

Halftime Mike Podcast with Sue B. Zimmerman

www.mikegingerich.com/instagram-marketing-sue-b/

INTERVIEW TRANSCRIPT:

Mike: Hey, this is Mike once again and I'm excited to bring to you another Halftime My Podcast. I do have a special guest with me today. I'm going to be interviewing Sue B. Zimmerman a.k.a #InstagramGal. She is a master at Instagram for Business. She is involved with teaching entrepreneurs, business execs, marketing professionals, how to use Instagram for their business and how it can be a powerful tool. She is an author and she's got a website. She even has a boutique store herself that she uses Instagram with. So, welcome Sue B to Halftime My Podcast!

Sue B: Thanks so much for having me Mike! I'm super excited to be on with you. Especially since we are going to be connecting in live very soon at World's Social Media Marketing Summit.

Mike: Yes, very much looking forward to that. And it's just amazing with social media that we can kind of connect with people. You start following them; maybe you listen to some of the things, their blog or with their tweets or different things about them then you begin to interact a little bit. And, you know, here we are, we get to the next step in getting to know each other and then we get to meet in real life, so, very much looking forward to that.

Sue B: Yeah, same.

Mike: Alright. So, Sue B let's dive in. You are the Instagram gal and I want to take a look at this for my audience as we talk about halftime. My audience is all about helping people grow leads and leverage online with doable digital marketing and Instagram is one of those tools that I think my audience can benefit from and dig into more. So, let's start with the few basics. Instagram was purchased by Facebook. That was in like, 2012?

Sue B: Yes, I believe or was it 11? I think it was 12, I'm not positive (laughs).

Mike: Alright, alright.

Sue B: But yes, they purchased them for quite a bit of money, close to a billion dollars.

Mike: Billion dollars, yes.



Sue B: Yeah.

Mike: Okay, and what kind of a growth curve has Instagram been on, and you know, and what's been some the keys in the past year for Instagram.

Sue B: Okay, so since I started teaching it, about 8 months ago Mike, there were a hundred and thirty million active users and currently, they are closed to 200 million active users. And I personally think that has a lot to do with small business owners getting on and leveraging it as a tool to really attract their ideal client.

Mike: Okay, excellent. And let's see, I think one of the big things for me that really apt to my Instagram use was, you know, the video tool. You want to say a little bit more about their Instagram's video features?

Sue B: Oh, Absolutely! So, that was a relatively new feature that came in, I think, at the end of the summer. I started using it at my store that you mentioned Sue B Do on Cape Cod. And it is wonderful because before that I was using Vine which, as you know, is only 6 seconds. But on Instagram, you have 15 precious, awesome seconds to show a snippet of your business or, you know, if you're a designer or jewelry designer, you can show how to create or if you're into green smoothies, you can show what ingredients you are putting in that green smoothie. I use it frequently at my store to celebrate customer shopping and having them kind of showcase what they bought. And I just have so much fun using the video especially since you can stop and go and backspace and edit out. So, for those listeners who are just so not, you know, happy about creating videos or want to create videos for their YouTube channel (if they have one), Instagram enables you, you know, the ability to quickly and easily crank out some great interactive videos that your followers can, you know, be a part of.

Mike: Yes, yes okay. And I think that's, you know, kind of one of the keys as well within scrambled. Both photos and video, but kind of making it, bringing it down to the level of the busy entrepreneur. Because it's on your phone, you know, and you can do it right there, right then.

Sue B: Absolutely! This is what I teach all my clients and this is what I say, probably, on every interview that one of the reasons that I love Instagram so much and I love teaching it and let me prepossess by saying, I am pretty much on every social media channel for either my product-based business Sue B Do or my service-based business Sue B Zimmerman. And it is definitely my favourite because it's where I can be as spontaneous as I want to be with sharing content as I live my day. And I do have 4 different Instagram accounts but the one I am specifically talking about is my personal account, Sue B Zimmerman, which I do spontaneously and the other 3 actually have a management tool where I can schedule and plan and strategize about the type of posts that I'm making. But, everybody's most-prized possession, hope you're like me, is your smart phone and it gives you the opportunity, it arms you with the ability to share awesome visual content. And it's so fun when you get the hang of it and understand how you can put together real strategy for your business.

