

134 - Social Media Management Will Look Different in 2025: Get Ready For It!

Laura Davis: [00:00:00] Social media management is changing. So on today's show, we're diving into what it actually looks like in 2025.

Laura Moore: Welcome to JFDI with the Two Lauras, the weekly podcast where we talk about all sorts of things related to working in social media, from marketing tips, to finding clients, to firing clients, to making money and everything in between.

On the show today, we are diving into the changing world of social media management and how it's changing in 2025 and what that means for you as a freelancer. So let's start out by talking about how it's actually changing,

and I think the biggest thing that is changing is that finally think social media management is going to be considered as a high value service. It's taking a long time, but I feel like we are finally there.

Laura Davis: Yeah, I think there's probably -

Laura Moore: Which is brilliant.

Laura Davis: - still a bit of work to do, but on the whole, I think 2025, [00:01:00] I think will be the year people will realise, or have realised, going into 2025, that this is something that, they need to invest in, it's not a fad that's just going away.

Laura Moore: Yeah. Absolutely. And I think because they've had that light bulb moment and because of everything that's changed so much recently, like, I mean, there's so many platforms now, they do so many things like just Instagram for one, like how many different types of content can you create on Instagram? It's insane.

Laura Davis: It is insane.

Laura Moore: But I think because of that, business owners are now, they're not just looking for a social media manager. They're looking for an expert in whatever it is that they need. So whether that's a expert in a platform, an expert in a service, they want an expert in an outcome they're looking for in an industry that they work in.

They want somebody who is good at that thing that they need. Not somebody who is like spreading themselves thin across everything. [00:02:00] Who knows a little bit about a lot.



134 - Social Media Management Will Look Different in 2025: Get Ready For It!

Yeah, exactly. They want someone who really knows their stuff. On, you know, whatever it is that can solve the problem they're having or get the result that they want.

Laura Davis: Yeah, I think the platforms are so much more complex now. Yeah. I think, uh, you know, obviously this, I'm not talking about the Wendy's and the McDonald's of the world, but lots of businesses now can probably get what they want from far less platforms now. So they're focusing in on maybe one or two platforms that are perfect for them and rather than just having a bit of a spray and pray, oh, we've got to be everywhere.

They've realized it's not just about being everywhere. It's about using it to get sales leads or whatever their goals are. So people are much more invested in those individual platforms. Um, and as, as you say, they're, they're big enough.

They're, you know, like I remember when I, my first [00:03:00] Instagram client, it was just posting on the grid. That was it. Yeah, there were no stories, there were no reels, there were no broadcast groups, there was I don't know whether there were any DMs.

Laura Moore: No carousels.

Laura Davis: Yeah. Yeah. It was a single image. With a shit filter.

Laura Moore: Yeah. Yeah. Yeah. Oh my God, those filters.

Laura Davis: Yeah. I think the only thing that's the same now is Hashtags.

Laura Moore: Yeah. Yeah. Oh God.

Laura Davis: You know, there was no, it wasn't searchable, like, you know.

Laura Moore: You couldn't even put line breaks in your captions.

Laura Davis: No. You had to do dot, dot, dot, dot, dot, dot.

Laura Moore: Yeah. Oh my God. Oh, look, we're showing our age now.

Laura Davis: We are showing our age, but you know, so then, I wouldn't have said Instagram was easy then.



134 - Social Media Management Will Look Different in 2025: Get Ready For It!

Laura Moore: No.

Laura Davis: But it's much more complex now, you know, you can literally be an Instagram manager and that's a full time job.

Laura Moore: Yes, definitely. And I kind of feel like the term social media manager [00:04:00] is almost like –

Laura Davis: It's gone.

Laura Moore: It's gone. It's out.

Laura Davis: It's dead. Like, we will still refer to you all as social media managers because you know what we mean.

But I think a client isn't looking for a social media manager anymore. They're, they're looking for like an Instagram manager, like you just said, or a Facebook ads manager or a LinkedIn person.

Laura Davis: Well, interesting the other day when I was having this, I think I spoke to you the other day, Laura, about it when I was talking to someone in this marketing agency and he said to me, what he was looking for is a retargeting expert.

