

Halftime Mike Podcast with Amanda Brazel

Podcast Transcript:

Mike: Hey, hey, this is Mike Gingerich and I want to welcome you to the “Halftime My Podcast”. This is THE podcast for marketers and owners to help them grow their leads and leverage online. What I’m talking about is doable digital marketing. My aim is to give you a halftime break where you step-aside, reflect on what we are talking about here with doable tips from experts and myself, to grow leads and leverage online. Let’s dig in to this episode of “Halftime My Podcast”.

Radio Announcer: Welcome to the “Halftime My Podcast”, presented by basketball fan and Hoosier-Native Mike Gingerich, where practical and no-nonsense resourcing on social media, business marketing and life is presented because the adjustments made in halftime help you win the game in the second-half.

Mike: Hey, this is Mike. Welcome to another episode of the “Halftime My Podcast”. Today, I am excited to have another guest with me. And I’m going to be speaking with Amanda Brazel. Amanda is from North Carolina and she is a social media marketing agency owner. She’s been doing some great things for clients who are seeing a return on their investment and seeing how social media digital marketing is helping them grow their business. So, that’s what we are all about here with Halftime Mike, talking about doable digital marketing. So, welcome Amanda!

Amanda: Hey Mike, thank you so much! I’m really excited and honored to be here. Thank you!

Mike: I’m thrilled to have you. You and I have been one of those, you know, social media stories where we kind of got to know each other through Twitter, Facebook and various things, and found some connections and ways that we could work together and have some common allies. So, it’s a pleasure to have you in the podcast here today.

Amanda: I know, thank you. I know it’s really; I love social media for that reason. It’s an amazing thing to happen (laughs)

Mike: Yes! Excellent stuff! Alright, now the topic today is, I want to focus on the case study that you’ve done. This is with one of your clients and the practicalities were that, you know, basically you really helped them generate some significant new business, which is what everyone is looking at when their talking about their social media marketing, their digital marketing. Their saying, you know, what can we do that brings a great return on investment and so are you ready to dive into this case study a little bit?



Amanda: I am ready.

Mike: Alright, okay! Let's say, okay, there is this client within new heights. I think I haven't written down that you helped him generate \$414,000.00 in new business last year. Is that correct?

Amanda: That is correct!

Mike: Wow, okay! So, tell me about the industry a little bit about this company.

Amanda: Sure! Well, this is actually a private medical practice and the owner is actually a psychiatrist, so it is focused in psychiatry. And the funny part is when we first met and started talking. When we approached the topic of social media, I really didn't know how it was going to go. I really didn't know, you know, being such a specific niche that, you know, maybe people might not be so comfortable to freely talk about. I wasn't really quite sure how this is going to go though. That's why I love using this business as an example because it is such a prime example of how powerful social media can be.

Mike: Yes! Alright, okay! So, how many clients were the averaging before you got started with them? And, you know, what kind of things that you see happen over that course of time?

Amanda: Well, when we first started working together, she was averaging between about 9 and 13 clients a month and that would be, you know, some highs and lows within that. And we gave it about a six-month period and that one was amazing because you could see it's starting to trickle up of tiny bit and then all of a sudden, it starts to completely took off after 6 months. So, she went from a hundred and fourteen clients and the previous year, 2012, to two-hundred fifty nine new clients in the year 2013.

Mike: Okay, alright! Great, it's excellent! And let us try to break it down a little bit then. So, you were hired and you took a look at not only, I want to say both social and digital. Is that right or what were some of the aspects that you started to look into first for her?

Amanda: Correct! Yeah, this is kind of unique because we took a look at a lot of different aspects of her business, but we did start with her social media marketing and we started off with Facebook, YouTube. I really encouraged her to do video marketing, which she did very well and that was very successful. And we also did LinkedIn, those were our focuses and then later down the road, we added Twitter and we also added blog writing, and we added email marketing to other health professionals as well as SEO and optimization.

Mike: Okay, okay. Now, did she have an existing Facebook page when you guys started?

Amanda: Yes, she did and we actually deleted that page and just started fresh.

Mike: Okay, alright!

Amanda: Yes!

Mike: And then, you said with YouTube. So, what about that, you know, kind of prior to, was she doing anything with YouTube and was this a YouTube channel that you helped her create?

