

# 145 - What Happened at Our Recent Roundtable (No, We Weren't on The Traitors)

**Laura Davis:** [00:00:00] On today's show, we're sharing behind the scenes from our recent round table and sharing the fixes to the biggest challenges that were raised on the call.

**Laura Moore:** Welcome back to JFDI with The Two Lauras, the weekly podcast where we talk about life as a freelance social media manager. We're here every Tuesday with tips and advice to help you to create that freelance business you were promised.

A couple of weeks ago, we hosted a roundtable where we were joined by over a hundred freelance social media managers who wanted to charge four figures this year. And we had some really interesting discussions. So on the show today, we're going to dive into the struggles that people are having, the common themes that are stopping people from charging more and some of the ways that you can overcome them.

But before we do that, we just wanted to remind you that The Social Media Managers' Toolkit is back and open for enrolment. And we're here to support you for the next 12 months and help you to charge four figures and beyond. And we've already had students hit that number. In fact, within just 11 days of joining, one of our students had charged four figures with a brand new [00:01:00] client, and since then, many others have followed in his footsteps, so it's totally achievable. All the information you need to join us is in the show notes, or go to [thetwolauras.com/toolkit](http://thetwolauras.com/toolkit).

But let's get on with the show, and I think we should probably start with the question that's on everybody's minds, what the fuck is a round table, and did anyone get murdered? Or banished.

**Laura Davis:** Yeah.

**Laura Moore:** And if you haven't watched The Traitors, that would mean nothing to you.

**Laura Davis:** We are The Traitors.

**Laura Moore:** I don't know if I would have been a traitor, or –

**Laura Davis:** Oh, I would –

**Laura Moore:** Would you?

**Laura Davis:** – and I would be pissed off if I wasn't a traitor.

**THE TWO  
LAURAS**

# 145 - What Happened at Our Recent Roundtable (No, We Weren't on The Traitors)

**Laura Moore:** I don't know if I'd be very good at it.

**Laura Davis:** Oh no, I would be appalling. I would be shit at either.

**Laura Moore:** I would totally be, when she says "traitors", I would be the one that turns around and looks at her like what's her face did in the most recent British series.

**Laura Davis:** We would the to-, sorry this is not the podcast, but we would be, um, you, we would be the total opposite. I would think, I, because of how we are as individuals -

**Laura Moore:** Yeah, I trust everybody.

**Laura Davis:** - so [00:02:00] you would trust everybody, be really confused that no one could possibly be a traitor because you trust everybody and everyone's lovely and everyone's trustworthy.

**Laura Moore:** Yeah.

**Laura Davis:** I would be "every fuckers a traitor", like, I wouldn't trust anyone.

**Laura Moore:** You wouldn't even trust your own traitors. You'd be like, I don't think you are a traitor. Yeah. It's something about you.

**Laura Davis:** I wouldn't sleep for like two weeks because I would be so on edge. Having said that, I think I'm an impeccable judge of character.

**Laura Moore:** Okay.

**Laura Davis:** I rarely get it wrong. So I do wonder whether I would actually be, um -

**Laura Moore:** A good faithful.

**Laura Davis:** - well, a good, a good, yeah, good at any of it.

**Laura Moore:** Well, maybe you should apply for the next series. Stay tuned folks.

**Laura Davis:** Yeah, my son wants me to apply. See you on the big screen. Anyway, yeah, so, anyway, we're not talking about, well, we are talking about traitors, but that's not what we were talking about when we were talking about our roundtable.

**THE TWO  
LAURAS**

# 145 - What Happened at Our Recent Roundtable (No, We Weren't on The Traitors)

**Laura Moore:** Yeah. So, in our terms, a roundtable is an opportunity to bring people together, to [00:03:00] have just conversations and discussions about like charging and how much to charge and all of that sort of thing. And there was a couple of reasons we did it and look, let's be totally honest. One of the reasons was totally selfish.

Like we totally did it for a selfish reason because who doesn't do things in their business for selfish reasons? And so one of the reasons that we did it is because we wanted to check that we were still right about your struggles. Because like we, we feel like we got a good finger on the pulse, right? But you have to check these things.

**Laura Davis:** Yeah, we've always felt like we are in a lucky position that we are marketing to ourselves really because we're freelancers ourselves. We have been freelancers and self employed for a very, very long time. So we've always felt like, as you say, the finger has been on the pulse, but it's a good, it's good to have a reality check.

