

# 112 - Finding Your Niche to Stand Out More as a Social Media Manager

**Laura Moore:** [00:00:00] In today's episode, we're talking all about niching. Should you do it? Shouldn't you? And if you do, how the heck do you even get started?

**Laura Davis:** Welcome to another episode of “JFDI with The Two Lauras”, where we're sharing our decades of experience to give you tips, advice, and hopefully inspiration to help you in your business as a freelance social media manager.

On the show today we're talking about niching, or if you're in the US, “nitching”. Niching is one of those things that people kind of know they should do, but often put off. So we're sharing our thoughts on whether you should niche, what happens if you don't and how you can choose a niche for your business.

You might have more questions about niching after the show, and that's what the “Social Media Managers Hub” is for. That's our Facebook group where we hang out after the show to answer your follow up questions. Just go to [thesocialmediamanagershub.com](https://thesocialmediamanagershub.com) or search for “The Social Media Managers Hub” on [00:01:00] Facebook.

Pop your email address in the box and we'll let you in and as an added bonus, we'll drop into your inbox every day with even more tips and advice for your business. We'll pop the link in the show notes. But for now, on with the show!

**Laura Moore:** That was very exciting! Right, Laura Davis, did you niche?

**Laura Davis:** Of a fashion.

**Laura Moore:** Okay.

**Laura Davis:** I did, and I wish I'd done it sooner, and it took me a long time, so I totally get it when people are like on the fence with this because I was on the fence and then as soon as I niched I wish I had done it sooner because I think my mentality was, which was totally wrong, and I see that now, but at the time I just couldn't see it, and but my mentality was if I niched then there'd be loads of businesses I couldn't work with or I'd be putting off loads of businesses.

Like I had a very, very, just the wrong mindset. [00:02:00]

**Laura Moore:** Yeah, yeah.



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**Laura Davis:** And I don't really know what it was that actually made me make the change. I think I very much remember at the time I was working with, I was at capacity, I was working with a lot of businesses in a lot of different sectors, and I was finding it quite difficult to one minute be talking about a furniture company, the next minute to be talking about a running group, the next to be talking about a hoodie you could buy, I found it very difficult to be kind of jumping around quite a lot in my content.

So I definitely know that that will have steered me into making a decision. It was probably, I was probably approaching burnout to be honest. But yeah, so I did niche and it did make my life so much easier. It made my content I was creating for my own business so much easier. It made me appeal to a lot of businesses that possibly [00:03:00] previously would have just discounted me.

I don't know that for sure though, but everything felt easier, I felt more at peace with my business. And I know niche, but you did it differently. So why don't you -

**Laura Moore:** Yeah, I did. I did. I niched to only offer Facebook ads and like, I mean, that's many moons ago now, but if I was going to do things now, I'd do it differently.

Yes, I probably would still niche in my service, but I would do it very differently now than what I did before, and like we'll talk about all the different ways you can niche, but I think I would do it vastly differently.

**Laura Davis:** Yeah, I, uh, well I would, because I think times, times are different and I think maybe we can -

**Laura Moore:** And I think having this business and this business where we are so niche and we only talk to you as a freelance social media manager has helped me to really see that being the more specific you are, the easier everything is.

**Laura Davis:** Yeah. Oh, a hundred percent and I actually feel sometimes we're not niche enough.

**Laura Moore:** Wow.

**Laura Davis:** But I think one of the reasons why I think it's [00:04:00] more important now, to niche, than it was when we were starting out is because of how different the platforms



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are. So when I started, we're talking about eight years ago now, to be a freelance social media manager, A, there wasn't as many as there are now, so there was less competition. Or it certainly felt like that.

And B, the platforms were a lot easier then. They were smaller, you know, Instagram had not long, only a few years into Instagram, it was just the photos. There was no videos and reels and, you know, stories and threads and collaboration posts. And -

**Laura Moore:** We were all in the same position.

We were all learning as we went. Whereas now there's a lot of younger people who have been brought up with social media.

