

To Reel Or Not To Reel_

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You're listening to business badassery the audio advice column for your online business. I'm Kirsty Fenton.

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And I'm Amy Posner. We're talking bite sized episodes that solve real world problems with a no holds barred tell it like it is kind of approach. Hey, Kirsty here.

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Before we kick off this week's episode, I've got a quick question for you. Are you someone who finds selling your offers really quite awkward, not because you're nervous about the value of those offers, but because you feel as though in order to promote them or sell them effectively, you have to kind of toot your own horn. And the idea of doing that makes you want to curl up into a little ball and lay low. If this is resonating, I've got a brand new workshop that will help head on over to kirstyfenton.com/free-workshop. And you'll find all the details there. But basically in a nutshell, as long as you have a solid offer, so the kind that makes your customers happy, and a way to reach the people who've bought it, you have got everything you need to get started, and I will happily step you through the rest so that you can start selling more stuff more easily. Alright, on to this week's episode. Today's episode is all about Instagram reels. We have a very eagle eyed listener who has noticed that I have dived headfirst into the world of reels after talking recently about the fact that I don't need to do that for Instagram to support my business goals. So I talk about why I have made that decision, what's driving it and whether it might be a relevant move for you to make to.

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Okay, we have an interesting one today and it's directed very specifically at one of us and it starts in capital letters Kirsty you betrayed me. You episodes ago, you validated my anti real status by saying you don't need to bow down to the Instagram algorithm to have success on the platform. And then you made an epic real what gives? The betrayal vibes are just ingest? FYI. I'm sure you have a good reason. I just want to know what it is. So I can work have if I now need to jump on that ship to do this question made me it you want to get up and dance? Not made

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me laugh so much. Because you betrayed me. So yes, so I did make my first proper reel this week, I think like no, this week. And thank you for saying it was an epic one. It took me all bloody days to work out how to create a reel. But now I know I'm hoping that I can just cut that curve down. So it's like a 10 minute process. But I do have a good reason. So what we were speaking about, um, I can't remember which episode this was. But someone had asked a question about whether Instagrams really dead. And I had spoken about the fact that, you know, the algorithm is always changing. And depending on your goals for the platform, you don't always need to bow down to the algorithm to make the platform work for you. So what I was saying then was that my use case on my goal for Instagram has always been to build a deeper relationship with potential clients and customers. So sometimes that was clients who would end up working with me for one on one launch copy. Probably more often it was for other copywriters who would join my group programs. So because my goal was never to reach a huge amount of people, but rather to strengthen relationship relationships with people who are already in my audience, I didn't need to bow down to the algorithm because it didn't really matter so much that I was getting new eyeballs on my content. So as you can probably guess, where this is going, that has recently changed for me and I am actively trying to grow my audience and direct people in to one product in particular. So because of that, I now at least at the moment, I think need to respect the algorithm because it is my best chance of getting more eyeballs on my content and therefore more people on my list and therefore more people looking at my offers. So that is my reason. Did that come across? Clearly, Amy? Or is there something I've missed?

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No, it didn't. I have some questions for you though. So I think we we may have addressed this in that episode that you referenced before we're we're small was no no, we didn't. I think we have talked about this. I mean, it's like sort of what's going on with Instagram at the moment. And I mean, I wonder like, where's this going? Because I think I think this the whole real thing was in response to tick tock right to make content that was more tik talkie because tick tock is taking the audience but they are then they stopped prioritizing Still content, which sort of changes what the platform is right?

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Yes, definitely.

