

Maribel Quezada Smith transcript

[00:00:00] **Megan Dougherty:** Right. Hello everyone. Welcome to the podcasting for business on demand content library. You are here. You've got a ticket to the event. It's coming up in a little while, and this is some of the amazing speakers who may not have been able to attend live, but are presenting this fantastic insight for you in advance of the event.

Maribel, thank you so much for joining me.

[00:00:18] **Maribel Quezada Smith:** Thank you so much for having me. I am happy to be here and to share any info that might be helpful for.

[00:00:25] **Megan Dougherty:** and you've got a lot of info that I think is going to be very helpful for people. Could you tell people just first, a little bit about your business and what you do and how you work with clients to help them look and sound good?

[00:00:34] **Maribel Quezada Smith:** Absolutely. I'm a video and podcast producer, and I've been doing this work for 16 years. I started in television and then started to dabble into the audio world a little bit more. And over the past five to six years, I've been focusing on more production on online content as well as podcasting. So a lot of the work that I do as of late.

You will notice if you look me up that it's short form content for digital consumption. So like social media, YouTube and other types of like virtual conferences, for example, other types of venues and, and resources that are available out there. But it's mostly consumed in short form and through the internet as, as well as podcast.

[00:01:17] **Megan Dougherty:** Perfect. And just, you know, relating to that directly on your website, you've got a rather staggering stat that I'd love to, to learn more about is that you doubled your leads from posting one video a week on social media last year. Can you talk a little bit about, you know, what that meant for, you know, your work, your workflow, and kind of how, how that metric came to be?

[00:01:34] **Maribel Quezada Smith:** So I actually tripled my clients. Yeah. so not just leads. I actually tripled my clients from posting. It was one video a week last year throughout 2021. And that was really an amazing kind of an

experiment if you want to call it that. Because I initially didn't think that this was going to be something that would really generate anything serious.

A lot of the work that I do is for companies. I don't necessarily do work for individuals. I work with clients who have a company or a service that they provide. And so I was like, these people, they don't care about social media that much. Well, that's not true. I mean, they really do see you. And when they see you, this is what, this is the truth about it.

I think for what I learned about it, when they see you and they keep seeing. and they keep hearing you say things that are, you know, validating and informative and interesting, then you stay in their minds and then they think of you, whenever things come up and whenever opportunities are available. So that's kind of how it goes.

What happened was because people kept seeing me, I would get invited to speak at certain conferences, or I would get invited to give a talk or a webinar. Things like. and then that's where a lot of the leads came from. And people just seeing me recurringly were like, oh, I saw that you also worked with so and so because I post a lot of behind the scenes information mm-hmm and, and behind the scenes shots on social media.

And so they would be like, Hey, I saw that you worked with so-and-so. So that's interesting. I would like to know more about that or how do I do that myself? Things like that. So that's how I was able to triple my clients in one year from social media video.

[00:03:16] **Megan Dougherty:** and about these videos, were they were they short videos, like under a minute? Were they a little longer kind of, was it a variety?

[00:03:21] **Maribel Quezada Smith:** Yes. So actually most of these videos were short, so under a minute or under 30 seconds and they were all social media and it was mostly Instagram and TikTok. I didn't really do Twitter in 2021.

Mm-hmm I like once in a while I would post something on Twitter. Now I'm more regular, I'm engaging more regularly on Twitter. And that also has helped. Bring in more business for my company. So, yeah, so it's, it's impressive, honestly, but it takes, it's kind of a long, a long term game. Mm-hmm because I've been on social media for years.

But I realized that it wasn't until the last three years that I started to see more benefits from having a social media presence to my business directly to my business. It has a lot to do with how I tuned my message and how I was more able to niche down and be very specific about what I do very clear about what I offer and also show people what I do, because initially I wasn't really showing a lot of behind the scenes stuff or showing people kind of how I, how my process works.

And most people out there don't know what a producer does. They don't really understand what that means. They're like, okay, production, what? So what do I just do everyday? And now I'm showing them, and that's what I do a lot of on social media.

