

## **Action Sheet: Monetizing Your Social Media**

### **MSBC Women's Brunch with Anne Hudson (@hudsonanne) – Austin**

#### **Monetize Your Existing Endorsements**

- Go through your current endorsement list.
- Pick one you genuinely use/love.
- Create a fun, authentic post, story, or reel.
- Ask them for a discount code or incentive to share with your followers.
- Track results + take screenshots (views, swipe ups, replies, shares).
- Share results with your sales team, show sales what you can “add-on” to your endorsement to help build your clients visibility.
- Don't wait to be asked. Post! Show results! Pitch!

#### **\*\*\*Anne's Personal Tips\*\*\***

- BE AUTHENTIC!!!!!!!!!!!!

I avoid static posts because I ALWAYS lose followers. It must be something I love, LOVE and can make 100% authentic or I won't do it. I pitch high if a client is pushing for a static post (minimum \$1500) and I put an end date on it.

- Focus on Stories, Reels, and behind-the-scenes content.
- If you post a Reel, remove it from your main grid (after you post, immediately click the 3 dots at the top right of your reel and select “remove from main grid”)...it keeps the reel circulating, but doesn't mess up the aesthetic of your grid and also doesn't encourage other clients to want to be on your main grid.
- Add your stories with swipe up to Highlights to extend their life during on-air campaigns.

#### **Reels, Creator Accounts & Viral Content**

- If you have a creator account, you get small payouts. TikTok paid me \$54 for a viral video that got 12.5 million views, Instagram paid me \$233.21 for the same video that got 512k views.
- If your content gets reused by news/TV shows, license it for money! I was paid \$600/per show, for my viral video.
- Example: \$100 earned from Reels with millions of views vs. \$1200 earned from licensing one video.

### **Affiliate Links**

- Amazon or other affiliate accounts can bring in some money.
- But it's usually pennies, unless you're high-volume or niche-focused.

### **Create Your Own Campaigns**

- Post a free, organic promo for something you love or want to endorse.
- Give away tickets, do a poll ('Who wants these tix?'), or give a shout-out.
- Use it as a proof-of-performance example for your sales team.

### **Track & Share Performance**

- Track views, swipe-ups, link clicks, responses, DMs, saves, shares.
- Screenshot results.
- Package and send to clients or your sales team with a short pitch.

### **Final Takeaways**

Don't overthink it, make it fun! It's YOUR brand! It's YOUR voice! You're a BAD ASS!

Think of your socials as "icing on the cake" of your brand.

You're not just a radio personality; you're a multimedia brand.

Challenge yourself to create a badass reel in Austin and include a brand you'd love to work with (HELLO **BÉIS** Travel Bags or whatever suitcase/purse you're carrying) and go have fun with it!

Good Luck and if you have any questions or need help brainstorming, feel free to reach out!

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