

PRESENTED BY STARK SOCIAL MEDIA AGENCY

the Social Life Podcast

EPISODE 11

THE DYNAMIC SOCIAL MEDIA DUO FACEBOOK & INSTAGRAM

Deanna: Welcome to the Social Life Podcast, my name is Deanna Miller. I'm your host and with me, my co-host, as always, Nate Imhoff.

Nate: The creative director.

Deanna: And I do the marketing, and all that boring stuff.

Nate: The marketing director.

Deanna: Yeah, so welcome to another episode of the social life, a podcast about marketing, websites, landing pages, social media, whatever... whatever we feel like talking about.

Nate: I know, I'm excited. This one is sort of like batman.

Deanna: Don't forget to subscribe to the Social Life Podcast at the sociallifepodcast.com. We talk about a lot of fun stuff. Today we are talking about one of my – initially when I heard the announcement that this was happening, I was kind of like, "Ugh this sucks!" Three years ago, Facebook bought Instagram.

Nate: I heard about that.

Deanna: Yeah, did you hear about that one?

Nate: I did.

Deanna: It was a tiny little transaction, just a billion dollars.

Nate: Yeah.

Deanna: Just a billion dollars.

Nate: Just a billion.

Deanna: Facebook was like, “It’s totally worth it, look at those guys. They’re amazing.” So Facebook did buy Instagram about three years ago. And it has proven to be totally worth it for them. Not only are they cornering a whole market, that they already had of GenXers and baby boomers and just, you know, owning that completely. But now they’ve actually tapped into an entirely new market of millennial users who don’t find Facebook to be as awesome and engaging.

Nate: Not cool enough.

Deanna: It’s—well—

Nate: Facebook is for old people.

Deanna: It’s instant gratification, it is what the research shows and people are really excited about, the younger audience is really excited about Instagram and how you’re just getting that really quick snapshot of information. It’s very visual, it’s very quick and easy. So one of the things I wanted to talk about was people have been constantly asking me about Instagram advertising because it was like this big like looming, “It’s gonna happen, it’s gonna happen, it’s gonna happen... We don’t know when, we don’t know when, we don’t know when, we don’t know when...”

Nate: For three years.

Deanna: For pretty much, well, even before that.

Nate: Yeah

Deanna: Cause before Facebook bought Instagram, Instagram had instituted business advertising but they only released it to certain companies. So...Like Coca-Cola and Nike...

Nate: Nike, yeah...

Deanna: So big brands, that were highly recognizable were able to utilize that. And with the transition to Facebook, smaller brands- social marketing agencies, boutique agencies like us – wanted access to that for our smaller, localized clients.

Nate: Right.

Deanna: Nonprofit orgs, and things like that. So they started to create this roll out plan that took...forever, but Facebook has introduced a really great way to create advertisements and target them to your specific Instagram audience and we want to talk about that today because it is really confusing, to explain it to people via email. I think I wrote an email to a client and it was like, if I printed it out, it probably would have been like 3 pages long explaining what I needed from her to set up Instagram ads.

Nate: yeah

Deanna: Because you don't go to Instagram and do it

Nate: Instagram is kind of, dramatic, compared to other social media channels.

Deanna: It is?

Nate: I think so.

Deanna: You need to...

Nate: Yeah?

Deanna: You need to explain a little bit more about that.

Nate: Well I think it's dramatic because it doesn't hook up with any other tools. You can't really put links in the stuff anymore, I don't think, or could you?

Deanna: You've never been able to.

Nate: Yeah, see?

Deanna: But that's really...I think...

Nate: That's tough.

Deanna: I think that the thing is though, as a marketer, you put the link in your profile and that's for getting in the tips and stuff... but you're gonna put the link to whatever it is you are trying to drive traffic to in your profile and that's how you do it but that's my job, that's not your job.

Nate: Instagram is high maintenance

Deanna: It is and it isn't, there's a lot of, I've done two different trainings that are actually available on our YouTube channels so if you're looking for past webinars and quick tips that we've done, you can go to YouTube and search stark social media...

Nate: We will put it in the notes

Deanna: And we pop up, so you can go there while you're listening and you know subscribe to the channel, so that you get notifications whenever we add new stuff and we are always adding new stuff. But basically, the questions that I get a lot are "How do I do it? Where do I go? What do I do? I had this agency contact me and say that they have the best way to do it but you're doing my social media so how, how do I do this? I don't get it." So that's the, in previous podcasts that we did, we talked about key words... we talked about not buying into the snake oil

Nate: Yes.

