You're listening to the Keep Optimising podcast to increase your traffic, improve your conversion rate and grow your profits.

Hello and welcome. If you're looking to improve the performance and return on investment of your marketing, then you are in the right place. I’m Chloe Thomas, the host of this marketing focused podcast, and it is a very, very cool to have you tuning in.

Last month was all about ads, so we talked quite a lot of social media, but it was mainly about ads. This month we're going into the organic side of social media, so we're going to be exploring how you can get organic social media, why you're not paying for advertising to work for your business and to drive your sales.

We're going to talk influences. We're going to talk getting your customers to talk about you. We're going to talk about what to post, how to post various bits and pieces. But in today's episode, we're starting off with Matt Edmundson, who's going to be discussing with me what actually is the point of social media when it comes to an e-commerce business. We cover a lot of different topics. We we hopefully will give you some idea of whether or not socially something you should be investing a lot of time and effort in and the best ways to go about doing it, where you should post, how you should post.

It's kind of an an entry to the world of successful social media for eCommerce. We're just about to meet today's guest. But before we do, please do check out the sponsors.
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Today, I'm chatting with eCommerce expert Matt Edmundson. Matt's been in eCommerce since 2002, running his own eCommerce business Jersey Company, which since 2006 has global sales in excess of 75 million dollars. And in recent years, he's branched out to help others and now hosts the eCommerce podcast and coaches many eCommerce businesses via his masterclasses and mastermind's.

Hello, Matt.

Hey Chloe.

How are you?

It's great to be here again. It's good man!. Thanks for having me on the show again.

It's great to have you on the show. I'm just going to tell the listeners right now you're in for a treat because we've nearly failed to record this podcast because we've been chatting so much about the world of eCommerce that we've nearly run out of time to record it.

Yeah, yup!
[00:02:53.310] - Chloe Thomas
We just redialled the diaries, added some extra time and you'll still get a proper episode. But, yes, we've got we we always have plenty to talk about when we catch up.

[00:03:00.450] - Matt Edmundson
We do whenever we get together, we chat for hours about this sort of stuff. Love it though. It’s always good to talk to you.

[00:03:05.700] - Chloe Thomas
It’s always good to talk to you because you have such such good, good thoughts and good ideas. And actually, today's episode came out of one of our previous rambling discussions. Before we get into all of that, how did you first start playing around with social media?

[00:03:18.690] - Matt Edmundson
Oh, jeez. So when it first came out, you started playing around with it from a personal level. Don’t you like Facebook all as a friend? I've not seen what was the one before Facebook friends reunited.

[00:03:29.600] - Chloe Thomas
Oh yes.

[00:03:30.160] - Matt Edmundson
Remember that.

[00:03:31.320] - Chloe Thomas
Yeah.

[00:03:31.590] - Matt Edmundson
Back years. And so you kind of all look anyway, so you suddenly start doing it from a personal thing.

[00:03:37.020] - Matt Edmundson
But then you we quickly realized in the early years the power of social media for you, for your online business. Right. And so we set up we started in Facebook for Jersey Beauty Company. And we we quickly sort of a massive audience. And we actually when we started on Facebook, Facebook pages didn't exist. So we actually created a personal profile called Jersey. That was our name Jersey Beauty, and I think they're still on there. I don't know if Facebook ever deleted them.
And then we had a heck of a time migrating everybody from that personal profile to the page profile when they came out. And, you know, this was back in the glory days where you put something on. You do remember this, where you actually write something on Facebook. Everybody who liked you would see it.

Yes.

Rather as like, you know, less than one percent or whatever it is now. And so I remember that when they changed that and everyone kick it off. And so, yeah, we that's kind of how we got started just playing.

I've always found Social to be in those places where I play and I know it's important. I struggle to justify which I will hold my hands up and say it is partly because I am a direct marketer at my core.

Yeah.

I like the ones. I like the zeros. I like the segmentation. I like to send out a DMP's, see the money, come back and set up an email, see the money, come back in, tailor the message, understand the audience and all the rest of it.

And you know, social is just that little bit more ethereal, I suppose.

Yeah, it's a bit more touchy feely kind of thing, isn't it? And I think also your old school as well. You but we were saying just before we hit the record button, we've both been around eCommerce for almost 20 years and we're not quite willing to go to twenty years because it's an age thing. But back then there was no social media and we were direct marketers. That's what we did. A lot of people that went into eCommerce had a background in direct marketing.
[00:05:23.070] - Matt Edmundson
You did? I did. This is what we did, right? This is how we know. And so social media just, I thought was very different to direct marketing So it mean It just had a different feel to it. So I get your point. Like Q8 email is easy. I send out one thousand, three and a half thousand people click through to that. That resulted in two sales or whatever the numbers are. You can track it through can you, much easier.