And I would push back that it's not selfish. I'd push back that anybody should be doing it. It's market research, isn't it?

**Laura Moore:** Yeah, but everybody should be doing it for their own selfish reasons that like, it is selfish isn't it? But yeah, yeah.

**Laura Davis:** But that's not a negative thing.

**Laura Moore:** No, no, not in a negative way. But that wasn't the only reason we did it. We definitely [00:04:00] also did it to help people. And like, so, you know, to help people to give them tips, advice –

**Laura Davis:** Clarity.

**Laura Moore:** – to leave people feel motivated and, you know, feel like, you know, this is achievable. And I feel like we came off that call having done that.

**Laura Davis:** And I think it, I think it was a good opportunity for people to see us as well, to engage with us, like not one to one because there were like a hundred people there, but to, to be able to see us for who we are, see that we're the, you know, very no bullshit.

Very cards on the table, an open book. Um, so it was, it was good from that perspective as well from the kind of relationship building. And we've had some nice chats with people since.

**THE TWO  
LAURAS**

# 145 - What Happened at Our Recent Roundtable (No, We Weren't on The Traitors)

**Laura Moore:** Definitely, and we'll get into the common themes in a second. But before we do that, I just wanted to say like, this is totally something that you could be doing with your audience, your existing clients, future clients, people who are in your DMs, like just invite them to come along to a round table to discuss whatever topic is you want to discuss that will help you to sell your services. [00:05:00] It was such a good use of our time.

**Laura Davis:** Yeah, absolutely. And it doesn't have to be a hundred people either.

**Laura Moore:** No, like five people would have been plenty.

**Laura Davis:** Yeah, absolutely. So don't feel like, Oh my God, I can't get a hundred people. Like, yeah, it doesn't, doesn't matter.

**Laura Moore:** No, absolutely not. So anyway, should we dive into these themes?

**Laura Davis:** Uh huh.

**Laura Moore:** So there was a few different things for why people were kind of stuck on charging more, but I think, if we should probably start with like the most common thing about why people went freelance, because I think that's interesting. I found that really interesting.

**Laura Davis:** It is. Um, I could have probably just spent the whole hour talking about that, to be honest.

**Laura Moore:** Totally.

**Laura Davis:** But I think without a doubt, one of the main themes that people were, wanted the flexibility to work and predominantly around family. So very similar to where we are, where we were when we started and where we still are now. I'd say that was the majority, wouldn't you say that that's -

**Laura Moore:** Yeah.

**Laura Davis:** It was about [00:06:00] that flexibility.

**Laura Moore:** Yeah. Being around the kids and all of that sort of thing.

**Laura Davis:** Definitely. Yeah. But then there were people who were wanting to get out of employment, very toxic environments, you know, maybe weren't appreciated.

**THE TWO  
LAURAS**

# 145 - What Happened at Our Recent Roundtable (No, We Weren't on The Traitors)

Yeah. Awful bosses.

Yeah. Or were being pushed. You know, they were being made redundant, which was me, you know, that's how I became self-employed 14 years ago.

I think the overarching theme through all of it was that people wanted. I suppose, more control over their financial independence and a bit more stability. So maybe they're already freelance, but they don't feel like they have much stability, maybe because they're working with shitty clients, they're not kind of retaining, you know, so they want that, they want that shift to be, have more control over their own destiny without wanting to sound a bit too twatty.

**Laura Moore:** Yeah. That sounded very woo for you.

**Laura Davis:** Yeah, it did, yeah, twatty, woo, woo, you know, yeah.[00:07:00]

**Laura Moore:** Yeah, definitely.

**Laura Davis:** And that really, you know, that really resonated with us.

**Laura Moore:** Yeah.

**Laura Davis:** It's very much aligned with who we are, what we want as individual people, but also what we want our business to help people to achieve. So it was good for us. It was very reassuring.

**Laura Moore:** Yeah, definitely. And like we all want that flexibility, that freedom in life, the opportunity to know that sometimes we need more money than other times and have opportunities to do that. And there were, I think there was a general feeling in the chat, maybe it was just me projecting my own feelings, that the thought of going back to employment kind of fills us with dread. And I think that kind of was the same for a lot of people.