Deanna: So there's a lot of agencies that are doing this outbound marketing campaigns on optimizing your Instagram advertising. So you want to make sure that if you're working with a social media agency you want to ask them first before go, "hey, I spent like 1500 dollars on ads for the next two months. Can you send these people my logo, my images, and all this stuff...." and then I probably could have done it for you?

Nate: Right.

Deanna: Yeah so, there are a few things you need to think about. Facebook is actually where you are creating your Instagram ads and that can be confusing for people because you are on Instagram and you want that to be where you are sending you ads too. So Facebook is the place you are going to start with

creating them and you can do that via the ad manager tool. Which is really not super easy to use, but it's getting easier. They keep making updates based on customer feedback, which is nice. Or you can do it in something called business manager. That was created by Facebook for people like me. And people like you.

Nate: Yes, I'm nice. You're nice. Facebook is nice sometimes.

Deanna: Facebook is nice sometimes

Deanna: But business manager can be a little bit confusing so if you are just one business running one Facebook page. I'd just recommend using the ads manager tool to manage all of these things. And if you're looking, but if you're looking to take full advantage of everything there is to offer in the Instagram world you might want to think about looking to learning business manager before you set everything up. There is a lot of great videos on YouTube how to set up your business manager, and what it offers. And if it just seems like too big of a headache then don't sweat the business manager account. You don't need it. It's ok.

Nate: Throw it out the door.

Deanna: Throw it out the door. Nate's just like color commentary today.

Nate: Hey, just color commentary.

Deanna: Okay.

Nate: I'm still recovering from the last one. I did all the talking!

Deanna: Well you had to.

Nate: I know, right?

Deanna: That's like, that's your bag.

Nate: My bag.

Deanna: Your bag.

Nate: Don't, never doubt the data that's all you needed to come away with.

D: Never doubt the data and I think that this applies to this one too because Instagram continues to grow, and grow, and grow. Did I mention it's growing?

N: Yeah, it's growing.

D: It's totally growing. I remember when we first jumped on Instagram and it was one of those things, it was like, "I'm going to take pictures of everything and put them on Instagram."

N: I have a sandwich.

D: Look, here's my cup.

Nate: Here's a flower.

Deanna: Look, I walked out the door and there's a bird

Nate: Here's coffee.

Deanna: Look!

Nate: Every time I get a coffee, here's a coffee, I got it, really nice latte art, like the other fifteen you posted.

Deanna: I love the latte art though.

Nate: Yeah every time someone got a latte.

Deanna: It's cool though.

Nate: The trend has kind of gone away though.

Deanna: I think that people are starting to use Instagram a lot more creatively.

Nate: Right.

Deanna: And a lot more selectively.

Deanna: And that's why advertising on Instagram is a lot more important, and you really want to. Here's the thing, and I'm going to do the thing. Here's the thing about utilizing Instagram ads through Facebook, you really want to manage your Instagram account effectively, so you want to make sure that you're thinking about what you're posting before you're posting it because you

are reaching a different audience that is, for example, scrolling through your images and looking for something exciting to double tap. and if it's not cool, if it doesn't engage you, then they are not going to double tap and they are going to move on to the next picture. So you want to make sure that you connect your Instagram account-- Oh Nate found a latte picture. We could call up the user and just be like, "Stop sharing your lattes!"

Nate: It's the announcer from the LA kings, J. Flats.

Deanna: J. Flats, we've spotted you.

Nate: So my favorite Instagram, sorry to interrupt, but I love pumpkin the raccoon and this girl is a squirrel. I don't know, they are adorable. No matter what they post, it's awesome.

Deanna: Fantastic. So those are some Instagram users you can follow that are doing it well.

Nate: I'll put it in the notes.

Deanna: But you want to make sure you connect your Instagram account to corresponding Facebook page, how to do this, it's too complicated to explain it in words. So you can go, again, to our YouTube channel, we have done a quick tip video for where to find that and how to do it, and what happens is once you've connected those two, it's not instantaneous unfortunately, it's not like I added it, and now Facebook is like, "Go make ads!" it takes 24 hours at the most, for Facebook to recognize the connection and then make advertising available to you in your ad manager too. So I highly recommend that you decide ok this is my Instagram account that I'm going to advertise my business through, and I'm managing it very well and not posting kitten pictures and baby pictures on a regular basis unless it totally relates your business. I mean if you're into kittens and babies and that's your thing, then go for it.

