

Webster Digital Marketing^{Inc.}

WebsterDigitalMarketing.com

SOCIAL MEDIA AND MARKETING FOR BUSINESS

HELPING BUSINESSES FIND CUSTOMERS ONLINE

WEBSTER DIGITAL MARKETING SERVICES

- Affordable website design & management
- Search engine optimization
- Text message marketing
- Online advertising
- Review building
- Social media marketing
- Video creation
- Email marketing
- Content creation & logo design



Webster
Digital Marketing Inc.



EST 2003

Millard Business
ASSOCIATION



WEBSTER DIGITAL MARKETING TEAM

- Established in 2013
- 3 Team Members



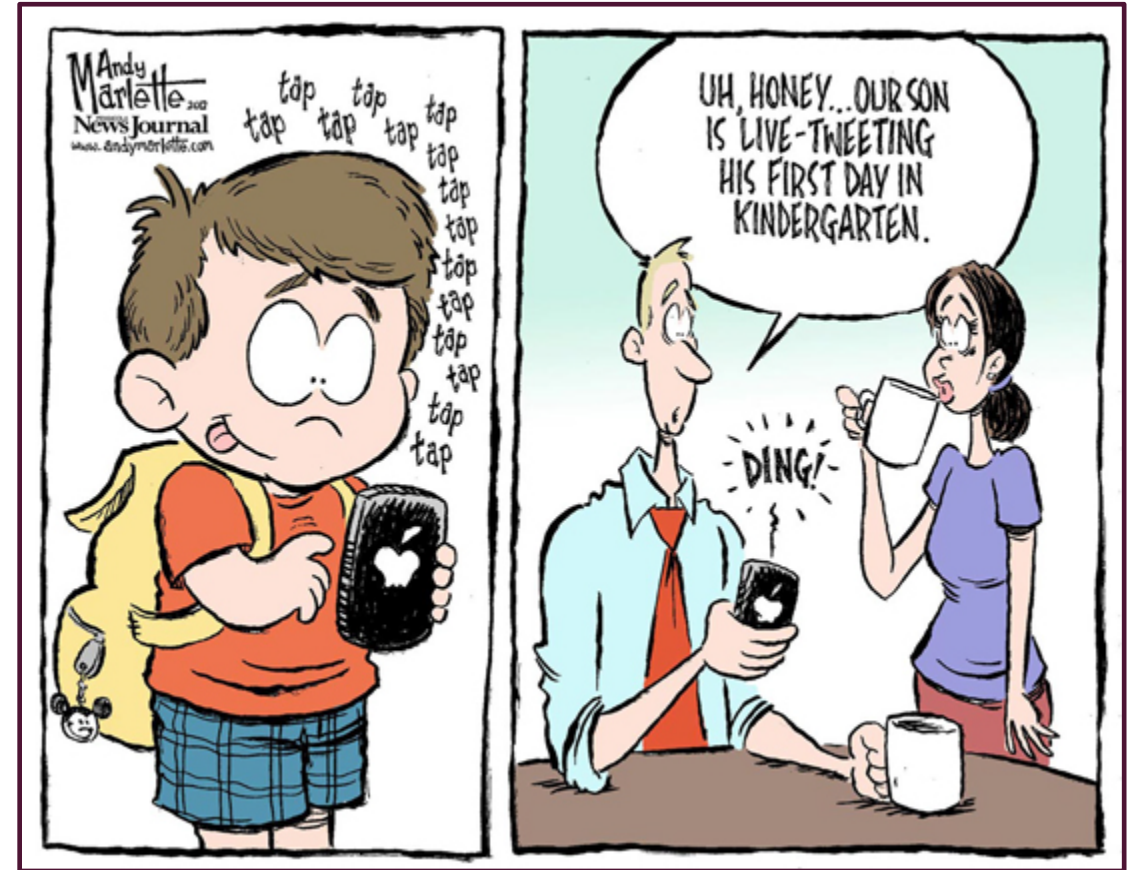
ANNASTASIA WEBSTER, PRESIDENT & CEO

Personal Information

- Moved to Omaha in 2010 from Kentucky
- Married for 9 years
- Step-son and Daughter-in-Law
- Lots of hobbies & interests: drawing, knitting, crocheting, jewelry making, gardening, cooking, flower arranging, and much more.

