

How to Break Into a **(SOCIAL MEDIA MANAGEMENT)**

~ Lucrative ~ Market



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 **SOCIAL MEDIA MANAGER SCHOOL**

www.socialmediamanagerschool.com

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A few years ago, “The Passion Test” was a New York Times best-selling book. Written by Chris and Janet Attwood, they outlined the tools to create a life governed by your passions. This book changed the course of so many people’s lives. And it was obvious to us when we read it, that most people have a very distinct divide between what they love and what they do in life.

If you love social media management and you have a personal life passion, why not combine them and become a niche manager and consultant?

We’ve had the pleasure of knowing quite a few people who have done just this. They combined their love of food, wine, toys, children, family farms, high fashion and downtown retail stores with their love of social media consulting and management.

As in all things, there are a few questions to consider before jumping in the niche pool.

STEP

Is my passion niche big enough to be lucrative?

The short answer we’ll tell you right now is yes. We can’t come up with a single niche that we couldn’t dive into and find more than enough people who need help with their social media management.

One woman we know helps women fantasy/romance writers with their social media marketing and she says it’s such a huge market that she has no problem securing as much business as she wants.

When we asked Kristen Robinson (a social media manager in Hawaii) how she knew her niche was going to be financially successful she said, “*I found that my particular niche market (local social media marketing) was large enough to be lucrative because that particular market started*

approaching me. Referrals were constantly knocking on my door. I figured if I got a lot of business offered to me, without me having to chase it, then it had to be lucrative!”

Think about what makes you happy. Maybe it’s eating raw or vegan or paleo or some other popular eating style. Do people who follow that diet, or teach others how to follow that diet, have national conferences or regional workshops? Do they have a national association or large offline social groups? If so, there are probably enough people to create demand for your niche services.

You might not have a lot of local business, but your niche customers will be thrilled that you already speak their language and have insight into the qualities of the niche right from the start.

If you want to attract the right customer, you absolutely need to have a niche-branded website and a blog that produces quality posts about newsworthy and sharable items in your niche. When your potential customers arrive on your site, it has to convey the message that you are an expert in the niche and in social media management. Case Studies will be your biggest asset.

STEP 2

How do I attract the right customers in my niche?

Kristy Kulberg Schnabel, a social media manager whose niche is women coaches, says, “I custom design my marketing to attract the right niche customers by having separate landing pages for that niche market. I also go to special networking events that I know my market attends.”

Take the time to create blog posts that answer each major “pain point” in the niche.

For example, if your niche is helping sci-fi fiction writers, title each post as if a famous sci-fi character is answering it. Having Captain Kirk answer why Twitter is vital for your book marketing would be a fun read, and show your potential clients that you know your sci-fi and can have some fun, too!

If you want to market your social media consulting and management services to a niche market, it will serve you well to be laser-focused on every marketing action YOU take. In other words, look at your Facebook posts. Do they support your niche clients finding you in a search? Look at your conversations on G+. Do they support your expert status in your niche or your fondness of “caturday?”

STEP

What are the Challenges with Niche Marketing?

Your own personal social media post focus is key to being successful. Remember, it all about Search when it comes to attraction-based marketing (See our Starter Kit tutorial titled, “3 Ways to Bring in New Clients”). If someone in your niche is looking for help with their social media and they don’t find you in a search, you need to up your niche-specific content on your blog and in comments on other blogs.

Your SEO on your website needs to be impeccable and your YouTube videos need to have the SEO in place as well. You can create a Channel “trailer” video that explains exactly what you can do for your niche market.

You also need to understand the budget needs of your niche. If your passion is in a field where there is not a lot of cash flow, you’ll find a lot of people might want your services, but they can’t afford you.

Advice from people who rock Social Media Management within a niche:

Get Clear about Your Message.

Kristy Kulberg Schnabel’s advice – “General Marketing says: “I’m a social media manager.” Niche Marketing says: “I help women coaches rock their internet marketing with social media.”

Match your Services to the Need.

Kristen Robinson’s advice: “Make your services match what the niche market needs. Social media management can cover a span of services and you want to make sure that what you’re providing is something that fills a gap in their marketing that they desperately need.”

Ask for Referrals

Once you’ve developed a few happy clients, ask for referrals within their niche. Now, this might be a bit tricky, because the niche might be so small that they see each other as competitors. In that case, slide to the left or right of the niche and see if you can get referrals there. For example, if your niche is again that sci-fi writer, instead of asking for other writers’ names, ask

for sci-fi illustrators or costume makers they might know, or anything that comes up as connected but not competitive.

Show Off Your Case Studies

Case studies are a great trust builder. They let the reader know that you have clients who pay you, that you've worked with similar clients in the past, that you're able to measure and track your results, and that they could experience similar results if they worked with you.

Your 3 Questions

Here are the 3 most important questions to ask yourself:

1. *Is my passion niche big enough to be lucrative?*
2. *How do I attract the right customers in my niche?*
3. *What are the challenges with niche marketing?*

Research your niche and then answer these questions. You might find that narrowing the focus of your perfect client is just what the doctor or the pet store or the sci-fi writer ordered.

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WHO ARE THE FOUNDERS OF SOCIAL MEDIA MANAGER SCHOOL?



Andrea Vahl is the co-author of *Facebook Marketing All-in-One for Dummies* – all 3 editions. She was listed on Entrepreneur.com: **50 Favorite Online Marketing Influencers** — and on Inc Magazine: **21 Best Blogs That Will Help You Grow Your Business** and on Kim Garst's – **Top 30 Women in Social Media** and on many more social media influencer lists.

She's an international speaker and a top trainer for Facebook Advertising at conferences all over the world. And in her spare time does award-winning stand-up comedy in Colorado.



Phyllis Khare is a two-times Dummies Author – co-authoring *Facebook Marketing All-In-One for Dummies* 1st and 2nd Editions with Andrea Vahl and Amy Porterfield and she's the author of *Social Media Marketing for Dummies ELearning Kit*.

She's developed a highly acclaimed time-management program for entrepreneurs called **TimeBliss.ME** and she's the social media strategist for **Peaceful Media** — consulting with thought-leader brands all over the world – in many different industries.

