I know a lot of people out there listening have in terms of social media automation tools is isn't it kind of defeating the purpose of the whole social media thing? Social media is supposed to be social, right? When you're just pre-writing your tweets and messages, it's sort of like an auto-responder, where's the engagement? How would you respond to that? Are we just shooting ourselves in the foot here?

Laura Roeder: It's a big fear people have and you have to remember the tweets are still coming from you, you still wrote all of them. You're not just having some weird robot that can barely speak English take over your Twitter account. The only part that you're automating is not having to sign on Twitter live when they go out. You don't have to sit there on Twitter or Facebook and type them in and press Send.

The 'you' part is still there and I think more importantly the really cool side effects that people see when they start automating their social media with any kind of tool is they actually have more time to engage with their audience, which is how you should be spending your time on social media. I wouldn't recommend that you just load up the tool and you never check your account. Your following isn't going to grow, you're not going to see great results from it.

Why are you spending so much time trying to think of stuff to say on the fly, actually having to go in at certain times of the day and log on live. It's a huge waste of time, it would be much better if you had a full 10 minutes every day that you were using, chatting to people, answering questions, asking questions. That's a great use of your time on social.

Pat Flynn: These tools like Edgar and these other ones out there, I see them as conversation starters, ways to begin a conversation and then you can follow up yourself and be social later on. For example, I actually just checked right before this call because I had a post go out earlier today before lunch and it says "What have you been up to lately?", that's all it says, it's a Twitter question, it's in my Question category in Edgar and I saw that there were 40 responses. I was in line at Chipotle so I had some time because there's always a line at Chipotle to reply and respond and be social and people were loving it.



Using it as a way to start a conversation automatically and then going in yourself to respond.

Laura Roeder: Exactly. And you want to be smart about what you schedule, you don't want to pretend that you're there live. That gets weird and backfires quickly. Writing "What are you working on?" is great, you don't want to write "I'm sitting at home, working at my desk, what are you working on?" because you would have posted that you were at Chiptole 5 seconds before and it looks weird. You want to be smart about what you're posting but if you look back through your own social account, you'll probably find that a lot of the stuff you post could be evergreen and could make sense at a different time of day.

Pat Flynn: That's awesome. Once thing that I wanted to share with everybody that I did using Edgar is actually a lot of you know that at the end of my AskPat episodes I have an inspirational quote and what I did was I hired a few graphic designers that I found through Twitter to help create 100 cards, each has the inspirational quote that I can then share on Twitter. I put those into my library in Edgar and I have them go out maybe three times a week. That will last me almost the whole year.

They'll repeat and people aren't going to see those things repeat but it's a great way to add value, include an image, automatically and in a cool way. People love those inspirational quotes. People bookmark and favorite those, they share them. I was getting some posts that were getting re-tweeted a lot and favorited a lot, they were the images. I think in total, to do 100 images, it averaged about \$4-5 an image, so \$400/\$500 to get over a year's worth of engagement and a lot of retweets and favorites on Twitter, definitely worth it to me. It was a lot of fun to do that and it worked out really well.

Laura Roeder: Wow. That's awesome and the thing is, if you only did that, if you used a tool like Edgar and you just loaded up inspirational images and you're like "You know what, I'm going to do everything else live, but I'm just going to load up inspirational images so that I have something going out on social three times a week", that would get you so far. I think the stuff you automate is your bread and butter content, you're making sure that you're using these smart social marketing channels, that you having something there. Go in and add to conversation, go in and add live stuff, you can add all that stuff on top of it. Now you know that you're set, that you're ready to go.

Pat Flynn: That's a great point and if I was an e-commerce company for example, I could load up Edgar with testimonials. As they come in, just keep adding to the library, they'd automatically be shared. It would be awesome.



Laura Roeder: Exactly.

Pat Flynn: It's been pretty cool to see you develop the software because we started out software companies at the same time, me with the smart podcast player, you with Edgar. It's been really cool to actually get a chance to use it and see results from it, I'm really happy with it, I'm so proud of you and stoked for what you have and what Edgar is doing for social media and all of us out there.

So if anybody is interested, where should they go to check it out?

Laura Roeder: MeetEdgar.com/Pat. We'll have a free trial for your wonderful listeners.

Pat Flynn: Thank you.

Laura Roeder: MeetEdgar.com/Pat to grab your free trial.

Pat Flynn: Sweet. Thank you for that. And if people want to follow you on Twitter, where should they go?

Laura Roeder: My Twitter handle is [@LKR](https://twitter.com/LKR) or you can find our Edgar account [@MeetEdgar](https://twitter.com/MeetEdgar)

Pat Flynn: Awesome, thank you so much for your time, Laura. We appreciate you. See you on social media.

Awesome. Pat here again, post interview. I hope you enjoyed that, I really enjoyed conducting it and Laura is an amazing person, very smart obviously with social media but getting into the software business and doing what she's doing with Edgar is completely amazing, it's really helped me in my social media strategy.

If you're interested in getting a one month free trial of Edgar, you can go to MeetEdgar.com/Pat.

Of course all the show notes and links and resources, everything mentioned in this episode can be found at smartpassiveincome.com/session132 so go ahead and check that out, leave a comment, let Laura and I know what you think about this episode.



I would also love for you to check out Lynda.com and if you've never heard of the site, it is the easiest and most affordable way to help yourself learn awesome stuff online. You can instantly stream thousands of courses created by experts from business to software to web development, graphic design, maybe you're looking to improve your Photoshop skills. Maybe you're looking like me to learn how to use a DSLR camera out of the automatic mode.

I've been taking some photography courses on Lynda.com. It's great, a ton of courses added daily and all the courses are extremely high quality. They're not like the home-made videos on YouTube, these courses are broken into bite sized pieces that are easy to learn from and they also come with a lot of great tools like transcripts and playlists and sometimes worksheets and things to go along with them to help you learn.

You can even learn on the go with their mobile app. There's all types of courses for all different levels. Seriously, you've got to check it out. If you go to Lynda.com/SPI we're going to give you 7 days for free, all access pass to Lynda.com for 7 days. You can check it out.

To finish up, speaking of SPI, I want to thank the SPI community because you are amazing. You, you listening right now. Thank you, you motivate me so much to continue doing what I do and whether it's a comment or review or even just the fact that you're listening motivates me so much to keep doing what I'm doing, keep providing value to you.

I'm going to do whatever I can to help you, whatever is in my power. I've been working with my team lately and hiring people just so I can provide more value to you. Things are going well in my life but I know I can reach more people and I have you to thank for that, so thank you for the motivation.

Keep pushing forward, keep pushing the boundaries, keep being different than everybody else in your niche and keep rocking it!

I'll see you guys in the next episode, thank you. Peace.

Announcer:

Thanks for listening to the Smart Passive Income podcast at www.smartpassiveincome.com



LINKS AND RESOURCES MENTIONED IN THIS EPISODE:

- **[Edgar](#)** (Laura's Social Media Software)
- **[The #1 Mistake People Make on Twitter](#)** (A SlideShare by Gary Vaynerchuk)
- **[How to Run a Hashtag Driven Twitter Chat](#)**
- **[Facebook Page Image Dimensions](#)**
- **[Amy Porterfield](#)**
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