

# 115 - Grow Your Clients' (and Your Own!) Visibility in 9 Different Ways

**Laura Davis:** [00:00:00] In this week's episode, we are sharing the nine ways you can increase visibility on your social media accounts for you and your clients.

**Laura Moore:** Welcome to “JFDI with The Two Lauras”. If you're looking for advice and inspiration for freelance social media marketers, you are in the right place. We are “The Two Lauras” and we're on a mission to help you to build a more profitable and more enjoyable business.

One of the things that you'll often come across as a freelance social media marketer is the time when you need to grow visibility for your clients, whether it's because they're a brand new business or because you need to just reach more people so you can sell more stuff. So on the show today, we are diving into nine ways that you can grow visibility for yourself or for your clients on any platform.

And after the show, you might have questions, and we'd love to continue the conversation. So drop into our Facebook community, “The Social Media Managers Hub”, where we'll be happy to answer any questions on this topic. Access to the community is free for our email subscribers, so just tap the link in the show notes [00:01:00] or search for “The Social Media Managers Hub” on Facebook, pop your details in the box, join our email list, and we will let you in.

Okay, let's dive in then. Number one on the visibility list, Laura Davis, what is it?

**Laura Davis:** Number one, I think we'll tackle the probably the most obvious one, but not the most easiest, and that's shareable content. I have seen remarkable growth and visibility increase, is that a term? From people who can nail shareable content.

And it's not easy, and some businesses will find it easier than others, but it's definitely something that can have quite an impact on your business. That's on any platform, really, and any content form, so it could be carousels, it could be reels, it could be single posts, it could just be, it could be, images, it could be just the written word.

So it's relevant on all platforms [00:02:00] and that's number one.

**Laura Moore:** But like you said, shareable content is really, it can be really, really difficult. It's about getting to the crux of the audience, isn't it? Knowing what will resonate with



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them, knowing what will make them even feel good about themselves that they want to share it, make them look funny, make them look, you know, educated, all of that stuff.

And that can be hard to nail.

**Laura Davis:** Yeah. It's, it's very much about understanding the emotional reactions of your target audience and, and keeping that content on brand aligned with the business. And, and that's the tricky point, you know, we can all share content tomorrow that would get shared, but is it relevant and on brand for the business?

**Laura Moore:** Yeah.

**Laura Davis:** And sometimes that's a difficult conversation to have with clients, you know, they don't understand that certain things are going to be more shareable than others and they, you know, so sometimes you do have to educate your clients slightly and explain to them why you're maybe adding a twist of humour to content that you wouldn't [00:03:00] normally have done or, you know, so it can be a bit of an upward climb for some social media marketers when they're trying to work with clients, but it's really getting underneath what will make someone share a piece of content and as you just kind of alluded to, Laura, it's, it's like pinning a picture on, on your wall, isn't it?

It's like saying to your audience, this statement, this joke, this product, I align with, this is, I wave this flag, I'm kind of happy to, to share this. And the reasons people will do that are varying.

And it could be like you say, make somebody look good and make someone look clever and make someone look funny, like lots of people like to make other people laugh so - I, like I'll see funny memes for example, or funny content on social media [00:04:00] and I'll be like, I'm definitely gonna share this because I want to make other people laugh. I want to make you know the other people - you want to share that, kind of joy of that reaction.

And it's things like things happen in the news, news producers, what are they called? News outlets are the perfect example of shareable content, because when something sad happens -

**Laura Moore:** Yeah, big celebrity dies, you want to be the first person to tell everyone, right?



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**Laura Davis:** Yeah, you're like, oh, I've got to share.

People need to know that this person's died. And, or something awful has happened, people share it because they want everyone to know as quickly as possible that this awful thing's happened and everybody should know that.

Or, you know, funny things happen, and you know, you don't often see funny things in the news, but you might see that more from like a magazine, for example, and you would share that as well.

And that's why lots of these kind of like, Lad Bible type of Instagram accounts do so [00:05:00] well, because it's all just funny stuff, well not all, but, and it's, so it's about understanding why your audience would share that piece of content, and then what emotion are you trying to tap into, and then once you can kind of understand that, it can be easier to create shareable content.

And it's also really important to understand what they're, what they're sharing already. So if you, if you really understand that target audience, you go and have a look, what are they sharing to their stories?

