



S1E20

Are You Talking to Customers on Social Media, or Just at Them?

Season 1 Episode 20 Notes

September 2026

bigleap

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Episode Synopsis

What happens when a brand stops treating social media like a billboard and starts having actual conversations? Coby takes McCain Kennedy, founder and president of Set Fire Creative, on a drive to FiiZ for a King of the Jungle and some pretzel bites to discuss why marketing needs to be a walkie-talkie, not a megaphone.

McCain shares how his side hustle grew into an agency serving hundreds of companies and how a stint in-house at an e-commerce brand proved that organic social—once tracking was properly set up—could quietly outperform a \$10,000-a-day Meta budget. They dive into why the brand that replied on Twitter in under a minute won his trust instantly, why 95% of buyers who aren't ready to purchase yet are still worth talking to, and why McCain's three rules for social all come down to one essential skill: listening.

About

McCain Kennedy



Highlights

McCain Kennedy is the founder and president of Set Fire Creative, a digital marketing agency specializing in organic social, paid social, Google Ads, and SEO. Named Sales and Marketer of the Year by Utah Business Magazine in 2023, McCain started Set Fire Creative as a side hustle in 2016 and went full-time in 2019, growing it into a full-service agency now part of the Agency Brands team.



Expertise

Before founding Set Fire Creative, McCain worked in-house with prominent brands including Avis, Budget, Domo, and Nomatic. He brings years of experience helping startups and small businesses navigate digital marketing, emphasizing the power of treating social media channels as community-building dialogues rather than broadcasting billboards.

Related Links

- [About Set Fire Creative](#)
- [Connect with McCain on LinkedIn](#)
- [About Sweet Takes](#)

Show Notes

Memorable Quotes

- "With social media, we want it to be a walkie-talkie, not a megaphone."
- "Organic social and paid, it's like a one-two punch."
- "80% of your content should be educational, inspiring, entertaining, uplifting. Only 20% of your content that you ever post should be promotional."
- "You want to know what kind of content you should be posting and how you should talk to your audience? Listen to them."
- "If people can see a brand engaging and interacting and communicating with people, with users, with followers, it builds just so much trust."

Sweet Stop

FiiZ (Saratoga Springs)

McCain sticks with his go-to King of the Jungle, a caffeine-heavy, tropical fruity mix, while Coby explores the menu for a coconut Diet Coke. Accompanied by a bag of non-negotiable pretzel bites, FiiZ provides the ideal local setting for breaking down digital marketing strategies over dirty sodas.

Key Takeaways

Grab an iced latte and dig in. Here's what stuck with us from this episode:

- Be a walkie-talkie, NOT a megaphone: Social media should create a channel where your audience can respond and trust they'll hear back, rather than broadcasting unresponsively.
- Rule #1 - Follow the 80/20 rule: Dedicate 80% of content to educating, inspiring, entertaining, or uplifting, keeping promotional posts to just 20%.
- Rule #2 - Engage, don't just post: Actively reply to comments, answer DMs, and follow other accounts to demonstrate genuine interest in listening.
- Rule #3 - Listen, then act on it: Let audience questions and conversations drive your content strategy.
- Organic social is customer success: Responsiveness in public forums creates accountability and trust that traditional support channels cannot match.
- Track it and the ROI shows up: Proper tracking turns organic social from an aesthetic afterthought into a measurable revenue driver.
- Cultivate buyers instead of hunting them: Since 95% of your market isn't ready to buy yet, organic social provides the sustained dialogue needed to build long-term trust.