Amanda: Yes! I helped her create her YouTube channel. She was doing a little bit of blog writing. The one thing that we really found is that when I came in, I said “Really what you’re actually doing is that you’re targeting other doctors.” Her language was so professional and I think that happens for a lot of doctors. I had to really kind of help her talk to her target audience. That was the aspect that I brought into the mix as well as on her social media. So, you know, being able to speak in layman’s term versus very, you know, scientific doctor terms and that really made a big difference in her engagements.

Mike: Okay, okay. So, what did you say a little bit more about her ideal target? You mentioned that she was speaking in medical terms and you kind of help her move that, had some shifts on that. So, who was that ideal kind of target?

Amanda: Well, her ideal target market, you know, was students, young professionals, you know, dealing with the variety of different issues and one of the things that we found to be quite powerful is that she would do a video on, let’s say depression or anxiety or hope to get dependency, drug addiction and then, you know, a dad, would be in Wisconsin, looking up a psychiatrist for his son or daughter because he ended stumble across her video on, you know, Google or YouTube. And then, you know, they would be able to connect with her and say “This is the expert. This is where we need to go and see.” And so, that was something that we found to be really phenomenal that’s kind of repeating itself over and over again.

Mike: Okay, okay. So, I kind of characterize that YouTube content. I mean, these were educational and simple help-type videos.

Amanda: Correct! Yeah, I would call the marketing that we’ve done with her very educational-based, so very educational-based marketing.

Mike: Okay, alright. Now, I know that some small businesses are kind of fearful when they hear the term “video” and things like that.

Amanda: Correct! (laughs)

Mike: Maybe, give a little example on me. What kind of a production was this to create a video?

Amanda: Well, that’s funny that you say that because I actually, I wrote a blog post about that. It is the simplest, easiest thing to do. You need a phone or you need some type of camera or in front of your computer. It can be absolutely no cost whatsoever. I do recommend that you kind of follow a little bit of a formula when you do your video. Obviously, introducing yourself, introducing your topic and then, you know, talking about the problems of that specific issue and then offering the solution, and then, you know, offering your help ‘cause they need it . Not in a pushy way but just you were there ‘because they need your help.

Mike: Yup!

Amanda: And it was, you know, she did a great job! And I mean I have personally done video. When I first started doing video, I was a nervous-wreck (laughs). And, you know, you just practice. Soon, you'll get better and better and better. Before you know it, you'll be really comfortable doing it.

Mike: Excellent, okay. Yeah, I think that's key. So, it doesn't have to be necessarily a massive production.

Amanda: No, no!

Mike: You can use some of those equipments. I mean, yeah, my iPhone a magazine HD capabilities right there.

Amanda: Yes, exactly. I think people tend to overcomplicate things and they got really worked up. It's gonna be perfect, and you know, it doesn't. Actually, if it's more raw, I find it to be better because you're, you know, your audience can see that you're a human being and they can trust you more. If it's too perfect sometimes in some niches, it's actually deterrent in my opinion.

Mike: Okay, excellent! And you said you have a blog post on this. Maybe we can get that in the show notes. We can link to that, so that people interested in learning them out how they can produce a simple video can take a look at your post on that.

Amanda: Sure, thanks Mike!

Mike: You bet, alright! Now, you also said and I think that it makes perfect sense so people would actually be searching online and maybe try to find a resource, re-joined and they would find these types of YouTube videos.

Amanda: Correct, correct! Yeah.

Mike: Okay! One thing I've seen with folks that, you know, can often be overlooked is that in a YouTube video, it's a, they can have great SEO potential, there's so many. YouTube is like the second most searched search engine I believe on the web today. So, I mean, it's getting major attraction. Only parent Google has more searches on it.

Amanda: Yes, yeah that's amazing. That was definitely a very, very, very powerful part of our strategy.

Mike: Okay. Now alright, so let's, but what else I could say with YouTube is that in the description, the description field allows you to put in a URL so you can say, you know, you can, here is the description of the video. "If you want more information, go to http, colon, backslash, backslash, you know, the website name" and that's a link in the YouTube description. So, when they view that video there in YouTube, they can click through and right to the website.

Amanda: Correct!

Mike: Yeah, okay.

Amanda: Yeah, and then of course you wanna share that video among your other social media panel as well. So, you know, that's always important too.