Laura Moore: Wow, that's really niched down.

Laura Davis: How niche can you get? It was really like, I even wrote it down, because I thought, God, isn't that funny that that's, that there's a small part.

Laura Moore: So it's not even just an ads manager.

Laura Davis: Yeah, that they are looking for an expert on. And he was like, we're just not, we're just not good at that retargeting, we need a retargeting expert.

Laura Moore: Wow. Hmm. Well, that's a, that's very telling, isn't it?

Laura Davis: Yeah. Because people were like, and obviously [00:05:00] that's a marketing agency, so they understand it –



134 - Social Media Management Will Look Different in 2025: Get Ready For It!

Laura Moore: The terminology.

Laura Davis: – the ins and outs of marketing probably more than, you know, a business owner, but it just goes to show people are way more, we have so many businesses have so much more access to it.

Data information now, they can see what's working on their Shopify, they can see what's working in their Google analytics so they can identify exactly where either where things aren't working and they want to improve or where things are really working and they want to kind of capitalise on that thing.

Yeah, so I think because we have that data and information and intelligence to kind of tell us what we need, that's what people then look for.

Laura Moore: Yeah, I'm stumped by that. That is like, I'm, I'm glad you didn't tell me that before this podcast. 'cause like I'm a bit like, wow, that is re, just a retargeting expert.

I mean, let us know if you are one.

Laura Davis: Yeah, well they're on the lookout 'cause I said, no. [00:06:00]

Laura Moore: Love it. But I think just that conversation in itself just proves that social media is no longer a saturated industry. I mean, we never really thought it was anyway. But it's not a saturated industry because there's so many different pieces of it.

That people want to fill and it's not just an overarching, I need a social media manager. It's a, I need a retargeting expert. I need an Instagram reels person. You know, there's all these tiny little pockets that, that people need help with. And no one's really focusing down enough on that, even though there's a demand.

Laura Davis: Well, the people who are, are the ones who are flying.

Laura Moore: Raking it in.

Laura Davis: Yeah. The ones that have gone very focused and are positioning themselves well now are the ones who are making headway and they're being found. They're being, you know, because they are the, they are the solution to the problem. A social media manager per se is, it's like, it's too big to fill that [00:07:00] plug.



134 - Social Media Management Will Look Different in 2025: Get Ready For It!

Laura Moore: Yeah. Totally. Yeah. Random way to explain that. But yes.

Laura Davis: I was trying to think, is there a saying that I can chuck out here and I couldn't think of one so I thought, I'll make up one of my own.

Laura Moore: Even if there was, I'm sure you wouldn't know what it was.

Laura Davis: No. So that's my saying. Just pop that on the graphic. By Laura Davis. You don't need to tag me, it's fine.

Laura Moore: I love it.

Laura Davis: Um, anyway, uh, sayings aside, yeah, so it's not saturated. We've got to own it. And if you stand, put your head above the parapet, you'll be found. Is that the phrase?

Laura Moore: That is a phrase. That is a phrase. Well done. And I feel like this is where people start to panic and that scarcity mindset comes in because they're like, Oh yeah, but if I only speak to that thing, then I'm going to miss out on all of these other opportunities.

But by not doing that you're missing out of all the opportunities that are there for you because the people [00:08:00] who want this premium service don't know you offer it.

Laura Davis: And people want this specific service, they will pay for this specific service. And that's the difference. You can carry on if you want to carry on being a social media manager.

But then if you're jealous of all the LinkedIn experts, the Instagram managers, the retargeting experts who are charging, you know, four figures minimum. Then, well, you, you've got no one else to blame but yourself, quite frankly.

Laura Moore: Totally. Okay. So what does that actually mean for you then as a listener? Now you know all this stuff, how can you kind of tap into that, I suppose is the next question.

And for me, I feel like that starts with that premium client experience that you need to offer. That starts right from the very first interaction. The first interaction being what it is you call yourself, you know, the problem that is that you're talking about and all of that stuff and runs right through.