Mike: Yes okay, okay. And I think that's a huge key, as you mentioned, just being able to do things on the go, you know, throughout your day. You know, let's dive into it a little bit more just with. Your business is up in the Cape, right? It's on Cape Cod, Sue B Do?

Sue B: Yeah, that's a seasonal store Mike. So, I have a house on a Cape. I live there on the summer. My store Sue B Do is in a town called Mashpee and I'm really lucky. I just pay rent for the summer months that I'm there. So, my little jewel of a retail shop has done very well and it has a great reputation. I sell jewellery and clothing and accessories, all with like the cape vineyard and the Nantucket vibe. And I created a really nice brand for myself and the reason I became an expert at teaching Instagram is because of the success that I had with my own retail store. And the story is that my twin daughters, my teenage twin daughters were on it, and I'm sure the listeners were thinking, yeah Instagram, that's where my kids are at all day.

Mike: Yeah.

Sue B: Well, that is true. However, my twin daughters, I saw they were on it, I asked them about it, they were like "Mom, we're so not teaching you or telling you about it, cause you're going to start teaching it." And of course I'm like, maybe want to do it that much more. By the way, to any of the listeners that have teenagers, watch what they are doing with their smart phones and learn from them. So, I got on Instagram, started using it for my business and because I am a visual thinker and, you know, I just see things in tweets in Instagram. My brain is wired that way. I embraced it, I dug in deep, I followed some of the best accounts, I read every blog post I can get my eyes on and really started understanding how magical and powerful Instagram was for my business, and my sales on the cape increased 40%. And so, that's a huge number right?

Mike: Yup, yup huge.

Sue B: Yeah.

Mike: Yes. So, it's a myth busted that it's just for kids and celebrities. You are there; you're just clicking it down.

Sue B: Oh, absolutely! Oh yeah, that's one of the things I always say. And a lot of people think that there's just not that many followers there. Well there's close to 200 million, and another myth is like they don't have the time for one more social media platform. And I say, of all the platforms I'm on, I spend at most 30 minutes a week posting but I definitely spend, probably, at least an hour a day engaging, commenting, connecting on reaching out, you know, people that I want to bring in to my community. So, it is where I enjoy interacting and engaging, part of that Mike is because, as you may realize that there's less noise on Instagram that there is on Facebook. There's no ads to the right, there's no distraction. In minutes, somebody likes or comments or engages on any of my post, I get to see who they are, I get to see who my super fans are, I go back and forth with super fans and they stay engaged. And I know that if I ever needed a "favour" from them like on my favour like "Can you please comment on this on Facebook or tweet this?", they would do it on a heartbeat, so, it's a place where I have, not only attracted an awesome community but also have what I call super fans, which are great!

Mike: Okay, okay. I think that's just a key point when you said that you spend maybe 30 minutes a week on solo posting but you double that as an hour with the engaging, responding, commenting back.

Sue B: Absolutely! That's the magic.

Mike: I think that too many times, you know, people are thinking about "Oh, what am I going to share? What am I going to post?" and so, you're kind of blown through that and say "Hey, double the time on my, you know, responding, commenting, interacting."

Sue B: Absolutely! I mean, that's where the magic all lives. Quite frankly, it's in the connections and the relationships.

Mike: Very good, so you're teaching and you kind of outlined Sue B Do, your retail shop, and you're getting consumers in there. Let's dive into the other arena. How about B2B? Do you have some clients and coaching there? Anything you want to share with that regard?

Sue B: Yeah, absolutely. So, as I mentioned, I have the store and I have it just for the summer, and then off-season I have been teaching social media for the past 5+ years. And I attend a lot of different conferences and I went to attend Brendon Burchard's Expert Academy out in California in May. And I was one of the very few people in the room Instagramming and everyone's looking at me like "Why do you want my picture? What are you doing?" And so, I was teaching so many of these experts and people in the room, and by the way, there were 800 people in this amazing conference.

Mike: Okay

Sue B: I was teaching them how to Instagram and all the light bulbs went off for me because I have been an entrepreneur ever since I was 13 Mike and I've actually had 18 different businesses. So, I see opportunities as they are kind of churning and presented to me, and I kept hearing and seeing that not enough business owners understood it. So, when I got back from that event, I went into the woods with my dog and I put my iPhone in the tree, and I decided to create a video by the plain Portersville and say "I'm the #Instagramgal and I'm going to teach business owners how to make money using Instagram." So, I put that intention out there, and you know good 8 months later, I am proud to say that it's a reality. And I'm so honoured to be on the podcast like this and share what I can to teach the world how to use Instagram to grow their business.