Mike: Yup, yup okay. So, we know that you helped her refine. That was first off was, who the ideal target was, and to be able to craft some communication that was gonna be in the languages spoken directly to that audience. And then you mentioned Facebook and YouTube and LinkedIn. Alright, so why don't we, I'd like to dive into each of those. We did a little bit of YouTube but maybe first of all, over action strategy. Okay, so you have those focus points, what were some things that you did and how did that start driving more traffic, more business.

Amanda: Well, one of the interesting things that happened on LinkedIn is typically it's fairly uncommon to be posting like motivational or inspirational posts. And the one great part about this particular client is she was very eager to try new things, which I find to be really important for continued success. And we were posting a variety of content there that her audience is really engaging with and they were really seeing her as an expert in her field. She was getting more referrals from other health professionals. You know, of course, that was also driving more traffic. People were more intrigued about what she was doing 'cause it was different than what other people were doing in her field of study. So, it was really an interesting outcome for LinkedIn. I wouldn't quite expecting that type of outcome. So, that has been really successful. And Facebook, we had a fairly slow growth.

Mike: Before you get to Facebook

Amanda: Oh I'm sorry, I'm sorry.

Mike: No, absolutely. I just want to ask one question there and that is, with her LinkedIn, just because, people are going to have their own professional profile as a person and then also a company profile, which did she use and let's just dive in that a second.

Amanda: She had the LinkedIn profile.

Mike: Okay.

Amanda: And we just recently added the company page.

Mike: Okay, alright! Just want to make sure I caught that

Amanda: Clarify? Yeah! Clarification.

Mike: Good! And I agree with that. I think that's, you know, LinkedIn can be an underutilized source. People can set-up their profile and then, too often they just forget about it.

Amanda: Yes!

Mike: Where you can post updates which can be seen by, you know, your audience, your connections to get to comment on they connect with.

Amanda: Yes, definitely! And we really optimize your profile too. So, there's a video and photographs of our office and blog posts and therefore [inaudible 14:04]. You know, I really encourage people to, you know, to really dig up their LinkedIn profiles.

Mike: Okay, alright. Let's dive to Facebook then. Tell us a little bit more detail on your Facebook strategy with her.

Amanda: Yeah, so Facebook we did a little bit more gear towards motivational and inspirational posts. Really couldn't get engagement with any question. That was very difficult to do and, again, given that it was psychiatry. You know, I kind of have a feeling that it might be. However, it's really I think social media is in a way, so powerful 'cause it's changing the stigma of a lot of different issues for people. And so, we've been noticing a lot more engagements on her page in the last several months. And then of course we, again, posted video, we often posted blog posts as well. But overall, Facebook, I would have to say was, you know, fairly quiet for her business.

Mike: Okay.

Amanda: But it was kind of, when you look at the numbers, you were like "Oh wow! There's a lot happening here behind the scenes that we couldn't actually see on her Facebook business page." Understand? (laughs)

Mike: Okay, okay, okay. So, you saw her, was it her fan count? Was that kind of growing?

Amanda: That was kind of foot-slow growing but what was really key was, how many people were direct, you know, leaving Facebook to go to her website.

Mike: Okay, clicking. Clicking through

Amanda: Exactly! Yeah exactly!

Mike: Yup, which I think so! Key point

Amanda: That was really powerful.

Mike: Alright, okay. So, I want to dive back in because you said that one of the keys for this client, and you think, for any client is that openness to try something new and openness to experiment a little bit.

Amanda: Definitely, yeah!

Mike: Now, did you have some homeruns and some that maybe didn't, you know, that struck out occasionally?

Amanda: Oh definitely! You know, we tried lots of different, you know, I would say more so like we tried things in her office. Certain, you know, policies or different ways to improve her business that, you know, we tried out and just didn't work. And then there were things that we tried that really, you know, really, really did work. So, you know, it just kind of depends, you know, depends on the situation. She was really great about trying new things. For example, I really kind of focused in the beginning and it was like, it was very uncomfortable for her to post motivational photos and funny photos. And I think that, you know, from my experience in talking to a lot of doctors, they come from, they're educated in a different way. And then they go out to the business world and so, little bit, it was a little bit different.

And so, for her, that was so uncomfortable but she gave me the “Go ahead, you just go!” And that’s what really made it successful with connecting, connecting her target audience to her business and her brand in a new way.