[00:05:45.600] - Chloe Thomas
I do wonder if that's why so many eCommerce businesses find influencer activity easier than their own social, because influencer is a bit like I'm going to send some direct mail out via this influencer and we'll see what we get back, because you can kind of track it and you can see the return on investment very, very clearly with those things.

[00:06:06.370] - Matt Edmundson
Yeah, you can.

[00:06:07.050] - Chloe Thomas
And that just fits with the skill set of most eCommerce marketers, whereas the the more content based is is, you know, it's fundamentally a different personality type. Who is better at that more soft touch marketing.

[00:06:20.970] - Matt Edmundson
Yeah, it is. And I think I do think it's an age thing as well, if I'm honest with you. I think because we didn't grow social media, I think, you know, our understanding is slightly different. Whereas I guess if I go to if I think for Jersey, you know, if we're going to do do I go to an influence and ask them to do some stuff for me, it's a bit like choosing a different magazine to put my full page ad in, Germain is like...

[00:06:44.010] - Chloe Thomas
Yeah.

[00:06:44.010] - Chloe Thomas
Yeah.

[00:06:44.310] - Matt Edmundson
This one's got more readership. This one's going to connect better with an audience. Okay, I'm gonna put this ad in with this phone number and I'm going to track results. Okay. That one worked quite well and so it's a similar sort of thing. It's choosing where to put your ad spend, isn't it? And influencers have become a big thing over recent years because I think a lot of people go, I just can't be bothered with social.
[00:07:03.930] - Matt Edmundson
I don't get it. They've got it. I'd rather pay them. There are many because that'll bring me some results. It's instant, quick.

[00:07:10.440] - Chloe Thomas
But is that whole question about media platforms at the moment, and it's something which in the the big eCommerce make it big virtual summit, which happened a couple of weeks ago. As you guys are listening to this, Ryan Dyce was on there from digital marketer, definitely digital marketing eCommerce God. And he was making the point that in the world of you, I'm giggling now because Matt's laughing at me for saying that. Anyway,

[00:07:39.000] - Matt Edmundson
I'm sure Ryan's appreciating that comment. I just I think that needs to be his job title. eCommerce marketing God.

[00:07:46.290] - Chloe Thomas
I think I. Yeah. Anyway, let's let's let Ryan have his title. But he was making a really interesting point, which is eCommerce businesses. If they want to survive and thrive, they need to think like media businesses. They need to focus on content. They need to build that connection with the customer. And he was even taking it as far as maybe you should buy a media outlet, you buy an influencer, buy a blog, buy a platform and bolt that into your eCommerce business.

[00:08:14.340] - Chloe Thomas
And I think that that for me, in the world of social is should I be spending a lot of time and money creating content put out to my thousand followers, to my two thousand followers, or should I put that same amount of effort, be it money, be it time into getting the same message, a message about my business, the message to buy in front of someone who has 10000 of my target audience.

[00:08:42.390] - Chloe Thomas
It's kind of should we should we be worrying about our own platforms or should we be going and utilizing one that someone else has put the blood, sweat and tears into building?

[00:08:51.030] - Matt Edmundson
I think it's a really great question. And I don't know if there's a right or wrong answer to that question. It's a bit like somebody come in to me and say, should I sell on Amazon? Should I make use of their platform? They've got all their customers. They've got all the traffic. And I pay them a commission to sell my products to their audience. Right. The Amazon's customers, they're not yours.
[00:09:14.570] - Chloe Thomas
Hmm.

[00:09:15.100] - Matt Edmundson
And I think that's the crux of the issue. Can you cope with the fact that if you sell on Amazon, they're not your customers? So whenever someone buys that product, they're not your customer right now, Amazon's customers, you don't know who they are. You don't know anything about them. They may get in touch with you if there's a problem at some point. But fundamentally, you're not going to hear from them. You can't build a tribe with them.

[00:09:35.940] - Matt Edmundson
So the only downside to this is if Amazon decide for whatever reason they don't like you don't want to do business with you anymore. Your whole business has gone down the toilet, right?

[00:09:44.610] - Matt Edmundson
Mm hmm.

[00:09:45.160] - Matt Edmundson
And so I think it's a bit it's similar with influencer. And I think if you can find an influencer, that's how do I put this diplomatically, let's say stable.

[00:09:56.940] - Chloe Thomas
OK, let's go with stable.