Mike: Alright.

Sue B: And have created an online course to do so. Now, to answer your question, into how to B2B use it, there are many different strategies to use, and one that I'll share with the listeners because I attracted my ideal client who happens to live in my hometown here in Wellesley, Massachusetts. Now, one of the strategies you can use when you're posting on Instagram is to showcase thought leaders. You know, people who inspire you, and whether you're with them physically or you're celebrating their greatness in a photo, or a photo with their book to let your followers know that you do invest in learning and learning from certain people. People will want to connect with you because they have a similar, you know, affinity towards that thought leader. An example of that is Gary Mandichak. I did an awesome

video when I got jab, jab, jab, right hook in the mail. And I posted the video on Instagram and immediately got a ton of comments and engagement, and I tweeted it, I think Gary might have retweeted it, you know, I put it on Facebook. So, that was the way to show an interest that you have, but to attract your ideal client, the magic quite frankly Mike is in a hashtag strategy.

Mike: Okay

SueB: And on Instagram, you can use up to 30 hashtags per post and I recommend using very few in the first description and then using multiple hashtags in your comments, the secondary area where you can comment. And this is something I dive really deep in to in my course as well. But the idea is that when you curate with certain hashtags and I was using #Wellesley 'cause that's where I live, and #Cape Cod because that's where I live in the summer and have a store, there are other people following those specific hashtags, especially real estate agents who are looking to follow people that lived in a certain community. And so, one particular real estate agent, Joe Woodrow, who happens to live in my hometown, and has lived here for almost 20 years like I have, had found me on Instagram from those hashtags because she is a real estate agent here in Wellesley. And she just saw my name pop-up wherever she went. She's like, you know, was it Melanie Duncan's page and there you are or I was in any Portersville page and I saw your name. And, you know, all the places that she was going to get content, she would see my face or some comments that I might have written. And so, she reached out to me, she booked a time trade appointment, again, we live in the same hometown, we had tea, and then she hired me as her business coach and subsequently hired me to do a mastermind for her team at my cape house, and then hired me and my team to manage her social media strategy and she has turned into a \$40,000 client since October 1st.

Mike: Okay

Sue B: And that all happened because of Instagram. We did not know each other outside Instagram.

Mike: Okay, so she discovered you via Instagram? Yeah?

Sue: Yeah! Pretty cool!

Mike: Okay, so discovery can happen there and some engagement can happen there. You know, what are some keys for growing Instagram presence? So I'm a small business and we are looking to grow our presence on Instagram, what kind of counsel advice that you have for that business?

Sue B: Yes, so I think one of the most important things is to show content that's very consistent to your business. So, if you're on there personally and you want to show pictures of your kids, and your cat, and your dog, and what you're eating, and where you're going and what you are doing, that is fine for your personal account. But businesses need to understand that the reason people are following them is because of their expertise and their content as an expertise. So, one of the things I am coaching businesses to do is to set-up a featured account. I have 3 different featured accounts outside of my Instagram account @Sue B Zimmerman. One is for my store in Cape Cod, @Sue B Do_Cape Cod, because the content that I share there is all about Cape Cod lifestyle, products I sell, you know, the vineyard,

Nantucket, the history, and so, anyone look in the nautical lifestyle. So, anyone looking there knows that when they land there, that's what they are going to look at. Separately, my Instagram expert account is @theinstagramexpert. I started about a month ago because what I was doing Mike, is I was mixing my expertise and with my personal account. And that worked for a while as I started kind of staking my claim teaching Instagram, but there's a lot of people that have only so much time of the day and don't want to be looking at the pictures of my kids or where I'm going or where I'm buying or what I'm doing. And they are more interested in the advice I'm giving. So, when you go to my account, @theinstagramexpert, you will only see content about how to use Instagram to grow your business. So, that's my featured account number 2 and in order to set-up multiple accounts Mike, all you need is a different email address.

Mike: Okay, okay that's good to know.