Business Information:

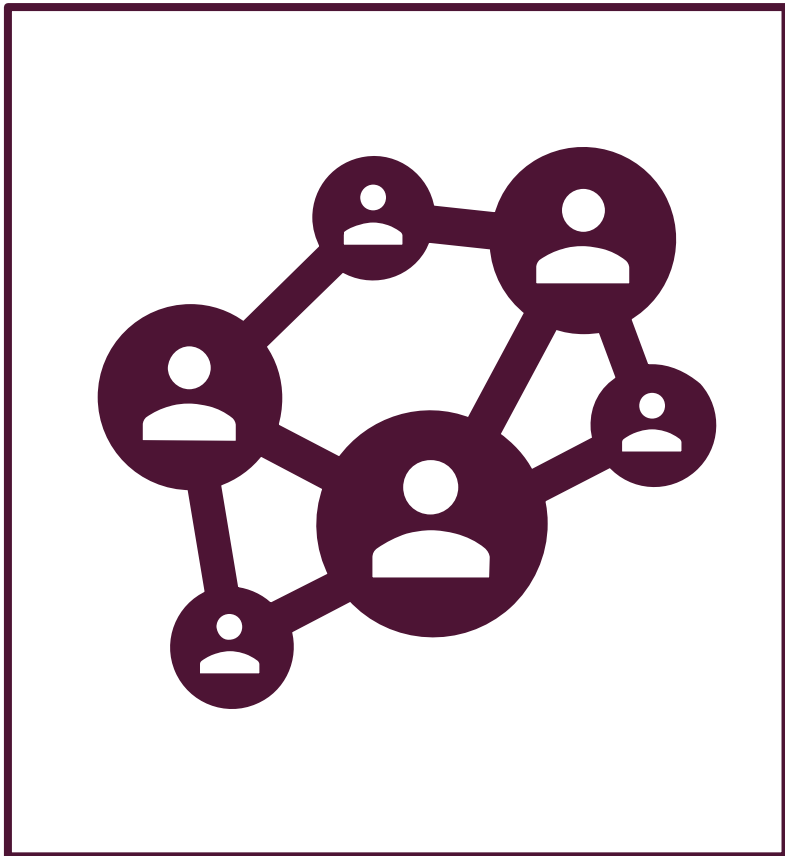
- Over 22 years experience with the online world.
- Former web developer, Oracle DBA, Business Analyst and Project Manager.
- More than 10 years experience in internet marketing.
- Always happy to give out FREE advice on marketing



SOCIAL MEDIA MARKETING

WHAT TO POST AND HOW OFTEN TO POST IT

WHY SHOULD YOU FOCUS ON SOCIAL MEDIA MARKETING?



- Most small businesses find that attracting new customers is their biggest challenge. **61% of small businesses say that social media is helping them get more customers!** (source: LinkedIn)
- **89% of all marketers indicated that their social media efforts have generated more exposure for their businesses.** Increasing traffic was the second major benefit, with 75% reporting positive results. (source: Social Media Examiner)
- Social Media profiles appear on search results and help prospects form an opinion of your business.

WHY CARE ABOUT SOCIAL MEDIA?

Decreased
Marketing Expenses

Improved/Increased
Lead Generation

Better SEO/Search
Engine Position

Increased Traffic to
Web Site

Developing a Loyal
Fan Base

Opening Additional
Customer
Communication
Channels

Crowd Sourcing
Product & Service
Ideas

WHO USES SOCIAL MEDIA

- 84% of people 18-29, but only 45% of people over 65
- 78% of women, 66% of men
- 76% urban, 71% suburban, 66% rural
- 72% of the US population
- 4.59 BILLION people worldwide – 58% of the world population

In short – The majority of people!

Get detailed statistics on the handout or at WebsterDigitalMarketing.com/sarpy



WHICH PLATFORM SHOULD YOU USE?

Every business should use:

- Facebook
- Google Business

Some businesses should use:

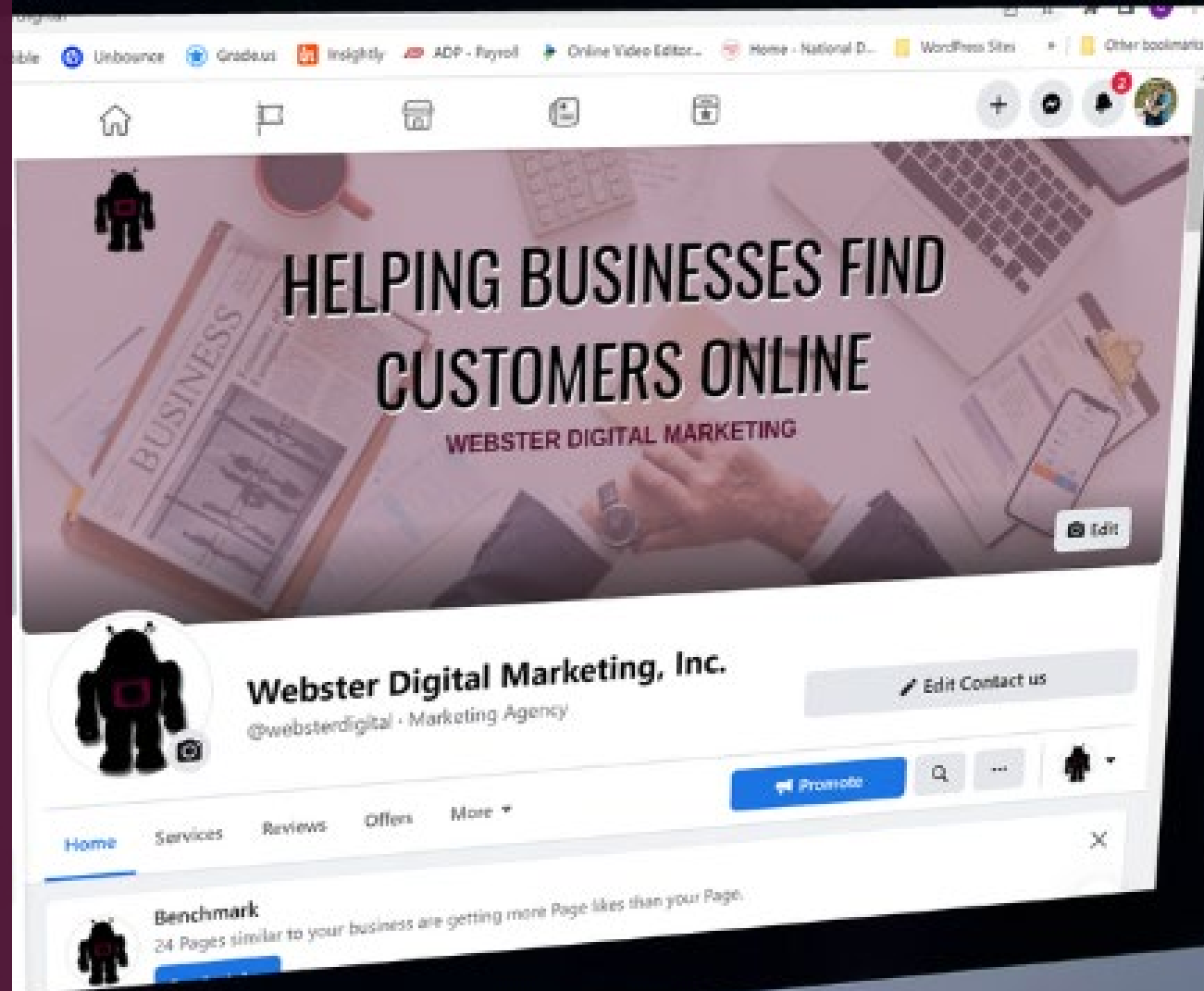
- Instagram – if your product is very visual or you produce lots of great video content
- YouTube – if you have a lot of great video content
- LinkedIn – if you are selling to other businesses

More challenging for businesses to use:

- TikTok
- SnapChat

FACEBOOK PAGES

- Make good use of your header image – it can convey a lot of information.
- Keep information updated and fresh – hours, location, etc.
- Services should be up to date and accurate.
- Customize your contact button.
- Be interactive and responsive.



KEEPING UP WITH FACEBOOK



Download
“Meta Business Suite”
right now!

RECOMMENDED SOCIAL MEDIA CONTENT

Companies shouldn't take themselves too seriously on Social media, but posts should stay relevant and interactive as possible.



Photos



Reviews



Blog posts



Videos



Relevant
industry articles



Sales and special
offers



Events

Don't Just Be Self Promotional!

