

Navigating Social Media in the B2B Space with Sam Riegsecker...

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SPEAKERS

Sam Riegsecker, Halie Morris



Halie Morris 00:04

Hello, everyone and welcome back to Everyday Business Solutions. My name is Halie Morris. I'm your podcast coordinator and host. With me today, I have Sam Riegsecker. Sam is actually my own boss here at Double A Solutions and he is our marketing manager as well. Sam does everything from helping with the website and making sure that nothing crashes and burns online, to coordinating a lot of the efforts between social media, graphics, partnerships—anything that's happening marketing related, Sam's got his hands on somewhere. So he's our go-to marketing person and I brought Sam on today to talk about social media and social media, specifically within the B2B space because there's a growing presence. When I first came into Double A and I came into the B2B space, the thought is that it's not as important. I think that has changed a lot, especially since the start of quarantine up through now. So Sam, tell us anything else about yourself, your past experience with social media, with working with the company. Tell us more about who you are.



Sam Riegsecker 01:20

Yes. So when I started at Double A, we just basically a double A in one of the software's a service products. And social media has really kind of grown a lot. I've been here for five years, and it's been kind of a transitional period. In the learning experience from us, we were running Snapchat ads to help recruit college kids back in the day. So we've kind of dabbled in a lot of different different platforms along the way. And I would agree the last two years has really shown to in a business to business standpoint, you're starting to see a lot of the stereotypical b2c styling coming out into the b2b marketing space across platforms, whether it be Facebook, LinkedIn, Instagram, etc. So it's been really cool to see that transition, at least in our space, across our portfolio of products here. In a little background. Previous to working here, I actually built an online business that was solely based on social media. I had connections into Hawaii, and you know, down south into Florida and up into main Boston area. So that business allowed me to learn a lot and allowed me to test a lot. And I still utilize a lot of that

knowledge that I gained during that time in that phase of my life, to help guide and tweak and provide information to Haley in our social media team to really challenge them and give them insight and feedback along the way. So that's kind of a high level summary background there. For my social media, and kind of where I've seen it start to transition in the last couple years.

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Halie Morris 03:23

But what I think is interesting, I think, going back to that that topic of b2c versus b2b marketing, especially in the realm of social media, is that everything I understood come coming in was that there was this old idea that was still kind of hovering, and that it was that they're not the same thing that you can't treat me to be like b2c. And as I've learned and grown, and really stepped into this position and my responsibilities, the thing I've seen, especially mentoring and working with our own social media specialist is that it's not necessarily true. And I I don't know if that's just because we've all seemed to drift online recently, people who weren't on Tik Tok are on tick tock tick tock is the thing. I don't even remember that Snapchat existed half the time. And then, you know, so that there's more people on these platforms interacting as individuals and caring kind of the agenda of the business that they support with them. But also, the algorithms are built against businesses now like Facebook, and their other platform Instagram. And I think even some others beyond that are locking down on letting businesses kind of rule the platform, they're getting stricter, letting their reach go, not as far so I've seen it flip where it's almost seems like if you're in the b2b space, you need to be acting like a b2c, you need to be treating your target audience as the individuals who are in the companies and not the companies themselves. So I kind of want to see more about your perspective on what you see in that, you know, and how that realm. And that playing field kind of is from the different types of business?

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Sam Riegsecker 05:21

Yeah, I think it's, there's a fine line between the two. But I think they also kind of mesh very well together. I know you talked a little bit about Facebook. Rumor has it is only 10% of the people who follow or like your landing landing page. People who only 10% of the people who follow your business page will likely see any posts that you make. So then it just becomes a numbers game. Do you post 10 times a day is that serving, you know, would technically hitting potentially 100% of your audience. So it's kind of trying to find that fine line between providing enough value and content for people to engage, which helps drive more eyes to your profiles, or, you know, do you just post once a day and just, you know, hope that it hits the right audience. And I think a lot of the b2b companies are finding that if you just post blog content, if you just post once a day, you're gonna see a lot of your engagement fall. And that's just kind of the nature of the beast. That's something that we've been we've been battling even internally. And it's something that we're continuing to get more creative out there, whether it be informational stuff that videos that are marketing puts together podcast stuff related to the podcast, I'm trying to drive up that engagement because on these platforms, engagements, everything I know, Haley would say say like timing is, you know, everything part of timing, part of you know, is it look good, does it? Does it meet this? Is it graphically appealing? Is it this that the other? And I think a lot of it at the end of the day comes down to? Is it something that catches somebody's eye? As they're scrolling through their feeds? Does it catch their eye? And are they willing to spend that ounce of energy it takes engage with that post, and that's universal? I think that goes across all the different platforms. But I think a lot of the content

