

E118 - Why your business needs this marketing method for success.

Welcome to The Empowered Edupreneur Podcast. My name is Michelle Smit, and I am an ex-teacher turned online business coach for Edupreneurs, the owner of Digiteach and a six-figure entrepreneur. I am in love with empowering educators, just like you to create freedom filled online businesses and lives they love.

If you are looking to uplevel your skills, your finances, your mindset, and change the trajectory of your life as an educator and business, then you are in the right place. Think of this podcast as your weekly dose of business and mindset development to help unlock the infinite potential within you to play bigger with your life and go after your dreams.

We are going to have so much fun together. So thank you so much for pushing play today. Now let's dive in.

Hello. Hello. I am so glad to be chatting to you today. If you are hearing my voice right now, and you think I sound weird, then you are right. I'm actually sick. I woke up today with a cold and this whole year or actually like 2024. I don't think I got really sick much at all. My immune system was on top form, but yeah, it's winter now.

And I have succumbed to a winter bug and so I woke up sick yesterday and so yeah, that's why I'm sounding all a bitty, a bit congested, a little weird nasal vibes. But I had to do the podcast because consistency is key. It's the thing I preach, at least with my podcast.

So this is going to be a short episode today and it was interesting because I intended to record this episode for you, and then there was all this stuff that happened that made it even more apt that I share this episode with you at the moment. And so this episode is in light of all the chaos with regards to Tik TOK being banned in the US temporarily. And also Instagram having this mass exodus of people who want to leave the platform because of Trump.

And I'm seeing a lot of people on social media, freaking out specifically in the U S. I mean, TikTok being banned in the U. S. was a massive, massive thing. It hasn't been banned. They've put it back, which was such a weird situation. But

it was temporarily banned, and people were freaking out, and creators were losing their ability to earn, and people who have worked for years and years building an audience on a particular platform, their entire livelihood on this one platform, and then boom, it's banned.

They have no control over it, and they lose their audience, they lose their ability to earn, they lose years and years and years of time and energy based on that crazy thing. And it's devastating, it really is devastating, I can totally understand why people were freaking out. And this is pretty much exactly why I don't focus my audience building and my marketing solely or specifically my audience building through social media.

Now for years, if you've listened to my podcast, you have heard me preach this. I have been preaching about the fact that social media is not a secure place to build your business. And the place that I will always focus on first and foremost is always going to be email and email marketing.

Your email list is the absolute most important asset in your business. And I have had so many people tell me, my audience doesn't use email. My audience is on IG. I don't believe in email marketing. In fact, I had someone who purchased Digiteachers Biz Academy and then went through some of the program and saw that a huge portion of the program was how to build your email list and literally step by step building all the things they need to build their email list.

And then she refunded, and her reason was. I know my audience won't use email. And this is from someone who had never run an actual business before. And so there is this huge misconception out there that social media is where you should focus your energy.

And so many people don't even consider Building an email list. They just think, let me grow followers. Let me grow followers. I need to get as many followers as possible. This, this, this, this, this, and so many people come to me and they're looking for business coaching and I immediately ask them, okay, well, what's your email list size?

Because that's the first thing I want to know is, firstly, do you have an email list and what's the size of your email list? And so many of them are like, what? No, but I have a social media following. And. I'm not saying that social media is not worthwhile and I'm not saying you should not focus your any energy onto

social media. But to put all of your eggs in the social media basket is such a bad decision for your business because we have just been proven right now why it is such a bad decision.

You don't need me to tell you this. You've just seen the chaos from the TikTok ban and all the people who are freaking out. If Instagram was banned, I am on Instagram, if Instagram was banned, I would be bummed, but I would not freak out. Because I know that I have a rock-solid email list. I've got a rock-solid list building strategy.

And that's where I focus my energy on. I use social media as a tool in order to grow my email list. That is it. I don't build my audience on social media. I use social media to build my email list. Now, if I lost Instagram, I would have to look at a different platform to pivot onto, which obviously it's stressful.

You have to learn a whole new thing, and you have to sometimes start from scratch. It's not an ideal situation. I wouldn't want it to happen. But I'm not going to lose my livelihood because of it. I'm going to be able to continuously sell stuff to my email list and serve my email list and make an income from my email list, not from my social media following.

I don't really even consider personally my social media following much. For me it doesn't have that much weight. So this whole TikTok thing is just a reminder. It's a reminder, and for some people, they needed that reminder. That building your livelihood through a social media platform that you do not have any control over is a bad decision.