**Laura Davis:** And I think there's lots of levels to that, isn't there? There's the, there's the practicalities. Oh my God, you know, working nine till five or what have you. Having to factor in a commute –

**Laura Moore:** Oh, just thinking about having to drive to work and find a parking space. Pack your lunch up to take with you. Oh no.

**THE TWO  
LAURAS**

# 145 - What Happened at Our Recent Roundtable (No, We Weren't on The Traitors)

**Laura Davis:** All of that. But then there's also [00:08:00] that, that you kind of take away any kind of independence and you take away your control, the freedom.

You have to ask for annual leave. You're only allowed 25 days annual leave. All of those things that for some people is fine, but I think for many you want different and like, I literally couldn't go back to that as it stands at the moment in my life. I just couldn't do it.

**Laura Moore:** No.

**Laura Davis:** Like I love the fact that I can just go, Oh, you know what? I'm not, I'm going to take the kids away next week.

**Laura Moore:** Yeah.

**Laura Davis:** I'm going to do this. I'm going to do that.

**Laura Moore:** Oh I'm just popping to the shop, you know, just –

**Laura Davis:** Yeah. Yeah.

**Laura Moore:** It's just the little things. Yeah. I couldn't do it.

**Laura Davis:** And I also love the fact that I can say, right. I really need to get some fitted wardrobe in the boys bedrooms. What the hell can we do to make more money so I can pay for them?

**Laura Moore:** Yeah.

**Laura Davis:** You wouldn't be able to do that. You can't just be at work and go, I'm going to work really hard today.

**Laura Moore:** Yeah.

**Laura Davis:** On the hope someone notices and may give me a bonus. If you're lucky enough to work in an industry that gives bonuses.

**Laura Moore:** Yeah, or maybe like try and get some extra like overtime if you're in a company [00:09:00] that offers overtime and you've got someone to look after the kids. So you can actually do any overtime. Yeah, it's just, no. No, sod that.

**THE TWO  
LAURAS**

# 145 - What Happened at Our Recent Roundtable (No, We Weren't on The Traitors)

**Laura Davis:** So yeah, it was very interesting, they were all, you know, all in a very similar place, similar motivations.

**Laura Moore:** Yeah. So if that is you, if that sounds like you, at least you know you're in the right place.

**Laura Davis:** So welcome. You're amongst friends.

**Laura Moore:** Another theme that kind of came up, and this might resonate with you, if you've ever felt like your client wants more proof from you about what you're doing and about the ROI before they will pay you more. That came up a lot, so if that sounds like something that you've struggled with you're definitely not alone.

It was, it was a big struggle that people were talking about, you know, that it was almost like a confidence knock because a client would be like, I want to see more before I'll agree to your, your fee increase. We'll talk about how you can get over these things as well.

So that was definitely another kind of theme, but I think the biggest theme was, was just this confidence gap and proving your [00:10:00] value. And like I said, just proving like that ROI and that, that worth to a client, because lots of people felt like they had to prove that value of what they were doing as well as like the return on investment before they could increase their rates before they felt comfortable to do that, let alone what the client would say just before they were confident to put a different number on their website or a different number on their proposal.

**Laura Davis:** But it's, it's a employee mentality, isn't it? Rather than a self employed mentality, that you're letting the environment around you dictate what you should charge.

**Laura Moore:** Yeah.

**Laura Davis:** Isn't it? Or your perception of the environment around you.

**Laura Moore:** Yeah. And like, I get it, like, Laura and I, even now, sometimes we'll have like these confidence crises.

It's natural, it's a human thing. But when you feel like there's a confidence gap, as in you can fill it, I think that's a different kind of thing. So there was some, like, some common questions that kind of came up on, on this roundtable, was people didn't really know what [00:11:00] full social management even meant.

**THE TWO  
LAURAS**

## 145 - What Happened at Our Recent Roundtable (No, We Weren't on The Traitors)

So we're going to record a podcast about that. People felt like they were just posting for the sake of it, or they didn't really know how to track results properly. And I remember there was a few people were like, what, what do you even mean by a campaign? Like I'm just posting content. Is that different to what you're saying?

And when there's all these kinds of conversations, people then start thinking, hang on, I don't know what you mean. And then that creates that confidence gap, doesn't it? And that reduces your kind of confidence level to be able to charge more. And like, and I totally get it. Like, you know, we've all been there.