IT ALL STARTS WITH CONTENT CREATION



CREATE CONTENT



ADD INTERNAL
LINKS



CREATE A
CONTENT
CALENDAR

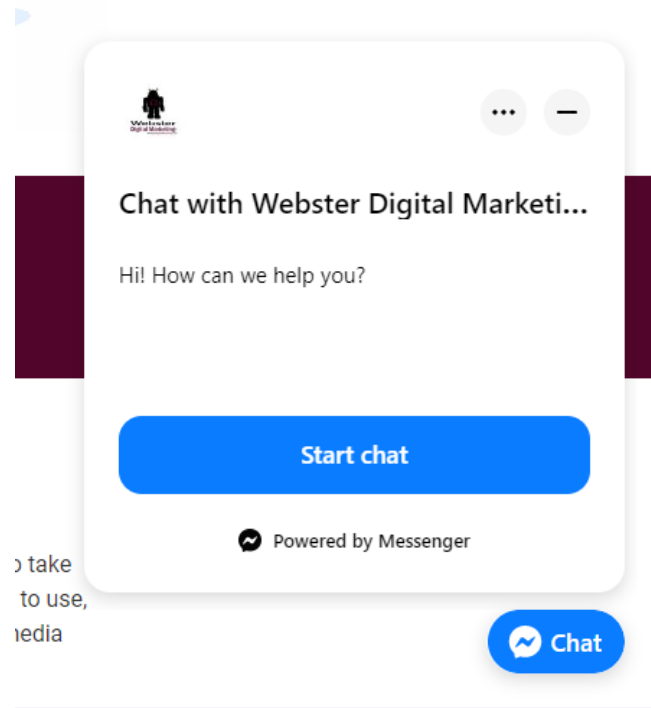


SCHEDULE POSTS
ON SOCIAL



SHARE IN EMAIL
NEWSLETTER

ADD CHAT TO YOUR SITE WITH FACEBOOK



- You can add chat functionality to your site for free with Facebook Messenger
- You can also set up automated responses and most common questions & answers.
- A link to the instructions are on the class page (WebsterDigitalMarketing.com/Sarpy)

See outside

Chastain-Otis Insurance & Financial Services ★

5.0 ★★★★★ 47 Google reviews
Insurance agency in Omaha, Nebraska

Website Directions

Address: 10822 Old Mill Rd #2, Omaha, NE 68154
Phone: (402) 397-2500
Hours: Closed today ▾

[Suggest an edit](#) · [Own this business?](#)

Reviews from the web

5/5 Facebook · 3 votes

Reviews [Write a review](#) [Add a photo](#)

"They are a great company and have great **customer service**."

"They work hard to get you the best **rate** too."

"He does a good job finding the best **price**."

[View all Google reviews](#)

GOOGLE BUSINESS

- Absolutely critical for local businesses
- Used to build Knowledge Panel
- Positions your business on the map
- Shows hours, website and other information
- Reviews displayed prominently
- Claim your business to monitor your presence and respond to reviews mybusiness.google.com

WHAT TO EXPECT FROM SOCIAL MEDIA

If you put in a TON of hours AND have some great content, you can expect social media to be a customer acquisition tool.

Otherwise, you may find customers with social media, but it will probably be more of a branding and customer communication tool.

TOOLS TO USE TO SCHEDULE POSTS

Sendible.com -
\$29+/mo with
free trial

Hootsuite.com
- \$49+/mo
with free trial

Native
scheduling in
Facebook

What to look for in a tool:

- Number of posts per month
- Number of social media accounts
- Post Scheduling
- Access to ALL the platforms you care about

HOW WE MANAGE YOUR SOCIAL MEDIA



Inbound marketing strategy

Advice on social media channels you should be on
A plan for how to increase traffic



Monthly video creation

We create short videos for you each month
Examples: testimonials, promotional, blog-to-video, before & after



Monthly content calendar creation

We create a calendar of the content we plan to post to promote your business on social media.
After you give approval, we'll schedule all the posts for you.



Social media monitoring

We monitor your social media channels.
We reply on your behalf if we can.
We bring to your attention if we can't reply for you.



Reporting on the metrics that matter

Likes and shares usually aren't the goal.
Sales leads, new customers for your business, interactions with your existing customers are the goal.