[00:04:45] **Megan Dougherty:** I like that. Cause you're really talking about, so you're, you're, you're demonstrating that, you know what you say you can do rather than just saying, Hey, I'm good at this.

You're like, no, really here, here are the receipts. Here's everything you can see about why I know what I know. I think that's great.

[00:04:55] **Maribel Quezada Smith:** Yeah. I mean, I have to say like, I didn't totally do it alone. I had help with branding, so I hired a branding strategist. And an expert in that I had professional graphic designers working on my logo and all of my colors and things like that.

And then I also had a social media specialist help me tune in and helped me kind of develop a more clear social media strategy, not even like, “oh, you have to post it this time” or nothing about timing. It was more about the overall strategy. Like the. What are the things that you should be talking about and how can you talk about them in a way that's interesting to people and doing that in one year, honestly, had a big effect and a big impact on, on my bottom line.

[00:05:45] **Megan Dougherty:** Yeah, it sounds like it was as a hugely valuable investment you know, sometimes paying for that expertise to help guide you to be doing the right things can be, can be so valuable. Let's talk a little bit more, because you work in both the podcast production and on the video production end.

So let's say I'm a podcaster thinking a little nervously, about maybe about getting into video. And I've been very diligent. Let's say I've got my content calendar of podcast episodes planned out for the next three months. How should

I be thinking about how I can use video to support these episodes that I know I have coming out?

[00:06:11] **Maribel Quezada Smith:** Well, it really depends on the type of content that your podcast is about, and the type of audience that your podcast has. So, for example, I've seen clients and other people that I, that I have worked with in the past, I've seen them do things like it'll just be an audiogram type of video on YouTube.

They'll have like a wait form and there'll be a picture. And that's it. There's a lot of discussion about like, well, that's not enough, blah, blah, blah. It depends on your audience. So if your audience is not necessarily attached to watching the content mm-hmm , you can get away with that on. Yeah, because if you're the kind of person that's like play, and then I'm gonna type my report and then I'm gonna cook some dinner.

It doesn't matter if you're watching it or not. But there are people who do look for information that has visual context on YouTube. And so what you're dealing with now is discovery. So the benefit to having a podcast on YouTube is discovery. The people that can find you that didn't know about your podcast.

So those are the people that you have to think about. So there are two types of audiences right here. The initial audience that you already have. Like, do they really care about your podcast being on YouTube or do they care about watching something related to your podcast on YouTube? You have to think about that.

And then you also have to think about the new people that might discover you because of YouTube and a lot of those people, I think the stats are like about 50% of them when it comes to podcasts, do actually wanna see something going on the screen while they're listening to the podcast. So you have to start with that.

because its a lot to think about, but if you start with trying to figure out what the audience wants first, then you can start making plants and they are different types of plants. Like I said, the audience that you already built, they might be okay with audio only. If you create something unique, that's different.

Maybe you are talking about medical topics and you talk a lot about like how important it is to take care of your health. And you talk about exercise and eating well. Well, a companion to that podcast on YouTube could be

information, visual information about how to cook something or how to exercise quickly.

You know, when you're a busy person, things like that that are more companion to the audio component of your podcast. And then for the new audience, you're looking at creating something that's encompassing the podcast, but you could also try if you don't wanna put in all the work of creating a full episode that has video to it because it's a lot of work, you could try to just tease them by giving them segments of your show and then telling them how to find you and how to take you or how to take them on the journey with you. So, "Hey, if you like this clip, you will love the entire episode. Check out the whole episode on wherever you listen to your podcast and you can take us with you wherever you go."

[00:09:09] **Megan Dougherty:** I really like the point you made about discoverability, especially on YouTube, because, you know, YouTube has something that podcasts currently don't, which is really good search functionality. So it's a really good idea to be, be thinking about that.

And let's, I'm gonna give you another example here. And this time I have been less diligent about planning out what is to come and I don't have an editorial calendar set for the next three months. Maybe not even the next month. Two or four weeks say. I know you work with people on editorial calendars.