Nate: If you sell kittens things or baby things,

Deanna: If you sell babies.

Nate: If you sell babies? Black market. Black market Instagram.

Deanna: Side note, funny story, when I was a little kid and any time we got those mailers, and it said like 50% off baby sale, I literally thought that Toys 'r 'us was selling babies

Nate: Wow.

Deanna: I did, I did. Audio guru shaking his head at me. Look at the genius I've become today, with that kind of thinking as a 6 year old.

Nate: Very literal.

Deanna: I'm a very literal thinker. If you say it, I'm going to think it means what I think it means.

Nate: How much does a baby run?

Deanna: Honestly, that's why, for the longest time, that's why I did not understand why I didn't have a baby sister.

Nate: Just go to the store, they're on sale! 50% off!

Deanna: Mom and Dad, just go get me one. Honestly, it's so easy. I thought my parents were denying me. They bought me toys but not a baby. So mean.

Nate: You want to dress it up?

Deanna: I did want to dress it up! The next tip I have for you guys is you want to create an image or video that supports an important call to action. So it can't just be posting a picture of your latte or a squirrel, or it can be. If that's your thing.

Nate: [The squirrel is awesome. I like the squirrel.](#)

Deanna: I know, you're always showing me stuff but your ad has to be just a little bit different. You have to kick it up a notch. So you want to have a thoughtful picture. You want to content that explains your call to action. So if you are running a contest, if you have a giveaway, if you're doing a promo of any kind, you want the text to be really explanatory and give instructions on how that viewer or user can connect with your business. So if you have a landing page, or an email form that you want filled out. That your fancy designer, like

Nate has out together for you.

Nate: The creative director.

Deanna: The creative director. Fancy guy over there. If you want to send people to those locations, you want to say in that content, click on the link in the bio. You want to make that caps.

Nate: Caps. Big.

Deanna: Big, bold, I'm yelling at you, "Click on the link in the bio!" So you want to make sure that whatever you're doing with your ad, it is a great call to action that tells people exactly what it is you're doing. I saw an ad the other day that totally made me go, "What..? I don't get it." And then, someone, it was somebody that I've talked to but we don't work with, they aren't a client. Somebody that I know sent me a screenshot and was like, "What is this?" I said, "I don't know. I didn't do it." But it was there were offering a free consultation for their service, and I won't say for what it was because I think they're a listener, and I don't want to embarrass them. So I texted them and said, "This isn't working cause I just got this message." and they went "Oh, crud! I already spent like 50 dollars on that." So you want to make sure that your audience knows what it is that you're offering. And I think that goes with everything you do.

Nate: Right, don't assume.

Deanna: I mean that goes with everything you do. Don't assume people are going to look and be like, "that guy's the creative director.

Nate: Gotta tell everyone, I just get my latte...and I go, "By the way."

Deanna: Actually, when he goes into Starbucks, that's the name he gives: The Creative Director.

Nate: I announce when I come in actually. I put my hands up and I go, "The creative director."

Deanna: we should just get you one of those signs, or the flags that they carry at sporting events.

Nate: Get the shirt, or one of those fingers. Foam fingers.

Deanna: The creative director.

Nate: #1.

Deanna: So one of the ways that I do this, if you haven't gotten familiar yet, with the canva tool, it is probably my go to for people that aren't Photoshop people. And I am on the rim of not being one, I'm at the edge.

Nate: I keep pushing you in the pool.

Deanna: I jump back and forth. I'm like, "yeah I totally get it." There will be days where I'm like, "Yeah, this is easy." Then there's days where I'm like, "Pfft, Photoshop...This is like some sort of form of foreign torture."

Nate: I think in Photoshop layers.

Deanna: And I'm like, "Where'd my layer go? Where?! Oh, it's right there, Click. Ok." So Canva, it's a really easy beginner's tool. They have a lot of premade templates. They have a lot of free images. And that's another thing I want to make sure that I reiterate whatever I talk to clients about. Images. Don't steal images off the internet.

