

Let's Get Digital

Get your business and your marketing plan online

Presented by:
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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





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

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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

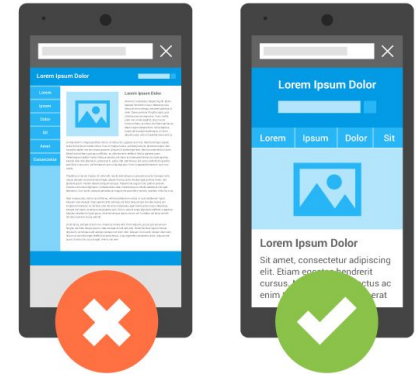


According to Google, more than 97% of customers are using the web to search for the local business.

Website Best Practices



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



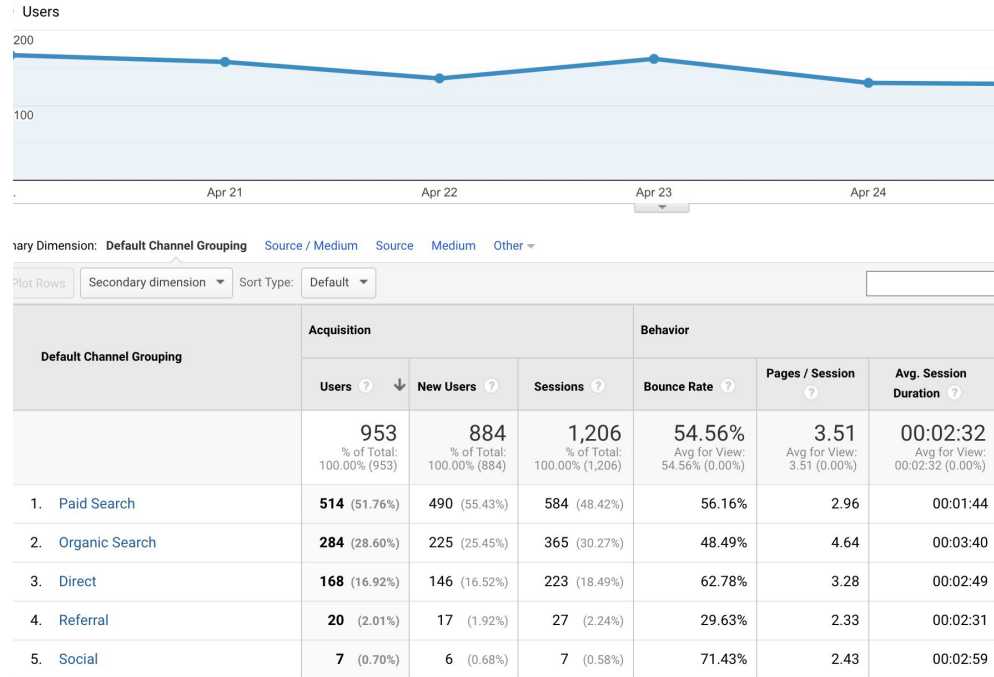
Websites

- 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



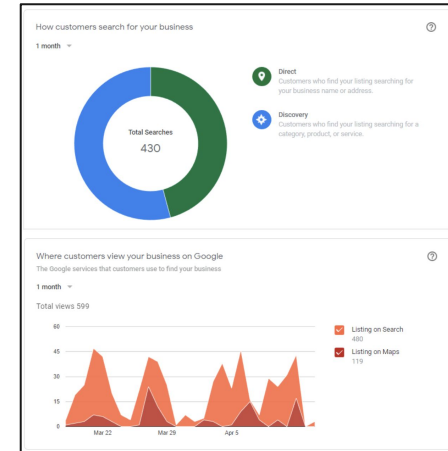
Google My Business

- Create your free account

<https://www.google.com/business/>

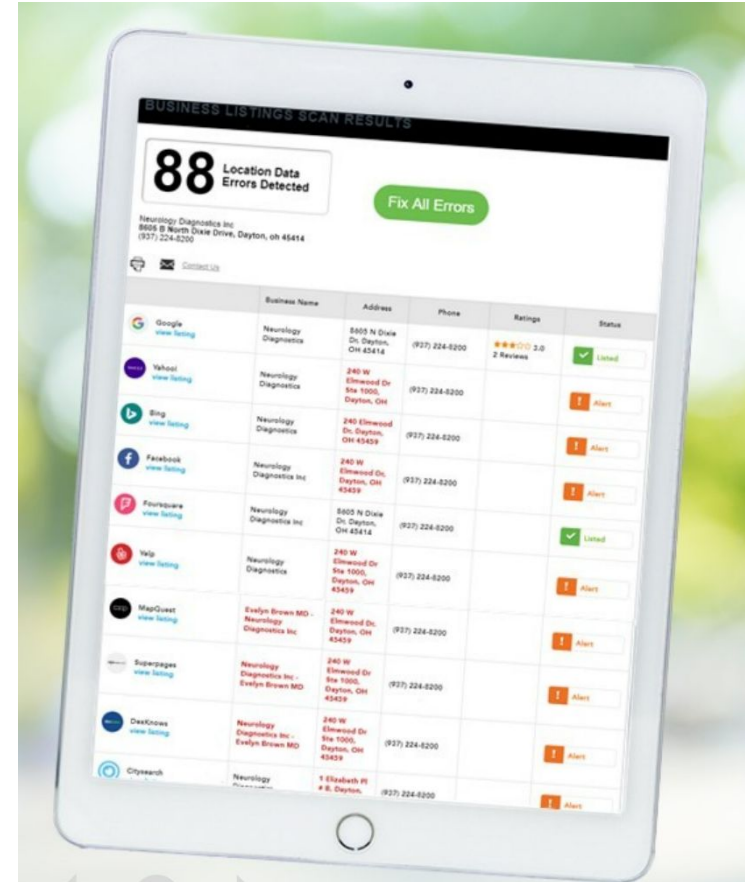
- Business Information
- Reviews
- Post updates, events, special offers
- Insights

The screenshot shows a Google My Business profile for '360 Painting of Arvada'. At the top is a map of the Denver area with a red outline around the business location. Below the map, the business name '360 Painting of Arvada' is displayed, followed by a 