134 - Social Media Management Will Look Different in 2025: Get Ready For It!

Right through from that very first interaction [00:09:00] until you're not working with them anymore.

Laura Davis: Yeah. You've got to think what makes me, what makes me premium? What makes me stand out? What makes me attractive to somebody who is seeking a premium service? And that, as you said, it will go back to, right back to how you describe yourself, how you're showing up on your socials.

You know, you've got to think "I am the dog's chods".

Laura Moore: I've never heard that saying in my life. The dog's what?

Chods.

Chods?

Laura Davis: Yeah. Like dog's -

Laura Moore: Is that a Brummie thing?

Laura Davis: Uh, I don't know cos I'm not a Brummie.

Laura Moore: Or is it a middle of the country thing?

Laura Davis: I don't know. Maybe I've made it up. Dog bollocks.

Laura Moore: I think you have.

Laura Davis: Can someone let me know if dog's chods is a -

Laura Moore: I've heard of mutt's nuts, but not dog's chods.

Laura Davis: Well see I've never heard of mutt's nuts.

Laura Moore: Oh okay, well maybe that's a Southern thing.

Laura Davis: Okay, so if anyone's heard of dog's chods, can you all let me know, um, if you [00:10:00] haven't, could you also maybe let me know, and because otherwise you can get that one on a graphic as well, because I'm owning that one.



134 - Social Media Management Will Look Different in 2025: Get Ready For It!

Laura Moore: Welcome to the, um, premium client experience of our podcast.

I love it. What not to talk about in your premium content.

Laura Davis: Yeah, I definitely suggest not talking about the dog's chods. Mutt's nuts on your content. If you're trying to, uh, yeah, that's more Aldi. You want to be more Marks and Spencer's, Waitrose.

Laura Moore: Yeah. Harrods. Yeah, totally. Yeah. I don't think they would have anything to do with dog's chods. Oh, I love it.

Laura Davis: Yeah. So you've got to think, right. Let's just move on. Um, Yeah, you've got to think from that very first interaction and remember you might not know about that interaction. Yeah, well, you won't know about it. Well, yeah, but they've landed on your website or they found you on social or maybe someone's recommended you right from that point right then to the all the [00:11:00] time that they're working with you.

That service you are providing needs to be premium, like, the best. Slick.

Laura Moore: We're talking, you get on the plane and you don't turn right and go and sit in economy, you're going into first class. Like, it's a different service, isn't it? You're getting proper knife and fork. Someone's pouring you the champagne.

Laura Davis: You're getting salt and pepper pots.

Laura Moore: Totally.

Laura Davis: You're getting to stretch your legs.

Laura Moore: Your dinner is on a plate, not in a plastic thing.

Laura Davis: Yes. That would be nice, come on.

Laura Moore: So yeah, I feel like you need to just think about that the whole time, and so few social media managers do that. So you, that is again, is another way for you to stand out as that premium person, right from the get go.



134 - Social Media Management Will Look Different in 2025: Get Ready For It!

And like, I know we joke about the mutt's nuts and all of that stuff, but it is about being careful what you're talking about and not talking about the things that will put people off you because you don't look like you're premium. [00:12:00] You know, like there's lots of things you shouldn't be talking about on your socials.

Because they don't put you in that premium bracket. Like, yeah, you might be having a really stressful time. You might be really tired. Your kids might be keeping you up all night. As soon as you start talking about how tired and stressed you are, you might well, it may well resonate with some of your audience.

But the people who want to pay you four figures are going to think, You're too tired. You're going to make mistakes on my account and it puts them off. So you do, you need to think about those things.

Laura Davis: I saw someone the other day put something about having, oh, how much they've enjoyed not being on social.

I think they'd been on holiday and I get it. Like come, come tell us that. Come in the inner hub, come offload. Like we all get it. And two social media managers will can resonate over that together. But that is not what's going to appeal to your target audience, because they don't want to know that you're, you know, you're feeling burnt out or you're hating social [00:13:00] media or, you know, they don't need to know that they want to think that you absolutely love it.