**Laura Davis:** Yeah, yeah, yeah.

**Laura Moore:** So it's different, isn't it as well?

**Laura Davis:** Yeah, very much so. And I think, so the platforms are a lot bigger now, and I think [00:05:00] you're doing yourself a disservice by calling yourself a social media manager who can basically do everything, because let's face it, we can't.

The platforms are massive. You look at Facebook alone and it's huge in terms of its capabilities, the profiles, the groups, you know, the professional profiles, all of that jazz. You've got the whole, obviously we've just covered all the elements of Instagram. LinkedIn's the same, I think probably Twitter, X, whatever, it's probably fairly similar, but you know, platforms evolve.

We've got TikTok now that we didn't have back when I was a lass, you know, so everything is, everything is much bigger. And I think it's unrealistic to, as a broad social media manager, to be good at all of that. Like, and people don't want broad social media managers anymore. They don't want that Jack of all, no, Jack of all, yeah, Jack of all trades, master of none.

People want specific skill [00:06:00] sets.

**Laura Moore:** And I think this is why big brands like, you know, Marks & Spencers, flippin' Wendy's, whoever. In their marketing teams, their social media teams, they won't just



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have one person who is doing all of those platforms, they'll have a whole team and it's not because they're a big business and so therefore they need a whole team because it's still the same platforms, you know, so a small business is still going to have potentially the same amount of content that needs to go out.

They're still trying to reach people. Their end goal is still the same thing. It's just that they might not have the same budget to have somebody for every single platform, but they still need an expert on the main one.

**Laura Davis:** Yeah and I think it's, I just don't think in this day and age, God I sound like my mother.

**Laura Moore:** You're so old.

**Laura Davis:** We can get away with being really broad if I'm not, I just -

**Laura Moore:** No, I agree.

**Laura Davis:** You know, but aside from that, I think it's a much, it's much easier for businesses to find [00:07:00] you if you're showing that you know them.

And I've talked about this before that if, so if I was to, if we decided sod this, we're not doing our own social media anymore. Which, you know, it's a conversation we have a lot. And if I would say, okay, well, we need to find ourselves a freelance social media manager.

And I stumbled across an account, which was, I help small businesses with their social media versus I stumbled across someone who said, I help course creators and membership owners with their Instagram, because Instagram's our main platform, to generate more leads or something along those lines, I'd go, okay, they understand the industry that I'm in.

**Laura Moore:** Yeah.

**Laura Davis:** They understand me more than the small business because the small business -

**Laura Moore:** They know the platform, they know our goals.



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**Laura Davis:** Yeah. And whereas the person who says they help small businesses with their social media.

That could, they could be helping a local gardener [00:08:00] get more bookings for their garden, which is fine, there's nothing wrong with that, but that's not transferable to me, or they could help like an e-commerce business get loads of sales, and they could be absolutely smashing it.

**Laura Moore:** Yeah.

**Laura Davis:** But that's not relevant to me.

But they could also be an expert and have loads of experience helping course creators and membership owners, but because they've not owned that niche in how they've described themselves on their bio, their website, wherever I've looked, I don't know that, so therefore I'm going to hire the person who does know that industry and does know how we, roughly, kind of how we would operate or what our goals were.

And so, once you're specific on who you're trying to appeal to, it helps people choose you. It helps people believe that you're the right person for the job. It gives, it gives them the confidence and the trust that you understand their industry. Because although we all know the, the reality is a lot of it is very similar, and a [00:09:00] lot of it is transferable between industries, the reality is this is about giving them confidence.

And it also gives you an opportunity to become an expert in that field, become, it's easier to get out there and your, your name be out there, of this is, you know, Laura Moore, she is the expert on social media for greengrocers.

**Laura Moore:** I'm not, by the way, so don't come after me for that. Don't send me leads!

**Laura Davis:** So that, like, it's easier to become known for that than to become known for a social media expert, for example.

It's so broad. It's too broad.

**Laura Moore:** And it's so much easier to be referred. Like if I think about people in our membership, "The Inner Hub", and somebody came to me with a specific like, niche that



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they needed help with. Like, my husband's a carpenter. If he needed somebody to do his ads, and I wasn't doing it, I know immediately that I would go to one of our members, Kelly Worrell, because she [00:10:00] niches into that, that sector.

