{NAME}

Lesson Seventeen was the first part of considering the usefulness of social media in driving traffic. Now, let’s consider a possible drawback, and a work-around should it become necessary.

Social media takes a tremendous outlay of time, and if you don’t have the time, you need to pay someone to handle all of your social media for you. And since the advantage of content marketing has already been established, any additional budget could just be used to continue to add content, instead of investing heavily in social media. We already know there’s a huge ROI in content marketing, and so we could just double content production if we were going to invest additional dollars.

Having said all that, if you can effectively separate the lead generation portion of your social networking process from the selling portion, and avoid the trap of not keeping them separate, then you should successfully be able to use social media.

Understand that it could potentially be very difficult to drive leads from the very same social media source where you are converting those leads; it’s somewhat tricky to do both at the same time. Obviously in this system the two need to remain separate because content is used to drive traffic to generate subscribers and leads, but not to generate an audience.

In the next lesson, we’ll continue to consider the usefulness of social media for our purposes.

{SIGNATURE}

P.S. There is a great resource on building your own responsive list. Make sure to pick it up here:

{LINK}