Sue B: Yeah, and the third account I have, which is relatively new, is called @SueBJewels (Sue B spells out the Instagram account of this business) and it's all nautical jewellery. And I do a lot of cool contest on that site. And again, if you love starfish and anchors and nautical jewellery, you will absolutely going to follow this account. But if you're not interested in that, you know, kinda want to, so, my point to your question is if it is really important to niche down your content and be hyperfocused on what you're sharing visually and don't do it in a confusing way. A lot of people often share quotes and that's totally fine and very inspirational, but why not take it a step further and brand your quotes in your company's colours. Add something iconic if you have it like an anchor, and make your quotes more memorable, so that when people see them, they will know that they're Sue B. Zimmerman's quotes. You know what I mean?

Mike: Yes, yeah okay. So, I'm just recapping here. Basically, you know, identify that niche and don't be afraid of having multiple Instagram accounts. They all can be done by an email address, but so that your contents focused and knots all over the board.

Sue B: Exactly!

Mike: Okay, and then consider if you are even sharing those types of inspirational things, think about some branding can be important, and that can help build your brand by having that icon, logo, something that identifies you as you share pictures, quotes and things on Instagram.

Sue B: Exactly!

Mike: Ok, alright, very good, very good. And now for the average user who's got a smart phone, android, iPhone, that type of thing, and they want to, you know, take a picture, but enhance it quickly on the go. Do you recommend some apps or anything that are able to add text or those types of pieces?

Sue B: Yeah! So I have a lot of favourite Instagram apps but I'll share three of them with you.

Mike: Okay, yeah.

Sue B: One is Diptic (Sue B spells out this app), it allows you to show your Instagram images in a scrapbook-type way so you can kind of map out the layout and tell a story using multiple images. I think it's a dollar ninety-nine. And my second one that I love for video is PicPlayPost (Sue B spells out this app as well), and you can upload videos sequentially in different squares or you can have it being in one square so you can show 3 different videos, and you can have them sequentially play. Again, you have the 15 seconds to do so, but if you wanted to keep something, it's a great way to do it and the really cool thing Mike is that you can upload music to that post, which makes it even more all that more high energy and fun to look at.

Mike: Okay, excellent!

Sue B: Yeah, and then my third favourite one is called Flippergram. Flippergram allows you to take images and turn it into a video and it flips through the photo, so, the more photos you upload, the faster the Flippergram goes.

Mike: Okay

Sue B: And you can also upload music to that one as well. But I use, you know, close to 10 or 20 apps depending on what I'm doing. I don't want to confuse the listeners, but I think those are 3 really good starting ones to use.

Mike: Okay, excellent! I'm going to have those on the show notes. I'll reference those, so by listing I'll be able to come over and check that out and just for everyone to know, this is going to be online at mikegingerich.com/instagramgal. Instagramgal, so that's going to be the easy way to find it and we'll dive in those details. Let's see Sue B, so this is great information here. Now, you also offer some resourcing, so let's talk about your course and EBook in just a little bit.

Sue B: Sure, so I created instadashresults.com and that's also on my website, [Sue B Zimmerman.com](http://SueBZimmerman.com). There's a sue services but I have it as a stand-alone website as well. My course Mike is 6 modules, within each module; there are 6-8 videos depending on the module. And the courses are little, under 3 hours long but it is a very in-depth course for beginners, intermediate and there are even a few little expert things in there. And it's been doing extremely well since I launched last October 1st. And it's a great course and you can go back to it, you know, if you need to go out and walk your dog or pick your kid up at school or do grocery shopping. It sounds like I'm talking to the moms on the call (laughs) because that's who I am. It's nice because when you go back to the video, to the course, you can just watch one little video within a video and feel like you can take an actionable step. Each video gives you that actionable step which is I know some of the listeners want and need to know they made progress. So, my course was outlined like that. And I have that course and I have another course called Instaexperts, which is for social media/virtual assistance that really manage multiple accounts like would manage other people's Instagram accounts. And that's a relatively new course that is doing well. And then, my EBook is called "Instagram Basics for Your Business," and that is in Amazon. And anybody that downloads that, it's a four ninety-nine download. I love your stars and review 'cause that's how it stays rank number 1 (laughs).