REVIEW BUILDING

MAKE SURE YOU LOOK GOOD WHEN PROSPECTS FIND YOU ONLINE



88% of consumers trust online reviews as much as personal recommendations



72% of consumers will take action **ONLY** after reading a positive review



**WHY DOES IT MATTER?
YOUR CUSTOMERS CARE!**

MORE REASONS IT MATTERS

Unreasonable
customers

Revenge
reviews

Mistake
reviews

Fraud
reviews

SEO position



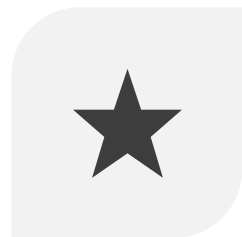
LESS IMPACT!

$$5^* \times 2 + 1^* = 3.6^*$$

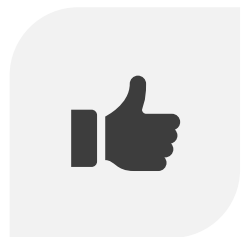
$$5^* \times 5 + 1^* = 4.3^*$$

$$5^* \times 20 + 1^* = 4.8^*$$

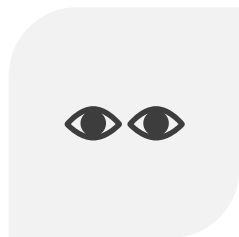
SHAPE HOW CUSTOMERS SEE YOU ONLINE



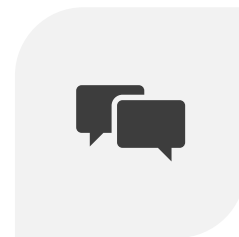
GENERATE
NEW REVIEWS



IMPROVE YOUR
REVIEWS



MONITOR
YOUR REVIEWS



RESPOND TO
YOUR REVIEWS



SHARE YOUR
REVIEWS

HOW TO CONVERT MORE HAPPY CUSTOMERS INTO REVIEWERS

Remind

- Remind them to write a review with email and/or text



Ease

- Make the process easier for them



Automate

- Make asking for reviews part of your business processes

EXAMPLE EMAIL DRIP CAMPAIGN

From: Review Manager
To: steve@example.com
Subject: Steve, do you have a moment to leave a review?

March 26, 2015 at 10:04 AM

G

Hi Steve,

Thanks for choosing Your Name Here. I'd like to personally invite you to share your experience.

Your feedback moment and w

Or browse to [h](#)

From: Review Manager
To: steve@example.com
Subject: Steve, just a reminder

March 26, 2015 at 10:04 AM

G

Hi Steve,

I'm just writing to follow up and see if you had a chance to complete a review of Your Name Here.

Your feedback n customers learn your time:

Or browse to [htt](#)

From: Review Manager
To: steve@example.com
Subject: Steve, one final reminder

March 26, 2015 at 10:04 AM

G

Hi Steve,

I hope you'll still find a moment to share your experience of Your Name Here. Your feedback not only helps us improve our business, it helps potential customers.

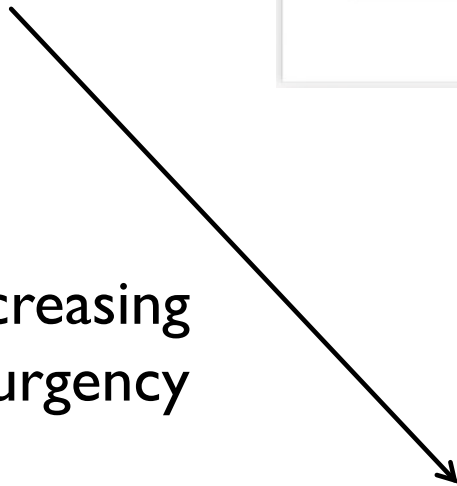
We've made the process quick and easy to save you valuable time:

[Review Us Now](#)

Or browse to <http://grade.us/yourname>. Thank you for your support!

Already wrote a review? Thank you! Please unsubscribe [here](#).

Increasing urgency



Help us. Help others. You're invited to review:

 **Dry Cleaners**

Please take a moment to review your experience with us. Your feedback not only helps us, it helps other potential customers.

**TLC Dry Cleaners -
Old Cheney Rd**

**TLC Dry Cleaners -
South 70th St.**

Help us. Help others. You're invited to review:

TLC Dry Cleaners

TLC Dry Cleaners - Old Cheney Rd

Please take a moment to review your experience with us. Your feedback not only helps us, it helps other potential customers.



Thank you! **We need your help.** Would you share your experience on one of these sites?



Please take a moment to review your experience with us. Your feedback not only helps us, it helps other potential customers.



facebook

Facebook lets us stay connected with our customers, fans and friends—and now lets you review businesses.