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So so my question is like, what so why would you do it there instead of going to Tik Tok? Is it because you already have followers? And do you see that that's what's going to happen or not necessarily, yes, I

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because I have no Tik Tok presence whatsoever. And I know that a lot of my ideal prospects are still

because I have no tik tok presence whatsoever. And I know that a lot of my ideal prospects are still hanging out on Instagram. There may also be someone tick tock, but I have absolutely zero traction there at the moment. I think it's still TBC whether people will leave or spend less time on Instagram as a result of the most recent changes, there have been some new changes announced, I think, this week as well, that I think make the prioritization of video content a little bit more appealing for small business owners just in terms of some of the things they're doing with the metrics and what you can see in terms of performance and small things like being able to add buttons to reels so that people can watch something and click directly from the wheel to wherever you want to send them rather than going straight down to the caption. So I mean, I think Instagram and Facebook and tick tock, you know, they're ever changing platforms in terms of how content is being prioritized and what users are seeing. So while I think that it's possible that, you know, one day, one of those platforms will go too far in those changes and piss too many people off so that that platform is no longer relevant in terms of growing your audience for your business, I think that has yet to be seen with Instagram. So that's why I'm not yet jumping off and saying See you later and heading over to Tik Tok, where I actually think I think on tick tock, I'd feel like I was an 80 year old, I just feel like it's a platform for young people. And I'm not a young person anymore.

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Yeah, it's, it's interesting with the whole with Instagram, though, because so I'm thinking on because what I asked you earlier was because you have followers? And of course you do, right? And so like, why would you want to leave the platform? Right? You have people and so I wonder, does that force people, I guess it doesn't say it forces people into a behavior because it did you, right? It's like you want to stay relevant there, then you do what they what's relevant there, period, right?

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Yes. And again, it's not so much about relevance, it's about reach, I now want to use that platform to reach more people and bring more people into my audience. So in order to do that, I need to play by the rules that Instagram has created and is constantly tweaking to do that. So I mean, it's not so much about relevance, it's about it's about using that platform to reach my goals. And you know, the rules of that game have recently changed, which is why I'm playing by those rules. So does that does that make sense? slight nuance there, perhaps?

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Yeah. No, it makes perfect sense. And it's and it's clever. And I have to this is a minute go sideways for a second. But, you know, in, in a recent episode, we talked about, you know, social media and the list and somebody starting a podcast, and here's the argument for the list. Right? Like, why would you have Yeah, why would you reach people on the list instead of on social? It's because, you know, what, if you're following us on social and they just change on you, they just do something different. Right? I mean, that's a that's a very, it's not, it's not a reason not to be there, but it's a reason to be a steward of the list. Right? And, you know, always be moving people into into your universe and off of, you know, and this universe, and I don't mean always as in a pushy way. But that's, that's why that's the goal is to have the, you know, is to have the list.

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Absolutely. Yes. So using content on social media to drive people to your list in one way or another, I think is, is the cleverest use of the reach of those platforms can give you because reach without contact or connection. Isn't that valuable at all?

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Exactly. And it's in its very fleeting, right? It's doesn't have any Yes. Doesn't have any staying power, where, you know, being able to get in a conversation with people in a relationship with people. And now we're on a whole a whole other topic, but I just thought it was it was interesting, because it really drove that point home.

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Yeah, definitely. Because who knows what they'll change next. Right? And I'm sure there'll be a point at which I'm like, I'm probably not going to play ball like if all of a sudden they're like, We will only prioritize reels in which you are singing like that's it for me. I'm done. I'm off

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Oh, I'll do your backup singing I'm not any good, but I'm not you know, I'll do it for you.

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deal done.

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There are so many things that that joint social media presence. So what else do we have if we if we hit this I think we're pretty short here but I guess Yeah, I guess I guess we've guess we've answered that. And so we'll we'll say this last part. Does someone need to jump on that ship? It sounds like it. I mean, if you want to You know, lead, generate or get or get get further reach? It sounds like that's what you need to do. Yes, that's

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right. So again, just keep that keep the end goal in mind. So if your goal or your reason for being on Instagram is to reach more people and to grow your list, then you probably do need to jump on, jump on the real bandwagon. And I have to say, you know, as someone who resisted that for as long as I possibly could, and was quite proud about that fact, they're actually quite fun. Like, even though the first one took me ages to make, I feel like it was good fun.