Or if you fall into the target audience, say for example, if I had a client whose target audience were mums of teenagers, I would 100 percent know the kind of content because I could see it in like the WhatsApp groups.

I could see what people are sharing in there. You know, so it's really understanding what actually the audience is already sharing and then using that as your guide. You don't have to recreate the wheel. [00:06:00]

**Laura Moore:** Yeah, I think a good place to start with shareable content if you're like brand new to it is just asking yourself when you share stuff, why have I shared this?

And that emotion of why you shared it, like those are the things that you need to kind of pay attention to. And I think that's the same with any content. Why have I commented on this? Why have I liked it? Whatever.

**Laura Davis:** Yeah.



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**Laura Moore:** Yeah. It's always good to pay attention to that.

Okay. Number two.

**Laura Davis:** Number two is trending content.

**Laura Moore:** Okay. Yeah.

**Laura Davis:** So what we mean by that is when something is trending, like the Met Gala recently, lots of people were putting out content about that. So the key point with trending content is you've got to share it when it is still trending.

**Laura Moore:** Yeah, don't do it like two weeks later.

**Laura Davis:** Yeah. And this is, this is, again, this can result in you having to have conversations with your clients and get them to understand.

So if they're like, I personally never work with clients where they want post approval. I never have. And I never will. [00:07:00] But if you do, and I do understand why some businesses want that, but they need to understand that if they also want to be able to jump on the back of a trending content, you need to have the freedom to be able to act quickly.

You know, you won't see the people at Aldi, they won't be having going through four layers of approval because they are quick because they have been given the approval to go, you know what? When things are trending, you get on it, you jump on it and they have that kind of trust.

**Laura Moore:** And I think with that in mind, there's probably some messages that they have got pre approval for.

**Laura Davis:** Yeah.

**Laura Moore:** Do you know what I mean? If you know the Met Gala is coming up, you will have ideas that might relate. Like, these are the two sort of things that I think we could probably, like, talk about. Are you all right if I twist these things to fit in with this trend? They're the conversations you need to have early.



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But also I think it's really important with trending content, it still needs to align with your strategy. Don't just start talking about the Met Gala when, you know, you [00:08:00] sell dog food and it's not relevant because there's no one there dressed as a dog. You know, that was my really loose link. But do you know what I mean?

It's like, unless you can really tie the two things in really well, it's pointless jumping on trending content.

**Laura Davis:** And it's got to be, even if there is a tie, so even if someone did go to Met Gala with a dress covered in dog prints, and you're a dog brand, if your target audience are a - this is such a generalisation sweeping statement, but if your target audience are 70 year old men, so for example my dad would fall into that category, I don't think he even knows what the Met Gala is.

**Laura Moore:** Well my husband wouldn't even know what the Met Gala is.

**Laura Davis:** So, so that, well there's my point, so it's, it's understanding, is this relevant? Or will my audience resonate with this? Will they find it funny? Because, like, [00:09:00] I don't even, if I'm honest, I don't even really know what the Met Gala is. So, the content always just, sometimes, if it's really funny, then I'll laugh, because I don't need to really understand what the Met Gala is.

But I'm a bit like, meh, on that. Whereas other things trend, so like, there'll be loads of trending content I think, and I'll see, on Bridgerton, because at the point of this recording, Bridgerton has just started back on Netflix. Whereas you, Laura, don't watch Bridgerton, so you might see a Bridgerton trending meme, and be like, I don't, like, I don't get it.

And just scroll on by. So it's really, really interesting. Obviously, if we're your target audience, by the way, that obviously is going to cause you problems, because one of us is into that and the other one isn't. But, you know, sometimes you may just have to stick a pin in it.

**Laura Moore:** But that's why, like, you can kind of jump on trends, make them relevant, but also make them broad enough to appeal to a lot of people.



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So, like, if it [00:10:00] was something that was specifically about the Met Gala, that's different to if it's something that is a celebrity everyone knows who's on a red carpet at the Met Gala.

**Laura Davis:** Yeah.

**Laura Moore:** So you kind of have to just broaden it a little bit sometimes, but yeah.

**Laura Davis:** Yeah, although you need to be, you need to be wary about broadening it because you don't want to pull in, you don't want your content to go really, like, viral to the wrong audience.