'Website' button, a 'Save' button, and a 5.0 star rating with 3 Google reviews. A prominent blue button says 'REQUEST A QUOTE'. Below this, the business hours are listed as 'Open' and 'Closes 7PM', with a note that hours or services may differ. The phone number is '(720) 619-1448'. There are links to 'Suggest an edit' and 'Manage this listing'. A section titled 'Know this place? Share the latest info' is also visible. Below that, 'Reviews from the web' are shown with a 4.8/5 rating from HomeAdvisor based on 6 reviews. A 'Send to your phone' button is present. At the bottom, there are two reviews: one from a user with a profile picture of a person with glasses, and another from a user with a profile picture of a person with a 'J' on a green background. The first review says 'Working with her and her team was like a breath of fresh air.' and the second says 'I'd highly recommend them to anyone for commercial and residential painting!'.



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

SEO = Visibility



93%

of your customers
won't go further
than the first page
of Google

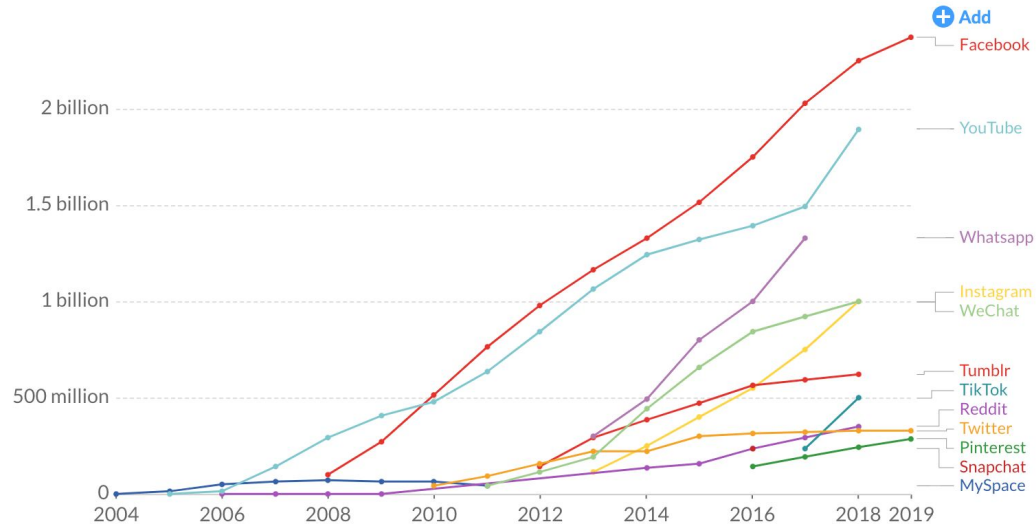
Social Platforms

- 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.

