

The Impact Incubator



*with
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Module 13 Video 2

Introducing...

Online Opportunities To Serve

- In this video we are going to dive into some of my favorite online ways to serve people and talk about pros and cons.
- There's a reason I had you build your list BEFORE this video!
- It's because I want to make sure that your top things are coming from a place of what you want to do and not what you think you should be doing.

Introducing...

Online Opportunities To Serve

- Sometimes they're different and as long as God is driving the 'want' list-It's still going to turn out gloriously!
- You can't do everything and you really can't do everything everyone tells you that you *should be* doing.
- I'm going to give you my insight and recommendations, but keep in mind all the work that you've done over the last few weeks to understand who you are and what nourishes you.

Social Media-Facebook

- For what: Biggest, most active social media platform. International heavy hitter and offers the most dynamic analytics and research tools for businesses.
- Pros: Biz page, group option, ads, insights, and most people groups are already there. SEO is also good for FB pages,
- Cons: It's noisy and constantly changing to improve user experience, which is good, but takes time to stay on top of things. Endless scrolling is also a risk when you use FB.
- Resources/Tips: Set healthy boundaries between your personal FB use and your ministry/business use.

Social Media-Instagram

- For what: Highly visible platform that's a fave for beauty, food, DIY, and celebrities with a cultivated look. Also skews younger than FB.
- Pros: Great if you're in a highly visible niche or looking for younger followers. Women are highly active.
- Cons: Owned by FB but not as dynamic on the back end for analytics, targeting, or ad management.
- Resources/Tips: Avoid apps that promise to increase your following. They often rely on fake or spammy accounts.

Social Media-Twitter

- For what: Fast paced shorter posts social media platform.
- Pros: People who are active on this platform are often VERY active!
- Cons: Content flies by quickly so engagement relies more on regular content and getting in with other pages in your niche.
- Resources/Tips: Look at the top dogs in your niche to see if they are active on Twitter. Following and engaging with their pages will help you build your own following.

Social Media-Pinterest

- For what: Pinterest is a content curation platform that acts like a search engine and storage system for great ideas.
- Pros: It's great for driving traffic back to your website and posts have a really long shelf life. Tailwind is a great tool for curating and scheduling pins.
- Cons: It takes time for your pins to build a little momentum and Pinterest loves established pins.
- Resources/Tips: If you have existing blog posts in the Christian niche, join my Tailwind Tribe and share them with the group.

Social Media-LinkedIn

- For what: Very professional platform that often connects people around companies, titles, and niches.
- Pros: This is a great platform to increase your credibility and make contacts with people who aren't always active on FB. Jobs are also posted here. This is a great online resume for people to check you out.
- Cons: Some features require a subscription but aren't necessary for the average user.
- Resources/Tips: It's a slower paced platform so don't post as frequently as you do on others.

Social Media-YouTube

- For what: Direct upload of videos (Think of Pinterest for videos but it doesn't link back to your website.) Great for how tos and visual content.
- Pros: Playlists, follow feature, and great SEO ranking for titles. Ad revenue is possible, but a little harder to obtain than it has been in the past.
- Cons: Doesn't send traffic to your site to watch videos. Ads are
- Resources/Tips: Videos can be embedded in your website, but if YouTube goes down, so does your content.

Social Media-Others To Consider

- Snapchat
- Tumblr
- Reddit
- WhatsApp
- Tiktok

Email List

- For what: This is more than an email address to maintain your account. It's a management program that allows people to add and remove themselves from your list and you to easily send updates.
- Pros: You own it, and as long as you don't violate your email provider's regs, it can't be taken away.
- Cons: There are laws you have to watch out for and it takes time and money to create good content for your list.
- Resources/Tips: Be consistent with sending emails to keep your people engaged. Aweber, Mailchimp, and Constant Contact are great starter programs.

Websites-Your Own

- For what: A website is your online home for everything you do. It helps people figure out who you are and what you do and it helps you rise in the search engines for your key topic.
- Pros: You get total control over what goes on here and what it looks like.
- Cons: You get total control over what goes on here and what it looks like. Costs and maintenance vary widely..
- Resources/Tips: Smaller and done well is better than a huge site that is complex or disorganized. Self hosted WP is best practice but there are easier to manage options you can start with.

Websites-Others'

- For what: Being published and/or featured on others' websites gives you a boost in credibility and visibility. People may also click back to your site if they like what you have to say.
- Pros: More awareness of who you are and what you do.
- Cons: Not all sites are worth your time if they don't have any traffic of their own.
- Resources/Tips: Do your research before applying or saying yes to an opportunity. Don't be afraid to ask how big their audience is (pageviews, email list size, social media following, etc).

Online Summits/Conferences-

- For what: Being featured as an expert is a great way to get in front of new people and increase your position as the expert.
- Pros: Doing well at one of these events can bring a ton of credibility to your platform.
- Cons: Not all are created equal. Many events are created to increase the host's email list because they don't have a following.
- Resources/Tips: Do your research-Ask about the organizer's email list size, social media audiences, and how it will be promoted outside of the audience the speaker's are bringing.