

#5 Digital Marketing & Advertising

Class Rules

Check In - in the chat!

Today - everybody has the video up!

ASK QUESTIONS!



VERONICA JEANS

Ecommerce
Best Selling Author

Circle of Trust

We only share/read/buy what is of VALUE to us

Social Media criteria - WIIFTU

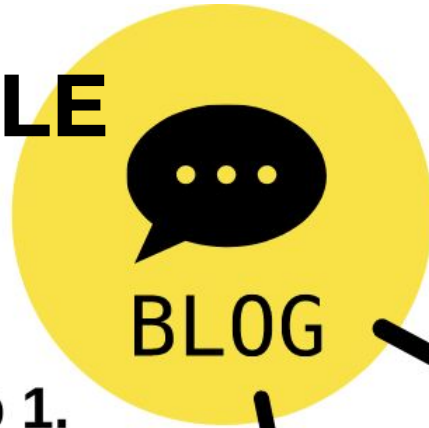
BASIC:

Goals (what)

Content (relevant)

Targeting (who & where)

ARTICLE



Step 1.
Create
Content



Step 4.
Use Content
in Ads

Step 2.
Distribute
Content



**All CTAs Lead To
Website/Store**



Content With CTAs
lead to website/store



Marketing Strategy

STEPS TO CREATE

1. **Setting Your Goals**

Setting achievable goals for 2023, and the steps you will need to take to get there.

2. **Knowing Your Own Brand**

Brand and marketing alignment are key to achieving your goals.

3. **Defining Your Audience**

Knowing your audience is probably the most important part of digital marketing.

4. **Analyzing Your Competition**

You want to know what you're up against and you can learn a lot from your competition.

5. **Measuring Success**

The great thing about most digital marketing campaigns is you can begin to track reactions soon after they're launched.

6. **Executing Digital Marketing Tactics: Baseline**

SEO Audits, Social Media, Email Marketing, etc

STEP ONE

STARS Tasks are the key to staying in front of your ideal client/customer and helping them to easily jump into purchasing from you.

The STARS framework stands for...

- **Set** - your intention for the day/week/month
- **Talk** - to people
- **Ask** - people for the opportunity to support them
- **Refer** - people or Ask for - Referrals
- **Share** - moments or stories

STEP TWO

The Social Triangle

In order for your content to show up organically in the newsfeed of your ideal audience, you need to have three pieces in place.

- **You need to post content consistently**
- Your audience needs to be on the platform and you need to actually interact with them in the form of comments, likes, and messages
- The Platform needs to get what it wants from you. I.e, content that keeps people on the platform longer either in watching, reading, or commenting/messaging.

STEP THREE

The Customer Journey

There are four overarching categories of THE CUSTOMER JOURNEY

- a. Awareness
- b. Conversations
- c. Purchase
- d. Retention

AWARENESS

- Facebook
 - Ladder Posts (LONG post)
 - Fb Top Performing Personal Profile Posts
 - Fb Live
 - Fb Group
 - Fb Business Page

 - Fb Stories
 - Fb Ads
 -
- Instagram
 - IG Stories
 - IGTV/REELS
 - Ladder Posts
- YouTube
- LinkedIn
- **Blog**
- Pinterest
- Podcast
- Google My Business
- Networking Events
- Speaking Opportunities
- Conferences

CONVERSATIONS

- Chatbots
 - Msg and SMS
 - Website
- Email
 - Omnisend . Mailchimp etc
- IG Messenger
- Facebook Messenger
- LinkedIn
- Telephone!!!!