You eat, sleep, breathe social media. You are the best ever. Like they need that perception that you love it because they probably don't and that's what they're looking for. They're looking for someone who's got the passion to do the best they can. So really think about sometimes how that comes across.

Laura Moore: Just even just a tiny flip of that. It was nice to have a break from social, but I'm so excited to be back. Yeah, it would be so much better. Do you know what I mean?

Laura Davis: Yeah. What have I missed? Who have I missed? What's happening?

Yeah.



134 - Social Media Management Will Look Different in 2025: Get Ready For It!

Laura Davis: And that's probably more conversational than a load of people going, Oh yeah, I hate social media.

Like that's not going to attract anybody. That's attracting the wrong people, wrong messaging. So yeah, so it, it does start there, doesn't it? But let's have a think about, or no, let's not have a think. That would be a very quiet podcast. Let's have a discussion about what [00:14:00] Like, what does, in our opinion, make a premium service for clients?

Like, what are they looking for?

Laura Moore: I think, I mean, there's loads of different things, so these, these are not in any particular order, but I think, like, little things, like, when you are onboarding a client, getting access to their accounts in the quickest, smoothest, easiest possible way. And that might start way before you take on that client, by simply asking them, have you got access to your accounts?

Have you got your passwords? Because so many people take on clients without actually even asking that. And then when they get to the onboarding, they can't even log in because the client gave the password to someone who left 10 years ago, you know what I mean?

Laura Davis: And I can hear, I can hear people now going, Oh yeah, but meta changes everything.

It does. And I'm with you on that. It can't, you think you know how to get added to an admin. And then you realize that you're talking to your client, you're just, you know, you're just onboarding them and you've assumed it's the same. So you've told them what they need to do. And that's not the case. So then you end up looking [00:15:00] like a complete pillock.

Yeah. So that is not a premium service. So you need to be thinking, right, I'm onboarding this client. Let me go and remind myself, let me go and check what is happening in terms of how we're getting access to our client's accounts now, you know, just you have to think, I think when, think, I think when things are so fast moving and changing all the time on social media, always before you give your clients some instructions or make some bold statements, just check that things haven't changed because the chances are, they have.



134 - Social Media Management Will Look Different in 2025: Get Ready For It!

Laura Moore: Yeah, especially if you're not onboarding a client regularly, because you know, your clients are sticking with you for a long time. It might be months between onboarding clients, might be literally, you know, three, six, nine months, however long, since you last had to access somebody's account, set up a test account and do it that way.

So you can actually go through the process and see what happens, rather than just hoping for the best, or googling it and finding some out of date instructions that don't work.

Laura Davis: [00:16:00] Yeah. Yeah, I agree. I think another thing that I can see being a huge frustration for clients and them not definitely not feeling like they're receiving a premium service is when the communication is a bit hack hazard all over the place.

Hack hazard? Oh God, it's all coming out today.

Laura Moore: Yeah, that's not a word.

Laura Davis: Haphazard. Um, it's all over the place. It's, You're interrupting them all the time because you're saying, Oh, can I have this? And can I have your logo and can I have this and that, the other, you need clear systems and clear communication channels and you need to give them an expectation.

And you may, you know, it's about setting boundaries, isn't it? So it may, you may say, look, for the first week I will be messaging you. X, Y, Z. After that, you'll only hear from me, X, Y, Z, you you're setting those boundaries because that protects you as well. We all know that we don't like to have communications 24/7, but it's about [00:17:00] a setting those boundaries, but also those having the systems in place.

So the client feels like when they're being on boarded that they. That you, they feel, have confidence that you know what you're doing, it's slick, it's, it's an enjoyable experience, and there's no, um, friction. Because the worst thing is where you're asking questions and then going back and asking them again because you hadn't realised that they've already filled it out on your onboarding form, or they're, something's, you know, not uploaded, so you've not seen their answers, then you've got to ask them again.

It's, it's that kind of, you know, you know it yourself, those kind of things will really annoy people. And when they're busy, which chances are they are, because that's why they've



134 - Social Media Management Will Look Different in 2025: Get Ready For It!

hired you. The last thing they want is to be having repetition, to being constantly interrupted. All of that is not, that's not Harrods.