[00:10:00.230] - Matt Edmundson
Germain then. Then possibly. Yes, I think that's a good it's definitely worth thinking about. But if for me, I don't know I just feel a bit twitchy putting all my eggs in one basket, which is an influencer, which would then bring me back to Ryan's idea. Or do I just buy? I appreciate. Sounds quite callous, but do I buy their business? Do I buy them to buy their social media platform?

[00:10:19.590] - Matt Edmundson
Do I integrate them in what they're doing and tie them into it, make them a part owner? And it's somehow that would be a bit more interesting.
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[00:10:26.490] - Chloe Thomas
I think it speaks to to, I think, very simple principles about approaching influencer marketing, which is, number one, you need to go into it for a long term relationship with people. And then I think you’re going to get a much greater rewards. And secondly, you use the phrase, don’t put your eggs in one basket. Yeah.

[00:10:44.370] - Chloe Thomas
You know, if you’re if you’ve got a thousand pounds to spend on your first influencer campaign, don’t give a thousand pounds to one person, give one hundred quid to ten people. And, you know, do that testing piece lower your risk because, you know, that’s there’s huge opportunities out there for doing that.

[00:11:00.720] - Chloe Thomas
But I want to go to steer us a little bit away from influences because, well, what I really wanted to to get us trying to work out is what approach people should take to their own social media platforms.

[00:11:11.700] - Chloe Thomas
Now, we have already mentioned Facebook profiles, Facebook pages. The first thing you should definitely do, everyone out there is have a profile, a page, do not have a profile for your business.

[00:11:22.950] - Chloe Thomas
Facebook doesn’t like that. They will get very angry with you and may kick you off. So anyone out there who’s currently got a person named their company, stop it right now and turn it into a page.

[00:11:33.460] - Matt Edmundson
Yeah, we had stop that a long time ago.

[00:11:36.040] - Chloe Thomas
Yeah, many I have been caught out by that. I had two personal profiles for a while. Facebook killed the one I used and I had to start all the eCommerce MasterPlan stuff from scratch.

[00:11:46.040] - Matt Edmundson
Wow. Fun and games.
[00:11:47.240] - Chloe Thomas
So yeah, they hardly did it a week and a half before a massive launch. Bless them. Come it’s a virtual summit. I was like, oh, and all the ad data went and everything went. So behave in the way Facebook wants you to behave.

[00:12:01.080] - Matt Edmundson
Rule number one, rule number one.

[00:12:02.910] - Chloe Thomas
Don't break the rules because there's no come back. You can. Don't argue with them at all. They own it. Where should we be posting? What should we be saying as ourselves?

[00:12:14.420] - Matt Edmundson
Oh gosh, there's a bit of a loaded question, right there.

[00:12:16.800] - Chloe Thomas
Yeah, big question.

[00:12:18.270] - Matt Edmundson
I always say the same things. People, when they ask me this question, where do I begin? Where do I start with social media? For me, the answer is it's simple. You start wherever your customers are. Right. And this is this may sound very simple, but for a lot of people, it's like, I've got to do Instagram, I've got to do Facebook, I've got to do Twitter, I've got to do Snapchat.

[00:12:39.110] - Matt Edmundson
Now I've got to do tick tok. And I'm like, Why? Because there's no way your customers are on all of those platforms. Germain they just are just not. And so if you've got a young audience and you do Snapchat, if you've got a not so young audience, but, you know, young professionals, whether they do Instagram and if you've got, you know, a slightly older audience like I have, where are you going to do Facebook?

[00:13:00.480] - Matt Edmundson
Because, I mean, you know, you're breaking your demographics down. What's their primary social media. And the reason I tell people to do this is. You are just going to tired yourself that you are going to wear yourself to the bone trying to do all of those social media platforms, which means you will be doing none of them well.
Yeah, because each of them are slightly different strategy and each of them require focus. They require responding to people. They require creating the right content, the right words, the right hashtag strategy, the right emoji strategy. There’s so much to learn, let alone put in place.

You’re totally right. And you’ve got to think that through. I think, for example, one of the easiest things to do, and I still do it occasionally, not necessarily for the businesses, but certainly on my personal stuff, like if I put something on Instagram, I just use that slider which says post to Facebook Germein, because it’s easy to do that.

And there’s another one which says post to Twitter, you know, oh, OK.

Yeah.

And it’s like, no, no, no, no, no. Let’s not let’s not do that.

Right. Because you have got to approach whatever social media channel you’re on. Well, and I think I would rather do one thing really well than five things mediocre.

I think you’ll get a much better return if you do one thing well than five things mediocre, and not least because social takes a huge amount of time organically. It might be free, but the time to create the graphics, to write the copy, to post, to respond, it’s a huge investment and it probably doesn’t make financial sense to invest in five channels every month because you’re probably not getting the sales back.