differs based on platforms to you know, you have your quick videos, on Instagram, even Facebook now is promoting a lot more video content. So are you posting content that a lot of these platforms are leveraging more so than others? And as far as b2b versus b2c? I think, like I said, they kind of mesh together. But I think there's a fine line between the two. So I think you still have to have leverage, some sort of professionalism in your posting, you can just post wherever you want. But I also think that people do business with people. So I think that there's kind of that murky area. And I think that's how it always has been. But I think the last two years, it's really kind of gotten clear. And I think most social media teams have really understood that people do business with people. So what can I do to engage with the person on the other side of that screen, to help get them to even start a conversation. So I think that's where the fine line has been kind of. And I think over the last two years, that's really shown itself. And I think the businesses who are investing the time and kind of understanding what the target audience is looking for, I think, are really starting to see success. And it's something that even in house, we've been testing across our different platforms to and we've seen a lot of success in growth on our platforms organically. Just by making the switch from, you know, trying to be over professional to finding that happy medium between, you know, putting professional content out there, but then also having that engagement, quote unquote, pretty stuff out there to help, you know, raise some eyebrows or get somebody interested in our system. So that's kind of a long winded summary of how I've seen b2b and b2c, that argument. I still think it's valid, but I think that it's getting a little, I would say even more murky. Just because I think a lot of the bigger companies don't even really think about the other person on their side. They just kind of reposting content or it's automated So, but yeah, that's my two cents on that.

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Halie Morris 10:04

I was gonna say I think one of the biggest differences I've noted is that in the b2c space, the target of social media engagement is this idea of seduction and being playful. And in I mean that as then you have to entice, it's not. It's you have influencers, you have imagery, and things that draw the men that say, Oh, look at this person wearing our clothes or using this product, don't you want to be them, and you're doing it with a lot more imagery, and things like that, versus especially in the software space, it's hard to you can't just show imagery of your product and expect people to get it. Because you're not selling the imagery, you're selling the functionality and the lifestyle that comes with using this product. Which is hard to do, because sometimes capturing that on film, or on video is very costly and time consuming for very little result. So you seek other ways to engage them on a more frequent basis. But it is a different type of interaction. And I think also with so many things going online, people just want to come on and have fun. And social media, they don't want to be sold. And so that's where that content that's maybe a little more laid back a little more either goofy or engaging comes in to increase your relevancy to that person that could eventually be a customer or might be a current customer, and you're putting yourself back at the forefront of their mind.

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Sam Riegsecker 11:43

Yeah, so that you brought up the idea of made me think about our cartoons that we decided, well, we launched way back in the day two is obviously we're a software service product. So our company's our software solution. So how do you? How do you best explain what you do in an easy to understand fashion, and we've selected cartoon animations that tell a story. So it's a