So that's why we wanted to do this podcast, because we wanted to share, like, three kind of shifts that you could make based on all of these things that came out of this round table to help you to charge more money. To charge, in our opinion, ideally, a minimum of four figures. So should we dive straight into them?

**Laura Davis:** Absolutely.

**Laura Moore:** Okay. So the first one goes back to what I just kind of said, is that you need to stop thinking in single posts and you need to [00:12:00] start thinking in campaigns.

**Laura Davis:** You cannot achieve your client's goals through a single posting mentality.

**Laura Moore:** Yeah. Should we explain what we mean by that? Like what we mean by a single posting mentality is like, you're like, right, I'm going to create some content. Okay. This post is going to be about this. Okay. I've done that. Right. Okay. Next post is going to be about this. Okay. I've done that. Oh, what should I do next?

**Laura Davis:** Content pillars.

**Laura Moore:** Yeah, it's the whole content pillars thing, isn't it? Where you're only thinking about the content pillars and the posts on an individual basis. Not, oh, what's coming after or what came before.

**Laura Davis:** Yeah. You're thinking, right, I'm going to post five times this week and each post has to align with one of my content pillars.

**Laura Moore:** Yeah.

**THE TWO  
LAURAS**



# 145 - What Happened at Our Recent Roundtable (No, We Weren't on The Traitors)

**Laura Davis:** So one's about X, one's about X, one's about, and if you do that, like every Monday I'm going to post a motivational quote.

Every Tuesday I'm going to post a sales post. Every Wednesday I'm going to do something else. If your audience never goes on. social media on a Tuesday, you're fucked.[00:13:00]

**Laura Moore:** To put it mildly.

**Laura Davis:** So I really think that you can't work like that anymore. And that we shouldn't ever really, it's all campaign driven marketing. It's campaigns in marketing have all, it's not a new thing.

**Laura Moore:** No.

**Laura Davis:** This, everyone works in campaigns, but it seems to have fallen slightly in the social media marketing world.

**Laura Moore:** Yeah, it's weird.

**Laura Davis:** And I think, and I don't know why that is, but I think it probably comes from the fact that everyone thinks they can be a social media manager. Yeah. And, you know, The man down the road's uncle's daughter's son. Oh, well, he knows how to create TikToks. Therefore, he can be a social media manager without understanding the marketing behind it and the strategy behind it. And also understanding how people use social media because that's what people always forget.

**Laura Moore:** Yeah, definitely.

**Laura Davis:** This isn't about trying to beat the algorithm. This isn't trying to post so you can trick, and the hacks. This isn't [00:14:00] about that. This is about getting the best results for your clients in a way that the audience are most likely to take action.

**Laura Moore:** Yeah.

**Laura Davis:** So campaign based strategy is the way to do that.

**Laura Moore:** You're, and, and it's where your content, you're not posting randomly. And I know if you're using content pillars, you might not think you are posting randomly, but when you're only like, oh, have I already spoken about this content pillar this week?

**THE TWO  
LAURAS**

## 145 - What Happened at Our Recent Roundtable (No, We Weren't on The Traitors)

That is posting randomly, really. It's that all the content works together to build that momentum. To get people from being a complete stranger to the business to being ideally loyal returning customer. That's, you know, if it's something they can buy multiple times, obviously a returning customer, if it's not, then, you know, just that they have actually bought something or become a lead or whatever the, uh, the goal is, but you can't do that when you're posting randomly.

So what we mean by campaign would be that your content works in phases, right? So the first phase would be that you are building [00:15:00] visibility. So you might be growing a whole new audience. You might just be getting your existing audience to actually see your content. Then you would move into building that relationship with people so that they actually trust you.

They know what the brand is about. They know what they sell. They know why they need it, all of that stuff. And then there's a whole conversion piece of that campaign where you're getting people to take action. Whether it is that they are going to a website to buy something, whether it's that they're signing up to a lead magnet, or they're, you know, putting their details in to get a call and become a lead.

Whatever it is, there is some form of conversion. And that's your campaign. It's kind of all wrapped up in a little campaign where they've got these three phases. You end the campaign, you then go back to the beginning, you go back and do more visibility, then you build the relationships again, then you do the conversions again, and it's just a rotating campaign that may look different in terms of what's actually the content in that campaign, but you're always working on this strategy because that's how you get people to take action.