No, not at all. And I think it’s it’s I totally agree. Just stick with where your customers are and start off with one and do that really, really well and become a master at it. And I think that would probably be a I don’t even know if that would be my starting strategy. That would be my phase two, I think that’s.
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[00:15:00.550] - Chloe Thomas
What's phase one them.

[00:15:02.920] - Matt Edmundson
I think first you have to define what social media is.

[00:15:06.140] - Chloe Thomas
Mm hmm.

[00:15:07.350] - Matt Edmundson
So is blogging social media. Is YouTube social media or due to, you know, a lot of people now, as you mentioned, social media, the first thing they think about is Facebook or Twitter or maybe not even Twitter much these days, but Instagram, Germein or Snapchat. And actually, how broad of a definition are we using? Because you need to understand what the different platforms are first. And I think fundamentally I would again, maybe I'm just a bit old school. I don't know.

[00:15:33.130] - Matt Edmundson
I would see blogging as a form of social media and I would see YouTube probably as a form of social media, even though it's also a search engine. And it is kind of like, you know, how do you define it? And so for me, I would predominantly focus on that first germein, regardless of whether I do Facebook and all that sort of stuff, I would focus on the blog, the content, the the YouTube channel. For me, they would be definitely the first places that I would start 90 percent of the time.

[00:16:07.810] - Chloe Thomas
I said not least because, one, you've got to have some content to talk about on social because just talk about your products is dull. You Just basically.

[00:16:07.880] - Matt Edmundson
You know, you're not going to build a tribe talking about your product, so.

[00:16:20.260] - Chloe Thomas
No, not unless you're incredibly lucky. So you've got to have some content to talk about anyway. And social media is such so short form generally that it's quite hard in that short form space to build an emotional connection, deal with people's barriers to purchase, deal with the you know, find out what their problem is, solve their problem, and then convince them to buy.

11
Oh,

it’s a lot easier to do that in a five minute video, in a, you know, a thousand word blog post. A lot easier to do that. And at that point, certainly with the blog post side of things there on your website at that point. So you’re able to put other messages around it and you have more control. So, yes, I get where you coming from.

You have. And then I mean, there’s all kinds of pros to this and advantages. So if you take my so I have a Facebook mind my own business, Facebook for my coaching consortium masterclasses you mentioned earlier. Right. There are, I don’t know, maybe eight or nine thousand people follow me on Facebook at the moment. I think there’s maybe fifteen sixteen thousand people on Instagram and probably another seventeen or eighteen thousand people on Twitter right now.

I don’t know. I can’t remember what the exact numbers are. But all told, let’s say it’s about forty, forty five thousand followers. I’ve got through those three key social media platforms on YouTube. I have less than a thousand subscribers. Right. My YouTube channel is rubbish. I just want to point I’m telling everybody else do good YouTube I my personal YouTube channel is a bit rubbish, is overhauled at the moment and this is why it’s all top of mind.

This is all I’m dealing with right now. OK, so this is this is this is the inside line. So I have like nine hundred subscribers on YouTube.

OK, now here’s the interesting thing about YouTube. I did a video on there. I did three videos about a bike, an electric bike called Amper, right, so I own one of our electric bikes and I did like a review and then they’re like, we’re like review. Can we send some more bikes? Make sure. And I reviewed these electric bikes. Right, because I just I like electric bikes. Just mess with. I get it.

So I did this. There’s three video series right now. I put out on social media, live on bikes. They’re great. So on and so forth. Technically, forty five thousand people follow me and I can measure the impact of putting that out on social media. Right. The thing about those social channels are I think I get the instant hit today because I put it out now. People see it now it’s either going to work or it isn’t.
[00:18:48.540] - Matt Edmundson
You get that instant feedback. That is a great thing about it. But if I applied the video to YouTube today, I might get four people watch it. It's not got the same comparison. You see what I mean?

[00:18:58.380] - Chloe Thomas
Yeah.

[00:18:58.530] - Matt Edmundson
But here I am. What, a year or two later, after posting those three videos, those three videos have had a combined viewing of seventy five thousand views.

[00:19:08.200] - Chloe Thomas
Wow.

[00:19:08.910] - Matt Edmundson
And not only that, if you measure the impact of those videos in terms of engagement and conversation and purchases and all that sort of stuff which pulled more social media or YouTube.

[00:19:22.560] - Matt Edmundson
YouTube, it's just and I appreciate YouTube as social media, but I'm just I'm just emphasizing this point here, that YouTube for me, blogging for me, it's it's much more long term strategy. You don't see the results today. But I know in six to 12 months time, if that video resonates, I am going to absolutely clean up.