Nate: Yeah.

Deanna: So, if you are not looking to spend a lot of money on images... Canva is a great tool because most of them cost a dollar. Then you basically agree to their terms of service for I bought this, I can use it for my stuff, but you can't go and sell it someone else.

Nate: Yeah, you have a license for it.

Deanna: Right, that's what I meant.

Nate: There you go.

Deanna: That's fancy creative director words.

Nate: That's why I'm here. That's it.

Deanna: That's it, and that's the only reason you're here today.

Nate; I'm like George Costanza. Leaving on a high note.

Deanna: That, and I might take you to lunch after.

Nate: Ooh... lunch!

Deanna: Ohh, Fancy. So, we actually also on the [YouTube channel](#) have a quick tip on how to get started with canva. So YouTube channel, stark social media, subscribe.

Nate: We'll put it in the notes!

Deanna: We'll put it in the show notes. Oh, do we have to write that down? No, that's fine. I'll remember it. Maybe not. The other thing is really quick, bounce back to the other show that we did. [The key word show. So know what your hashtag is going to be and that you own it and market it with all your content.](#) Whether it's Facebook, twitter or Instagram. Because what this does is your hashtag, which is also an RSS feed.

Nate: We talked about that in [another show](#).

Deanna: Another show... Look at this, all this knowledge. We're just throwing out all this knowledge.

Nate: That's why you should [subscribe](#). Then you would know.

Deanna: [Subscribe, subscribe, subscribe](#). Anyway, you want to know what your hashtag is and make sure that you're using it. Because what this does is create the ability for people to find your stuff, it makes it searchable, and it also helps a little bit with your SEO. It helps to brand your business and give your follows a way to find other images that you've already posted on Instagram. So make sure that you've got a hashtag. And that's one of the things we talked about in another one, the last episode. Where we talked about keys words. You know, we had a client that switched up their keyword which was also a part of their branding. And they decided to change it, and I was like, "Nooooo!" because we had already done months of work on it. But, you want to make sure that your branding is cohesive.

Nate: Well it's like changing your website.

Deanna: Right.

Nate: I mean if you change your website and don't have it forwarded, then you can't just expect everyone to just know. They go to whatever your name is, I mean, if I change it to Star Social or something, and I don't add a forwarding. I'm going to have to start from the ground up. All over.

Deanna: And it's like, "Where'd they go? What happened? Where's all those awesome podcasts we like to listen to?"

Nate: And unfortunately, hashtags don't have a forwarding feature.

Deanna: Yeah, that's sad. The hashtag doesn't go like, "oh they're gone."

Deanna: We are talking today about Facebook and Instagram: How you can maximize your advertising using Facebook's ad manager tool or business manager. If you're on the edge of being a professional. We have, so far, talked about maximizing your corresponding Facebook page, canva as a tool to help you create images, and also hashtags to make sure that your branding is cohesive across the board. We'll talk a little bit more about hashtags after the break. Go grab yourself a cup of coffee, a cup of tea, a shot of tequila, a glass of wine. Whatever is going to get you through the next 20 more minutes.

Nate: Do a keg stand!

Deanna: Do a keg stand. You know, I've never done a keg stand.

Nate: I don't get it.

Deanna: Well maybe after the break, we'll try. Join us after the break, we'll be right back!

Deanna: Welcome back to the social life. Deanna Miller, Nate Imhoff.

Nate: Hi! I'm still here!

Deanna: Hi! He's still here.

Nate: I'm checking my Instagram.

Deanna: He's checking his Instagram. He's going to post a meme, I'm pretty positive. We are talking about the dynamic social duo: Facebook and Instagram. Facebook shelled out a bunch of cash three years ago, one billion to be exact. Bought Instagram, and a lot of things have been confusing about advertising. People are starting to see ads. Before and after the purchase, and it's like, "Can I do it, I don't get it?" Facebook recently rolled out a big plan to help people maximize their advertising from one spot since the tools are connected... Since they are brother and sister. Cousins... Whatever. But we've been talking about how to optimize your Instagram advertising utilizing the Facebook ad's manager tool, there's also business manager. Which is if you're a little bit more savvy with what you're with your marketing plan. So you can look at both of them. Ads manager doesn't require any other log in or anything. Business manager requires a separate account. And usually they ask you if you're an agency and they ask you some fun questions. What we've already talked about this morning, evening, afternoon...Where ever you're at in the world.