You're not hoping, oh I hope they open their Instagram app on a Tuesday [00:16:00] afternoon when I've just posted. Because if they don't, like Laura said, you're screwed. Whereas if your conversion phase is a, you know, has done its work in, in the visibility and, and relationships so that people are waiting, ready to buy that thing or ready to sign up or, you know, whatever it is.

And you've then got enough content going out so that even if they're not on, on a Tuesday, they might see it on a Wednesday or a Friday morning, wherever. And even if that, even if they don't see that content, you've done all the work. So they're like going and looking for you so they can take that action.

**THE TWO  
LAURAS**

# 145 - What Happened at Our Recent Roundtable (No, We Weren't on The Traitors)

And that doesn't happen with single posts.

**Laura Davis:** I can already hear people going over that wouldn't work for my client. Like find me a client it wouldn't work for.

**Laura Moore:** Yeah.

**Laura Davis:** Now don't get me wrong. Some campaigns may be massive. The consideration periods of the product may be huge that you need a longer campaign or the brand or the product might be brand new.

So it just needs a bit more warming up. You need to build that new, that new audience potentially, so some campaigns may be longer, some campaigns may be [00:17:00] quite short and it's going to vary from every single business, every product, every service out there, but using a campaign strategy, you're far more likely to get your audience or your client's audience to take action than just whacking out a content pillar based post.

**Laura Moore:** Yeah, 100 percent agree. So that's the first shift, just shift how you start thinking about the content, you know, and that, that will fill that confidence gap.

**Laura Davis:** If this is something that you really struggle with, it's not something you've ever tried before, and you want to learn more, we cover all of this and a lot, lot more in our social media marketing program, which is called Social Proof.

The website for that, and we'll pop a link in the show notes, is [thetwolauras.com/socialproof](http://thetwolauras.com/socialproof).

**Laura Moore:** Okay, so shift number two then. Comes back to again, one of those confidence gaps and the confidence gap being that people don't really know about the tracking and the proof of the ROI. [00:18:00] So you need to learn how to track and communicate those results.

The big mistake that people make, a lot of social media managers make, especially when you're, if you're like brand new, or, you know, you've, you've only worked with clients who kind of say to you that they want engagement or they want followers is that you focus on those numbers. Those what we would call vanity metrics, the engagement metrics, maybe the, you know, having video views, all of those sorts of things instead of the actual business impact.

**THE TWO  
LAURAS**

# 145 - What Happened at Our Recent Roundtable (No, We Weren't on The Traitors)

So if you are focused on those numbers, like, and you're reporting those numbers to your client, you're like, Oh yeah, we had 25,000 views on this reel this week. They don't give a toss about that. That doesn't mean anything to their business.

**Laura Davis:** Well, they give a toss as long as you say, Oh, we had 25,000 views on this.

And then we saw a massive increase in our traffic to the website. And there was an increase in sales that day. They're interested then.

**Laura Moore:** Yes.

**Laura Davis:** But they're not interested if they go, Oh, we've got 25,000 views this week and nothing happened.

**Laura Moore:** Yeah. Exactly.

**Laura Davis:** Because if anything, it makes them go, well, what are we [00:19:00] doing?

**Laura Moore:** Yeah. And they could have had all of that increased traffic on their website. They could have had loads of sales, but if you are not, you know, telling them the story that you posted this reel that had loads and loads of views, and then this happened, they're not aligning the two. Why would they?

**Laura Davis:** No.

**Laura Moore:** It's not in their mind to, that's not their job. It's your job to tell that right story. But it's also really important that you measure. And you report on the analytics that actually matter to the client and, you know, it might be things like Laura's just said, you know, traffic on the website, it might be how many leads they've had or how many, you know, leads they've had via a many chat bot, whatever it is, it's the things that are important that actually relate to your client's objective.

And your client might say to you, my objective is I want 10,000 followers and it's your job to push back and say, why? Because at some point down the line, you will discover that actually it wasn't that they wanted 10,000 followers. They wanted 10,000 buyers and that's a totally different thing.