Monthly/Weekly/Daily

1 BLOG

5 - 10 POSTS

1 EMAIL NEWSLETTER

1 ARTICLE

Step 2. Know Your Brand

THE ULTIMATE BRANDING CHECKLIST

TASK	OWNER	START DATE	NOTES	STATUS
ADMINISTRATIVE				
Address				
FEDEX				
UPS				
DHL			Filed online; waiting for confirmation	WAITING
Mailbox			Gave property manager new info	WAITING
Shipping accounts			Updated Fedex, UPS and DHL	COMPLETE
Email				
Email accounts			IT company notified; ready	COMPLETE
Signatures			Created; waiting on logo file	WAITING
Autoresponder emails			Created; will update on email swap	COMPLETE
Utilities				

Step 4. Define Your Competition

1. Who is your competition - Google, Amazon, Facebook
2. Which social channels are they using
3. Which groups - on and off social
4. Check out their website
 - a. What are they doing/ who are they targeting
 - b. Can you see what they are not doing?
 - c. Pricing/Specials/Images/Products/Add ons
5. What do their posts & ads look like

UBERSUGGEST

Step 5. Measure Success

Emails Analytics

Website/Blog Analytics - Google Analytics, Google Search Console

Social Insights

UBERSUGGEST/Moz/SemRush

Social Consistency

- Blogs (Tuesdays)
- Emails (not Monday/Tuesday - later in the week - late at night)
- Instagram (feed): 3-7 times per week
- Instagram (stories & reels): 1 - 5 times per day
- Facebook: 3 - 7 per week
- Twitter: 1 - 5 times per day
- LinkedIn: 1 - 5 times per day
- TikTok: 1 - 5 times per day (still very new)

Step 6. Where & When to Promote

WHAT

1. Email
2. Facebook
3. Instagram
4. Pinterest
5. LinkedIn
6. Google My Business
7. YouTube (video)
8. Twitter
9. TikTok

WHEN

- [1/week - 1/every 2 weeks]
- [1/day]
- [2-3/day]
- [1/day]
- [1/day]
- [1/day]
- [1/day/week]
- [2-3/day]
- [2-3/day]

BLOG/
POST

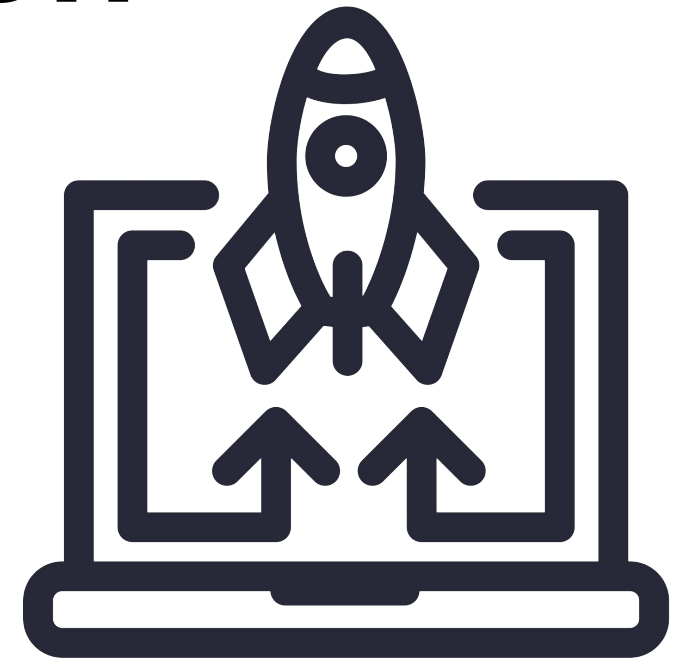
10. WA

Tools You Are Going To Need

- Website or Similar
 - Domain Name - Wordpress.domain.com
 - About Page - my story
- Canva
 - Photos, Images & Videos
- Mobile Phone
 - Videos
- Stock Photos
- Email Provider
 - MailChimp/klaviyo/OmniSend etc.
- Social Media Accounts
- Google & Facebook Ads Account (and other)

Action Steps

Website & Content Creation



Content Tools

Keywords & Hashtags

- keywordtool.io/
- Ubersuggest
- Google Key Planner
- Keyword Everywhere
- Copy.ai
- Hubspot

Headlines/Titles

- Grammarly
- portent.com/tools/title-maker
- capitalizemytitle.com/

TOPICS

- buzzsumo.com
- Ntopic.org
- hubspot.com/blog-topic-generator
- AnswerPublic.com

CONTENT

Copy.ai

Omnisend

Chrome Extensions Tools

- Keyword Anywhere
- Ubersuggest
- Word Tune