From our Facebook page:

- "Like" our page if you want to stay connected with us
- Find the "Reviews" widget in the body of the page and rate us
- Log in or sign up if you haven't already to complete the process

Like

Reviews

Very good

What do you think about

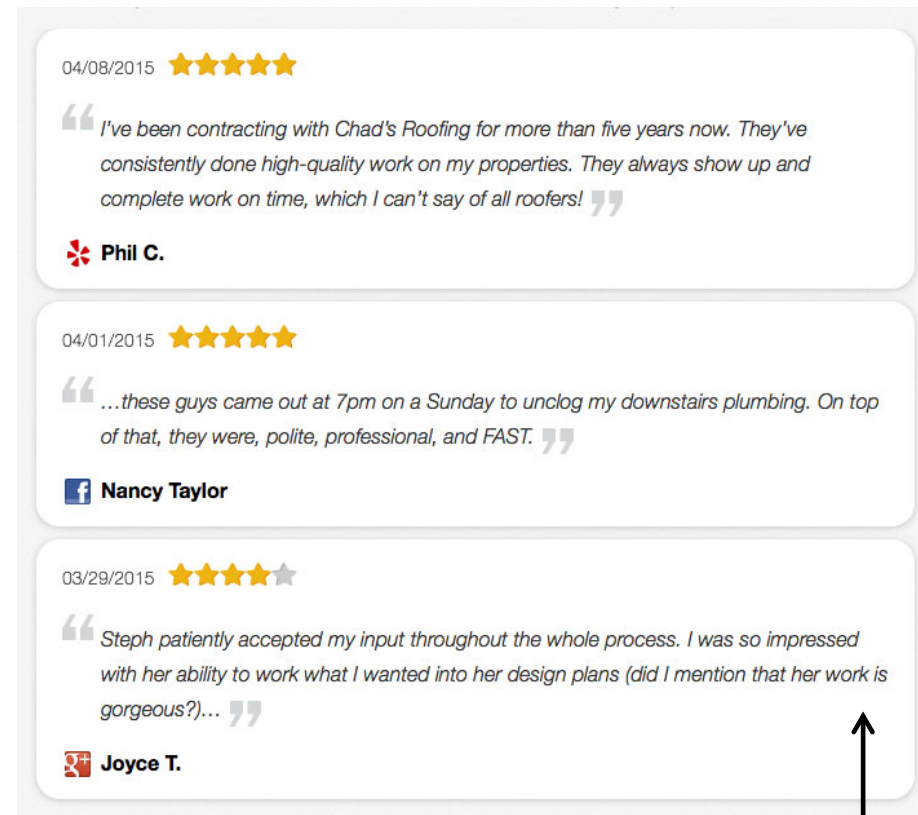
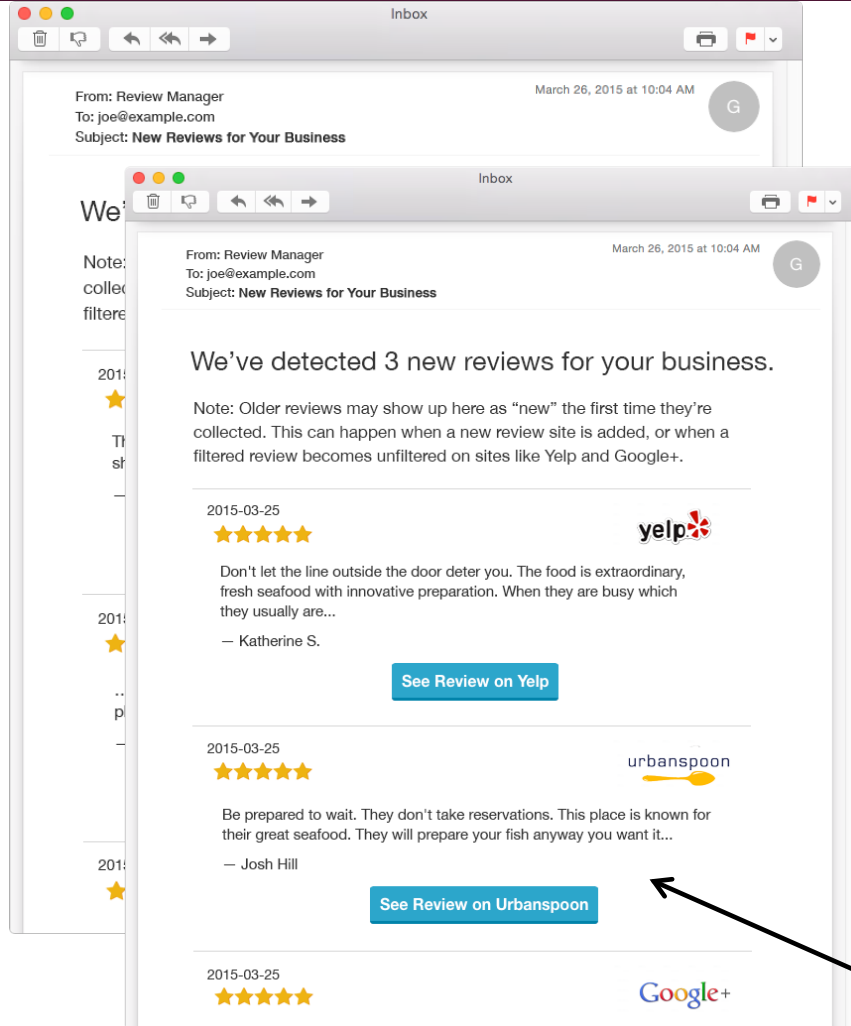
Sign Up