Nate: Yeah.

Deanna: Make sure you connect your Instagram account with the corresponding Facebook page. You want to make sure that it is branded cohesively, you want to make sure that everything is on point with that. There is a really easy way to do that. You can go to our YouTube page. I do a quick screen video thing on our quick tips playlist on the YouTube channel. So go to [YouTube, subscribe to the channel](#), come back, and view all the videos...100 times.

Nate: 100 times?

Deanna: Yeah.

Nate: They have lives,

Deanna: What are you doing besides watching our YouTube channel: I mean c'mon people.

Nate: The cat videos will come and that's it.

Deanna: Ugh, cat videos.

Nate: They always get pulled in by the cat videos. You go there and think, I'm

going to go check this, and learn something. Then suddenly you're watching some cat.

Deanna: I don't get drawn in by the cat videos. It's gotta be a really good cat video. It's gotta be solid material.

Nate: Well, it might just be a goose biting somebody.

Deanna: That's not funny to me.

Nate: Yeah, I hate geese. They're such jerks.

Deanna: Geese are dumb.

Deanna: You want to make sure you create an ad image that includes a call to action. Calls to action are just really important, no matter what you're doing.

Nate: You have to be bossy and tell people what to do.

Deanna: Like on our website, we're bossy.

Nate: Yes. Do this!

Deanna: Do it here, go now. Because people want to know where you want them to go.

Nate: Yes. They're sheeple, man.

Deanna: Pretty much, they're just gonna go, "Uh...ok next picture." So you can use canva to create really good images. They also have license agreements with several photographers and photography. Or you can buy their stock images and you're free to use them in your business for what you purchase them for. So I love that tool, easily if it's just something I have to get done. And I can't go, "Hey Nate, do this for me."

Nate: Drop what you're doing

Deanna: Stop now! Make this cool. So you can create an ad image. If you're looking to do a video, then I definitely recommend you take the time to find a good app or a tool that's going to create the right size video for your Instagram. Its' literally you have like 15 to 20 seconds is what it is.

Nate: Yup.

Deanna: So make sure you're being thoughtful about that video. If any videos are going to be used for an advertisement, I think it should be a little more professional...

Nate: They sort of killed vine.

Deanna: Is it gone?

Nate: I see it around every once in a while, but I never see it now.

Deanna: Vine didn't catch on for me, for our marketing. Because then a lot of other little different video tools popped up.

Nate: Once Instagram added video, vine was like, "Bye bye."

Deanna: But I think the less apps that you have to bounce to do to your stuff, the easier it is.

Nate: Yup.

Deanna: There's a lot of things like snapchat took over. Where I think vine lost footing. Because you see all the different brands have all their different snapchat logos and stuff.

Nate: Yeah, snapchat is creepy to me.

Deanna: You know, I think if it applies to your business, use it. But if it doesn't, stay away from it. You don't need to have every channel, all the time. Then we started talking about, before the break and I hope you're all not, y'know too drunk or under caffeinated for this. We started talking about hashtags and owning that and making it a part of your content branding. So whether you are on Facebook, twitter, or Instagram, this creates an RSS feed.

Nate: Yes!

Deanna: RSS feed! Woo! That links all of your images together on Instagram. So if someone taps on the hashtag: the social life, they are going to see all the images tagged the social life. And I'm sure we're not the only ones using it. But the other thing I wanted to point out is when you're adding hashtags on

Instagram, if you're using the native application, it will pop up suggestions of popular hashtags.

Nate: Right, I have an example of that. Like if you like football.

Deanna: Ohh, football.

Nate: So let's say a game is going on. NFL always makes certain hashtags for the game. So you can put that hashtag, and it's popular typically when the game is going on. And you're sort of included in the conversation, the only problem is in the case of football, it usually attracts jerks.

Deanna: I think what that does is consolidate the efforts, and that makes it easier for you to find people that you want to tweet at or harass or whatever.

Nate: But if you had TV shows, or your business, or you had an event going on. It's totally useful because you don't have to follow everyone. It sort of creates a little chatroom almost.

Deanna: Yeah, kind of. It makes it easier to promote things.

Nate: Yeah.