[00:19:42.560] - Matt Edmundson
And so I would still say, even though I have only nine hundred subscribers of my not so great YouTube channel, the leads I get for my business are far greater through YouTube than the forty five thousand followers on social.

[00:19:56.470] - Chloe Thomas
It's not that transient nature of social media I personally find quite jarring. You know, it's like we for every podcast we put out, we create an audiogram both on the eCommerce MasterPlan and on Keep Optimising. So someone has to create the graphic. Someone has to then create the the actual audiogram. Then someone has to write the write the copy to go with the audiogram. Someone then has to schedule that across the different social media channels. So I don't know, I'm, I'm money into
this by the time, you know, I must be like 40, 50 quid into each audiogram by the time it actually hits and it’s gone in a matter of hours. It’s it’s gone.

[00:20:34.580] - Matt Edmundson
Yeah. If it’s that long. Right. I mean, it’s twenty four hours I think on Instagram. It’s a few hours on Facebook and it’s seconds on Twitter.

[00:20:41.490] - Chloe Thomas
Yeah. It’s like it just blows in the wind and it's gone. Now I know they’re worth doing not least because the guests really love them. So it's a way of encouraging the guest to promote it, which is a key strategy in podcast marketing. But but it’s kind of galling.

[00:20:56.640] - Matt Edmundson
That's what I think social media is actually really do well. So Facebook, where it does super well, is the fact that you can share that out in a in a click with your friends.

[00:21:07.740] - Chloe Thomas
Yeah, if you can get the interaction happening,

[00:21:10.770] - Matt Edmundson
Yeah.

[00:21:10.770] - Chloe Thomas
then it it’s is super powerful, but it is it is that going in, it is the transient nature of it and you’ve got to create good content to get it shared at the same time being all that much effort into that one thing when you could put it into a five minute YouTube video or you could put it into creating a blog where you put in something which is an asset which brings benefits for your business in the future and which gives you something to talk about on social media in the future as well.

[00:21:37.950] - Chloe Thomas
It's a tricky angle. It's tricky, tricky decisions on where to start and what to do. So I guess to to flip it a little bit, let’s let's kind of jump from phase one of working out what social we should be on to phase two, where we’re doing some posting to phase three. How do we know if it's worth it or not?
Because I think a lot of us, me included in some areas, specifically my Instagram accounts, we do it because we think we should and we wrap it up and justify it to ourselves as it's a test. But we have to keep an eye on the data in order to work out should we be doing this or not. So how long should we wait? How should we look at it? How is it the stats on the social platform? Is it the stats in analytics? How do we work out whether the social we're doing is worth it or not?

It's a really good question. For me, the purpose of social is to build a tribe, right? That's what you're wanting. And a tribe is someone who's engaging. Right. So the things that I'm always looking at are the amount of engagements I've had on social media and the amount of shares. For me, they're the two key things, because that's what I want to use social for, is I want to use it as a mechanism to connect with my tribe and to help my tribe share out to their tribes.

You know, it's worth going into tribes. But I mean, this word tribe where you where you share it out to your community, where you share it out to your tribe. And I think for me there, the two key things you can measure return on investments and stuff like that. But it's kind of like, well, how do I know? And I think that's easy to do with paid ads. Right. Facebook make it really easy to monitor how well your ads are doing.

So I want you to come back and spend more money on their ads. But it's not so easy with organic, is it? And it's not as straightforward as you might do something on social, which is got for sales. But that's kind of like if I do organic social, I'm always thinking how do I connect with my tribe? And so sales aren't really why I'm doing that. I'm doing it to build the longevity with that client I'm building to add value to that client I'm built. So I want to know engagement and I want to know shares my two key things on social media.

I'm going to add a third and tell me what you think about this. I, I think that with organic social trying to tie it back to money when we get to the wonderful world of Google Analytics is a silly thing to do because like you say, we're trying to create engage. We're trying to build that relationship rather than necessary. Drive the sales, but to track that traffic against. Email sign ups is a useful thing to do because you can see if people are getting getting engaged.
So I think if you're going to analyze the traffic once it gets to Google Analytics, look at dwell time, look at bounce rates and look at email sign ups as a goal. So you can see is this traffic doing anything when it gets to the website? And that's something I find to be quite a key number to look at rather than the actual financials.

Yeah, that's a really good point. I like that because if your email sign ups are going well, you're building your tribe, right? This is fundamentally what you want to do. You're building your tribe. And I think. Yeah, I like that idea.