If I knew somebody who had a restaurant, I would know immediately who's in "The Inner Hub", who you know, helps restaurants, because it's so specific and it makes it much easier for me to refer people because I don't remember people's names. I don't.

**Laura Davis:** You become more memorable.

**Laura Moore:** Yeah.

You know, you, you've got to help people to remember who you are and help people to remember your name or your business or what it is that you do so that if you are having these conversations with somebody and someone says, oh, I need a social media manager for my gardening business.

You can immediately think, oh, hang on a minute. I know so and so does gardening socials. I can recommend that person and you become more easily memorable and recommendable. Like, it's all about being memorable, isn't it? I was, I'm gonna have to tell this story about the chocolate orange lady.

**Laura Davis:** Okay, go on.

**Laura Moore:** So, um, because it's all about being memorable.

Before Christmas, my husband sent me to Sainsbury's to buy a chocolate orange. I didn't just go there for that, by the way.

**Laura Davis:** Other [00:11:00] supermarkets are available.

**Laura Moore:** Yeah, well, this is not a paid promotion. And, uh, so I was in Sainsbury's buying this chocolate orange. Now, I don't know about you, but chocolate orange is like a major part of our festivities.

It's not Christmas without a chocolate orange. And I was in Sainsbury's, I picked up a few bits and bobs, could not find a chocolate orange anywhere. Was getting quite stressed out



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that there was no chocolate orange. Went and found the shop lady and said to her, you know, have you got any more chocolate oranges out the back?

Her answer was the standard, if it's not on the shelves, then there aren't any! Um, which annoyed me anyway. So I then just finished my shopping and went to the till. And a few minutes later, I can hear across the store, amongst the Christmas music, this woman going, CHOCOLATE ORANGE LADY! CHOCOLATE ORANGE LADY!

Like, really calling out, CHOCOLATE ORANGE LADY! And this noise is getting closer and closer to me, and louder and louder, and everyone's looking around, like, what's going on? Is there some crazy woman in here talking about chocolate oranges? Who is this chocolate orange lady? Eventually, she finds me at the till.

It's like, chocolate orange lady, don't worry! I've saved Christmas! [00:12:00] Here's your chocolate oranges! With this massive tray of chocolate oranges. I'm mortified because literally everyone's looking at me. I'm going bright red. I'm like, why, why did I come to buy this bloody chocolate orange? Eventually get my chocolate orange and leave, right?

But my point is, I was memorable because I'd asked for one thing. I hadn't said to her, where's the chocolate orange? I need some bacon. I need to buy Christmas wrapping paper, you know, and told her everything that I needed. I had just said I needed chocolate orange, and the look on my face and the fact that I'd said, oh my God, that's Christmas ruined, had made me memorable to her, because she's like, this woman's crazy, her Christmas is ruined because of a chocolate orange.

**Laura Davis:** Dramatic much!

**Laura Moore:** But she remembered me, and then she started trying to find me across the whole bloody shop, which was so embarrassing. But you have to be memorable, don't you? And whether it's because you need a chocolate orange in your life, or you do social media for green grocers or gardeners, it's the thing that makes you memorable.

By the way, if you want my address to send me chocolate oranges, I'll put it in the show notes. I won't really. [00:13:00] But yeah, it's all about being memorable, I think.



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**Laura Davis:** Yeah, it really is. And it makes it, it just makes your life so much easier, I think. And, yeah. It makes, you know, you can create content so much easier because you can really tap into the pain points of that audience.

You can appear more attractive to businesses because of that. Everything just becomes easier. Everything.

**Laura Moore:** Yeah.

**Laura Davis:** So, It does take a leap of faith I think. I don't think in 2024 this is the year that we can be broad, we have to niche I think.

**Laura Moore:** Yeah, I agree, I agree. So should we talk about how you can niche?

**Laura Davis:** Yes.

**Laura Moore:** So we are very much of the opinion that there's four ways that you can niche. The first one, is probably the most obvious and the one that most people do, which is by sector or industry. So like, for example, you only do social media for greengrocers or gardeners, or I don't know why we always pick these really [00:14:00] random businesses.