problem solution. And then here's how the solution helps solve that problem. It's that we found great success in doing that. And it's easy ways for people to understand kind of what we do. And we can do it based on functionality, we can do it on topic. I'm just thinking of some of the videos that we have in the pipeline. A lot of them are more like objections we hear the sales team has certain objections they hear, okay, this is something where we've heard a lot lately on the phones or in person, is there any way we can build a video on how we help that? So I think a lot of that's just ebb and flow. But I think providing content that's fun, and you know, another engaging, but good looking, I think, graphically appealing, and that's we've seen great success, even I know you and I both, we've worked a lot in the janitorial manager space. And we've done a lot with our branding in that. One of that companies that we run here, and we've seen a lot of explosive growth, just with having consistent branding. And that goes from social media posts, that's videos, that's emails, that's, you know, our newsletters. That's literally everything our tradeshow booths, literally everything on our marketing side has transitioned in the last two years, I would say actually, in the last two years, yeah. To be way more consistent, and I think that two has helped us grow, or help us grow that company in general, just, you know, having consistent branding and messaging is really proved to be successful for us. And I think that's something that a lot of even smaller companies find a hard time doing. But it can literally help scale your business more than you know what you understand to so

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Halie Morris 14:10

well and kind of a side note, stepping back as far as helping your social media effort, it doesn't have to be crazy hard. From the design side in the background, the branding and all of that look and feel in the content creation. You know, you don't have to be a graphic designer, you don't have to have the craziest, strongest I think being present on social media, even a small amount will help you with your reputation at this point in time in things like Canva make it so easy to just hop on and create content and you can upload things like graphics that make maintaining that branding across your platforms that much easier. And you

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Sam Riegsecker 14:54

and I even like yeah, you and I even have talked about even recently on how, when you first started, or even when I first started Canva, I don't even think existed then. So we were having to build everything in Photoshop or video editor. And it was not fun. It was really hard to have consistent branding and consistent, really anything. It just because I felt more cobbled together, and there's so many different, you know, build your own, or templates that Canva has now that makes marketing a small business, or even a b2b company really easy and efficient. And you there's like folders of templates that are almost literally built for a brand, if you want to make it in Canva. It custom builds a lot of you know, your stuff. So you stay on brand with your posts. So I think utilizing those tools can really help more than harm, I guess, in that process of making sure your branding is consistent, but also having some of that graphically appealing content out there that everybody looks for in your feed. I mean, I guilty of that, too. I'm more willing to engage with something if it looks pretty, but that might be just the marketing and me I guess, but But yeah, so

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Halie Morris 16:12

better, though, especially with the fact that I do a large percentage of people on social media

engage without sound. And so you are relying purely on what they're absorbing visually. And that might be text, but most of the time, it's some form of in it some form of emoji imagery. I can't speak imagery or video, or quick engagement, like LinkedIn has introduced their polls, and people are obsessed with them. And including you. I want you know what, it's because I've seen a lot of people do it successfully. So yeah, following them, right, right. It's what people you know, it's one of the current hot trends, i They'll probably die down a bit. But it opens up a level of engagement that you didn't have before. Now they can like and comment, but they can also vote in your poll. And I've noticed, like my most recent post has over 1600 views versus before that I was getting less than 300 views per post. And it just I didn't tag anybody, I don't even remember if I use hashtags or not. But you know, besides getting into the nitty gritty, there are ways to set it up that you don't have to be an expert, you don't have to take all of these hours per week to do it. I know you were talking about frequency. And that'll lead into one of my conversations around the algorithms. And they're a beast. But before we kind of dive into that I did want to go back to the cons, the the content conversation that we're having, as far as what type of content b2b businesses are posting, right? Because there is the well known rule, if you've done any kind of certification, whether it's a free one, or you've watched YouTube videos, or whatever, eventually, you're going to come across probably more times than you want the 8020 rule, which is this idea that 80% of your content is meant to engage in some way. So information, education, entertainment, that sort of thing. It's a non push type of content. And then 20% is meant to be promotional. And that's supposed to be like the secret to success, which, you know, anybody can debate or push or whatever. But if, if you're kind of gone roughly by the 8020 rule, how do you do that, as a b2b, we, you know, you have the educational information, type content that's probably going to be popular, we talked about some of the lighter ones, we've created our own memes recently, and other relatable business posts that don't have anything to do particularly with exactly the product, but it's relatable to businesses.

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Sam Riegsecker 18:50

Yeah, we've seen a lot more engagement in those posts versus a normal post to which, again, that's half the battle is getting in front of eyeballs and getting people to engage.

