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ASHLEY MASON

Ashley Mason is the founder of Dash of Social, a content marketing firm specializing in social media, marketing strategy, blogging, and email marketing. Working closely with their clients, Ashley and her team help small business owners and entrepreneurs craft and execute value-driven marketing strategies designed to establish thought leadership, grow online communities, and build connections and leads.

Why Your Brand Needs a Personal Touch

ASHLEY MASON



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Blogger Breakthrough Summit Podcast Transcript

[00:00:00.17] - Liz Stapleton

Hey there, fantastic bloggers.

[00:00:09.14] - Liz Stapleton

Welcome back to another episode of the Blogger Breakthrough Summit podcast. I'm your host, Liz Stapleton, and today we've got a sizzling hot topic that's going to revolutionize the way you think about your brand and social media presence. Grab your favorite drink, get comfy, and let's dive in to learn from Ashley Mason.

[00:00:24.01] - Ashley Mason

I think for a long time, there was this stigma, ultimately, or this preconceived notion that business had to be strictly business, and you couldn't have any personal integration into that. But things have totally shifted, and now people really resonate with and interact with brands that are more humanized. And so being able to incorporate more of that content into your overall presence can do a lot. I mean, an example of how that happens for me is that every time I read a book, and I'm a very big reader, every time I read a book, I post an Instagram story of the book that I'm currently reading. And that content gets the most engagement out of anything else that I post, whether it's about social media or what have you. It's like people just love to see your interests and see your passions and know who you are as a human. And that's what helps to build those close relationships that can convert down the line.

[00:01:17.17] - Liz Stapleton

Well, now I have to ask, what book are you reading?

[00:01:19.16] - Ashley Mason

So I am currently finishing up Rouge, I think it's called. I'm a very big thriller reader, so I tend to gravitate towards that. Nice.

[00:01:30.07] - Liz Stapleton

Nice. Okay, back to social media and marketing and value-driven, well-rounded strategies. So video is where it's at. I have not mastered video, especially for reels and stuff like that. Do you have any tips on how to get started with that? Any tools that make it simpler? I mean, I'm a millennial. Don't blame everything on me. And Instagram is a struggle. I feel like kids definitely can figure out Instagram better than I. And by kids, I mean my eight year old nephew, probably could. So any advice there or tips or tools, things to get going in that way for social media?

[00:02:11.14] - Ashley Mason

Yeah. So I would say to think about what Content you're planning can be video. So for me, I do a lot of brain dumps for both myself and my clients, where I'll just think of a bunch of different post topics, and then I'll go through those topics and I'll identify which ones could be good video content. So first, you have to get into the habit of making to do videos in the first place. But it really all comes down to the preparation. I think if

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you're not used to recording videos or not comfortable with recording videos, having a list of talking points is key because a lot of times when people start hitting the record button, they're just like, they just don't know what to say. So I would say having a list of talking points is crucial. But I would also say to not necessarily write up a script because it is very obvious when someone is reading word for word. And so if you can come up with a few bullet points just to keep yourself on track, that's awesome. I also say that with video, aim towards having a shorter length compared to longer.

[00:03:10.17] - Ashley Mason

I mean, attention spans are so short nowadays that you want to make things concise. And so it, of course, depends on the content, which that will determine the length. But I say really anywhere from maybe one to two minutes is the sweet spot, just to make sure that you're captivating your audience and ensuring that they're watching the whole thing. I would also say to use a tool like Descript, which I love. It's great for video editing, and it's also great for transcription and captions. Captions are a must because so many people watch videos with the sound off, because videos often play with the sound off. And so you want to make sure that people who are watching your video who may not have their volume on are still being able to understand the content and read along with you, and you're not losing out on opportunities that way.

[00:03:59.12] - Liz Stapleton

Well, there you have it. Show your human side, get creative with video, and don't forget those captions. Thanks for all the fabulous tips, Ashley. Okay, that's a wrap for today. Keep those ideas flowing, stay connected with your audience, and remember, you've got this. Until next time, be sure to connect and learn more about our incredible speakers by checking out the show notes. Happy blogging.