Our World
in Data

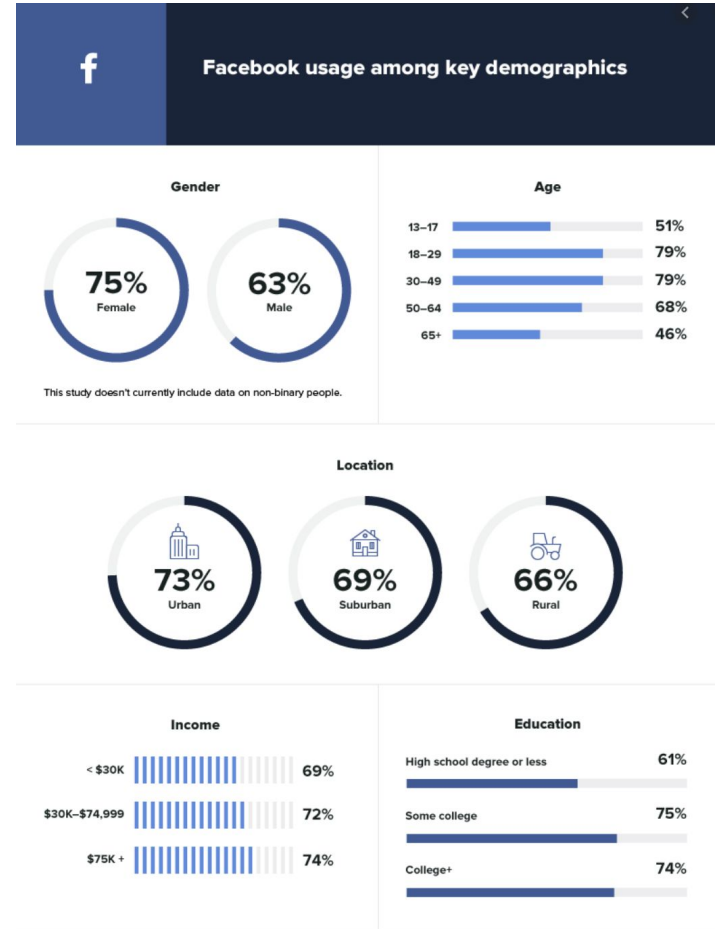


Source: Statista and TNW (2019)

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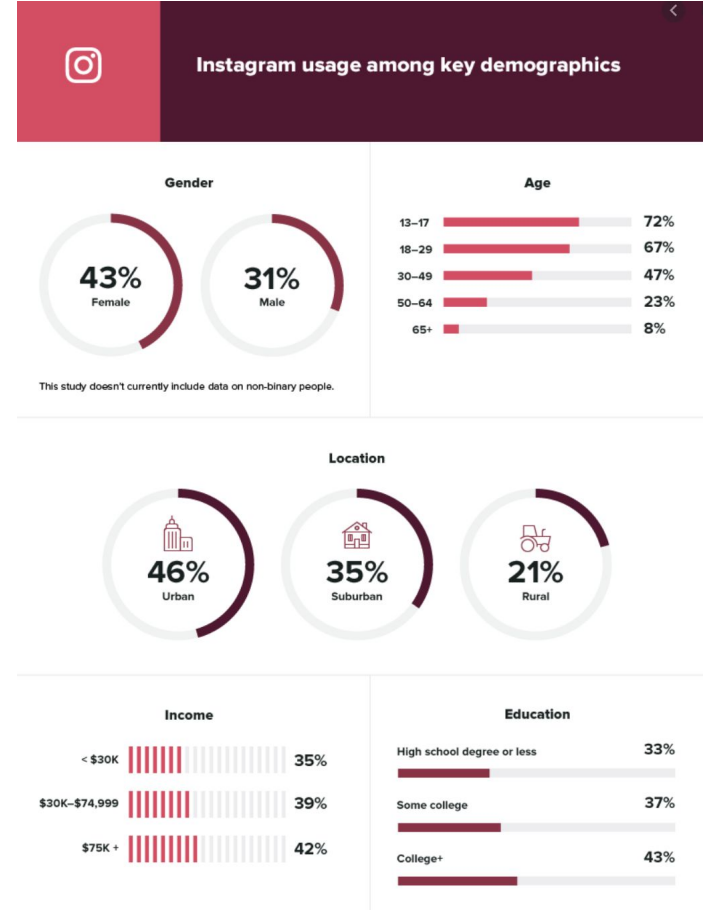
Social Platforms