Mike: Yeah

Sue B: And I also have a service I do call Insta-bio (insta dash bio) again, that on my website too where I go into your account and I create a rocking Instagram bio, which you absolutely need to have to attract your ideal client. And so, I do that as a service and it's been going really, really well but I'm going to let the listeners know that every Friday, I do #InstaBioFriday on my Instagram account @theinstagramexpert. I give away a free bio which is a \$300 value every single Friday.

Mike: Okay, okay. So, you go live with a photo or video or something and invite people to comment?

Sue B: I post an #InstaBioFriday on Friday @theinstagramexpert account and there's 3 call-to-actions that I have. Tag 3 people, repost and write a creative comment, so, whoever engages on that post is selected through randomnumbers.org to be one of my winners.

Mike: Okay, randomnumbers.org, sure. Now, which kind of leads me to this point here of a little bit of a contest. I think you mentioned this earlier with the Instajewels as well. So, you're running some promotions, contests and what are some tips or maybe just outline another one and tips for a user who is thinking about doing that? What the benefits can be?

Sue B: Oh, when you do a contest?

Mike: Yeah

Sue B: So, I have found doing a contest is a great way to grow your followers and get people to come back each week for more. So, on my @SueBJewels account, I do a Double-Tap Tuesday. So, on Tuesdays, we give away a piece of jewellery, and what's ironic Mike is that it's like a lost leader because people that don't win it, still want it, so I end up selling like 5-8 pieces of that jewellery, regardless. So, I send it out and mail it to a winner, again, there are some rules that are there and usually the rules are, you know, to tag people, repost it or use a hashtag so that you get more followers to your account. So, it's really important that the contest aligns with your business. So, on @SueBJewels I'm giving away the nautical jewellery, on the @instagramexpert I am giving away Instagram-bio. I'm not giving an iPad.

Mike: Yes, yes

Sue B: You know what I mean? (laughs)

Mike: Yup

Sue B: Tied it in, making it relevant.

Sue B: Yes, exactly!

Mike: Okay, and then I'm hearing that the hashtags are keys, and you know, @tagging is also important because that's how you're getting more reach. You're getting more extension through that, your network of people are doing that.

Sue B: Exactly, yup it's called @mentions. When you @mentions someone's name, they will get a notification on Instagram that they've been mentioned and so, for example Steve, you might see that I had done this, I love that you post (laughs), I love that you like one apps of me. I posted on your Facebook wall that I'm looking forward to this interview because that's me, doing my little magical marketing and connecting with you, and hopefully some of your followers, who click and see who I am and maybe come over to my Facebook page and like it. And then you took it one step further which I obviously love and you Instagrammed it. And so, when I saw that you had Instagrammed it Mike, I tagged my 3 team members so that they can see that you did that 'cause I like to bring things to my team members' attention that are kind of brilliant marketing things.

Mike: Okay

Sue B: And this is one of them. So, what you did was like spot on.

Mike: Hey, alright!

Sue B: Yeah!

Mike: Okay, very good!

Sue B: Yeah!

Mike: Okay excellent, excellent. Now, 2 last things, and that is, you know, Instagram has the ability to, when you create the photo with the video to publish it out and you go to like Facebook, Twitter, Tumblr and there's even more, so, any recommendations on that regard?

Sue B: Yes, so you named a few. So, you can share it to Facebook and Twitter which are obviously the 2 most common places in it to share, but it also can be shared to Tumblr and to Foursquare. Or, if like you're mother is not on Instagram and you want to show her a sweater or something, flowers or something that you want to bring her attention, you can literally email an Instagram to someone to give it to them if you want to show them something that you're seeing there. So, if you go to statogram.com which is an online web server website, where you can look at all your data, your Instagram data. It's free; you just need to link up your account.

Mike: Excellent!

Sue B: You can literally see the data of where you're getting the most engagement, what time, what filters people like, you know, when (when they ran out of things), when you should be posting based on the engagements. So, I love to check-out my status there and one of the things that I had realize is that when I post an Instagram photo, it dives down after about 6 hours for me. So, on my personal account, I post at least twice a day. On my other featured accounts, I only post once a day. And the reason I post frequently on my personal account is obviously because I'm teaching Instagram strategies every time I post and it's my personal brand page. So, after 6 hours when the activity on the post dies down, that's typically when I share it to Facebook or tweet it to continue the conversation, to continue the engagement. Because my followers on Facebook, and by the way, you can share it to Facebook not only

your personal page but you can share it to a business page. And if you're like me, and you have multiple pages, this is pretty awesome!