Why is that kind of planning in advance so important for, for a podcast, especially for a business

[00:09:42] **Maribel Quezada Smith:** It's important for any type of content that you're gonna create, whether it's video, audio, anything, because you need to know ahead of time, what you're gonna be talking about in the next few weeks at. Or in the next few months, it's even better.

Right? So you need that so that you can get all of your thoughts on a spreadsheet and everything's organized and you can plan according to what you're gonna be creating. It saves you money. That's one of the biggest things that that's one of my sellers when it comes to talking to clients and convincing them to do it, like, listen, you're gonna need this editorial calendar.

Please follow the editorial calendar or the production schedule, other. You know, I use the term production schedule more so with clients, but a lot of people know it as an editorial calendar or, or wanna look at it more in that way. Yeah. And that's okay. There are different formats for it. So at the end of the day, it does save you money because when you have an idea of what you're

gonna be shooting or what you're gonna be recording over the next few weeks, you can batch which in production and as far as video specifically, it's a lot less expensive to record. Let's say four, four episodes or four videos in one day than to record them over the course of four days.

I'm a producer, I have a production company. And as, as a producer, I have to also bring in other experts in specific things like lighting, audio, videography, and those experts charge you by the day. So if I'm gonna pay somebody by the day, I might as well use their whole time, their, their entire day and do as much content as I can get out of. And it's gonna look amazing because they're the experts, but it's also gonna be, be gonna be saving us money.

And most clients really like that idea. So you can't really do that, though. If you don't have a plan and the plan starts with a calendar.

[00:11:37] **Megan Dougherty:** I think that makes a lot of sense. I mean, batching, I mean, a lot of people like to do batching because it's more convenient. The fact that it also saves a lot of money and results in higher quality is, is a really good one to remember.

[00:11:46] **Maribel Quezada Smith:** Absolutely.

[00:11:48] **Megan Dougherty:** So let's say maybe we're not in a position or the someone watching this isn't in a position to be able to actually hire a production firm right now. And they are going to be doing more work in house. A lot of podcast interviews happen just like this, where, you know, I can see you.

You can see me, we two heads talking together in, in one screen. Is that usable video in your opinion. And if so, how do you find audiences kind of like watching that kind of talking head style or what, what's your take?

[00:12:15] **Maribel Quezada Smith:** I mean, it's fantastic. If that's all that you can afford to do, it's actually not in no way, is it less than to do a talking head video like this, where we're having a conversation.

It's not gonna be looked at, looked down upon in any way, plenty of people and shows and networks do that. And it's perfectly fine. So, if all you can afford is to record on a solid and reliable platform that can get you high quality video and audio. And you're gonna put this video right here on the internet or on YouTube.

That's perfectly fine. The things that I would add would be, for example, you need to have like an intro slate or some sort of intro visual intro to let people know the show is starting. Also, I would add lower thirds with people's names right here, graphics. So, you're gonna want to have a little bit of some graphics in there and honestly, the most important part and the thing that most people skip and shouldn't is the editing.

Don't just post the raw video that you get from your recording, like, "oh, okay, We're done recording, going into YouTube." A lot of people do that. And that's a mistake because this isn't live radio and this isn't live television. So, you don't need to post live or raw footage. Go ahead and use that to your advantage, use editing and cut out the unnecessary things, the pauses, or the thoughts that didn't quite sound right or didn't work.

Cut out the parts where it gets a little long, don't let things ramble on if you don't have to and make it as tight and as interesting as possible. And if you do that, you're gonna be able to garner more of an audience. You're gonna get people to pay more attention, and you're gonna get people more interested and engaged.

If you just post a raw video, that's rambling and rambling. it works. It has worked for some podcasters out there that we know of, but it's not gonna work for most people. I'm gonna tell you that, like from the get go, it's not gonna work for most people. It's not gonna work for most content because most of us are just used to consuming the most interesting parts of something.