Deanna: Like half off, or free consultation. Or you've got an event that's happening. It definitely makes it easier for people to find it. But it also, if you're using it, and this is different than what we mentioned in the last video, where we talked about keywords. If you're using popular hashtags, that's better for you than if you're using less popular hashtags.

Nate: That's how people are going to discover you.

Deanna: Well, it's different though. How you don't want the overly searched terms. But on twitter, Instagram, and Facebook, you want to use the popular terms.

Nate: Pound froyo.

Deanna: If you didn't listen to the show, you don't know so go listen to it. So you want to make sure that you're using, don't reinvent the wheel when it comes to hashtags... You want to make sure that you're using a popular hashtag that is

likely to get your business found. And that's really important to think about.

Nate: Unless you're creating your own. In which case, you want to make sure it's unique.

Deanna: Definitely. You know, we use stark social, but in conjunction with that we also use a variety of other hashtags. And you can use, what I was actually looking at, there's research from Instagram. They have a really great business blog that they've put together. So if you're looking for how-to's on how to use their products, it's really informative. And I love it, because it's got a lot of great ideas. And they actually suggest different tactics and things to make the most of the tool. But they basically say on their research from the last year, the images that were shared publically, that had less than 5 hashtags, did not compete as well as images that had 5 to 10 hashtags.

Nate: Wow.

Deanna: Yeah, so I thought that was interesting. Because I've had this conversation with people in the past and they're like, "oh it's too many hashtags."

Nate: That's the opposite of what I would think, actually.

Deanna: But it's different on Facebook. So if like you're using 5 hashtags on Facebook, Facebook is going "ugh stop, stop with the hashtags people. Don't do it." Also, according to the Buffer blog, you shouldn't be posting that much anymore on Facebook. That's a whole other episode.

Nate: Algorithm!

Deanna: Yeah, that's a whole other episode. So we'll talk about that in another episode.

Nate: Algorithm 2: revenge of the algorithm

Deanna: But you also, when you're creating your ads, so besides all that other stuff, you want to develop your targeted audience and that goes for any type of advertising you're doing.

Nate: You gotta have a target. If you're shooting an arrow, you just shoot it

randomly. You're just gonna cause a havoc.

Deanna: Absolutely, so we talked about in the last episode, we talked about keyword research, and we talked about knowing your audience, knowing what they're searching for. In terms of, social media advertising, when you're talking about Facebook and Instagram. Facebook has a great tool for creating multiple audiences. So you don't just create one audience and then go with it. You can create a bunch of different audiences, and then split test what works better on Instagram versus Facebook. What works better, who is more responsive, what kind of keywords am I using, so you want to think about who you are sending this ad out to. What age range are you looking to target? Maybe you're looking at income level, gender, location, maybe you're looking at what they are doing for a living. So are they a professional meme creator, like Nate is over here, or are they an audio guru who uses Microsoft and windows products. So you want to think about all of these things to ensure that you are not wasting you money on something that you're just putting out into the universe and you're not going to get a return on your investment. Because I was actually reading something that was actually a blog post that somebody had shared in one of the social media manager groups where they basically just bashed Instagram ads. And it was interesting because the whole synopsis of it, if you think about it, if you've read the post is that they hadn't developed an audience.

Nate: Right.

Deanna: So that was their problem.

Nate: Right. That's usually what people say. Oh this doesn't work, this doesn't work. Most likely when you look at what they did, they did it wrong. They were so off base...

Deanna: You can't blame the tool.

Nate: Right.

Deanna: So I mean, ultimately, what it boils down to is if you are going to be lazy about who you are going to be sending your message out to...

Nate: You get what you get.

Deanna: You gotta look in the mirror. I've done it before, when I first got started with Facebook advertising. I was like, "yeah! Go!"

Nate: Yeah, just throw money at it.

Deanna: People like my page? Absolutely. It's not a waste of time if you're targeting your audience really well, and that really takes time to sit down and say whose our audience, what age range, where are they, what are they doing, what are they looking for. Then we are going to optimize each ad based on those things. Its lie you know, it's kind of like if you put up a webpage with just a bunch of words. Like we've seen people that forget that there's a page and it's still got the fakey lorom, whatever it is.

Nate: Oh, yeah, the fake lorom. It's like...

Deanna: Blahlahlahlah.