Mike: Okay, okay. And ah, can you say anything about the services you provide? Where is the kind of the line drawn or are you helping do some posting on her behalf? Is she handling some of those pieces herself? Do you collaborate on some of those? I think that’s one of those questions that businesses often ask is, you know, where is that line? How do we get professional help? Social media agency helps and yet, has it kind of be our voice and ends related to what we do?

Amanda: Yeah, that’s a really good question. Well, one of the things that, you know, I’ve gotten to know her, obviously, over the years and working with her and also being her friend, but we really have done a collaboration, so, you know, I will give her ideas and then she will take the ball and run with it in terms of the video.

Mike: Okay.

Amanda: Or a blog post. However, with that said, what’s great about, you know, having a service like ours is that when she’s too busy or doesn’t have time, we will take up the ball and we kick, we go and run with it. But in terms of her social media content, we’re pretty much doing all of her content

Mike: Okay, okay yeah! Alright, and, now, you said that you got started with those social networks and then brought in later, you know, like a Twitter and email marketing. So, what was the kind of key points that, let’s say, goes with those social networks first and then, what was the turning point that said “Let’s bring in some of these other pieces”?

Amanda: Well, I think the turning point was just set. We thought it radically for we were ready to bring in more pieces of the, you know, let’s okay now, we know we got this going really well. Now, let’s bring in this piece and see what this will be easier this time. And so, you know, blog writing was definitely key that has dramatically increased the traffic to her website. Adding the Twitter piece, of course, really enhanced that as well, and then emailing her helped professionals. What I have found to be phenomenal about that, it really set her up in her field and niche to be the go-to expert.

Mike: Yeah.

Amanda: Among other psychiatrists and health professionals as well. So, she has found partnerships from that, she has found other consulting works from that. So, it’s just like really has been a snowball effect.

Mike: Yeah, yeah okay. And I really like this case study, particularly, because so often a business will come and say “Well, you know, our business doesn’t land itself towards social media because we can’t just offer a, you know, discount code and push out of this can out there” but...

Amanda: You can’t do that with this either! (laughs)

Mike: Exactly! You're showing that it doesn't have to be the case.

Amanda: No!

Mike: That you did with the help of the education route and that attracted a larger audience.

Amanda: Yeah! There is no giveaway, there is no fun and Starbucks gift card. So we're (laughs) team coding, it's a (laughs again) no, yeah. It's very, very educational and motivational. We're also, you know, helping, you know, give people hope and, you know, touching their lives in a different way. So, that was all.

Mike: Yeah, yeah. I recently re-read again. I love this book; it's by Jay Baer and it is called Youtility. And he outlines that people, basically, are on the web for one of two reasons. They are there to solve a problem or be entertained. And, you know, kind of entertainment kind of fits in that category of discount codes and things like that. But from the other perspective, solve a problem and that's where her expertise was coming in to help people get educated and ultimately, you know, seek her out to, to come in for her care.

Amanda: Definitely, definitely! Yeah, I saw that post of yours and I thought that was fantastic!

Mike: Okay, yeah. Now, let's see here, the, it's kinda going back in some details then. So, talk about email nurture then. So, what did that involve and how did that come about?

Amanda: I'm sorry, say that again. I didn't hear it first.

Mike: Email nurture. So, you kind of started some emails and what was an email campaign look like?

Amanda: So, basically what we get a lot of was just sending out the information that we were sending in the blog post. So again, that was very educational. We would also do some testimonial videos. Again, sending, you know, videos about specific topics related to health and that where our focus was in terms of her email marketing.

Mike: Okay.

Amanda: Yeah, and that was again something that was kind of a, a trial. It was, you know, emailing the health professionals that she was, you know, in contact with and we were like "Let's try this and see what happens." And you know, it turned out really successful.

Mike: Okay, alright! So, what was involved there was kinda willingness to enter into something but then, also kind of measure it and see what the results were.

Amanda: Yes, yes, yes! So, doing a weekly email and you know, the other key points that I think that are important is there's so much more to social media marketing than just posting content on Facebook or Twitter or LinkedIn. You know, in her email, you know, set up to be socially friendly. Her website, I set up to be socially-friendly, so people can, you know, read her email and then check this on Facebook or LinkedIn or Twitter. The same on her website, and so, I think that it's important for businesses to realize

is that it's not just posting content, it's creating this. It's like, you know, building a restaurant, right? It's like you want everything to look beautiful and you want to have comfortable feeding and it's the whole big picture put together.