**Laura Moore:** No, no, no.

**Laura Davis:** So sometimes it's okay to be specific and it, you know, it's not about viral content, is it? It's just about being relevant to your target audience. Okay, so that was number two.

**Laura Moore:** Okay, number three.

**Laura Davis:** Number three is about utilising the features that are being heavily promoted by the platforms. So what I mean by that is, say, Instagram, for example, is very much still heavily pushes Reels.

Reels is very much at the forefront of their algorithms. [00:11:00] And it will, that, those features will be across all different platforms. So I don't know whether this is still relevant cause I don't, I don't know. But for example, carousels on TikTok were massively being pushed. So it's about understanding what content you can clearly see are doing better than others consistently, then it's jumping on top of that functionality.

**Laura Moore:** Yeah, and then that functionality aligns with the things we've already talked about in terms of like the trending content and the shareable and the things we're going to continue to talk about. Because it's really, it's like a format, isn't it, of the content you're creating or the, you know, like, for example, if, I don't know, Instagram brought out a new story sticker or a new sticker that goes on your reel, the chances are, if you use that in the content that you were already going to create that was already going to be brilliant, it might give it a little push.



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And it's about testing all of those things, isn't it? And not just thinking, [00:12:00] well, Instagram really pushes reels, so I need to create reels, and that's your focus. You still, you need to focus on what's in the reel more so than the format, but the format is important.

**Laura Davis:** Yeah. Oh, nice. Okay. I like it.

Okay. No, are we on, are we on number four?

Number four.

**Laura Moore:** Four. I think we're on four. Yeah.

**Laura Davis:** And then number four is one which might, you might not be able to nail for all clients, but it's controversial content. If you've got a strong opinion, and you write, you can get that across in your copy or your graphic, I think controversial content can do very well.

But there is, there is not always a place for that, it's not always on brand, it's not always part of the strategy. If it is, then it can help your visibility, but you have to have, you have to be prepared to suck it up when it, when people want [00:13:00] to argue with you. Would you agree?

**Laura Moore:** Yeah, I definitely agree and I think you have to be very careful with it as well because it needs to be factual.

It can be controversial and still be factual. So, for example, you don't want to be one of these people who is like, you know, putting out, if you create your content in notes and then copy and paste it into Instagram, it won't work. Like, because yeah, that's controversial, but it's also not true.

**Laura Davis:** Yeah.

**Laura Moore:** So it still needs to be true.

So if your opinion is that, I don't know, you don't need to use hashtags, like that's an opinion and yeah, it is true because some people don't need to use hashtags. Some people do, some people don't. So there's no, like, specific, it's not factual or not factual, if you know what I mean.



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

**Laura Moore:** Like, you know, if you were, um, were working with a dog food brand, don't know why dog food's on my mind today, but it was a vegan dog food, and all your content was really controversial about, like, how [00:14:00] meat isn't great for dogs. Then obviously you're going to get some negative comments from people going well my dog's eaten meat their whole life and they're not dead.

You know, so you have to be able to back up what you're saying and it has to be true. But I think controversial content can work really, really well. It just can also, from what I've seen and experienced, open you up not just to that negativity, but to people who are not the right people because they think differently.

So you'll get your visibility, but not necessarily always from the right people.

**Laura Davis:** Yeah. Yeah. It's - there's a fine line, I think, with controversial content and we like, we can sometimes be controversial. But it's got to be on a day, it's got to be on a day that we're both prepared for that. And there are days where I'll be like, oh my God, I can't cope with that kind of, I can't cope with getting into discussions with people when they're wrong and I'm right.

**Laura Moore:** Yeah. And also I think with controversial content, sometimes you need to, [00:15:00] like, you, you think of a really great hook and people only listen to the hook.

And so they don't like take in how you've backed it up. And then that's where it all kind of falls down because they, you've, you've said like the big controversial hook, but you haven't justified it.

Or you have, but not in time for people to kind of get it and - or they haven't bothered to read the rest or read right through to the end and then that's when it can all go kind of go a bit tits up.

**Laura Davis:** Yeah, it can. They're great ones to watch though.

**Laura Moore:** Sure, for sure.

Okay, I think we're on five. Are we on five?