Laura Moore: Totally.

Laura Davis: That's Iceland.

Laura Moore: I, I totally agree. [00:18:00] Yeah, for sure. And I think, like, on the, like, the whole overwhelming, asking them too many questions, I think also you can give them too much information and overwhelm them that way, and that's not premium either. And I think, when you're a social media manager, there's so much data that you could potentially give to a client.

And sometimes we think, Oh, they're paying me so much money. I need to tell them everything to kind of make, make yourself feel like you're justifying that fee. So when it comes to your reporting, you're like, Oh, I'll tell them how many views we've had, how many impressions, how many likes, how many comments, how many shares, how many link clicks.

And like, you tell them all of these different numbers. And so then they get the report and they're like, What the fuck does all this mean? This doesn't mean anything to me. And so it's all about just the, the premium service is telling them the answer to the biggest question that they've got. So they don't have to think about it.

They don't have to try and interpret that data. You've done that for them. You know, if we were looking at our Instagram and going through all of our Instagram analytics, That is a time consuming thing that's making us take time out of doing something else, go and looking [00:19:00] at all of that data and then trying to translate what we want to know from that.

Whereas if we had a social media manager who just, you know, once a month or however often, just said to us, by the way, these, this kind of content is really resonating. This is what we should do more of. This is why it's resonating because I'm seeing that there's lots of people landing on your website anytime I talk about it. Those, that is way more valuable than a load of data.

Laura Davis: Yeah, I agree. And that's coming from a data girl.



134 - Social Media Management Will Look Different in 2025: Get Ready For It!

Laura Moore: Yeah. Well, you can do the data-y a bit and then, yeah, analyse it into the result.

Laura Davis: I think another frustration that could appear if you don't do this properly is, um, Not setting those expectations for your clients so they don't, they know what's coming.

So what you don't want to do is the client not be aware that you're going to spend the first few weeks doing your strategy and then thinking the contract is signed and the next day you put content out because then you'll end up putting content out because you [00:20:00] don't want to annoy them and you put shit content out and the worst thing you can do is your first few posts are shit.

They're not strategic, they're just, well, to be fair, the worst thing you can do is consistently push shit content out, but in those very early days when they're nervous, especially if they've never hired somebody before, you know, and they're possibly a little overbearing and overwhelmed by the fact that somebody else is doing their content and is it going to be good enough and they're staring and criticizing everything and you've got to make sure that first of all, content is amazing.

So giving your clients a clear timeline of this is what's going to happen. This is what I will need from you. This is when I will do this. It's I like we've worked with people before and they just tell us. This is how it works. This is my expectations of you. This is my, your expectations of me. This is what will happen if [00:21:00] you don't do that.

You know, it's very clear and you just know where you are. There's no messing around. You don't feel a bit confused. You don't really know what is today going to be the day they're going to start posting or what's she doing. There's none of that, which is going to create doubt in their mind.

Laura Moore: And when we have been in those situations, but we haven't had those expectations, we have been like, what the fuck are they doing?

Laura Davis: Yeah.

Laura Moore: Like, come on, we've paid you, what's happening? Because we don't know what's happening. We're just, it's just silence. And like, we're in this business, and we know



134 - Social Media Management Will Look Different in 2025: Get Ready For It!

what should be happening, but if it hasn't been explained to us what actually is happening, we still have those doubts.

Laura Davis: Yeah. Yeah. So definitely clear timelines, clear expectations for everybody so everybody is all on the same page.

And I suppose that stems back to what I was saying before. It's about just clear, easy, simple communication and just always be thinking, how is this coming across when you're sat down and you're thinking about the experience that you give a client. [00:22:00] Think of it from their perspective. Obviously not just, it's not just about what you're doing.

The information you need and what you need. It's about how they're experiencing that.

Laura Moore: Yeah. I just want to pick up on something that you just said a minute ago about those first posts need to be amazing. Like don't put too much pressure on yourself for that and be like, Oh God, I'm really scared about those first posts.

