

Katie Brinkley, Balancing Connection: Using Social Media for a Fulfilling Offline Life - Episode 317

In this Episode:

- Explore Katie's remarkable journey from diverse career experiences to founding a thriving social media agency. You can discover how she transformed her passion for social media into a flourishing business venture.
- She shares valuable insights into using social media as a means of connection, all while preserving a fulfilling offline life. You can find practical tips for maximizing your social media impact while minimizing your time investment.
- The significance of tailoring your social media content to suit various platforms and audience preferences and the strategic selection of the right social media platform for your unique goals, with a focus on cultivating quality engagement over pursuing influencer status
- Learn how to embrace and experiment with AI tools in the dynamic realm of social media and content creation and how AI can automate and enhance various aspects of your social media strategy
- Gain a deep understanding of the challenges and effective strategies associated with Facebook advertising and explore the vital role of awareness campaigns and retargeting in engaging potential customers with precision and impact

Notable Quotes:

“Posting on too many platforms and posting the same content on every platform is the biggest mistake.”

“I'm not posting to try and get a hundred thousand followers, I want to just touch those people that want to do business with me.”

“You can have just as much impact posting three to four times a week as if you were posting daily.”

Pearls of Wisdom:

1. Believe in yourself and find your cheerleaders, because the journey of entrepreneurship can be lonely, frustrating, and sometimes super difficult.
2. Spend less time in front of your screens and make those connections in real life.
3. Use social media platforms, emails, and AI, as tools for your business, and then get off your phones and enjoy being with the people that you're with.

Resources:

Katie Brinkley is an expert in leveraging social media for growth. With 19 years of experience, she's helped businesses build a strategy to attract the right followers and generate consistent leads. Katie's background in radio journalism and social savvy allow her to bring unique insights and effectively share her clients' stories through their social media strategy. With her guidance, her clients are able to grow their audience and income in just an hour a week.

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