And so, and, and one thing that most people don't realize on YouTube, the algorithms are so tight. They are able to see how long somebody watches your video and how long they stay watching your video. So if somebody comes across your video, they watch the first three minutes and then leave. And it keeps happening.

People are only watching like the first three minutes and then they leave. YouTube will never recommend your video to other people. And it'll never grow mm-hmm . But if you have people watching 50%, 60%, 70% of your content. That is a, that is a specific signal to the algorithm that people like your content, and they're gonna start recommending it.

And that's how you really grow. That's how your audience actually grows on YouTube by recommend by recommendation. So you want people to stay so that YouTube can recommend it.

[00:15:12] **Megan Dougherty:** I didn't know about those kind of cutoff triggers for the time watch. That's really interesting.

[00:15:15] **Maribel Quezada Smith:** Yeah. Like people abandoning.

[00:15:20] **Megan Dougherty:** Something I've noticed on YouTube recently is when you're kind of Scrolling across the the, I guess the, the time time marker. You can see a graph of what most people were watching. How valuable is that for, for kind of learning about what people find interesting.

[00:15:32] **Maribel Quezada Smith:** Eh, it's amazing. I mean, the beauty of YouTube that, and, and it's a big advantage that it has over a lot of podcast players or hosts is, are the a.

The fact that you can niche down and really specifically look at segments of viewership and what specifically they're interested in and also figure out where they're dropping off, like you said, or what parts of the video they're actually sticking around for the most, or maybe they're skipping, let's say I'll start watching the first two minutes and then I'll skip to the middle and I'll stay watching the middle for like 10 minutes, cuz it's so interesting.

You can see that in and that's so valuable for content creators because you know, what's hitting, like what's actually resonating with your audience and you can use that to create more content that resonates in the same way. So if you're talking about a specific subject and your podcast is 30 minutes long, but maybe the first 10 minutes is, is spent on just chatting about your day and then you get into the topic at 20 minutes in, or at 10 minutes in, and you talk about the topic for 10, 15, and you see in the graph that most people are skipping through the first 10 and getting to the, to the next 10 minutes or 15 minutes and staying there. Well, that should tell you everything you need to know. Maybe you need to cut down the chatter to like two minutes at the beginning. it's super valuable.

[00:16:51] **Megan Dougherty:** That's really, and one of my favorite ongoing debates in podcast world is to banter or not to banter at the top of shows. I like, I like that. Now there's a way to put data on that by going to the, to the video trackers. Very Cool.

Maribel. Thank you so much for sharing this insight, sharing these tips about video and sharing these kind of, you know, really actionable ways to get analytics and apply them to your content strategy.

What are some ways people can work with you and where can they find out how to do that?

[00:17:16] **Maribel Quezada Smith:** The easiest way to find me is on my website. So go to MaribelQS.com and you will find all the information about how you can work with me.

The work that I do, the type of work that I've done in the past client testimonials information about things that I might have going on special deals or offers. I am working on something that could help people who are individual creators. That'll be coming out soon. And also you can, you know, fill out the contact form right there on the website. Send me a message.

I have something that's very useful for people. There's this thing that I created called the production roadmap quiz. So if you go to my website, you can take this quiz for free. It'll take you like a minute or two, and it kind of gives you the next steps.

On your creation process for production, whether it be for podcasting or video, it's a really good way to get an idea of where you are in the moment and where you're looking to go. And then I can maybe give you some advice on like what your next step should be. And we could maybe talk about working together.

There's no pressure. You can take the quiz whenever it's free and I'll give you the results via email. Perfect.

[00:18:33] **Megan Dougherty:** Thank you for that. So everything is going to be linked below this video. So in the members area where you are watching this, make sure to check that out, take that quiz. And if you have an extra minutes do read some of the blog posts on Maribel's website, they are excellent.

[00:18:46] **Maribel Quezada Smith:** Thank you for that. I completely forgot that you can also read some of my blog posts.

[00:18:52] **Megan Dougherty:** I have research. I find them extremely valuable, so thank you. I wanna make sure everyone gets them. Perfect me be. Thank you so much. And thank you to everyone who has been watching.