- 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



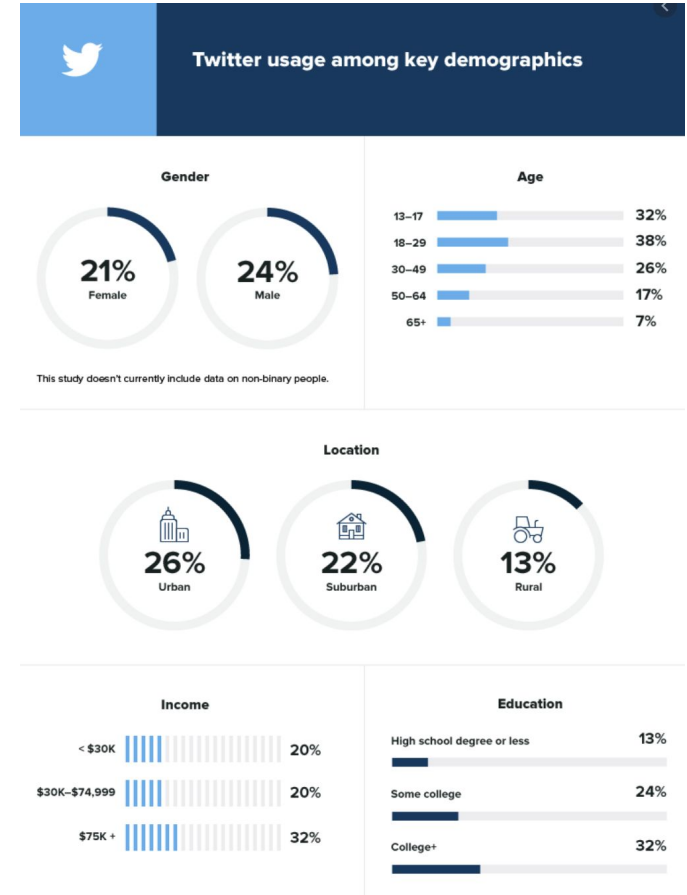
Social Platforms

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



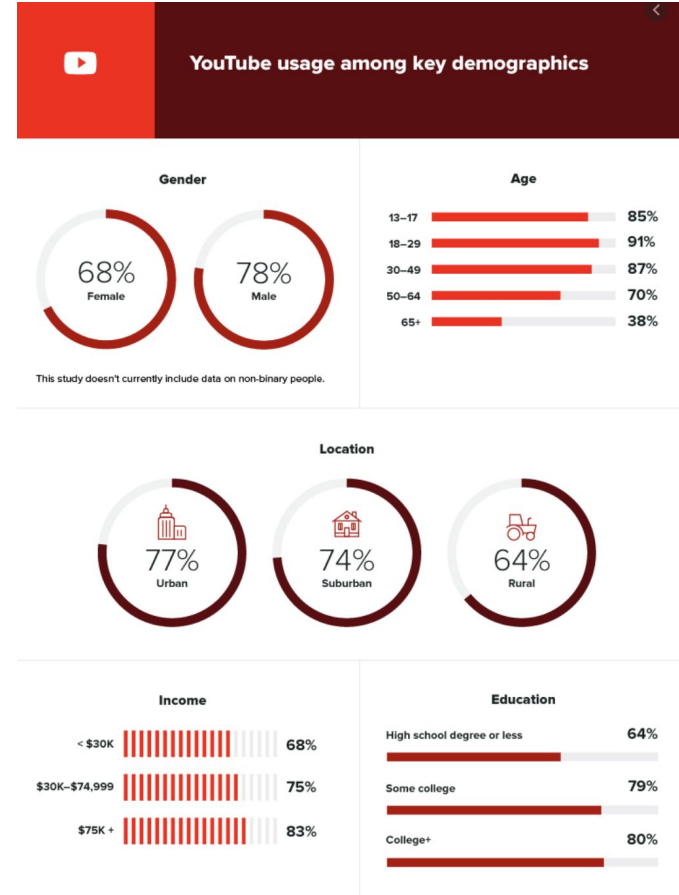
Social Platforms

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



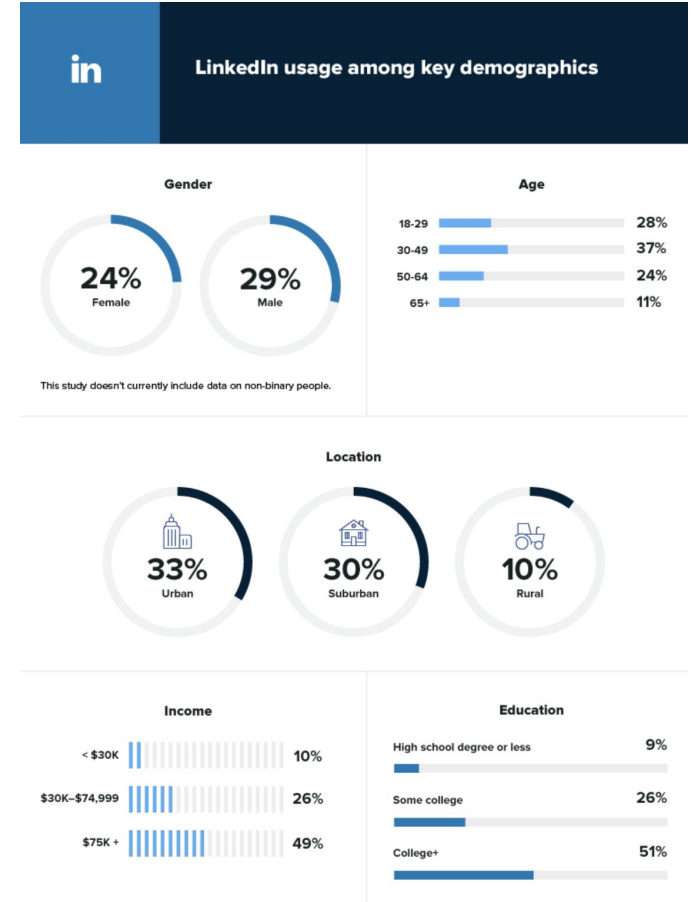
Social Platforms

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