Because if you've done your job well, and you've done that strategy, which you will have done because you're a premium luxury, high value social media manager, you know what you're doing. Those posts will already be better than what they were doing without. You are already known more than they do, so don't think to yourself that they, you know, this isn't, we're not trying to create a rocket.

This isn't rocket science.

Laura Davis: It doesn't have to be viral.

Laura Moore: It doesn't have to go viral. It just needs to be speaking to the right people, using the right strategy, using the right tone. All of that stuff. So don't, don't now start thinking, Oh my God, I'm really scared about those first posts. Like that's not what we want you to feel like.

Laura Davis: No, no, absolutely not.

Laura Moore: Just remind yourselves that you do know [00:23:00] what you're doing.

Laura Davis: You do. And you, when you know what you've post is strategically correct, then you can just own that because if a client was to question it, you then know you have



134 - Social Media Management Will Look Different in 2025: Get Ready For It!

the information to be able to say, Well, look, I've done this because we're doing this and we're testing this.

And this is why we're doing that. And based on my research, when I did the strategy, this, that, that, that, that, whereas if you go in there and just post anything, Or you go in there just thinking, Oh, well, I'm, what I'm going to do first is make their grid look pretty. That shit.

Laura Moore: I mean, that's a whole other conversation.

Laura Davis: Yeah. That's a podcast. Uh, number 500.

Laura Moore: We've probably already done it, haven't we?

Laura Davis: Probably. Um, so yeah, so obviously we've talked about it, but just to reiterate, there has to be a strategy. Yeah. You're offering a premium service. If you're not providing or not creating and spending time on a strategy and planning out strategic [00:24:00] campaigns, then you're just putting posts on social media, you're not marketing.

Laura Moore: Totally, and that isn't a premium service, that service doesn't command four figure fee, it's the strategic one that does. And like you just said about the strategy, like, you know, putting together a strategic campaign to actually get them results, that's a premium service. You know, it's just thinking about all of those things.

Um, the other thing that you said to me earlier is you need to have systems that work. And they're not clunky. And when you said that to me, I was like, Oh, what do you mean by that? What, what makes that premium? Do you want to talk about that?

Laura Davis: Well, I think we've kind of, we've kind of touched on it, but kind of haven't, but it's things like being added to their system, their systems as admin.

It's about using any tools that you might use. You want those systems to work. It's not clunky and things because it's going to create tension with a client, isn't it?



134 - Social Media Management Will Look Different in 2025: Get Ready For It!

Laura Moore: I had a [00:25:00] situation like this, actually. Where somebody sent me a contract to sign and they sent it to me in a Word document, wanting me to sign this contract and email it back to them.

Now, they work in a big office. To them, it's easy. You print it out, you sign it, you put it back on the photocopier, you scan it, you can email it. I'm at home. I, I've got a home printer and we all know that they never work, so like, how am I going to sign it? Whereas if they'd have sent it to me in a tool that I could sign it, even in Google Docs, because you can now sign in Google Docs, I could have signed it and sent it straight back to them.

And that, just that frustrating experience of not being able to do that. Could be the difference between like a premium service or not.

Laura Davis: And on that note what I find again, it's about thinking yes, you need to have your contract signed. So this is what I'm going to do think about it from their perspective So if you've decided I'm going to use and I know Google Docs in that situation is available and free, if [00:26:00] that didn't exist and you were using a tool for this example where they, they can sign it, but you decide to go for the free option, and it's frustrating, and they have to download something, and it ends up taking what should be a quick job of reading a contract and signing it, it takes ages, nothing's working, you're going to have to get your laptop out, you have to download it, like all of those things are irritating.

They would irritate me. And yes, I'm not saying that this is going to be someone going, Oh God, this is so annoying. I'm not going to work with you anymore. But it's not the service people expect.

Laura Moore: And it's just the niggles after niggles after niggles that then starts making people think like that.

Laura Davis: Yeah. So then when something slightly bigger happens, they, you know, they probably take way out of proportion and go, you know what?

I think we just need to call it a day. And it's never, and you're like, what? Well, it was only one typo. But actually it's not that one thing. It's, [00:27:00] it's been a series of things that potentially people have had frustration and friction.



