

RAVIN' FANS Conversion Lessons: Friends, Likes and Followers

Welcome to the Ravin' Fans Conversion Lessons. I'm Carol Dunlop and this is "**Friends, Likes and Followers.**"

In this lesson, you'll learn the truth about your followers and how you can really capitalize on the power of your website to get the word out about your business and drive sales.

Everywhere you turn, you see lots of ads and programs that offer to increase your likes, subscribers and followers. And it isn't limited to one platform, its EVERYWHERE! You could wind up shelling out a lot of cash on strategies to get more likes and followers, but is that a good thing? Sure, you want lots of followers, who doesn't? But, having lots of followers may not be the goldmine you think it is.

Who owns those followers?

Not You!

Basically, any follower or Like-er or Friend that you have, on ANY social media platform doesn't belong to you at all. They are owned by whatever network they are on.

Look at it this way, what if Facebook, Twitter, Google+ or one of the other social networks shut down or went away tomorrow? What would happen to all of your "Friends?" Well, they would be gone also, with no way for you to recover or contact them.

Unless...you've turned those friends, likes and followers into...

SUBSCRIBERS!

Having subscribers, means having people who actually visited your website and opted-in to your list—which we will talk more about in just a sec—this is the way that you take back your control over social media.

When people subscribe to your list, they are raising their hand to say "I want to know more." This is the perfect opportunity to speak to them through your list mailings to allow them to get to know you better and start building trust.

Plus, when you email your list, you don't have to filter your writing; you can be open with them about your life, your mission or what have you. They subscribed because something sparked their interest. Now you're able to carry through on cultivating a list of raving fans who buy from you over and over again.

Earlier, I mentioned that we would be talking more about getting people to opt-in to your list. You might be scratching your head wondering where this magical list resides. It lives on your hub or website.

Your website IS your hub. It's where everything needs to happen. Because, as we discussed just a bit ago, social media could vanish tomorrow. Even if it doesn't, each network or platform has rules and regulations and procedures and limitations that make it difficult for you to communicate effectively with your audience, as YOU would like to do.

But there aren't any limitations on your website (or hub). It's all yours and it's all about you and your business.

If you think of your website as a literal hub or connection point, this is your End Point for ALL your social media posts to lead to. It doesn't matter what network, platform or post type, they all lead your audience here, right on your website. Your goal should be to get people OFF your social media platforms and ONTO your website.

Now, I know that some of you are thinking that you'll just use Facebook as your hub, right? WRONG. Very bad idea. All those social media platforms are only tools that you use to get people to click over to your website to get the REAL story about you and your business. Anything less and you're asking for trouble.

You may be asking, *"well how do I drive people to my hub?"*

- Word of Mouth
- Referral
- Social Proof

This is social media marketing.

And social media marketing is what you use to drive:

- Word of Mouth
- Referral
- Social Proof

You can also implement some tried and true strategies that still work, even in this age of social media:

- Word of Mouth from actual referrals
- Networking groups both online and in-person
- And of course advertising

But these tried and true methods are also part of social media marketing because you can do all of them through social media and live and in-person.

Your assignment is to review the **"Social Media Platforms Explained"** cheat sheet and then choose 3 social media platforms to dive deep into. It doesn't matter which ones, just choose 3 and go. You'll find the worksheet to record your findings included with this lesson.

In our next lesson, you'll learn how to **"Get to the Heart of Social Marketing."** Until next time, this is Carol Dunlop with **Creative Services International**.