Nate: The thing is, it comes down to passive marketing strategy. If I create a website, you know, if I build it, they will come. And that's just not the way it works. People have to have a reason to do anything. Every day we are getting more and more websites, more and more Facebook pages, more and more Instagram users. So it's harder to stand out in this place. On the internet. You have to be smart about it.

Deanna: It's like when we were youngsters, and you looked in the yellow pages for stuff.

Nate: Oh. How many triple A whatever's are there?

Deanna: Oh my gosh. I remember when my parents, our go to place was Triple A before we went on a trip because you would get those books.

Nate: Oh, no, I was talking about you would have somebody that would make the name of their business like, "Double A Towing." Not Triple A, I was talking about like, you know, like AA something. Whatever.

Deanna: Oh I got it, ABC rental cars.

Nate: AA Plumbing, you know, so they are first in the yellow pages.

Deanna: But if you think about it, like back back back back in the day, like if you went to Triple A, that was your resource for finding out if businesses were well rated.

Nate: That was the internet.

Deanna: 'Cause they had these, for those of you who don't know, these things called books. And they had these little travel books that you could purchase, or get for free, or whatever, if you were a member, you got it for free. But you could get like, whenever we went, I think we went to Vegas, my mom would always look through, and be like, "ok, we're going to eat here, and we're going to eat here, and here's a coupon."

Nate: Coupon!

Deanna: And this place has like 5 diamonds. And that was like the scale.

Nate: That was the website before.

Deanna: That was...

Nate: That was before websites existed.

Deanna: That's amazing, little family trip down memory lane there.

Deanna: But so you really want to make sure that you've got all over your ducks in a row. So connect that Instagram account, make sure that you're making quality images, you want to make sure that you've developed a solid hashtag thought process for your branding. And then you want to make sure that you've developed a target audience. To go along with that is your Facebook pixel.

Nate: Yes.

Deanna: Yes.

Nate: I'm agreeing with you 100%.

Deanna: Of course he is, why wouldn't he agree with me? There's food in this for him afterwards.

Nate: Hey.

Deanna: So you want to connect your Facebook pixel. And what that is, that's free html code that goes on the page that you want to track conversions on. You get that from Facebook, you get that in ads manager. And there's a place at the top, in the left hand side. I'll do a quick tip about it, since I don't think I've done one yet. But you want to make sure that you create a pixel for tracking conversions. And what this is...

Nate: What is a pixel?

Deanna: Well, it's a thing... Well, you explain it. You can probably explain it better than I can.

Nate: It's sort of a script that you are going to add, it's not just a pixel pixel.

Deanna: It's not just a dot that I copy and paste?

Nate: It's not a dot. It is basically a script that collects information and sends it back.

Deanna: Right

Nate: So we do this for what? Ad roll and some other places. And that's why when you go, you feel like you're being stalked on the internet. It's because you went to website, and they collected information and then you went to other websites and they're all talking.

Deanna: Right so that's like when you've been searching for like mattresses and then you go to Facebook and it's like mattress advertisements.

Nate: Every website you go to is harassing you about the damn mattress you looked at. You sure you don't want to buy it? You know you're on a website completely unrelated? It's like go away!

Deanna: I clicked away, leave me alone. But what this does also is it allows Facebook to report back to you in your insights when you run your reports on your ad, how many people clicked on that ad to get to that page, and then whether or not they completed the process.

Nate: So the pixel is pretty much a stalker.

Deanna: It is a stalker.

Nate: It's a little online stalker.

Deanna: It's Facebook stalker. It's how Facebook knows what you're doing, it's like Santa. They see you when you're sleeping, they know when you're awake.

Nate: I know.

Deanna: They're watching you.

Nate: I'm scared.

Deanna: But the Facebook pixel is something I think a lot of people are like, "I don't need that, its fine. It's too hard. I don't get it." I definitely recommend that you take that, you copy it, and if you're not exactly sure what to do with it. You can always ask whoever put your website together, there is a lot of different people who can help you. Maybe you work in a big company, or you work for a big company, and you're maybe like a brokerage, and they have that ability to help you put that into your individual website if they offer that service. Like our friends at Homesmart do, they've got the smart sites. I don't know if other brokerages do that, but I know that they do. You can send that to them and say, "Hey, can you help me figure out how to put this in there?" and they'll do it for you. If we've put together a website, we do that for you, when we run your social media advertising.