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**Laura Davis:** Yeah, we're number five.

Yeah, I've written the numbers down now, so I don't get confused.

Okay, number five is collaboration posts, collaboration work, collaboration lives, whatever that may be. So working with people who you have an aligned audience. So obviously there's no point doing collaborations where, you know, they've got an audience of cat owners and you're the dog food brand because [00:16:00] we're sticking with the dog food theme in this one.

So obviously that audience has to be aligned, but there's plenty of ways that you can do collaborations and as I quickly whizz on through, but it's things like you, on Instagram you can do the collaboration posts, you can go live together on most platforms, you can do joint lives, can't you? Obviously apart from Threads.

**Laura Moore:** Yeah, I don't know about LinkedIn because I don't ever do lives on LinkedIn.

**Laura Davis:** No, I don't watch them either. How else do you think Laura then we can do collaborations?

**Laura Moore:** So I think there's like the official kind of platform ones that you've just said, like, you know, the joint collab posts and whatnot. But I think you could collaborate with content together.

So for example, if you were working with another company who's got the same audience, you could create a piece of content together where it's like I say this and you say that and it's just like a carousel of ideas maybe or a video where you're on the video together. Even if, like, you're not [00:17:00] officially, like, using the collaboration, you could still be tagged in the actual comment and you're, you know, giving your ideas or opinions on things like that.

You could work on content that's not on social, so maybe you've been on a podcast with somebody, but they're sharing that to their audience, that's still collaborative. Similarly, like blog content that they're going to then share with their audience, all of those kind of collaborative opportunities.

**Laura Davis:** Yeah, nice. Like it.



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Okay. Number six is working with influencers.

**Laura Moore:** Oh, nice. I like this.

**Laura Davis:** So, uh, we had an awesome masterclass recently in "The Inner Hub", all about working with influencers. And I think the word, the terms kind of working with influencers now, you just think, oh, it's got to be like Mrs Hinch or the Kardashians.

It can be a lot smaller than that, can't it? As long as it's your - if they have [00:18:00] influence over your audience.

**Laura Moore:** It can literally be any person or any brand or any account that has got influence over your audience and that the audience would look at that content and go, oh, well, if they think it's quite, it's all right, then maybe I should go check it out.

**Laura Davis:** Yeah.

**Laura Moore:** You know, it's like they don't have to have massive, they don't have to be a cult leader, like, you know, almost hypnotise them into buying your stuff. Sometimes just a mention of it or just them showing that they're using it is enough if they've, if their audience like likes them, trusts them or not.

**Laura Davis:** Yeah.

**Laura Moore:** And they don't have to have a massive audience. They just have to have the right audience.

**Laura Davis:** Yeah, and I think it's just about having a think about how you can work with that influencer. You know, is this going to be a paid thing? Are they already a customer of yours? And you could just ask if they're happy to promote it, and can you gift them something?

And there's all those con, conversations you can have going forward, but don't be put [00:19:00] off by working with influencers because we're all, you know, delusioned that it has to be people with millions and millions of followers. It really doesn't. And it can just be nice, friendly, small accounts that are really approachable.

**Laura Moore:** Yeah, definitely.



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**Laura Davis:** Not saying that Mrs. Hinch isn't approachable. I just obviously don't know.

**Laura Moore:** If you're interested in learning more about influencers, by the way, Laura's just mentioned the masterclass that we had in "The Inner Hub". The link for "The Inner Hub" will be in the show notes if you want to come and join the waiting list.

Once you get into "The Inner Hub", you can then go and watch that masterclass and learn much more about influencers, like how to find them, how to pay them, how to make sure you get great content from them, all of that stuff. So definitely check that out. We'll make sure the link for "The Inner Hub" is in the show notes.

Okay, next one, Laura.

**Laura Davis:** Number seven is UGC: user generated content.

**Laura Moore:** Nice. Okay.

**Laura Davis:** So in a similar vein to working with influencers, it's about who's already using [00:20:00] your product, what, or service, what customers do you have that could create you some user generated content? So have a look at your customer base, have a think, the people that you're connected with, the buyers that are chatty in your DMs and you've built a bit of a relationship with, they're going to be your easy kind of warm people to, to ask.