It's a very risky decision, and it doesn't make sense. And so the OG of marketing is email. Email has stood the test of time. It has not changed as long as we know, as long as at least I've been alive. Email has been one of the best ways to market.

And it has proven that it outperforms social media marketing and other forms of marketing. Email marketing is like the OG. And businesses that don't have email, I'm always very sceptical of it. You need an email list. I don't care what business you're in.

An email list is where it's at, okay? So let me tell you a couple of reasons if you need to start focusing on email in your business and stop focusing all your energy on the amount of followers because the followers ain't going to pay

your bills, right? So the first reason is personalization. Okay, so email marketing allows me to connect with my audience on a personal level.

It's quite personal when you send an email. Unlike social media where the messages are very broad, your kind of speaking to everyone. People use social media differently. When they go onto social media, they look at a bunch of strangers online. When you go to your email, you often get quality information that you really want to look at. Anything that's with your tax, or with your business, or with hiring someone, it's always via email, email is like the professional way to conduct communication. And people take email more seriously, they open an email, they read the email.

I'm not saying people read all their emails. I have a whole email inbox that is full of junk emails and spam emails and promotion emails. I don't read them. But, for the people that I trust and the people I want to listen to, I read their emails. So the thing is you can personalize your emails, and you can direct it to that person with their name and you can speak to them, and you can make it very personalized.

You can even segment your email list and go deeper into that personalization by speaking to a particular group of people about a particular thing that really connects with them. It's not broad. You're not trying to dilute your message for everyone. So that's one thing. The next thing is you build trust.

So by sending personalized emails, you build trust, and you foster a deeper connection. And this leads to high engagement, and it typically will lead to higher sales conversions and all of that, which means you're going to make more money. You're going to be able to impact more people. So for example, in my email, I would share stuff that I don't even share on my social media because that's just what I do.

I often will share a personal story, or different things and I make sure that when I'm crafting my email I'm speaking to one person in my mind and I'm having a conversation with them almost like a friend. Now, yes, I am sending my email to a whole list of people at once.

It's not going to one person. I'm sending it to my entire email list a lot of the time. But the way that I communicate with them is very personalized and that goes a long, long way. Now the next reason why email list is key is ownership. You own your audience. With email marketing, I own my email list.

Unlike social media platforms that change the algorithm every two seconds, that politics comes in and decides, hey, let's ban this major platform and screw all the creators on it. All these variables that could totally tank a social media platform. You're not going to have that with your email list. Your email list is a direct line to your community and it's much harder for that to fall away.

I mean, it would be really unfortunate if you lost your email list. I think it's not impossible, but I think it's very unlikely that you would lose your email list. So, that is massive owning your email list, owning your community. And I don't mean owning in a weird way, but like having control over that line of communication.

So it cannot be cut off. If you can communicate with your audience and your community, you can make money. If you cannot communicate with them, you cannot make money. It's pretty simple. So there is way more stability and control. This ownership gives you the ability to control your communication and ensure your message is reached to your audience.

And it doesn't matter what's happening in the politics and what's happening here and there. That is peace of mind. That is mental peace of mind. Now the third reason that email is a winner is that you will have a high return on investment from. Your email list from email marketing. So it has been shown time and time again, that email marketing consistently delivers the highest ROI compared to other marketing ways like social media and this and that.

So for every dollar spent on building your email list, your return is much more significant. So that is huge. And I can tell you from experience, in the many years that I have run my business, my email list generates the most money for me. Time and time again. I've never seen Facebook or social media or anything other than that be the thing that brings in the most income.

If I have a launch, most of the sales are coming from the email list. Every now and then I'm going to get someone on social media who's going to reach out to me directly. They're not on my list and we'll work together. They'll become a client, or they'll purchase one of my programs. I'm not saying that doesn't happen.

Of course it happens and you know for some businesses it happens more than others but for me, I always trace back, okay, like let's look at where the sale

came from. Let's look at all of that. And you'll see that this person's been on my list for a couple of months and sometimes people are on your list for a couple of years before they buy. That's also normal, but you're developing trust and all of that over time.

So that's major. It's really a cost-effective way to drive sales and to nurture your people. And to keep your audience engaged. So of course, when you have an email list, you have to pay for a platform or an email autoresponder. So you do have to pay for something. And this is why I think people are so quick to just use social media.

So they'll just get Instagram, and they'll just start focusing on building an Instagram audience because it's free. People don't want to spend money. And obviously when you have an email list, you need an email autoresponder. So you need a platform in which you can send emails and build a list on.