Log In

Note: This website is not affiliated with or endorsed by Facebook.

[CLICK TO REVIEW US ON FACEBOOK](#)

MONITOR AND RESPOND TO REVIEWS; AMPLIFY YOUR LATEST AND GREATEST!



Review "stream" on website

Review alerts by email

POP QUIZ!

How many of you remember when the phone book was an essential marketing tool for businesses?

How many of you still have a copy of the Yellow Pages in your home?

How many of you still pay for an ad in the Yellow pages?

MARKETING CHANGES OVER TIME

- New platforms are invented
- Old platforms become obsolete
- Platforms become flooded with too many participants (especially for small/medium businesses)

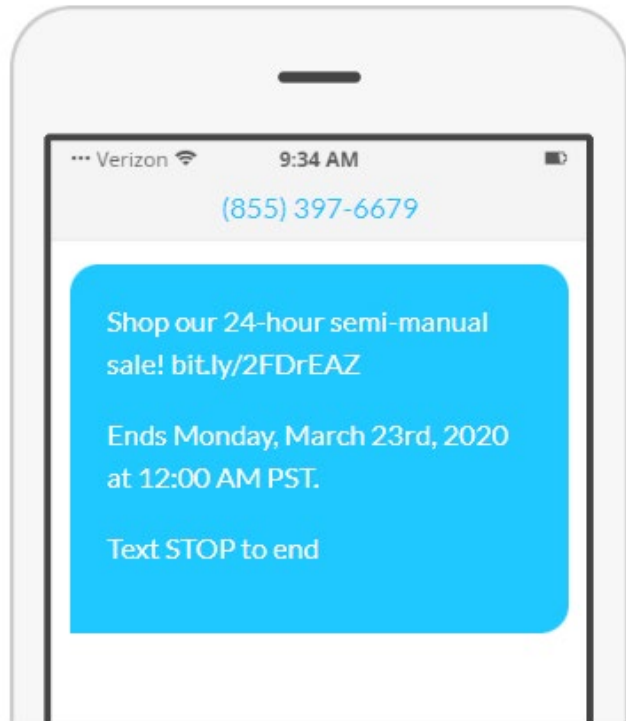


POP QUIZ!

How many of you have your phones set to give you a notification of every EMAIL you receive?

How many of you have your phones set to give you a notification of every TEXT you receive?

TEXT MESSAGE MARKETING



98% Open Rates

- Read within 3 minutes
- 45% reply to branded texts they receive
- Much higher rates than with email

90% Prefer Texting

- People treat phones as an extension of their hands

5 Billion Phones

- Easily upload bulk contacts
- Collect phone number with text-to-join

4 WAYS BUSINESSES CAN USE TEXTING



SEND MASS ALERTS YOUR
CUSTOMERS NEED TO
KNOW



TEXT REMINDERS OF
APPOINTMENTS AND
EVENTS



NOTIFY CUSTOMERS OF
YOUR SALES / SPECIALS /
COUPONS / EVENTS



SEND PICTURES OF NEW
PRODUCTS

TEXT BLAST COMPLIANCE

The **Telephone Consumer Protection Act** requires that consumers opt-in to text marketing. There are several other rules about privacy and providing a **STOP** feature. You must also notify the customer if message and data rates apply. Be sure you maintain your compliance with your text blasts.