**Laura Davis:** Mmm. God, yeah, it is.

**THE TWO  
LAURAS**

# 145 - What Happened at Our Recent Roundtable (No, We Weren't on The Traitors)

**Laura Moore:** Can you imagine? [00:20:00] Yeah, 10,000 buyers. Yeah, I just, I'll just go round them up and get their credit cards out.

**Laura Davis:** Yeah. Red flag.

**Laura Moore:** Yeah, so in order to kind of prove your value to your clients, you need to, you need to tell that right story. But you also need to have good tracking. Maybe you're using UTMs. Maybe you're using, like I said, things like ManyChat and your good reporting tells the right story in relation to the work that you've done, the analytics you can show, what's happened in the business impact and it's not just -

**Laura Davis:** Your strategy.

**Laura Moore:** - yeah, the strategy, all of that. The conversations you've had, maybe, you know, all of the stuff that is important to the business, and you're not just giving them a report that you've just pulled off of a platform with a load of numbers. Just go, here you go, this is what's happened. Because how overwhelming is that? As a social media manager, you probably find it quite overwhelming yourself.

So imagine what the client feels like. So, you know, that's quite important.

**Laura Davis:** I think it's also worth saying. It's, you need to start to understand what impacts tracking as well, don't you? It's like, you [00:21:00] know, not everything is trackable. Yeah. So you need to have, always keep that in context, always keep, as much as you can try and track everybody, you always need to have kind of conversations up your sleeve ready to say to a client, well, okay.

Yeah, you know, look loads of people may have found you on Instagram. But they're less likely to click on a link in a bio. That's why you may see an increase coming from Google, because it's easier for them to go to Google.

**Laura Moore:** And even not, it, also things like, you know, like we just said with the tracking doesn't always work, if you, if you do are able to report, oh, yeah, we've had, 40 visitors from Instagram, but that day they've had 200 visitors on their website.

Well, it's likely that most of them have become because of Instagram, if that's the only thing that's been happening. If there's not been any other content or anything else, and

**THE TWO  
LAURAS**

# 145 - What Happened at Our Recent Roundtable (No, We Weren't on The Traitors)

that 200 is, you know, out of a normal range, well, the chances are that's because of what you're doing. And they need to understand that.

It's not just randomly, suddenly 200 people went and [00:22:00] Googled you because out of the blue for nothing.

**Laura Davis:** Yeah, you just, just try to, and this will be easier for some people than others because it will be dependent on how data driven you are. But just trying to give context to the numbers for your own sanity.

Is going to help you then be able to explain that to the clients because if they're saying well, if they there's basically what I'm saying is there's never exact numbers, we can't rely on the data, but you have to be led by the data.

**Laura Moore:** Yeah, definitely. Yeah, that's a very good way to say it. And then the third one, the third shift that you could make is the way you position yourself.

So to position yourself as like a strategist. A social media marketer, a social media strategist, not a social media manager, or, you know, content creator.

**Laura Davis:** Oh, definitely not a content creator.

**Laura Moore:** If you do want to just be a content creator, that's fine, but that's not what this is about. That's not what [00:23:00] social media management is about.

**Laura Davis:** No, but even, you know, just think, like, a content creator, I would consider a content creator, teenage kid who's, and it's not all teenagers, but this is my example, a teenage kid who does get ready with me on TikTok every day.

**Laura Moore:** Yeah. Or someone who's just creating Canva templates without any testing and, you know, creating content without testing, without being in Instagram all the time, actually creating the reels, using trial reels, testing, all of that stuff.

**Laura Davis:** Yeah. They're either striving to get an argument across or a passion project across, or they're trying to become influencers. It's not, but it's not social media marketing. They're not trying to sell a product or service.

**Laura Moore:** Yeah, I think what I'm trying to say though is more in how you're speaking to your clients and how you are positioning like your proposals and what you do.

**THE TWO  
LAURAS**

## 145 - What Happened at Our Recent Roundtable (No, We Weren't on The Traitors)

Like, we always talk about, you know, not having packages that are like, I'm [00:24:00] going to post five times a day or what have you, this isn't an admin kind of task. It's not a task based role. It's not that you're going to say, Oh, I'm going to create you five pieces of content in Canva every week and whack them in a scheduler.

It's that you are actually being a strategist. You are being strategic and helping people to meet that goal. And by explaining that, you know, you're not just getting content out there, you are creating content in alignment with their goal, you are testing different things, you are using different platform features.