And sometimes you don't even have to ask depending on the, the business and the, the product or service. Sometimes your clients are more than happy to be sharing that they've got this new bag or that they've joined this gym, but looking at your customer base and that, using that user generated content, word of mouth strategy is, can be really powerful.

**Laura Moore:** And I think there's, you need to get some buy in from your client on this, I think as well, if you're trying to get, trying to do this for clients to get them to encourage customers to do it. So for example, if they're an e-com business, like [00:21:00] putting a card in saying, share this, take selfie, and we'll share it.

You know, whatever it is, far better wording than that. Making sure that you've got the Instagram handles like on the box or on the packaging so that it's really easy for them to find that brand again when they are taking their post and putting in their stories or



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whatever. And then having a process that means that when you are tagged in content, you are going and getting permission to use it.

And recording that permission somewhere so that content can be used over and over again for however long without them then coming back to you and going, why are you sharing my photo? I didn't say you could. Do you know what I mean? And I think that's quite an important part of that UGC.

**Laura Davis:** Yeah, it's a really important part.

Okay, number eight is ads.

**Laura Moore:** Oh, obvious, but not so.

**Laura Davis:** Well, it's obvious to us, but I think when people are struggling with visibility from an organic perspective, we [00:22:00] forget that there is that whole kind of paid element. So we're not just talking about boosting posts, well, we're not really talking about boosted posts at all, but there is nothing wrong with boosted posts as a go between and maybe we can kind of touch on that.

But really we're talking about actual proper ads and yes, clients have to have a budget for that and yes, you need to understand how to do ads, how to generate ads, how to manage ads, interpret ads, get the results for ads, but there is such a huge opportunity for businesses to use ads that you, and you don't have to have massive budgets.

There's lots of people out there going, oh, you have to be able to spend 10,000 pounds a month to get a result. That's bullshit. That's just people who are -

**Laura Moore:** We definitely don't do that.

**Laura Davis:** Yeah, we don't spend that much money and actually some months we'll just totally pull our ads down and we're spending nothing and [00:23:00] we're still getting great results, and a client of mine has pulled back on some of their ad spend and they're doing really well.

So don't let those kind of people spouting controversial content about minimum ad spend, like, put you off because good ads can do wonders for a business.



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**Laura Moore:** And remember that right now we're just talking about visibility. And so if you just want to grow visibility, you don't need as much of a budget anyway because you're not trying to get people to go and buy.

You're just trying to reach more people.

**Laura Davis:** And that's why I think you can get away with a good boost on a good post. And I underline the good post point. Like you can't, there's no point putting money, and we talked about this before, but there's no point putting money behind a post that's tanking. That will not help it.

So if you've got a good post that's done well, and you're happy to chuck [00:24:00] a bit of money behind it, then go for it. Well, we do that all the time. If we have a good piece of content, we're forever just saying, okay, well, let's put, you know, 20 quid here or 50 quid there. And because we want it to help us grow our visibility, and it works.

And, and, but it has, you have to be quite strategic on which posts you're promoting. So for example, we would never boost a post that didn't call out our target audience, that didn't call out social media managers, because otherwise it could pull in the wrong kind of people to our audience. And yes, we're all about growing our visibility, but it's, we're very kind of passionate about it being the right people.

So just think about that before you spend any money.

**Laura Moore:** Yeah, definitely. And always remember that a crap piece of content is not going to become a good piece of content because you spend money on it, it's just going to become an expensive crap piece of content.

**Laura Davis:** Yeah.

**Laura Moore:** So yeah, good content only for boosts.

**Laura Davis:** Yeah,

**Laura Moore:** Nice.

**Laura Davis:** Well, good content only for everything, to be honest, let's face it. [00:25:00]



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**Laura Moore:** Well, yeah, obviously. Yeah. Good performing content, like, if it's not performing, it won't perform, just because you spent money on it.

**Laura Davis:** Okay, our final point is number nine, and I think this is the forgotten one, and I hate to say it, but it's proactive engagement.

**Laura Moore:** Yeah.

**Laura Davis:** This is the thing that people just don't do.

**Laura Moore:** Yeah. And I think it's not just forgotten, it's dismissed. People like, they either forget it exists and they should be doing it, or they know about it and they're like, I am not doing that. No, don't want to do it. Don't have the time, not interested. They can pay me less and I'm not going to do it.