You know, we always have as a secondary goal for our eCommerce website is email sign ups. Our primary goal is product sales. A secondary goal is email sign ups. And so one is selling products and the other is actually getting people to warm up to you to become part of your community, your tribe.

So hopefully they do buy your products and do share your ad out there. And I think, yeah, if you can if you can, I think I don't know, Chloe, found this. It's easier to get people to sign up to your email list than it is to get them to share your post on social media.

Oh, I've never looked at the numbers from that angle, but yes, I would say yeah, because it's not difficult to tweak and optimize an email sign up to get know four or five, six percent of site visitors to sign up. Plus it's an asset in itself when we talk about assets and transient things earlier.

So, yeah, it's it's not difficult to get people to sign up to email, but to get Yeah. A number of times I create a post I think is awesome or even see a retailing done a post that I think is awesome and it's like tumbleweed, you know, no one is interacting with it at all. Yeah.

And it's not because you don't like it actually you become more resistant to hit that like button and certainly more resistant to hit that share button. It's a phenomenon that I'm seeing more and more. Where social media is concerned is the inability to share so much. So you can't really do it that easily on Instagram. And I think it's fascinating, isn't it, how when they change the social media platforms, behaviours change. And it's it just intrigues me that less and less people are sharing it.
[00:26:37.520] - Chloe Thomas
Yeah, it's it's it's fascinating to see how the how as things evolve, you know, we have like Snapchat, which has messages which truly are transient, you know, is like, yeah, you can go back, you can see a tweet that you sent five years ago, but no one else cares.

[00:26:54.110] - Matt Edmundson
Yeah.

[00:26:54.720] - Chloe Thomas
Or is that almost more honest with just the disappearing messages? So we've kind of skirted around what people should actually share. And if someone's doing that first month on a social media channel, what sort of messages? As a as a quick question before we get into the insider tips around, what sort of content should they put out there in their first few weeks live?

[00:27:16.490] - Matt Edmundson
I think you've got to put out content that does two things. It's got to help your customers, help your audience or your potential tribe. You've got to build their confidence. You've got to build their trust. You know, that's number one. Number two, I think you have to tell them who you are. Right. And I think going forward, this is I like this phrase digital Davids. I use this phrase a lot. You know, a lot of people who are digital Davids, which is you familiar with the story, David and Goliath.

[00:27:41.990] - Matt Edmundson
Right. The young boy takes on the big giant. And how does he win? Well, in effect, if you own an e-commerce business, you are a digital David, because we have Amazon, right?

[00:27:50.480] - Chloe Thomas
Yup!

[00:27:50.820] - Matt Edmundson
We have these Goliath's in front of us. And how do we do how do we actually conquer? How do we do that? Well, the one thing that Amazon can't do but you can do really well is you, right? They don't have your personality.

[00:28:04.970] - Matt Edmundson
They don't have your values. They don't have your drive. They don't have your ability to connect with people. They do what they do. You do what you do. Right. And so I think more and more
eCommerce is got to build into it the personality of the people that run those businesses. Right. You can't I mean, you could outsource that, I suppose, if you wanted to to an influencer. But fundamentally, I think most eCommerce businesses need a face.

[00:28:30.020] - Matt Edmundson
And social media for me would be a place to do that. So I would be doing Facebook lives. I'd be doing little videos or whatever platform you're on. Just, hey, you know, I've just been thinking about this. Right, which is related to your product, related to a problem. But essentially you walk in through a park with your dog or whatever it is to give them some insight into you. But how you share a problem and I think you fundamentally want people to like you as a person.

[00:28:55.460] - Matt Edmundson
And it's it's not about product promotion. It's not about the latest sale. It's just about your story and about how you want to change the world. And it's about how you're the person watching it, you know, how you're going to help them and how you're you're just actually lovely. And again, as cool. I like you and I'm just going to click that, you know, you're honest, you're authentic, you're transparent. And I think I think people love it.

[00:29:19.460] - Matt Edmundson
I don't know if that's the right answer.

[00:29:21.210] - Chloe Thomas
And now, I think it's a good answer, because I think I think in the world of emotion and stories and where people want to feel that human connection, I think it was pre pandemic, I think is even more true now, is that we want a connection. We want to believe in wherever we're buying from and whoever we're buying from.

[00:29:40.960] - Chloe Thomas
And I think if you're if you're just putting up pictures of your products and flat graphics advertising, your latest postings thinking I only put up flat graphics about my podcast, maybe I should do for me if you're, you know, just saying, here's a product.

[00:29:58.970] - Chloe Thomas
Our latest range is now online. If do messages, it works great via email, you are you are missing a trick. If you're not taking, you know, a video camera round the round the warehouse, meeting some of the pictures and Packers.
[00:30:13.050] - Matt Edmundson
Yeah.

