

Subject: [Mobile] #4: The Shocking Truth About Digital Sharecropping

Body:

Lesson #4: The Shocking Truth About Digital Sharecropping

Hi [Name],

Is your company completely dependent on another business?

Let me ask it another way... if Facebook were to go away tomorrow would you lose your audience?

If you answered yes then you are a modern day sharecropper. But don't worry, I'm going to teach you how to "own the farm" once again and kick sharecropping to the curb.

Sharecropping refers to the farming practices that took place post-U.S. Civil War, very similar to feudalism. A big landholder would allow individual farmers to work their land, but take most of the profits generated from the crops.

Sounds awfully similar to Facebook. The landlord gets all the profit while the farmers produce the content but have no control over the land.

I know, I know... Facebook is so big it could never go away... right? (for a funny video about what would happen if Facebook got deleted tomorrow [click here](#)).

Do you remember the social media site, MySpace? In less than two years, MySpace emerged as one of the hottest sites on the Web. It had more page views than Google and with a growth rate of 2 million a month, it stood to rival MSN, Yahoo! and AOL as one of the major destinations online.

But let me ask you... when's the last time you, or anyone you know, visited MySpace?

Check out this graph which sums up the rise and fall of MySpace:





So what's the point?

The point is it's utter foolishness to abandoned your website (that *you* own) for a social media presence (you *don't* own).

It's not complicated but some business owners have been blinded by the social media light and resulting in an inability to use common sense. It really is sad.

But I have a better idea. Instead of driving people to a site you don't own and have no control over (except the control your landlord chooses to give you) why not use social media to drive people to a place you own and control?

Why not drive people to your own website where you call the shots?

I don't know about you but that sounds much better to me.

And if you want to drive both desktop and mobile users to your site make sure you have a mobile friendly site. If you don't have one then [click here](#) to get a free 30 day trial of a mobile version of your site.

To your success,

Steve

Steven Hudson

P.S. Mobile searches have grown by 4x since 2010.