Nate: Indeed.

Deanna: But if we don't run your advertising, then I can't help you. But there are also services like ad roll that can help you manage your Facebook advertising, but they don't yet do Instagram. So hopefully they'll have that added very very soon.

Nate: That'd be great, but they probably know that Instagram is drama too.

Deanna: Instagram is not drama.

Nate: It's totally.

Deanna: I love Instagram.

Nate: Its high maintenance.

Deanna: You don't even manage Instagram, you have no idea. Then you want to track like nobody's business and I say this because I know a lot of people, when I come to do in person trainings, or if I do webinars, the question always comes up that they don't know their numbers are. I spent you know 500 dollars on advertising. And I got maybe one client out of it. My first big client when I started doing social media consulting, the guy came to and said, "I've spent three grand in the last month and I don't know what I did with it."

Nate: Oh... Ouch.

Deanna: That's really, I wanna make sure that you guys are avoiding those big cost crunches. So start small, start with a small budget, track your interactions track your conversions, track those click troughs. If you're not getting any conversions, nobody is buying, nobody is signing, those leads aren't turning into anything golden.

Nate: More money isn't going to help solve it.

Deanna: More money isn't going to solve it. You want to take a look at target audience, you want to take a look at your branding, you want to take a look at your messaging.

Nate: Data.

Deanna: You want to make sure that you're looking at every report that you can possibly look at before you go, "I'm just going to toss another 100 bucks at that and hope it sticks."

Nate: Right, unless you don't like money. In which case I'll give you my address and you can just send it to me.

Deanna: We'll have that, a link to send us money, if you want. Send us free money, we're cool with that. So basically Facebook and Instagram advertising is all in one spot, you can take advantage of all of the different Facebook marketing tools that are available. Once you've connected your Instagram account to your Facebook page, you can get started with creating Instagram ads. I recommend that if you're going to run an Instagram ad, that you try

a version of it on Facebook for cohesiveness across the board with your branding. You want to make sure that the images are kind of similar, you want to make sure that the text is similar and that you have similar calls to action. If you want to create a landing page specifically for those efforts, we will have a link to the landing page creator that we use, leadpages.

Nate: Yup.

Deanna: We like them a lot. He's just going to keep saying yup.

Nate: Yup. Well, sometimes we do our own landing pages.

Deanna: Well but for clients, we use lead pages.

Nate: Correct.

Deanna: Cause if we haven't done their website..;

Nate: We can't help you.

Deanna: We can't help you. That's fine, we still like you though. So if you've got a landing page, we're going to have a lot of different tips and information in the show notes for this one. So to review what we've talked about so far today, Make sure that you connect your Instagram account with your corresponding Facebook page. Create an ad, image or video. You can use canva for the image. It's really important to make sure that it matches with your branding. That everything is streamlined and beautiful and looking cohesive. You want to create or utilize popular hashtags that basically connect all of your social media efforts into one awesome effort. If you're creating a custom hashtag for your business, make sure that you utilize that along with a bunch of other hashtags as well that are popular and useful. And Instagram actually makes suggestions as you're starting to build in hashtags into your posts. And you can take advantage of the ones that are more popular. You want to develop a target audience for all of your social media marketing efforts and I recommend really doing research. There's a lot of different tools out there that you can utilize for that. You want to use your Facebook pixel and connect that on your landing page or on your website. Then you want to track your stuff like nobody's business,

Nate: Data.

Deanna: Data doesn't lie. It's science.

Nate: Yup. You need a lot of it.

Deanna: You can't argue with science. If you want to subscribe to the social life podcast please go to thesociallifepodcast.com. We've got all of our stuff on there. If you've got questions or concerns or comments about the show... If there is a topic that you really want us to cover, go ahead and send that to hello@starksocial.com. Put the social life podcast in the subject line. We are so excited to have you follow us [Facebook](https://www.facebook.com/starksocial). [Go to facebook.com/starksocial](https://www.facebook.com/starksocial), [twitter](https://twitter.com/starksocial) and [YouTube](https://www.youtube.com/starksocial), [Instagram](https://www.instagram.com/starksocial). We're all over the place.

Nate: Yup

Deanna: Thanks so much for joining us today for another episode of the social life. We will see you next time. Thank you so much.

Nate: Good bye.

Deanna: Bye bye!