

S2: E186: The "Social Media Optional" Strategy

Tiffany Neuman: Welcome back to the *Make Your Message a Movement* podcast. This is your host, Tiffany Neuman, and I'm joined today by Hailey Rowe. Hailey is known as the "Mary Poppins of business resources." She's a marketing and sales strategist and coach for wellness professionals, coaches, and online entrepreneurs. She helps you grow your clientele without social media overwhelm holding you back.

Since 2017, Hailey has helped thousands turn their business ideas into reality, and she's hosted the *Health Coach Nation* podcast. Before that, she was involved in business development and marketing for startups since 2010. Hailey, thank you so much for being with us today.

Hailey Rowe: Thank you. I'm so excited to be here with you.

Tiffany Neuman: Amazing. I love one of the phrases from when we first met and aligned on the same thing, which is growing without social media overwhelm—or as I say, being "social media optional." I'm not on Instagram or Facebook. So, before we go into the meat of what we're going to talk about today, which is profitable collaborations and partnerships, I'd love to talk about that social media bit. How do you see that happening, and how much do you use social media? I think people love hearing that for themselves.

Hailey Rowe: Social media to me is a business tool, but I think most of us are using it in ways that are less productive. We are just posting and hoping that people find us, or being a victim to the algorithm because we hope our posts get reach. We scroll and compare ourselves on social media instead of using it productively.

To me, the better use of social media is to connect with potential collaboration partners and potential clients. Of course, you can post to nurture and be present; if people want to stalk you a little bit before they reach out about your service, they might look through your posts. But I don't think that's the main thing. I don't think you need to be posting every single day, multiple times a day. If I had to choose how to use your time, that wouldn't be in the first couple of things on my list.

I use LinkedIn, Instagram, Facebook, and Threads to connect with people. I do post and repurpose my posts, though it's not optimized for each platform like "they" tell you to do. I'm more focused on actually meeting people. You and I met on LinkedIn, and here we are doing a podcast. That was a much more direct social media result than me just posting and hoping people see it.

Tiffany Neuman: Totally. I love that so much because there was a time when posting more—maybe ten, six, or seven years ago—did actually help. But to your point, now it's more for people to make sure you are who you say you are. You don't want to have no presence; for example, I'm not on Instagram, but I have a "nine-grid" that serves as a mini business page.

Hailey Rowe: Exactly. People also get worked up about engagement these days. I used to get a lot of engagement on Instagram and in my Facebook group. There was a time when that was more of a thing. But now, I don't get upset about low engagement because there are "invisible viewers." Most people who end up buying from you don't engage. They aren't the ones commenting all the time.

I can't tell you how many times I've had a discovery call with someone and they've said, "Oh yeah, I love your posts," but I've never seen them engage or like anything. I didn't even know they were following me. So, if you're getting discouraged by low engagement, don't be.

Hailey Rowe: I've also been in summits for women entrepreneurs and summits specifically for coaches. I found that the ones for coaches are much better at growing my email list than the ones for general entrepreneurs. It doesn't mean I don't work with general entrepreneurs—it happens all the time—but if I have to prioritize, I'm going to pick the coach one every time because that's who resonates with me. You will start to pick up on those trends.

Tiffany Neuman: I love that. Those are things you learn over time. Let's talk about LinkedIn first, because that's the platform I almost don't consider social media. It's the only platform I "play" on. I consider it networking, honestly.

Hailey Rowe: Exactly. LinkedIn is a networking platform; that's exactly what it's for. What I like about it is that it's a much more direct platform. I don't have to dance around on Instagram reels and make fancy edits on videos.

Tiffany Neuman: Or show your food.

Hailey Rowe: Exactly. I love that I can get on, get off, and that's it. On LinkedIn, there are a couple of ways you can use it. You can use it to connect with potential partners because there's a job title search. You can type in certain job titles or your town if you want to do local partnerships. You can also use it to connect with potential clients if they have a certain job title.

You can't just type in "moms" and find a bunch of moms, but if you work with professional women, you can pick job titles they may fall into and connect with them. You can also use it for speaking opportunities. If you want to do corporate talks, find company pages, look at the employee list, and connect with the people who select speakers. Finally, you can connect with

podcast hosts. They might be a good fit for a podcast or another type of partnership or collaboration. You first need to decide which angle you are going to take on LinkedIn.

Tiffany Neuman: You're on my podcast, and I will be on yours soon. How does that work, or what do you suggest to your clients around that?

Hailey Rowe: When it comes to partnerships, there are several ways you can partner. People get stuck in a one-track mind, thinking they can't do partnerships because they don't have a huge audience or email list for a "tit-for-tat" exchange. But the truth is, there are many ways. If Tiffany and I connected and she didn't have a podcast but I did, I could have her on mine and she could shout me out on social media instead, or she could send my freebie to her email list.

Get outside the box. The first step is to think about business owners who complement what you do—meaning they don't do the exact same service, but they share the same values. You don't want to partner with somebody where there is definitely no overlap in the audience type.

Tiffany Neuman: I love that you said "start the conversation." I think some people are not on LinkedIn, but it's one of the best places for collaborations. Most people don't think about that. For me, it's been organic, but I realize now I could just reach out. My audience might be thinking, "Oh, but I hate it when people DM me just for a sale."

Hailey Rowe: I'm so glad you brought up this question. We have all gotten those long, salesy messages. Those are a turnoff because: one, you didn't indicate interest; two, they didn't take any effort to get to know you; and three, it's out of order. That's not the first step.

There's this fear around being a business owner, and I think we need to drop that. I would much rather have someone be direct and ask. Keep your message short and permission-based. I'm a fan of saying, "Hey, not sure if you have any goals or topics you want to hear about regarding [topic], but I'm looking to help more people with my content, podcast, or freebies. What would be helpful?"

That is inviting and curious. I'm not leading with, "Also, you need to buy my program, here's a link." That question allows you to understand what they need, which positions you to make a better free offer to build trust. I'm a big fan of nurturing before making an offer. You can also ask what kind of connections would be helpful for them and become a connector. That is always appreciated and builds trust.

Hailey Rowe: When you put content out, you need to share either a story that resonates with the audience or a case study to help people see you as the expert. Another thing often missed is

how strong your call to action is at the end. When people ask where they can find you, don't just say "my website." Give a lead magnet or freebie that's useful.

Using podcasting as content repurposing is very helpful. Podcasting boosts credibility, connects you with partners, and allows you to speak to ideal clients. One beautiful thing is that it's out there forever; it's a long-term thing. If an episode goes live on May 1st, you may not get 4,000 signups that day. But two years from now, people will still be listening to that episode because they binge-listen or search for interesting topics. They're still hearing about your offer. It has a much longer shelf life.