134 - Social Media Management Will Look Different in 2025: Get Ready For It!

Laura Moore: Yeah. Definitely. Definitely. In terms of like this premium service that we're talking about, I think it's really important that when we're talking about a premium service, you're not just offering a premium service and charging pennies.

This is a premium service that you are charging a premium rate for, like we're talking four figures for this kind of service. And actually, like we strongly believe that social media management is a four figure service. You should be charging that much moving into 2025. So just have a think about that as well, making sure that you know, you're on that like wavelength with your fees and you're speaking to people who've got that amount of budget to spend as well when it comes to, to that service.

Laura Davis: Yeah, think Harrods.

Laura Moore: Totally. Harrods, not Asda.

Laura Davis: Yeah.

Laura Moore: Love it. I mean, Asda might hire you for four figures, but you know.

Laura Davis: Well, yeah. Well, you'd hope that they would. But anyway.[00:28:00]

Okay, so in 2025, we're offering a premium service. How are we going to find these people?

Laura Moore: I think it starts with switching your messaging. Now, like –

Laura Davis: Yesterday.

Laura Moore: – and we've said this, we've probably said this before, but it's very easy to get stuck into this rut where you are talking to the audience you have rather than talking to the clients you want.

So you need to start talking to the clients that you want to attract. And if your audience isn't those people, that's fine. They can still stick around. You need to start making sure that you're talking to the people who you want to, to work with, the people who are going to charge those four figures. So it's about changing, not just your process and all of that stuff, but changing your messages to really speak to those people so that they understand that this is for them.



134 - Social Media Management Will Look Different in 2025: Get Ready For It!

And the people who aren't four figure clients, they can still stick around. You can still offer them other things, but they're not going to be your long term people and they will start to see, Oh, okay. This is a high quality, high [00:29:00] value, you know, high ticket service. So then when you do offer them something lower to get like, you know, power hours or something, they're going to bite your hand off because it seems like a bloody bargain.

Laura Davis: Yeah.

Laura Moore: You know, so if you're talking to the high figure people, you're not losing out on the low figure.

Laura Davis: Yeah, you definitely probably want to take stock of where you're at at the moment. So go and look at the previous leads that you had, the inquiries, the people you've had discovery calls with, go and have a look at who they are, go and look at your current messaging and try to learn how Where you're going wrong and it's sometimes it's just a tweak, isn't it?

Yeah. It's the words that you use that can attract the right people and repel the wrong people.

Laura Moore: Yeah. Like what problems are those high value people having? Because they're not the same problems that someone who's going to pay you a few hundred quid are having. They're totally different problems. You need to find out what they are and they're totally different results that they're looking for.

Or they might be the same results, but those low ticket people are never going to get those results because they don't have the things in [00:30:00] place that they need to. To be able to get those results.

Laura Davis: Yeah. Yeah. These aren't people who are wanting their first lead or their first sale. These are people who are way further down the line. They're looking for more. They're scaling.

Laura Moore: Yeah. They're not worried about what to post on Instagram. That's not their problem. Their problem is getting more from what they're already posting or getting more sales from Instagram, you know?



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Laura Davis: Yeah. Yeah. They're not worried about what to post on social because they're happy to get someone else to do that.

Laura Moore: Yeah. Yeah. Exactly. And I think like this podcast could go on and on and on, and no doubt we will talk about this in numerous podcasts in 2025, so we will leave it at that, but we're happy to continue the conversation over on Instagram, so come and find us on there. We are over there as "thetwolauras", and we would love to know what you think and whether you are going to be embracing this premium service for 2025.

Like we know things are changing. We know that people are looking for experts and all of that stuff, and social media [00:31:00] management is finally, you know, being considered as that high value service. So is this something you're going to embrace? Come and let us know.

Laura Davis: Yeah, we hope so.

Laura Moore: And we'll be back same time, same place next week with more.

Laura Davis: We will indeed.

Laura Moore: We'll see you then.

Laura Davis: See you then.

Laura Moore: Au revoir.

Laura Davis: Bye.

