Let’s Get Digital
Get your business and your marketing plan online

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Erika Holley
Senior Marketing Consultant

20 years in Denver. Studied: BA in Design Management from Art Institute of Colorado
Expertise: Social Media, Marketing Consulting, Networking

- Social Media: 95%
- SEO: 85%
- Networking: 75%
- Content Marketing: 65%
About Vivial

- Full-service Digital Marketing Agency
- Strategic partnerships with Google, Facebook, Instagram, Yahoo, Bing and more
- Serve hundreds of thousands of brands, across 6000+ industries from 20+ offices across the US including Denver, New York City, Cincinnati, Honolulu, St. Louis, Dayton and more
Today's Agenda

1. Online Presence
   a. Websites
   b. SEO
   c. Social Media
2. Q&A
Online presence

- Website basics
- Google My Business
- Local Online Directories
- SEO (Search Engine Optimization)
- Social Media Platforms
  - Facebook
  - Instagram
  - Twitter
  - YouTube
  - LinkedIn

According to Google, more than 97% of customers are using the web to search for the local business.
Website Best Practices

- Easy-to-find contact information
  - Name
  - Address
  - Phone
  - Hours of Operation
  - Social Media Icons
- Easy to Navigate
- Page speed
- Mobile-friendly
Websites

- **Website Platforms**
  - Beginners DIY - Wix.com, Squarespace.com
  - Advanced DIY - WordPress
  - Advanced Fully Custom

- **Hosting**
  - Beginners DIY - GoDaddy, HostGator, BlueHost
  - Advanced Fully Custom
  - SSL and page speed
Websites (cont.)

- Website Tools
  - Google Analytics
  - Chat Bots
- Making Basic Updates
  - Updating your website info
    - Products or Services
    - Address or Service Radius
    - Phone Number
    - Email
    - Social Media Icons
    - Covid Announcements
Google My Business

- Create your free account
  - Business Information
  - Reviews
  - Post updates, events, special offers
  - Insights

https://www.google.com/business/
Local Online Directories

- Accurate Business Listings
  - Name, Address, Phone Number
  - Hours of Operation
  - Services
  - Business Description
SEO

- Search Engine Optimization (SEO)
  - Long-Term Keyword Strategy
    - Primary source of traffic
  - Backlinks
    - Trust and credibility
- On-site SEO
  - Titles and descriptions, image descriptions and alt tags, sitemap, content, domain age
- Off-site SEO
  - Backlinks on credible domains
Social Platforms

- Facebook
- Instagram
- Twitter
- LinkedIn
- YouTube

Number of people using social media platforms

Estimates correspond to monthly active users (MAUs). Facebook, for example, measures MAUs as users that have logged in during the past 30 days. See source for more details.

Source: Statista and TNW (2019)
Social Platforms

- Facebook
  - Business page vs. Individual page
  - Brand awareness
  - Engagement
    - Posts
    - Stories
    - Facebook Live
    - Groups
  - Paid advertising
    - Target your audience by interest, location, behaviors and more
  - Helps SEO
Social Platforms

- Instagram
  - Aesthetics and visuals
  - Hashtags
  - Hyper-local
  - Engagement
    - Posts
    - Stories
    - Instagram Live

![Instagram usage among key demographics](image)
Social Platforms

- Twitter
  - News and events
  - Customer service
  - Monitor trends and competitors
  - Engagement
  - Helps SEO
Social Platforms

- YouTube
  - Video
  - High-engagement, high-volume
  - People are searching actively
  - Helps SEO
Social Platforms

- LinkedIn
  - Business-to-Business
  - Research people and companies
  - Connect with professionals
  - Engagement
    - Posts
Social Media Trends 2020

- Social shopping continues to grow
  - Virtual storefronts
  - Voice search
  - Facebook Pay makes it easy to shop
  - Groups
  - Video Content
  - Ephemeral Content
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Contact me today for assistance or further information!
● Free, no-obligation digital audit of your business including a full report of your presence along with best practices and tips to improve
● FREE first month of service on select products (exp 5/15)
● Double Down SEO for first month (double service hours of SEO for new customers)

Request your free audit here: https://forms.gle/vsUtrsSvA12KHifr6