Such a terrible example.

SAS companies, business coaches, you know, car manufacturers,

**Laura Davis:** Hair dressers!

**Laura Moore:** Whatever. Yeah. All of, you know, and you're niching literally by that specific sector. Now that could be slightly broader. Like in your case, it wasn't just, you know, sofa manufacturers, for example. It was like interiors and lifestyle, wasn't it? Kind of brands, which is slightly broader.

**Laura Davis:** It was home and interiors.

**Laura Moore:** Sorry, I got it wrong.

**Laura Davis:** Obviously not that memorable.





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**Laura Moore:** Obviously not, not memorable. So yeah, the more specific you are, the better..

But I think that's the one that most people do, isn't it?

**Laura Davis:** What? Home and interiors?

**Laura Moore:** No!

**Laura Davis:** Oh! The sector or industry!

Yes. Yeah, it is. Uh. Yeah. It's a popular one.

**Laura Moore:** Yeah. And I think as a business, that's what you're looking for. You're looking for somebody who, like, knows your sector or your industry. Like, that would always be a bonus.

The second way that you can niche is by the service you deliver or slash [00:15:00] and the platform you deliver it on.

So, for example, you might only help people with Instagram, or you might only offer ads, or you might only ghostwrite for LinkedIn. Right? So the service or the platform. And adding that onto, like, whatever you're doing for the sector, like, makes you become more memorable, I think. So that's the second way.

The third way is by the outcome or the objective. So, for example, like Laura's example earlier, where she said, you know, that somebody is helping membership site owners on Instagram to get more leads, the outcome there would be to get more leads. So, you might help somebody, to, you know, you might say I help people to grow their community or I help people to get more sales or I help people to drive more website traffic or get more blog readers or whatever it is, it's that, that outcome or the, the business objective, like what, why they actually want to hire somebody isn't because they just want content on Instagram.

It's because they want that to have an impact on their business. And that can be really powerful, really powerful way to niche. You [00:16:00] know, I help people to get, to get more leads. Like, that's powerful. People want that.



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But the fourth way, and the best way, and if I was gonna niche now, this is what I would do.

I would do all of those things. So, and this is our preferred method. So you would niche by a sector, you would help them with one service or one platform, and you would help them to get an objective. So for example, you might help accountants to generate leads on Instagram. You might help membership owners and course creators to get more sales on LinkedIn.

You might help hairdressers to get bookings on Facebook, right? So it's got all of those different elements of those three things. Because that's powerful. People want to know that you're an expert in their industry. They want to know you can help them on the platform that you, that they need help with, or that their audience are on.

And they want to know the outcome that's going to happen when they work with you. And I think that's, that's far more specific than what you and I ever did. Now, if I was going to niche now, that's what I'd do.

**Laura Davis:** 100%. And so would I for the, all the reasons that we've already covered. And I think this would be a good point to just touch on [00:17:00] like what makes in particular a good industry to niche into, because I think we have to be realistic here.

You have to think business, it's all, often when people are struggling with niching, I'll always say, well, what industries do you enjoy? What past experience do you want to bring forward? Maybe you've had a career in a certain industry and you're more than happy to kind of continue talking about that.

Like my past industries, I did not want to continue talking about, so I knew I could cross those off the list. But I always have had an interest and a passion for housing, interiors, that I love it. I'm on the Rightmove every day. Like that's my thing. So that, and that is essentially why I chose that niche, but I didn't just go, oh, okay.

Well, I like going on Rightmove. Maybe that's going to be my niche. I had, it had to be a kind of strategic business decision. And so for me, a lot of my clients ended up being like furniture companies, [00:18:00] which was perfect because it's easier for them to get a return on investment rather than, you like, want to, if you want to support small creative businesses where they're making bracelets for a tenner, that's going to be a lot harder



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because they're going to have to sell a lot of bracelets to cover your, your costs, let alone them make a profit.

And you do have to think like that. And sometimes although you might have a passion for a particular industry, is it going to be a financially viable option?