[00:30:13.380] - Chloe Thomas
Going through the marketing department, you know, even if you're going to want to record my my
dog walk inside, I'm screaming with horror. That idea I'm with you. But, you know, you can go, hey,
today we're just going to go and chat to reception. Hello, reception. And, you know, you do that kind
of stuff to just show that human humanity is so powerful.

[00:30:31.850] - Chloe Thomas
But I wanted to I wanted to play our sponsors jingle, and then I wanted to get into the insider tips.
So, Matt, we're going to pause now for a mind of our sponsors and then we're going to talk about
the wider world of organic social media.

[00:30:46.080] - Chloe Thomas
It's safe to say that most of us have been doing more shopping online lately, and if you're an
eCommerce brand, that means you might be seeing more first time customers. But once they made
that first purchase, how do you keep them coming back? Well, that's what Klaviyo is for. Klaviyo is
the ultimate email and SMS marketing platform for eCommerce brands. It gives you the tools to
build your contact lists, some memorable emails, or to make key messages a more way, way more.

[00:31:10.410] - Chloe Thomas
Whether you're launching a new business or taking your brand to the next level, Klaviyo can help
you get growing faster. And it's free to get started. Is it Klaviyo.com/masterplan to create your free

[00:31:29.040] - Chloe Thomas
Ok Matt, so far, we've gone deep into what is the point of social now you get to wow us with your
insider knowledge about the whole of social media. Not that we haven't covered that already so far.
So for the following questions, anything to do with social media goes. So are you ready for these?

[00:31:44.130] - Matt Edmundson
Sure!

[00:31:44.380] - Chloe Thomas
Ok, let's start with social media newbie advice. if we have inspired someone to take their first step
with organic social media, not quite sure how we manage that today. Anyway,
[00:31:55.000] - Matt Edmundson
please don't be put off.

[00:31:56.370] - Chloe Thomas
Yeah. What do they need to know to give themselves the best chance of success?

[00:32:01.290] - Matt Edmundson
I think for me, social media needs consistency more than anything, whether it's YouTube, blogging, Facebook, Instagram, you pick one platform and you get good at it, but you get consistent and you get consistent really quickly. It doesn't work where you where you kind of do it in fits and starts in your sporadic and you here and there. I think you do it consistently. You know, don't try and do it every day because that's just nuts.

[00:32:26.160] - Matt Edmundson
Right. But pick a routine or a schedule that works for you and get stuff out there on a consistent basis. And if you can do that, I think you win, especially if whatever you do, it incorporates video. I think video works every time, especially like we said. You know, if you're involved in the video, they're getting your personality. I mean, one of the most viral videos we ever did on social media was a guy in the warehouse with my track saw, which is a Ripsaw, a cutsaw.

[00:32:57.280] - Matt Edmundson
You know what I mean? One of those power tools could end up a pallet and turn it into a Christmas tree that was popular, OK? And that we just did that with a smartphone in the warehouse. That's how easy that was. Right. Everything's in your pocket these days, so be consistent and a little bit of video of that.

[00:33:14.980] - Chloe Thomas
Excellent! So once people have got started, of course, they've got to keep optimising. So what's your favorite way to improve organic social media performance?

[00:33:23.700] - Matt Edmundson
I think you've got to respond to the comments, right. You've got to learn from the comments that people are giving you on social media. So if they're not commenting, if they're not sharing where there's something not quite right. And so for me, it comes down to client feedback. Listen to the customer, what are they saying? And just make pivots and changes accordingly.
[00:33:44.550] - Matt Edmundson
Because like you said earlier, something you do you think absolutely. Totally rocks, totally dives. And he's like you know.

[00:33:51.090] - Chloe Thomas
All that effort.

[00:33:52.340] - Matt Edmundson
All the effort. But my experience is clients will pretty much guide you to what's working for them.

[00:33:58.200] - Chloe Thomas
Okay. It's impossible to improve our marketing unless we're monitoring the performance, but the list of stuff we could monitor can be overwhelming.

[00:34:06.090] - Chloe Thomas
So what for you is the number one organic social media KPI?

[00:34:11.180] - Matt Edmundson
Engagement.

[00:34:12.100] - Chloe Thomas
You had to say that.

[00:34:13.970] - Matt Edmundson
Totally, because I understand the purpose for me, you know, we're really clear why we're doing social media. What's the purpose of it? It's not to drive sales. It's to build engagement, which ultimately will lead sales, obviously. And so I'm super keen on measuring engagement.