Mike: Everything cohesive, connected.

Amanda: Right! Correct!

Mike: Yeah, yeah!

Amanda: Good quality service, good food, you know, friendly staff, you know, all are part of the social media marketing strategy in my opinion.

Mike: Yup! Yup, okay. So let's, again, break down those numbers a little bit here. That's she had \$414,000.00 in new business?

Amanda: Correct!

Mike: And then large, significant retention rates?

Amanda: Yes! So, we broke down all of her numbers and we found that she has an 85% retention rate, which is very high.

Mike: Yeah!

Amanda: Again, she was very forward-thinking. We worked a lot on how to even procedures and how things are handled in the office. She does an amazing job and she was very forward-thinking. Her practice was very different from other practices. She has a no-wait policy, which is phenomenal. So, you never wait for your appointment. You are literally seeing right on time. She has her entire practice revolve around that policy

Mike: Okay.

Amanda: So, you know, again, you know, those are other things that matter, right?

Mike: Yes!

Amanda: And so, yes, her retention rate is 85%. So, going into 2014, she can expect, you know, \$352,000.00 of the 414 that she made from last year.

Mike: Aha.

Amanda: Carry on, and her average client sends about \$1,600 per year with her.

Mike: Okay, okay. So, she's on an upward trend here?

Amanda: She is on an upward trend. Yes!

Mike: Absolutely!

Amanda: Definitely growing and doing very well. Yes! And she spends \$24,000.00 on marketing last year.

Mike: That's all? Yes!

Amanda: That's a nice Return on Investment (laughs)

Mike: Absolutely! That's what we are talking about. That's a tangible specific to say, you know, "What can a digital and social strategy do and how can that bring in new clients and was it new client, new business value to the practice?"

Amanda: Yes!

Mike: Okay, alright! Well, some excellent stuff here. Just a lot of good things to reflect upon and one of those nuggets again that you've mentioned that I want to point out is, basically, an offline and an online integration. Because you are talking about the social media strategies but you also talked about it came down to a no-way practice and some of your policies that the way they handle things away, the way they follow-up with people when they come and post visit.

Amanda: Correct! Yeah!

Mike: And it's huge for businesses, right? Online and offline?

Amanda: Yes, it's definitely, it's definitely huge. And again, you know, I talked to a lot of business owners that are looking for help on social media and it's, you know, it's hard to do. But there are times when I, I just say you're not ready for this yet. You're not quite ready to work with me yet. And the reason why is because, you know, we need to get x, y and z in order first. In order for this to really work for you, the way you want it to work for you, you know, 'cause it's not gonna, social media marketing is not gonna fix your business if you have fundamental problems and issues going on inside of it. So, that's something I think that is very important, and that's something that she does very well.

Mike: Okay excellent, excellent. Alright now, many we talk beforehand and you know that from my Halftime audience here, I love to give them something that's practical and doable because we're all about how they grow leads and leverage online with things that are manageable for them. Busy schedules, all of that going on, do you have a doable, digital tip or a challenge that you wanna leave with my audience here?

Amanda: I do. I would recommend that you measure where you are, you measure where you wanna go, and you know your numbers. It's very important to know your numbers in your business because then, you can figure out what needs to change and where.

Mike: Okay, excellent, knowing your numbers! Alright, so let's see here as I'll definitely gonna include in the show notes. You're gonna give me that one blog post on the videos. We are gonna be able to link to

your website, www.amandabrazel.com and that's b-r-a-z-e-l. So, I'll have all that information there as well. Where else they can find you online? Give me some social contacts there.

Amanda: Sure, well you can sign me on my website at amandabrazel.com and you can also find me on Facebook at [facebook.com/amandabrazelbiz](https://www.facebook.com/amandabrazelbiz), you can find me on Twitter as @amandabrazel as well.

Mike: Alright! Very Good!

Amanda: Thank you so much Mike!

Mike: Glad to have you here and looking forward to connecting at the social media marketing world in sunny, San Diego coming up here as well.

Amanda: I know, very exciting!

Mike: Alright, ok. Well, thank you for being with us and talking about this case study on your client and how you are able to help them do some outstanding business growth in the past year and, you know, congratulations on that and I look forward to hearing more results that you have for clients in 2014 coming up.

Amanda: Thanks so much Mike, have a great day!

Mike: Alright, take care!

Amanda: Bye, bye!

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