**Laura Moore:** Yeah.

**Laura Davis:** You know, and that's, there could be elements of your niche, it could be quite a broad niche. So therefore you say, so thinking about that Etsy small creator of a bracelet, you could niche into the jewellery industry and your management clients are the diamond suppliers.

And the people who [00:19:00] have got a higher purchase value product, but your power hours, your audits, your lower ticket products and services that you offer can still support the small creator community that you're passionate about. So there are ways that you can bring your passion sometimes into these niches, but you do have to make a business based decision.

**Laura Moore:** Yeah.

**Laura Davis:** And it's, it's preferable I think if it's an industry that, you know a little bit about - it's not essential, but I think that just helps, doesn't it? If you know a little bit, what, but what you're talking about, she says with all of my clients being in an industry I know nothing about, but you know, it just makes life a little bit easier doesn't it?

**Laura Moore:** Yeah. But like, although your clients are clients, you know, nothing about their industry, you wouldn't then go out and try and target more of those people cause you'd find it hard to create content that attracts those people potentially. So, the clients that you work with are not necessarily always the same clients that you, that your [00:20:00] niche marketing is for.

**Laura Davis:** No, and that's it. And as we often say, it's about niching your marketing, not niching your business. So when I niched, I still had inquiries for businesses that did not fall into that niche, like these clients that I still have now, got two clients that did not fall into that niche, but I still took them on.



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**Laura Moore:** Yeah, well, similar for me -

**Laura Davis:** Because I wanted to!

**Laura Moore:** Yeah, all my messaging was all about Facebook ads, but I was still having organic clients contacting me. Like it doesn't put people off you just because you're speaking about a specific thing. It just brings more of the right people to you.

**Laura Davis:** Yeah. Yeah, and I was still getting people, and I still do now actually, I still get leads landing in my inbox from people who don't fall into my niche at all and, you know, maybe that's to do with the, the shit messaging on the website maybe, but it doesn't necessarily repel people.

**Laura Moore:** Yeah. Yeah.

**Laura Davis:** So if you're worried about, oh, well, I'm going to get bored if I'm just working within a similar [00:21:00] industry. I would argue that you're probably not, but it doesn't mean that you can't work for other businesses or for example, all of my management clients, I'd have wanted to, my aim would have been that they would fall into that niche.

Obviously it didn't work out like that, but that's what the aim was, but the types of businesses that I used to do power hours for there could be anyone. I couldn't, I couldn't care. So I kind of got that variety and I used to do lots of workshops. So I used to work with lots of different businesses in any niche who used to come to the workshops and that was fine.

So I kind of got my variety that way, but in terms of management clients, I certainly would have, I, I'd want my content to only attract that particular niche.

**Laura Moore:** I think, like, if you think about it, for example, this is a really random example, but if you were, advertising and marketing yourself as, you know, I help curry houses in Birmingham get bums on seats.

That's not going to stop curry houses in London wanting to work with you. It's also not going to stop the local Italian restaurant [00:22:00] in Birmingham wanting to work with you. Because the things are transferable and it still makes you, you know, interesting to them.



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**Laura Davis:** Yeah.

**Laura Moore:** I think there's also something to be said about that you need to be specific, like don't, we see this a lot.

I, I help women owned businesses. Well, half the planet is women. So that's not niche. And things like, like they're things that we just don't really understand and that your potential clients don't understand. Like I help ethical businesses. Well, what, in what way are they ethical? Are they ethical because they are environmentally friendly?

Are they ethical because they don't murder their staff? Like, what about them is ethical? Like, you know, it's just really, it's broad. You need to be really specific and you need to make sure that the language you're using is language that they see themselves as.

You know, if you're saying that you, you help ethical businesses and what you actually mean is you help businesses who have an interest in saving the planet, but they think they're ethical because they're looking after their staff really well and they give them really great [00:23:00] benefits.

Those two things are not the same, you know, or if they, they do look after the planet, but that's not their main priority, then they're not going to see you in that, your messaging. So it's like, you need to just be really specific.

**Laura Davis:** Yeah. I think understanding the terminology businesses, like for example, if I saw an account of I help course creators get more leads, I'd be like, oh, nice!