Mike: It is awesome, yeah!

Sue B: Yeah, so you can share it over to your business page and the conversation continues. Now, some people on Facebook that are there might not necessarily be following you on Instagram. But what's cool about sharing it from Instagram to Facebook is that there's a blue hyperlink right above your post that says where it was shared from, so people can literally click on that in Facebook and go back to your Instagram account on your desktop or laptop or iPad or phone, and start following you from that post. They can go back and just follow you and just like you're trying to attract more followers in both places, and I love bringing my fans over to all my networks. I can just feel like there is a deeper connection to them when I see them on all my different platforms. But people aren't necessarily going to be on all of them. So, when it is shared over to Facebook, the conversation for me continues to grow. I continue to get interaction and engagement, so that content isn't done or dead. You know? And the beautiful thing about Instagram is if you curate your hashtag strategy, and what I didn't mention Mike is I do have a book called "Get Your Hashtag On." It's at getyourhashontagon.com. And it literally is the top 50 industries and the hashtag used in those industries, so you know exactly which ones that you should be using depending on what you do. And it's a 19.99 download and that's been doing awesome. But the point is, once you create a post, you can go back to that a week, a month later and add hashtags to it and bring it back to life.

Mike: Ah, okay!

Sue B: Because people are following certain hashtags all the time and quite frankly, all these big brands have people searching their keywords so you should know absolutely what are your top keywords for your business. So, something like Dunkin Donuts, #MyDunkin is something I'm sure they have somebody searching all day to see what are people posting when they buy their Dunkin Donuts, and how are they communicating what they are eating or drinking on Instagram and are there strategies that they are using that maybe we should start implementing as a team and as a company. So, you can keep the conversation going on Instagram versus Twitter when the tweet goes off after minutes and Facebook, you know, you go down, you move way down in the feed. But on Instagram, you can very easily flip through posts and see someone's history.

Mike: Okay, okay that's some excellent insights! You got my mind spinning so that have opened up to some new ideas here and this is what it is all about! This is excellent!

Sue: Yes!

Mike: Excellent! Alright, so I want to wrap up here and as we started with, my aim is always to provide doable digital tips. And so, if we are going to wrap up here, my question to you is Sue B, what is the next doable step that you recommend that can help my audience move forward, go to the next level with Instagram?

Sue B: Alright, well I have a free PDF if you go to my website Sue B Zimmerman.com waiting for all your listeners, so they can sign-up from my list, download that free PDF to have a starting point and once they get on Instagram, I strongly recommend that they follow the accounts that I mentioned. Specifically, @Sue B Zimmerman and @theinstagramexpert because every single time I post, I post with a strategy and I give tips within the posts, so you can learn by watching.

Mike: Yeah, excellent! Yeah, excellent! Learn by watching. So, that's the low threshold that's simple to do. Get on Instagram and follow you there at @theinstagramexpert.

Sue B: Exactly! Thanks so much!

Mike: Alright! Well, this has been a tremendously valuable time. I'm going to have a load of these little tips and links and tools that you recommended in the show notes. My mind is, like I said, spinning with new ideas and I even got a complement for doing something very well in Instagram from you. So, that was awesome.

Sue B: (laughing)

Mike: And I look forward to connecting in real life here in just a few weeks, so, that's going to be fun times.

Sue B: Yeah, we'll just have to tell all the followers to just go locate your Instagram account and they'll see a picture of me and you there in a couple of weeks.

Mike: Absolutely, absolutely! We're going to light it up with some great Instagram comments using the #SWSocialMediaMarketingRole14. So, yeah, so that's going to be an awesome event there, so, looking forward to it. SueB, thank you so much for being with me today on the "Halftime My Podcast" and to my audience, we will have all of these and more in the show notes, so, stay tuned for that coming. And stay tuned for more episodes of Doable Digital Marketing with Mike from "Halftime Mike." Thank you Sue B!

Sue B: You are so welcome Mike, my pleasure!

Mike: Alright, take care! Have a good day folks!

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