OTHER TOOLS

IMAGES:

Canva.com – FREE
or you can pay for
more features

VIDEO:

InVideo.io – FREE
or you can pay for
more features

SITE SPEED:

Gtmetrix.com

TEXT MESSAGE MARKETING:

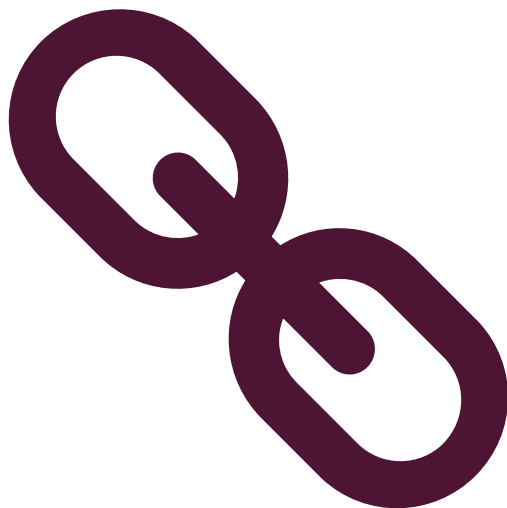
Textedly.com



SEARCH ENGINE OPTIMIZATION

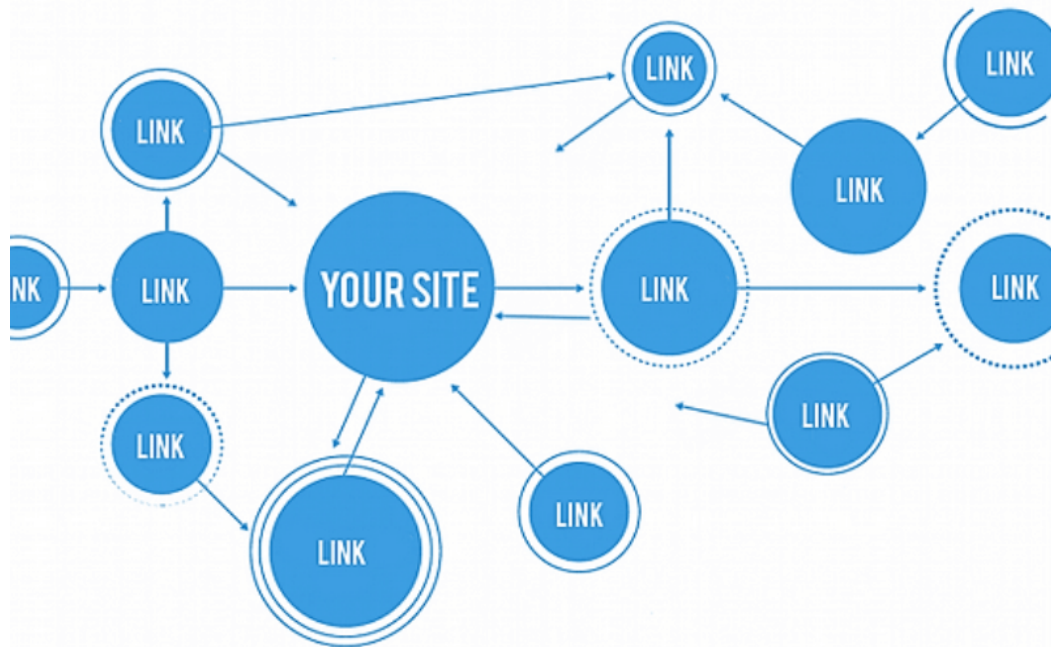
GETTING ORGANIC SEARCH POSITIONING ON GOOGLE

WHAT GOOGLE LOOKS FOR



- **Speed – gtmetrix.com**
- **Mobile friendliness**
- **Secure site (with SSL)**
- Relevance of content based on keywords
- Age of content
- Links to content from other **quality** sites
- Internal links to content
- Links FROM content to other sites
- Social media signals (likes, shares, etc.)
- Domain name
- Many more things

SIMPLE SEO STRATEGIES



- Perform keyword research
- Update your website regularly
 - Add new content with a blog
 - Update existing content
 - Create internal links
- Share your website content
 - Email
 - Social media

NEXT STEPS

WebsterDigitalMarketing.com/Checkup - Request a **FREE** marketing analysis for your business

WebsterDigitalMarketing.com - Sign up for the newsletter for online marketing tips each month

stasia@WebsterDigitalMarketing.com, 402-739-9320 Call or Text - Contact Me

WebsterDigitalMarketing.com/sarpy - Download presentation, handouts, and get helpful links.

QUESTIONS?