Versus I help 'mompreneur' course creators get more leads, I'd be like, ugh,

**Laura Moore:** Yeah.

**Laura Davis:** Because I do not want to be part of the 'mompreneur', blergh, but they, and that's fine. They're like, obviously there will be people who like to be that in that niche. I'm not knocking it, but if I'm your target audience, make sure you are clear on the wording and terminology that you're using.

**Laura Moore:** And you might need to ask that we had a conversation with somebody the other day, who was having this similar sort of debate with themselves about how could



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they speak to their target audience and she, [00:24:00] I think her messaging was something like service providers. And she said, well, you're my audience, like, does that appeal to you?

And we're like, no, we don't like for this business, we don't see ourselves as service providers. We see ourselves as membership site owners, course creators, that kind of language. If she was trying to approach us as a service provider, that's our separate businesses. And that isn't the business that she would want to help, so you need to really understand how that person sees themselves.

**Laura Davis:** Yeah, yeah. Terminology is key.

**Laura Moore:** So then what happens when you have niched? What happens next?

**Laura Davis:** You need to own it. Like, you need to, like the amount of times I'll say to somebody, well who's your niche? And the first thing I do is I'll rush off to their social media platforms.

**Laura Moore:** Literally she does this.

**Laura Davis:** And it's never ever mentioned.

Like you've got to own it.

**Laura Moore:** People are not mind readers.

**Laura Davis:** It doesn't matter if it's a PS on an email or somewhere deep and dark on your website. Get it on your [00:25:00] bio, create content that literally has their business industry, whatever it is, in your captions, images, your copy, like, and just own it, like, speak with confidence that you are the best person in that niche to do whatever it is that you've said you're going to do.

**Laura Moore:** Yeah.

**Laura Davis:** Just tell everybody. Tell your friends and family, if you're looking for clients, say to them, did you know that this is the type of business I work for? Because someone will go, oh, my neighbour's a greengrocer, I'll ask him if, you know, people like to help. And we've talked about this before. So tell the world! And keep -



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**Laura Moore:** And also, just on that, when you're introducing yourself, like you're in the hairdressers and somebody says to you, oh what do you do for a living?

Don't tell them you're a social media manager. Say, I help greengrocers get more people in their shops by creating content on Instagram. That means something to them.

**Laura Davis:** Yeah.

**Laura Moore:** You [00:26:00] saying you're a social media manager doesn't mean anything to anybody.

**Laura Davis:** Yeah, and that's a way to shut the hairdresser up when they're wanting free advice as well.

Unless obviously the hairdresser, unless the hairdresser's your, uh, niche. Um, but yeah, and, and I was gonna say keep, keep telling everybody what it is, keep talking about it, keep saying that you do that and help these people and this is, this is the result. Keep, it needs to just roll off your tongue.

**Laura Moore:** Yeah, and don't like say it in one post every now and then and not all the time.

If you look on our Instagram content, if you can find any post that don't say the word social media manager, I will be shocked because it's either in the caption or it's like on the graphic or it's like spoken in a real, we say it all the time because that's, we want to speak to you, we want to help you, we want you to know that our content is for you and if we don't do that, you don't know.

**Laura Davis:** And we don't want people who don't fall into that, who are graphic designers, because we're not we, we're not and we can't [00:27:00] help.

Yeah, sorry.

Yeah, so just be really clear, keep repeating it, put it everywhere. Put it on a billboard, tell the world, repeat, repeat, repeat. And then I think once you've done all that, uh, and keep doing that, you also just need to think about where, okay, so now I know my niche, where do I need to be hanging out?



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Who do I need to be aligned with? So are there any partnerships or collaborations that you could maybe start to kind of nurture of other people who serve that audience? So maybe there's also web designers who only work with greengrocers. Go find, go find them. Go build a relationship with them, other kind of people who have influence of your audience and are serving your audience.

Make them your business best friends because you'll help each other and when you get leads or recommendations, you can obviously, I'll scratch my back, you scratch your back, type of jobby. And also -

**Laura Moore:** Well, hang on, you're going to scratch your own back and they're going to [00:28:00] scratch their own back.