And I think that is just, like, proactive engagement should be such an integral part of your social media strategy because that's what makes everything kind of work, isn't it? All of the different pieces. And we're like, we often say that social media marketing isn't pick and mix. And if you leave this piece out, it's [00:26:00] like leaving one of the main pieces of your pick and mix out.

And it just doesn't have the same impact. And I just feel like so many people should be prioritising this and they're not.

Should we talk a bit more about what we actually mean by proactive engagement?

**Laura Davis:** Yeah, go for it.

**Laura Moore:** So, what we mean by pro - So, if you think about, there's reactive and proactive engagement.

Reactive engagement would be someone drops into your DMs, you reply. Someone comments on your post, you reply. Proactive engagement is actually going out of your own account, finding other accounts where you are engaging either directly with that account, or maybe you're finding other people who are commenting on those posts and going engaging with them in different places.



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It's looking out for opportunities, like social listening for opportunities, where you can go and comment on things that are happening that are relevant to your brand. You know, anywhere that you've been mentioned somewhere else that's not on your account, you know, maybe somebody's tagged you and talking about you, go and engage [00:27:00] there.

It's all of those sorts of things where you have to put effort in to go and have conversations that are not directly on your content or on your account. And I think it's the effort that puts people off because it is time consuming. But it's so important and otherwise you miss out on opportunities.

**Laura Davis:** It is time consuming, but I also think a reason people might not do it is it's not visible.

So, as in, what I mean by that is, like, if someone goes to your account, say, so say goes to your Instagram account or goes to your LinkedIn account and they can see that you've not posted recently, therefore people think my priority needs to be I've got to post again.

Whereas people can't really see, actually, maybe LinkedIn is probably an example where you can see more easily how people are engaging, but on Instagram, for example, if you went on someone's account, you couldn't, you can't see if they're engaging with other [00:28:00] people, it's quite a private account, so I think people would just be like, oh, I'll do that tomorrow, no one's going to judge me, no one's going to question me, no one's going to say I'm not, you know, because they can't see that easily, but there is an impact.

There is an impact by not doing proactive engagement and it really should be part of everybody's strategy.

**Laura Moore:** Yeah, I totally agree. I actually saw a really brilliant post on LinkedIn a while back that was about this. And it was a post from Tommy Clark. If you don't follow him, he's really interesting on LinkedIn.

And he was talking about how the social team at a company called Dude Wipes had left a comment on an Instagram video from someone who had run the Boston Marathon and after the Boston Marathon had had, let's just say, a little accident. I'll leave that to your



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imagination. And this comment that Dude Wipes had left on that video, so it wasn't their own content, it was someone else's content.

That comment had over 6,000 likes, right, on someone else's content. And [00:29:00] then, they then started following up on Twitter, so any time that someone had referenced this runner and what happened to him, they would then go and comment on those posts, right? So, they weren't actually being tagged, they were going out looking for this content.

And they were then going and commenting on those posts. And I had never heard of this brand before. Clearly I'm not their target audience. But the people who hadn't heard of them, who are their target audience, probably stood far more chance of actually hearing of them. And you've now heard of them because I'm talking about them, right?

And when, when Tommy Clark was talking about them on LinkedIn, they then saw that post and went and commented on his post as well. So their proactive engagement was really, really good. But you have to have a really strong strategy to do this. You need to know what you're going to comment on, what you're not going to comment on.

You need to have social listening skills, social listening tools as well, processes to do that. And you need to have buy in from the clients so that they know, like, when you can and [00:30:00] can't comment. And maybe there's times when it wouldn't be appropriate to do so, or maybe they would be the best person to do so.

But I think you just, by missing out on those opportunities, you're missing, like, 6,000 likes on a comment on someone else's content, it's massive, like, you'd be happy to get that on your own content, but let alone someone else's content, do you know what I mean?

**Laura Davis:** Yeah 100%. I think, what I think is really interesting in a lot of these nine points that we've shared is a lot of, when it comes from the perspective of a social media manager acting on behalf of a business, a lot of the success of this is, is going, comes down to having good, honest, educational conversations with your clients and getting them to understand what the opportunities are on social media to grow your visibility.