And typically if you're building an email list, you need a funnel. So you need a platform that's going to help you create a simple funnel to build that list. And that means you're going to have to pay something per month to do those things. And that's where I think people get freaked out. And I'm like, are you wanting to grow a business or not?

What are we here for? Most of the time when you want to build a business, you need to invest money and you need to invest time and you have to look at it as an investment into your future, just like how you would go and study at university.

You're going to invest money, you're going to invest time to get a certification that's going to help you get a job. It's the same thing. You're going to invest money, you're going to invest time into having an email list that's going to make you money. It's the exact same thing, but people are all so strange about it.

As if going and dropping like all this money and getting in this debt for a certification or a degree is totally fine. But God forbid you have to pay 60 a month to build, to run your business. God forbid. It doesn't make any sense. So, people's mindsets, when it comes to this has got to change.

Now, that's the thing. Your return on investment is going to be better on an email list. You're going to make more money from an email list than anything else. So those are three big reasons.

So that's personalization. You can personalize your stuff for people. You can build more trust. Ownership, you're going to own your audience. You're going to have much more stability and control. Very few things can tank your email list or take away your email list. There are things that can happen, but it's harder for it to happen. And then the third reason is a return on investment. So you're going to make more money from having an email list over time.

And you're going to see that when you start focusing on it, you're going to see that. So, you in a nutshell, if you're not focusing on building an email list and you're just focusing on growing a social media following, that's got to go, because that's not going to work. If you're serious about business, you've got to build an email list.

And I'm not saying that there are not businesses that exist without it, or I'm not saying that it's impossible to make money with social media. I've seen a lot of businesses that a lot of their income is generated through Instagram. I see it all the time. But it's very, very, very, very, very rare that they don't have an email list.

If you can find someone who makes all their money on Instagram, and I'm not talking about influencers because we are not in the influencer game. I'm not speaking about influencers. That's a different line of work. I'm not an influencer. I have a business. I'm a business owner. And the people I'm speaking to right now are not wanting to be influencers.

You want to be a business owner, or you are a business owner, right? So, don't even think about influencers cause yes, they, their job is to grow as many followers and then they get paid deals and whatever to promote stuff to their followers. That's a different business model. This is like having a business selling courses, selling products, selling your own offers online.

I want you to look and see if you can find anyone who generates all their money just through Instagram or whatever, and they don't have an email list. If you can find that person and they're successful and they're making a lot of money and they literally don't have an email list, I will be very impressed.

I don't think it's a thing. I think all of them have an email list. And I think that they use Instagram and whatever to sell and they make sales, but they are also building their email list and making sales through there. So they've got that stability.

All right, so you need to prioritize your email list. You want to build a community, but not just on social media. My email list is not just a bunch of names. It's literally a community of people that are interested in what I offer. And if they're not interested in what I offer, they are more than welcome to unsubscribe. There's an unsubscribe button under every email.

I don't want people on my email list if they don't want to be there. But I don't treat my email list as just a bunch of names. I really look at it as a relationship and I'm very connected with my email list. I feel connected with them. I see these human beings with lives and souls and all of that.

And for me that goes a long way. And I've seen time and time again that my email list is the moneymaker ultimately. It's a thing that brings me clients, students, sells my courses, coaching clients, all of that. So it's important that you use social media as a tool to grow your list.

That's perfectly fine but focus on that email list and treat that email list with utmost respect and love because that's your main asset. Nurture those relationships. So prioritize nurturing those relationships, provide value to those people, consistently engage with your people. Don't ghost them.

If it's once every two weeks that you email them, that's fine. If it's once every week, even better. But do what you can to stay top of mind and keep delivering value. Keep showing up for those people. Keep building up that trust. And you'll find that it will pay off in a huge way.

So if you're serious about growing your business, make email marketing your go to strategy. It is the OG of marketing. And you've just been proven by TikTok and all of this, that it is absolutely essential. Do not put your business in such a risky, vulnerable state by just focusing on followers.

All right. So I hope this podcast was helpful and go ahead and get inspired and go focus on your email list. Hopefully you go do that now. Have a beautiful day and I'll chat to you again soon.

Bye.

Thanks so much for listening to today's episode. I have an amazing on demand training that will show you my proven strategy for launching a course or group program online and filling it with students so you can drastically increase your income and impact without trading all your time for money. You can hit the link below and register for free, and you'll get access to that training immediately.

I appreciate you so much and I can't wait to connect with you in the next episode. In the meantime, go create a business and life you love.