Social Platforms

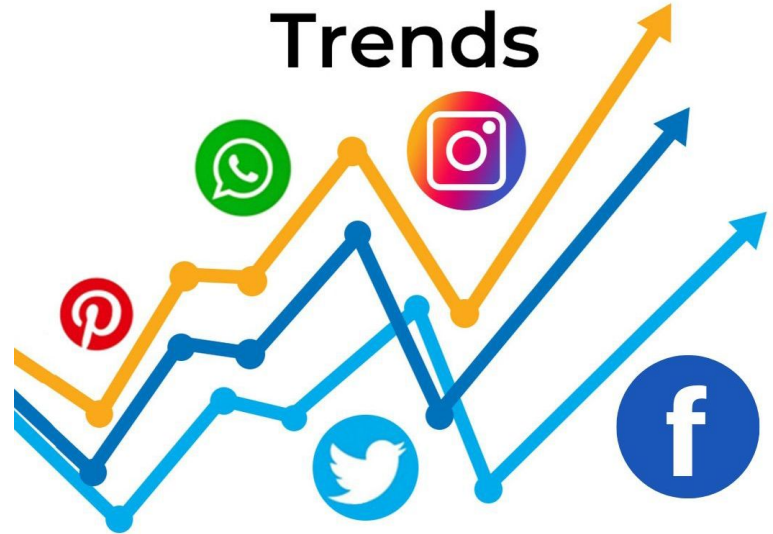
- LinkedIn
 - Business-to-Business
 - Research people and companies
 - Connect with professionals
 - Engagement
 - Posts



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

2020 Social Media Trends





Q&A



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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>