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You know, I got a few weird looks from my neighbors. But hey, we're moving house soon. So it doesn't matter so much.

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But no, they're good fun, I think. And I have actually seen like, I can see the performance stats for that real. And I can confirm that I have got a lot more reach with that than I have with my, my sort of stagnant imagery posts.

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Since because, I mean, it's compelling. And the fact that they're so short makes them more compelling. It's like eating candy.

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That's such a good metaphor. But like, for example, just in case people are like, Oh, but what's the difference? So, I mean, my Instagram following is relatively small. So let me get that number for you. I have 1646 followers, right. So not that many. And my last stagnant post, reached 479 accounts, and had 42 content interactions. Whereas this real, are you ready? I'm clicking through, reached 1262 accounts. So you know, that's what three times three times reach and got a lot more interaction on it as well. Yeah, so got played 1472 times. And the interactions, so they're broken down differently, but more interactions, like comments and saves, etc, and shares. So yes, just some data to help inform anyone listening or maybe bore the pants off you depending on how you feel about those kinds of insights.

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The the some of the still images, particularly some of the the memes and some of the Hodgins just getting they were getting stale. I mean, did you feel like that I did, it's like you scroll through, and I was much more interested in seeing people, whatever the message is, I mean, I'm much more interested in seeing what you were doing there, then then looking at something stagnant? Really, it seems they're calling it stagnant, not still stagnant? Is that the word they're using?

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No, that's the word I'm using I'm it's the wrong word, you're right, still is much better, stagnant. Sounds like it's rotting, which is probably what they want you to think still is stagnant, but No, still still imagery.

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Plants that seed a stagnant

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but yeah, totally. And I've, I've even found, like, when I'm scrolling through Instagram, even if the video has got, like, the slightest bit of movement, like, you know, is something where the text moves slightly, or like, whether background is a moving image, like, even that holds my attention, so much more than a still image. So just to say that, you know, if you're like, oh, do I have to, like, have my face in a real, like, you know, it may probably perform better. I don't, I can't back that up with hard facts. But you don't necessarily need to, there are other ways to create rules that don't involve you, you know, playing roles or being a bit silly, or, you know, pointing at bits of text and move around. Like, there is more that you can do there that, you know, can I guess play into the algorithms and also fit in with how you like to show up for your business and how you feel comfortable doing that. So if you need to expand your reach, you know, get involved in reels some way somehow and just experiment and track the insights that the app gives you so you can see what's hitting home, what's not. And of course, what's helping your business hit the goals that you set for it and how you feel that Instagram can support those goals and feed into them.

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Having a little bit of FOMO

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you should make a real I make good on that.

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No, I just need to just saying that made me feel to somebody it may not be in my immediate future. I have to go for the longer one and I gotta go back to my five minute videos. Like I can't I can't do these 10 Second deals or travel How long are they anyway? 30 seconds. 30 seconds. It takes some engineering, huh?

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It does. Yeah, I almost felt like I felt like I needed to like write down like a like, what's the word like a screenplay? When I was making my first one I didn't, but I was like, maybe it would have been helpful. So I could have now the concept before I just put it together and hope for the best. Anyway,

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sometimes it works better backwards. You know, you do it and then you realize then you learn how to do it. I mean, you know, it's a you have a process. It's like, oh, ah, how else could I have saved three
Our

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Oh, exactly. All right. I feel like we've answered this question hopefully sorry for the betrayal. Hopefully you feel less betrayed now, dear listener, if this episode has been helpful for you, please leave us a review. It helps us reach the ears of more people just like you. And if you have a question that you would like us to tackle in a future episode, head on over to [business badass dot CEO slash](https://businessbadass.com/CEO) podcast and you'll find the submission form waiting for you there.

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Excellent. Thanks for listening. Appreciate it. Catch you next time.