You know, all of those things, that is where the money is because anyone can just go and hire, or even just buy Canva templates, or, you know, go and hire a random 17 year old to go and shoot some videos. It's the strategy that gets the results. And it's the strategy that people pay for. And yes, they may not understand what you mean by that, but when you start talking about the results that you can help them to achieve, that is very different than somebody saying, I'm a social media manager, I'll post for you five times a [00:25:00] week. It's how you position that.

**Laura Davis:** Yeah, the money is in the marketing, as we will often say.

**Laura Moore:** Exactly. And, and if you want to be a high paid social media manager, it's about you guiding your client in what they need and what you need to do, rather than you taking orders from them about how many times you're going to post every week.

You're the person who is in control of what you're actually doing. You're telling them what the campaigns are. You're telling them how many, how often you're going to do the campaigns, when the conversion stuff is happening. In alignment with, you know, deadlines and launches or whatever it is that they're doing.

You're telling them we're going to test this, and if they don't like it, you need to explain to them why you're testing it. So it's not just they're going, Oh, that doesn't really, you know, meet our brand style. Okay, well, let's test what, you know, what happens when we do this. And you're having those conversations so that people, the people who are paying you kind of see your expertise.

Even if you don't feel like you're an expert, you know more than them because you're having these conversations with them.

**THE TWO  
LAURAS**

# 145 - What Happened at Our Recent Roundtable (No, We Weren't on The Traitors)

**Laura Davis:** Yeah. And I think like all of these. All of [00:26:00] the, the issues that we've kind of covered today in the, I can totally understand why people come to those conclusions or have those struggles because the amount of messaging out there about social media and social media marketing and being a social media manager is scary.

Honestly, it gets my back up a lot that people position social media as Or being a social media manager is, Oh, it's a job you can do when your baby naps. Um, you can do it in between loading the dishwasher and putting your laundry on, all that bullshit. And there's people who are saying, Oh, the best way to price your business is by having gold, gold, bronze, silver, no, silver, bronze, silver, gold packages.

And you've got to tell people how many times you're going to post a day. There is a lot of messaging out there. And, you know, there's only Laura and I trying to, uh, [00:27:00] fight the corner and there are others. But, um, but that is not how you are and operate as a social media marketer. So I get why people are confused.

I get why people are having a confidence crisis because actually the reality, they've come along and said, Okay, I'm going to do this. I'm going to post four times a day. then they're not getting results for their clients and then they're panicking and they're looking at the data and they don't understand what the data is telling them and it's knocking, knocking their confidence.

Like I totally get it, but I think there is things you can do to change that. And hopefully now, you know, if you're listening to this, you're in our world and you'll continue to be in our world and follow us. On Instagram, we share loads of tips, advice about all your business kind of decisions you need to make about content, about everything.

So do come and follow us on Instagram if you haven't already. We are @thetwolauras on all social media platforms, to be honest, but we're most –

**Laura Moore:** Don't bother [00:28:00] following us on LinkedIn. You'll just be disappointed.

**Laura Davis:** No, definitely don't send us a message there. It takes me about three days and normally I just do mass delete because they're spam.

Um, so yeah, do, but do come have the conversation with us. Ask us questions. We are here to help. You can sign up to our daily emails, loads of resources on our website. Don't

**THE TWO  
LAURAS**



# 145 - What Happened at Our Recent Roundtable (No, We Weren't on The Traitors)

kind of suffer in silence of being confused and conflicted social media managers. Just come and ask for help.

**Laura Moore:** Yeah, agree.

**Laura Davis:** I went on a bit of a, that was like my, um -

**Laura Moore:** I was like, are you ever going to stop talking so I can get a word in?

**Laura Davis:** Sorry, I'll shut up now.

**Laura Moore:** But no, I think you said it all, so we might as well just wrap up. Thanks, Laura.

**Laura Moore:** Oh, brilliant.

**Laura Davis:** Any time.

**Laura Moore:** Maybe we'll host another round table at some point in the future, so keep listening out for that. But for now -

**Laura Davis:** Yeah, I'd like to.

**Laura Moore:** Yeah, same. But for now, we'll be back, same time, same place, [00:29:00] next week. And hopefully we'll see you on Instagram in the meantime. Ta ra!

**Laura Davis:** Take care. Bye!

**THE TWO  
LAURAS**