

# BE BOSS ONLINE



E-MAIL



Content



Analysis

SEO

320%

25%

# DIGITAL Marketing



E-COMMERCE



ADVERTISING



VIDEO VIRAL



SOCIAL MEDIA

# ESSENTIAL DIGITAL MARKETING TOOLS

As marketers today, we're fortunate to have a huge number of free and low-cost tools to give us insight about our customers, competitors and the market. They help us compete by delivering automated relevant, real-time communications integrated across digital devices and traditional marketing channels.

Yet, there's also the huge challenge of managing the sheer number of tools, and selecting the right ones for your business. They vary in cost and quality and new challenger tools can often do a better job than the established tools.

To help highlight the range of great options available, our infographic splits the categories of tools and which are the most popular (listed in the download below). We've grouped them across the Smart Insights RACE Planning Framework so you can review where you could make better use of the tools across your customer lifecycle.

ARE YOU MAKING THE MOST OF ALL OF THESE INSIGHT AND MANAGEMENT TOOLS?



Download our **free** guide recommending the best-of-the-best digital marketing tools at: <http://bit.ly/smartdigitaltools>



# Social Media – WHY??



75% of adults  
are on social media



2.5 hours per day

# Social Media Marketing

## Goals of Social Media

- Awareness
- Engagement
- Sales

## Benefits of social media for business

- Attract customers
- Customer feedback
- Customer loyalty
- Market reach

# The Journey of Your Customer



# Important Tip: [moz.com/products/local](https://moz.com/products/local)

All local business listings and social media info need to be EXACTLY the same:



Station 211  
211 S Main St  
Somerset, KY 42501



Station 211  
211 S Main St  
Somerset, KY 42501



Station 211  
211 **South** Main **Street**  
Somerset, KY 42501

# Claiming your Google Business Listing

Four out of five people use the internet to find information on local businesses.

Can customers find your:

- Hours
- Location
- Directions
- Phone number
- Menu
- Website

# Social Media 2023: Things to know

- **Be Useful!!!**
- **Long form audio & video is coming back**
- **Live wins: Video and Audio**
- **Niche is key – in groups and lives**
- **Nothing is more important than customer connection**
- **Video builds audiences – use it!!!**
  - **Facebook: Lives**
  - **Instagram: Reels & Stories**
  - **TikTok: Newest option**
  - **LinkedIn: Recently added video**
  - **YouTube: Shorts and traditional**
  - **Twitter: Spaces**



# Tips, Tricks & Tools

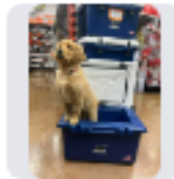
- **Consistency is key**
- **Social media is SOCIAL**
  - **Have fun**
  - **Help people**
  - **Engage in conversations**
  - **Be human and relatable**
  - **Be Authentic!!!**
- **Like comment and share other peoples' posts**

# Going “Viral”

[According to Urban Dictionary](#), something that “goes viral” is *an image, video, or link that spreads rapidly through a population by being frequently shared with a number of individuals.*

Average engagement rate for Facebook pages with *fewer than 10,000 fans: 0.31%*, which equates to an average of roughly 1 engagement for every 323-page followers.

# Protrade Hardware



Sadie's first trip to ProTrade!! 🐶 ❤️ 🐾

Published by Jenn Bates · November 23 at 8:12 PM · Somerset

Post Impressions ⓘ

**1,236**

Post reach ⓘ

**1,175**

Post Engagement ⓘ

**207**

6.9% Engagement Rate!!!!

# Social Media Done Right!



# Social Media Marketing Done Right

## Research and Development:

Ask your customers what they want



# Tips, Tricks & Tools

## Selfie Spot

- Add identifiable info
- Make a #hashtag
- Turn it into a contest
- Have FUN!!!



# What is a Hashtag?

- **Dictionary.com defines a hashtag as - a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic.**
- **Hashtags contain no punctuation or spaces.**
- **Used to create a collection of posts.**
- **Users can search by hashtag**
- **Used to extend the reach of your post**

# Social Media Marketing Tips

- Before posting ask yourself, “Is what I’m sharing useful, interesting, informative, entertaining, or will it help my audience connect with me or my brand?”

- What to post:

- Quotes
- Behind the scenes photos
- Offers & Discounts
- Competition Announcements
- Videos
- Recycled Content

**GO LIVE!!!!!!!!!!!!!!!!!!!!**



# Tips, Tricks & Tools

- Create urgency by using strong marketing words
- Ask questions
  - Posts with ? receive a 92% higher comment rate
- 80/20 Rule
  - 80% of posts should be social
  - 20% of posts should market your product or services
- Respond to customer interactions
  - Good or bad – within 24 hours or sooner

# Free Tools To Help!



Canva is a graphic-design tool website that uses a drag-and-drop format and provides access to over a million photographs, graphics, and fonts.



PDF, video, image and other online tools to make your life easier



Can your customers find you online? Moz Local Search helps you answer that question by checking your listings on Google, Bing, and other local search engines.

# Next Steps:

- **Be consistent – set a schedule and stick to it!**
- **If you want more comments – respond to the comments you receive**
- **If you want more shares – thank the people who share your content**
- **Treat others the way you want to be treated**
- **Like, comment and share other people’s content too!**

# Thank you!!

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