**Laura Davis:** I'll scratch.

**Laura Moore:** This is yet another one of the, um, amazing sayings that Laura Davis has got wrong.

**Laura Davis:** I'll scratch your back, you scratch my back.

**Laura Moore:** That's better, yeah, that's better.

**Laura Davis:** When I retire to my house on the coast, on a clifftop, like Elkie Brooks did, I'm gonna write a book of all the sayings I fuck up.

**Laura Moore:** Okay, can you do it before that, so we can afford to retire?

**Laura Davis:** I don't, I don't think that will help us with our retirement pension. Anyway, what I was trying to say is oh yeah, apart from the scratching back thing. After that I was trying to say, find out where people are hanging out, like, where are they? Are they in Facebook groups, are they in LinkedIn groups, are they, are in, like, do they have a WhatsApp group?

Go hang out where your target audience are hanging out and go and be really, really [00:29:00] helpful. Don't just go and pitch yourself and go and say, hey, I'm, I've put my pin in it, I'm now a Instagram helper for greengrocers. This is a Green Grocer, - Laura's absolutely wetting herself, I'm a Green Grocer Facebook group,





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**Laura Moore:** I'm back in the room.

**Laura Davis:** Go and find your Green Grocer Facebook group and go and be really helpful and nice and share tips and build a reputation and build a brand and be the person on the tip of everybody's tongue when they think of a person to help with their social media on that industry.

Right, I've just been waffling there while Laura, while Laura lost her shit.

**Laura Moore:** I'm so glad this is not a video podcast, because I've literally got tears running down my face. Ah, anyway.

**Laura Davis:** Did you miss all of that?

**Laura Moore:** Can I just say, I just have to say props to Laura Davis for continuing whilst I'm literally dying on the other side of the screen laughing.

And that was very [00:30:00] professional of you. Yeah, I think we deserve an award for this show because that was so professional. If anyone wants to nominate us do feel free. But we're not paying, we're not, we're not paying. No, no, no, no, we're not paying for an award.

Anyway.

**Laura Davis:** So there we go.

**Laura Moore:** There we go. We'll be back again with some more amazing Laura Davis sayings in another episode.

**Laura Davis:** Maybe I just need my own podcast on how many sayings you can fuck up in a podcast.

**Laura Moore:** You're gonna have to take it from here, I can't.

**Laura Davis:** Yeah, okay. Right, well, let's, let's just recap, shall we? So, we need to niche. I think we've established that. You 100 percent need to niche. There are four different ways that you can niche.



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You can niche by your sector or industry. You can niche by your service or the platform. You can niche by the outcome or the objective. Or, and this is our preference, you can niche by doing all of those things. [00:31:00] And once you've niched, you just need to tell the world, get it out there and become known in, within that sector.

So I'm hoping this will be useful. I know there's been quite a few people who have asked for this podcast and I apologise that Laura can not be professional and, uh, get this out.

**Laura Moore:** I'm fine now. I'm back in the room. The mascara is a little smudged, but I'm fine.

**Laura Davis:** Gets herself in a bit of a pickle.

**Laura Moore:** But this isn't a video podcast, so it's fine.

I would love to know what your niche is.

**Laura Davis:** Yes.

**Laura Moore:** So come and drop into our DMs or our Facebook group and let us know who, who you help, where you help them, and what you help them with.

**Laura Davis:** Yes.

**Laura Moore:** Like what is that part of your business. We wanna know.

**Laura Davis:** Yeah, that's the niche-ier the better.

**Laura Moore:** And if you need, like, if you want feedback about whether this is niche enough, whatever, we're happy to do that too.

**Laura Davis:** Yeah.

**Laura Moore:** But yeah, come find it.

**Laura Davis:** Look forward to it.



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**Laura Moore:** We'll put the links for all of the, for the group and our Instagram and all of that stuff in the show notes so you can just click through and have those conversations. Alright.

And we'll be back in another podcast where I have [00:32:00] fully got myself together, don't have mascara all over my face, and I'm being very serious.

So yeah, we'll see you then!

**Laura Davis:** Take care! See you soon!

**Laura Moore:** Bye!