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Halie Morris 19:01

And the more thing you know, I'm more you're pushed out. So right,

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Sam Riegsecker 19:04

and the more eyeballs that see your posts, which then could lead people to liking your page, following your page, buying your product, etc. So it's just like I said, it's a numbers game. I'm a big believer in the 8020 rule. I actually probably for a b2b space would probably lean more towards like a 9010 Personally, but I'm not necessarily a big proponent on trying to sell your product to an end user on social media, not I, I, I think more so it's an educational platform for businesses to it's another touch point in the sales process, but I'm not saying it's one that where people are gonna say, I need that product because of this post. I think that a lot and this might be just the software, you know, selling, I guess, but I think b2c, I think you can do a lot more than 8020, where you're tagging products, you're driving inbound traffic to your website

from your products, and people are driving conversions. I think I can see that fitting very well, if not more promotional, but for b2c or b2b, I think a lot of it is it's very, very hyper critical to add value, whether that be educational industry news. Yeah, news about your new releases. There's a lot of stuff that you can provide educationally. And in the b2b space, I, I feel like it's more critical to provide that information on social well being full, he can be fun and playful. But I think it's hyper critical to be more thought of as a thought leader on social, which can help drive somebody else inbound, or if somebody follows your page, they've seen your stuff that's educational, they can actually share it to their feed. I mean, you're just providing more value, because the likelihood of other people in that space seeing that post then is very high. So that's kind of how I feel about the 8020 rule. I I'm a very, very, I think it's a great, I think it's a great kind of starting point for a lot of businesses. But I think that it's a little more tailored more to the be the b2c space than it is b2b. But that's again, I think we all know that it's just an opinion on that kind of stuff. So but I think educational contents critical.

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Halie Morris 21:43

Yeah, well, and the point of the 8020 rule is to not be pushy, and to not be self centered with your content, right. It's your it's really meant to push that boundary and and put you into the shoes of your desired consumer and the the community. Ultimately, on social media, you have to become part of the community that you would sell to, to be successful, you'll, you'll just be a separate entity floating out here with no idea what's going on. But speaking of because we've kind of touched on this throughout the conversation. So far, there are these complex algorithms that run the social media sites, from Facebook, to Twitter, to Instagram, LinkedIn, if you're on Tik Tok, if you're, you know, I think Snapchat actually does still exist, whether people are on that or not, um, you know, whatever platform you're on, there are algorithms that govern who is seen when and who it gets put in front of, a lot of the algorithm is geared towards the person absorbing the content. So in this case, like the social media consumer, and it's going to be that everyday person. versus, you know, in the social media space, there's also influencers, and just other people who have gained quite a following, it's geared more towards the individual experience than anything else. But with that being said, most of these platforms have started to dampen the voices of business accounts. And it's one thing that like, I have influencer friends, I have one in New York, I've won in Hong Kong. And one thing they've said is if they break their posting pattern, or if reels came out not too long ago on Instagram, and Facebook is introducing and pushing more video content, short content, they actually share reels through there, and make them discoverable from Instagram through Facebook. So they're also pushing it. And those two platforms are owned by the same company. So it makes sense. They're, they're so interlocked at this point in time, because that was the end goal is to merge all of their experiences together, which is why they really renamed themselves meta, right? But the big push is that short video content, and they want you in reels, and they want you doing that kind of stuff. And so people said, if they didn't jump on reels, even if it wasn't their main traction thing, that they noticed an immediate drop in the amount of exposure they got across the platform, or if they take a short break, because some of them personal life experiences pop up, or they're just like mentally exhausted dealing with all of the stuff that's going on on social media, it's like being at a party 24/7 that they need a break. They take one two days off a week off, and then they lose sometimes 1000s of views per post. So everybody has seen that the algorithm is hard to navigate. And I guess from a b2b space where you're getting hit with almost like this dampener that they're putting on businesses, but you're also you know, you're on the same playing field as influencers as the everyday consumer, as the individual as the, you know, b2c business, you're on the same playing field, you're playing the same numbers,

games. How do you how do you keep up with the algorithms? How do you navigate? You know, we talked about when to post or how to use hashtags so that you can try to raise those numbers.

