



Rising Tide Startups Podcast Listener Feedback Summary

Pam Williams

"Freedom Shoe"

3/6/18 Season 1, Episode 10

Obstacle 1 – How to use social media effectively to market your company?

1. If products then focus on getting them in the hands of influencers... The people with big audiences such as YouTube stars, Instagram brand's, and podcasters. Then make your message shareable.
2. Only two things I can think of here: 1) pay someone to do it - perhaps a person who does social media for a dozen companies, so it's affordable; or 2) pay someone to show you how to do it.

If you are a great self-learner, then I'm sure there are affordable teaching resources online.

Obstacle 2 - How to find specific shows or events your target audience attends?

1. The first key is to get really clear on your target audience. Some of that comes from looking at who is buying now. What are the demographics and psychographics telling you. Who are your best customers? Then built an ideal client Avatar and then look at who had those clients as clients... particularly around shows and events.
2. Start following (on social media) companies that are like you and in your industry category. They will post socially which shows they attend, and where they exhibit. Then follow. And when you are there, ask a lot of questions about other similar events.

“Perfection does not exist!”

“Things always happen for a reason!”

“Just smile and breath!”

- Pam Williams

RTS Episode Page - Rising Tide Startups - [Episode 10 - Pam Williams](#)

Pam's website - freedomshoe.com

iTunes - [Episode 10 – Rising Tide Startups – Pam Williams](#)

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Don't be afraid to pivot!

Pam Williams