And how them giving you the trust and the kind of the agreement that it's [00:31:00] okay for you to go ahead and do these things and yes, as you say, there may be boundaries in place as to what is or isn't appropriate, but it's really important that we as social media





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marketers have those kind of conversations with their clients, so we all know where we stand, we all know what we can jump on, whether it's trending content, or how controversial we can be, or, you know, which influencers we want to start to try to build relationships with, etc, etc, etc.

So, I think, we need to, need our clients to understand that this relationship with us is not just a case of right here you go, I want you to go and post, you know, five times on Facebook and three times on Instagram, it's more than that and they need to understand that and there's a lot of content that you could probably actually take out from this podcast to put on your social media marketing to help educate your audience and your potential clients on what opportunities are out there if you just trust your social media marketer.

**Laura Moore:** Yeah, and I [00:32:00] think there's also a lot to be said for these, these conversations with your audience, with your, your clients, because social media marketing isn't just creating content, and there's so many social media managers out there who will price based on a number of posts per week, for example, and that's the focus.

Like if Dude Wipes, for example, were only focused on that, or they'd say oh, we, we engage for 10 minutes a day, they would have missed all of those opportunities to get that brand in front of people.

And so this is why social media managers should be charging for social media marketing. They should be educating the potential clients and existing clients about what that actually means and charging for that service, not charging for the deliverables of that service, charging for it as a whole service and you know, based on all of the different elements that you're going to do, whether you're going to be creating shareable content and you've got to do all the research for that, whether you are going to jump on trends, which might mean that you are working in different hours, depending on [00:33:00] what's happening, proactive engagement, it might be as well that, you know, you're sitting on the sofa one evening and you spot an opportunity that would be amazing for your clients.

If you're charging them £500 a month, you're not going to think, oh yeah, I'm going to go and comment on that. You'd think sod that. But if you're charging a decent amount of money, you might think, right, I'm going to do this because this could like get me some



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amazing visibility. And then when I put their fees up next month, they won't batter an eyelid, you know, and if you're charging well, you have much more opportunity to potentially charge even more.

**Laura Davis:** And this is where as well, when we, we, we get ourselves stuck in these stupid packages, like gold, silver, bronze, all that jazz. And think oh, well, I'm going to do. You know, for bronze, I'll give you five minutes, but, you know, gold, I'll give you this. And, and even if, even if without those packages and you say to a client, I will post X amount of times a week.

Whereas actually, just to use the business, the dog food business. On the week of [00:34:00] Crufts, for those of you who don't know Crufts, it's a big, everyone knows Crufts, right? Let's try not to explain it.

**Laura Moore:** Yeah, I'm sure they do.

**Laura Davis:** If you're a dog food company and you're not, even if you're not at Crufts, the week of Crufts, you might actually be better to post less, but to really go all in on your engagement and every day you're chatting, you're engaging with all the Crufts content out there, you're following all the hashtags, you're, you know, you're going all in on that, but you don't want your client to turn around and go, well, hang on this week you didn't, you didn't post, you didn't post five times, but you've been doing all this work.

That actually probably takes more, you know, longer in some instances. It's about not getting yourself stuck in a, I can't do this because I've told my client I'm going to post five times a week. You want to have flexibility, you want to be able to test. And there are definitely times in your, for many [00:35:00] businesses, in the times of year, seasonalities, events where it is better to be engaging and being really proactive than just putting a piece of content out every day.

**Laura Moore:** I a hundred percent agree.

So there we have it then. Nine ways that you can get more visibility, which as a quick recap, and probably not in the right order were: shareable content using the platform features, creating controversial content, trending content, collaborating with other people, leaning



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on influencers, using ads, using UGC, that's user generated content, and of course, proactive engagement.

Now, of course, you are probably going to have questions about all of these things. You might want to learn more about how you can do all of these things. So come and chat with us in the Facebook group, which as I've already said earlier in the show is linked in the show notes.

And you'll also find that a lot of these things are covered both in "The Inner Hub" and in "The Social Media Managers Toolkit". So we'll make sure that we put the links for those in the show notes as well. But come and ask us any questions. Come and chat with us on Instagram. We're @thetwolauras [00:36:00] over there, and we will be back, same time, same place next week with more useful tips, advice, inspiration for social media managers, and we'll see you then.

Toodles!

**Laura Davis:** Toodle pip!