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Sam Riegsecker 25:25

Yeah, I think you hit the nail on the head, I think it's a big thing and consistency, and it's self educating your team should be reading on what's new, as far as what's the new algorithm, or what are some theories on the new algorithm and testing, I think testing is big. This even I'm kind of in the same boat with your friends, I have a decent following. But I stopped posting as consistency as consistently as I was just based on the time it takes to generate content now. And I don't, I'm not a big short video person. So I've seen a big hit in my audience too. So I think utilizing, and we've talked a little bit to, you know, between you and I utilizing short video, I think, kind of evolving with the products. Plus, getting in a routine schedule, and really sticking to it, I think, is critical of trying to stay on top of these algorithms. And I think we've seen a lot of success and building content out for multiple weeks in advance to help. Because there's so many pieces of content you got to generate, and we have, you know, six different companies reposting for. So that's a lot of content we have to generate, in order to keep our newsfeeds full. So, you know, one company, I would say plan it out at least a week ahead. You there's even tools you can use to help you with the planning process. But I think it's just consistency. If you're posting at 930 1130. And 430, for example, stayed true to that every day, every business day, you could even post some on Saturdays, but just do do a lot of testing and just be patient with the process because it does take time to figure out what your audience likes. For a while I could about tell you how many followers would engage with my posts, if I posted at 830. And if I posted at 430, I could literally almost give you the exact amount of likes or shares or whatever I generate just based on time period. That's because I tested a lot. And that's my own personal brand. I mean, that little bit separate then b2b style, but I think a lot of it just comes with testing yourself and you for your business and try to figure out when your target audience is most active on social. So if, for example, if you sell software for a cleaning company, for example, and I know I keep using jam as an example. But when are those people more active to be on social media? When are the decision makers more active to be on social media, if you're selling business, like actual software to business owners, maybe lunchtime is the best time to post or at 10 o'clock at night when there's going through as after they put their kids to bed. So trying to figure out exactly where that time is, I think is critical the kind of quote unquote hack the algorithm. But it like I said, it just takes time and some businesses don't. They struggle to have the patience to invest time in social media. But it is I mean, it's a growing tool. And these bigger companies are making it harder, harder to understand and help businesses like we talked about a little bit before. But it's just a big time. And he had to be patient and you got to have the content to use to figure out what works and what doesn't.

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Halie Morris 29:01

Yeah, and you know, I think the other thing consistency, I would add to that master one or two platforms as best you can. So for example, we have pretty good footholds on facebook and instagram with our JM Company, right? We have a good amount of following we're seeing an increase in engagement over time, at a much higher rate than our other pages. And so those are ones that when we're curating posts, and we're thinking of content, we're actually prioritizing those platforms, because we already have the audience there. And we know the

audience wants to be there. A lot of people are flocking to LinkedIn. LinkedIn has changed a lot in the last year so where it's become less stuffy, and people are being more human on that platform. It's still business. That's actually a really great place to go on and talk about business because that's what people have come to do in there. But now it's the human side of business. And I think that's a current trend in business, too, is that the individual has risen in importance. And our own comfort level, our own morals and stuff play a lot more into our career choices than they used to. So I would say, pick up one or two platforms that makes sense for your business. If you're in a b2b space, LinkedIn is going to be huge. Facebook might be huge. If you can get it on Instagram, like I said, The platforms are changing. You just have to realize you're on the same space that b2c as influencers, and you're kind of infringing on people's casual time. That's that's their downtime. versus people come to Facebook for everything. LinkedIn is business and Twitter's I've heard just a hodgepodge. I've not personally on the platform. But So Twitter is a little more politically charged. A lot more fiery discussion seemed to happen on that platform, because more news

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Sam Riegsecker 31:01

based so that's like, it depends on Yeah, news, politics, but

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Halie Morris 31:07

like first,

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Sam Riegsecker 31:08

right. So it depends. I think a lot of it just depends on your niche to like, if you're a b2b business that is, you know, focused, a lot of your stuff happens. That's news news. I think Twitter's a good platform for you. But I think you can't be boring on Twitter, I think it's yeah, you have to try to find the fine line between engaging, asking questions and listening. And be okay, if people get nasty. I mean, that's just kind of the nature of the beast.