[00:34:30.390] - Chloe Thomas
Cool! Okay, finally, it's crystal ball time. What's coming up in the next six to 12 months that we should be getting ready for in organic social media?

[00:34:39.110] - Matt Edmundson
Oh, man, that's a hard one, because covid is changing everything. Right. And so I think for me, it kind of stems back to what we are a little bit of what we said earlier. It comes down to connection
because the world is getting so isolated at the moment with local lockdown measures, national lockdown measures. It's hard, isn't it? And so what people need more than anything during this time, I think, is connection with the people.

[00:35:07.580] - Matt Edmundson
So I think that is going to become the big driving force is how well you connect with people through digital. So that's not about promoting products. It's not about a picture of somebody you don't it's not a stock photo, is what I'm saying. It's it's connection. It's engagement. And that for me is the the drive. How well can you connect with people through social media? That will be what I think wins 2021.

[00:35:35.750] - Chloe Thomas
Excellent! Matt, we are very nearly at the end of the show. So could you please let the listeners know where they can find you and your business on the web and social media Please?

[00:35:43.610] - Matt Edmundson
Sure I just head on over to my website, MattEdmundson.Com. Everything's there you can find all the social links and all that sort of stuff.

[00:35:50.150] - Chloe Thomas
Gone! Go and check out his terrible YouTube page.

[00:35:52.850] - Matt Edmundson
Yeah, I have. I noticed I was getting better. We've got some good plan coming in 2021. But yeah it's all right.

[00:36:00.350] - Chloe Thomas
It's all right. My mind's mine is not as bad as it was a couple of months ago when I set up this podcast, I had to to redo the automated feed that turns the podcast into a video and then puts it on YouTube. And so I actually had to look at my YouTube page first time and I was horrified by what I still had on that.

[00:36:18.290] - Chloe Thomas
So it's kind of like like a hasty half hour tidy up. Yeah, I shouldn't criticize anyone's YouTube because mine's are failing.
Well that what podcast is right, we do audio. There's a reason with the audio.

Yeah, that's the reason. The audio is good. Audio is easy.

Yeah totally.

And apple lets you do so little. You don't have to worry about what your page looks like.

Dig on Apple there. Dig on Apple that's fine.

No, no. I like. I like I like Apple podcast. I'm a big fan of Apple podcast. I like the simplicity of it, but I also like the fact I can't do anything. So I can't I can't worry about that is out of my control.

That's true. That's true.

Which is always a nice thing.

Okay. Matt, thank you so much for coming on the podcast today. It's been a pleasure chatting with you, as it always is. And hopefully some of what we said will have been useful to all you guys out there listening. So. So thank you.

No problem. Thanks, Chloe.
[00:37:10.680] - Chloe Thomas
Well, it's always great to catch up with that, and I hope that you guys have got some some insight into how your own social media fits within your business, within your marketing plans, and maybe some insight as well into how kind of content plays with social. Lots of ideas there not a lot of a lot of clear guide. There was quite clear guidance, wasn't there? We got into how to analyze it.

[00:37:33.880] - Chloe Thomas
We got into what sort of things to post put it into various phases of working. So I hope that's been been good for you. I think that's been a great start to our month on social media. Now you get links to everything we discussed today and the full transcript of the episode. Important notes and more at KeepOptimising.com. Remember, that's with an S, not a Z.

[00:37:53.070] - Chloe Thomas
As part of my mission to help you improve your social media marketing. I've invited our organic social media specialist to join us for a Q&A webinar at the end of the month. That's your chance to get your questions answered. So get yourself registered for that keepoptimising.com where you'll find all the details when it's happening, where et cetera, et cetera.

[00:38:12.760] - Chloe Thomas
And thank you very much for tuning in to this episode of the keep optimising podcast. Now, if you've enjoyed this episode, then make sure you check out the next two we put live, because in those, we're going to be talking about other people posting your social for you. So, We are talking about both influences and how to run that type of campaign. What's hot right now and the influence of space. And we're going to talk about how to get your customers talking about you on social media, too.

[00:38:42.220] - Chloe Thomas
Plus, coming up in December, we're going to be getting into content marketing, which we touched on today as well. So make sure you stay subscribed because we'll be talking about that in December.

[00:38:54.790] - Chloe Thomas
Please do tell your fellow marketers about the show, because I want to help as many marketers as possible to improve the performance of their marketing. Now. Have a great week and make sure you listen to the next episode so I can help you to Keep Optimising your marketing.

[00:39:11.940] Access everything Keep Optimising at Keepoptimising.com, that's within S, not a Z.
Keep Optimising Podcast: https://keepoptimising.com