

ELIZABETH WALKER media

# ELEVATE your EXPOSURE Manageable Strategies to Maximize your Visibility

**Companion Worksheet** 

## As a smart, talented woman needing to market your business online, you've no doubt heard how important it is to be seen in your brand.

And, by now are you starting to realize if you aren't getting on camera and using video that your reach and bottom line will feel more cancelled vs renewed?

#### 86% of video marketers say that video has been effective at generating leads (Wyzowl Research)

Yet, knowing EXACTLY WHERE TO BE SEEN is what shuts down most women entrepreneurs - especially if you were born in the early '80s when "America Online" didn't even exist yet.

#### Discover the answer to my #1 Question: 'Where do I belong online?'



## BIGGEST MYTH

You have to be on all social media platforms producing all types of different content every day.

(no wonder you haven't fully fired up any visibility yet - you're tired just thinking about this!)

What thoughts, resistance or misconceptions have you had around how to show up in your brand?

## PAID PLATFORMS VS 'FREE' ONLINE



Local stations are typically free to be on but you have to be considered an 'expert guest' There are some 'pay-to-play' opportunities in local markets for shows that highlight businesses but before paying, ask who's watching and how many so you can get a ROI.

You may have a big vision to reach the paid platforms, but you first have to show you are engaging on camera, that others are watching your (consistent) content and you have the 'thing' that could be even more popular.



## DON'T BE DISCOURAGED!

Producers and executives are watching YouTube and other platforms for social proof and talent they haven't discovered yet. And, if you pitch to your local stations, <u>the first thing they will do is check out your content</u> <u>and previous interviews online.</u>

## SOCIAL MEDIA PLATFORMS online platforms

Get your biz name/brand on Top 10-15 Platforms to protect your brand. It's also a good idea to do this in case one of the platforms becomes the hottest place to post - your name will already be secured. Choose multiple social media platforms to distribute your content. Choose between 2 and 6, but for entrepreneurs who may only have a little VA help for social media right now, choose 3-4 to make it manageable for you.

#### FACEBOOK

71% (and growing) of Americans are on Facebook. Typically ranked #1 for global active users.<sup>1</sup>

#### 🗹 How many followers are on your FB business page? Is it clear what you do?

What are you sharing with your ideal client each week to give them value?

#### YOUTUBE 🕨

2<sup>nd</sup> largest search engine. Typically ranked #2. YouTube has approximately 2.5 million active users and they're watching 1 billion hours of video EACH DAY. It's a VIDEO platform - this is a given for you.1

Do you have your YouTube channel up? Why/ why not?

*Do you feel intimidated by the big YT influencers and their reach/content? Posting each day or many* times a week is NOT the goal for you. (And you can still be seen without all this work!)

INSTAGRAM 🞯

40% of Americans are on IG. Did you know more than half of IG's global population is younger than 35? You can cross post between IG and FB.<sup>1</sup>

*Instagram would be great/not great for your brand because:* 

#### LINKEDIN in

There are 875 million users globally and the platform is available in 200 countries and territories. Did you know: Businesses with an active LinkedIn Page receive 5 times more page views and 11 times more clicks per follower. And, businesses that post weekly on LinkedIn see 2 times growth in engagement.<sup>1</sup>

#### *Is a good portion of your clients/customers professionals and entrepreneurs?*

5 <sup>1</sup>Statistics from StatusBrew and Statista

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Ideally, you should aim to get consistent with Facebook, YouTube, Instagram and Linkedin first, then move onto additional platforms.

It should be clear what you do on each platform and you should be giving great value to your ideal client/customer vs always selling to them.

There's a percentage of time to sell which I can share with you in a no-cost, personalized Media Planning Call.

### Schedule a Call Now

PINTEREST 🔞

Ranked around #15, this platform has around 445 million users <sup>1</sup>

Do you have a product or a highly visible brand?

#### TWITTER 🗹

Almost 8% worldwide are using Twitter and it typically ranks near Pinterest and Reddit. When it comes to news, it's the most-used social platform with around 55% of Americans reporting that Twitter is where they regularly get their news<sup>1</sup>

🗹 Is your ideal client hanging out on Twitter?

Do you have the bandwidth to post daily?

'Statistics from StatusBrew and Statista 6

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## Going Live on multiple platforms is a game changer to elevate your exposure. Each platform rewards those who are using its features and who are going live and growing their engagement.

Going Live is one of the BIGGEST strategies women entrepreneurs over 40 resist yet it's SO effective. This is the big reason I teach you how to ignite your on-camera confidence, master your message and grow your business via streaming on social (and create regular video content) so you can be seen as the expert and change more lives.

## A NOTE ON TIKTOK

TikTok is ranked #7 as the world's 'most active' platform. It's great if your ideal client is a bit younger. Largest share of TikTok users at 40% are those 18-34 which is why some of the largest brands are advertising and present here.

Only about 14% of women and 14% of males are TikTok users above 35 years old. (Influencer Marketing Hub) You can absolutely use this popular platform, (if it's not banned in your country) but ideally add it in when you have mastered the other platforms or you have some help with marketing.



### What Past Clients Are Saying

"In four episodes, VIEWS WENT UP 1000%!



And, with our first batch of shows, with only 1500 subscribers, we've had episodes with views of 3K, 6K, 7K and even 10K. Elizabeth can break things down into an action plan that is specific enough to implement. From expanding social media channels for streaming to creating a YouTube series, she held my hand making sure I was ready to show up on camera. Elizabeth is not only fantastic at what she

does in business, she is wonderful to work with."

## Schedule your no-cost, personalized media planning call WITH ELIZABETH

Let's turn the spotlight on your website, platforms, messaging and if you're seen in your brand and you'll receive some powerful insights from a former network producer on how you can increase your impact and your bottom line.



Schedule a Call Now

## HI, I'M ELIZABETH

After a 20-year career as a successful television producer, working with Showtime, Starz, The Food Network and as a Series Producer for multiple HGTV Series--followed by a decade in her own coaching business, Elizabeth Walker is now the Founder and CEO of Elizabeth Walker Media.

She's helped thousands - honing messages for Fortune 100 executives and global solopreneurs, producing countless TV episodes, directing on-air talent from the newbie to the network and leading hundreds of mindset-shifting sessions with her 30+ years in personal development.

Before rebranding as an on-camera coach and a media and messaging expert, Elizabeth was hired by two, 7- and 8-figure global brands to be a business and marketing coach for their clients. Her work at these companies included helping entrepreneurs reach 10k months, master their message and lead hundreds through an online program she co-created called Broadcast your Brilliance, which generated millions in revenue teaching video, online marketing and media strategies.

Today, Elizabeth is helping highachieving women entrepreneurs to become polished on camera, fine tune their message and create their own online show so that they can be seen by the media and others as an industry leader and ultimately, change more lives.

Schedule a Call Now



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