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Halie Morris 31:42

Or people are charged on Twitter, whatever conversations there have, people came there to get a little riled up to get their blood flow. And so I feel like, you know, it's part of the reason I got off Twitter. But um, so no matter what you do, pick your platforms, master your platforms, and really go from there, it depending on your business, if you see a lot in your space, your competitors are on Twitter, you should probably be on Twitter, because if there's a conversation happening in your space, and you're not there, you're not going to be relevant, you could just be left in the dust. And you don't even know why. There's whole things whole the world shifts, because of things that happen on these platforms sometimes, and it is a little crazy, but you want to be in the midst of the conversation. It's also a really great way to put yourself at the same level as the everyday consumer to be in the conversation and not guessing it's a way to, you know, we talked about posting and all of these other things. And I think one of the things to remember is the engagement as a business account, or your LinkedIn, for example, your individual employees, your execs and your and your people that

are out there at their faces, seeing the most having that engagement, liking, commenting, being part of the conversations, being a thought leader, it usually doesn't happen in your own posts, it happens outside of your posts, the conversations are already happening. And you want to include yourself, people will come back to your account from that. But you have to make yourself relevant and part of the conversation first. So I think it's just interesting. Another thing about social media, as are some things to be taken seriously, you know, obviously, like I said, things make or break on social media very quickly, because there's so many people on these platforms from across the world. I was talking about friends in Hong Kong, I have two friends in Hong Kong I talk with on a daily basis. I'd never even imagine the plane ride to Hong Kong, it'd be so long. But also people came to have fun. I made a post on my own LinkedIn about people get a little to charge sometimes. And sometimes it's good to just relax. You can find educational informational content. But just bring out the good energy, you know, come in there for a positive reason don't come in there to fight.

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Sam Riegsecker 34:14

Well, that's like even Archie or CEO, he is a big believer in positivity. And I think that rings true in a lot of our social media and how we handle you know, those bad comments or those bad messages, I think continuing to be positive and doing your best to provide, you know, solutions to issues that people are having. I think one thing, if anything, the last two years is the amount of people that have sent messages to all of our brand accounts over the last two years has probably 10 to 20 to 30 times what it used to be. And part of that's because we've seen a lot of growth but other people are willing to send a message because now they understand that there is somebody behind, whoever's posting on that platform, so they're willing to reach out, we just got back from a huge trade show. And we had people who follow our social media direct message us and just say how much they enjoyed talking to the people at the booth. And just they thought the booth looks so cool. I mean, he did a great job putting that together. And so I think understanding that, that, you know, there's actually people behind the scenes, too, I think people, your, your target audience, plus your people who follow you understand that. So just being willing to respond to that stuff, but still in a professional way. So you continue that positivity, even, like I said, even if it's negative, I think it's critical to helping you grow as a business.

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Halie Morris 35:52

And then I would say the big thing that we touched on before niching down. That's a big marketing concept is to niche down, because it's like just going out into an ocean with a casting a giant net, and hoping you catch something versus actually going out looking to see where the fish are, that can be like, you're not going to catch a shark and you're not hopefully, you know, going out and seeing where the fish you want to catch are and casting your net directly over them. And knowing how long you need to wait and how you need to reel them in and what to do with them. When you get them on the line. It's the same thing with social media, you can't just go out and cast your net, and sit there and wait for people to come in, they won't, they won't come in, you have to go out, you have to find your community. So like, I like fashion, there are so many pockets of fashion communities, I've managed to weasel my way into the historical fashion community, I don't post any content in that space. But I sure do comment a lot. So in the software space, there's communities of people out there who are very engaged in that. And so maybe you're not always selling to those same people, maybe there's some people

outside of that community you're selling to. But the most important part is that still your community. And if you are not in the community, your cast unit into a random part of the ocean has hoping to catch fish, find your community, engage your community, because what's going to happen when you're in that community is you're going to start to learn what conversations are happening, what's relevant, it could even come back to where you're able to talk with your product teams and things like that and discuss, hey, you know, we're doing really good. But there's this one feature, there's this one thing about what we do that isn't quite in line with what people are asking for, and you're able to have those conversations and show the evidence, you're able to get down to the root cause of why people care about things. Find out where the discussions are happening, what kind of content they're absorbing, you start to understand it. And it just becomes second nature to know what's relevant, versus trying to absorb all types of things. Because that's not how people engage on social media. Everybody's pocket, everybody's community interacts differently. I have people that I follow, they rightly literally paragraphs below their Instagram photos. And you bet we read every single, like better than them, and then we respond with paragraphs. That doesn't happen to a lot of accounts. Most people don't read on social media, most people just want to absorb it and get out. But it depends on the community, we find that the community's valuable, and this pervert person provides insight, and it started a conversation, you want to get to the point where you can provide that insight and start those conversations. And that if you're not at the conversation when it happens, somebody pulls you in. And so finding your community, getting to know your community, focusing on a platform. And just really, the value you provide as a business on those platforms is going to go a long way in pushing you forward, and it's going to show real results in your business off of social media too.

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Sam Riegsecker 39:03

It's time consuming, I talked before, I mean, that's something that really doesn't happen overnight at all. That's something that you know, could be a full time job and then a full time job under that full time job. Making sure that you're doing what you need to do. To be that voice takes a lot of time and effort. And most people overlook that but there's so much value in that because on social media Word travels so fast, either positively or negatively. So I think it's it's almost like you have to be hyper critical and understand personal, you know, people on a personal level, other professionals in your niche, but then also competitors, you know, you got to keep an eye on what's going on there. So it's his social media for b2c and b2b is just so hypercritical nowadays I don't, I don't really know how a lot of businesses will find a lot of growth. Unless I find it very, I find very few businesses in any space, I guess, that really don't have at least one social platform that they use as either news information promotional. But I think it's I think a lot of companies aren't spending enough time, or money or resources on doing proper research, leveraging social media, and I think there's a lot of room for growth in social medias been around for a long time, I remember when Instagram started. So it's, it did look a lot different. And it worked a lot differently. But I think, I think as we continue to add platforms, like tick tock, or whatever the next thing is, I think that, um, I think it's important to invest time to see if it makes sense for your business. And if it fits, you know, what message you want to send, but then invest the time in building that community and culture. And like, for example, Facebook groups, I know, I talked a little bit on our other podcast about Facebook groups, that's a place where we've built a community. We leverage Facebook groups as a company here. And it's just a good place for either prospects or customers to go and work together if they have an issue, or it allows us to figure out if maybe we're not providing the right content to fit that message, we can ask for help. But it's our community. And I think it's hyper, I mean, it's hyper critical to find your community, especially as a business owner, and

you could even learn a thing or two, personally about your community without you even knowing it. And like you said, Haley, there might be some functionality or some service that a competitor has that you never would have thought of if you weren't involved in your community. And that's maybe what takes your business to the next level. So there's just a lot of a lot of growth opportunities when you get involved in the community, and really work hard to be a thought leader.

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Halie Morris 42:24

Right. Now, I think that's right, I'm going to go ahead and take this chance to wrap up. So thank you, Sam, for joining us. For everyone who tuned in, if you're not yet on social media, and it seems like we covered a lot. There's probably a lot more we could have covered. But the important thing is start simple. And work your way into it. You don't have to spend hours a week on it, you can start off and Sam has been a couple hours a week on different platforms. And I will grow from there until you can invest further or do things as you grow that you wouldn't have been able to do from the start, start simple build up, maintain consistency and mostly focus on your community. You can do everything else after. But thank you again for tuning in this week. Well this month on everyday business solutions, and we'll see you next year.