



FOLLOW ME

Forget the Algorithm

Maximize the ROI of Your Site, Social, SEO, and Email



What Is Digital Marketing?



What Is *Digital* Marketing?



What Is Digital *Marketing*?

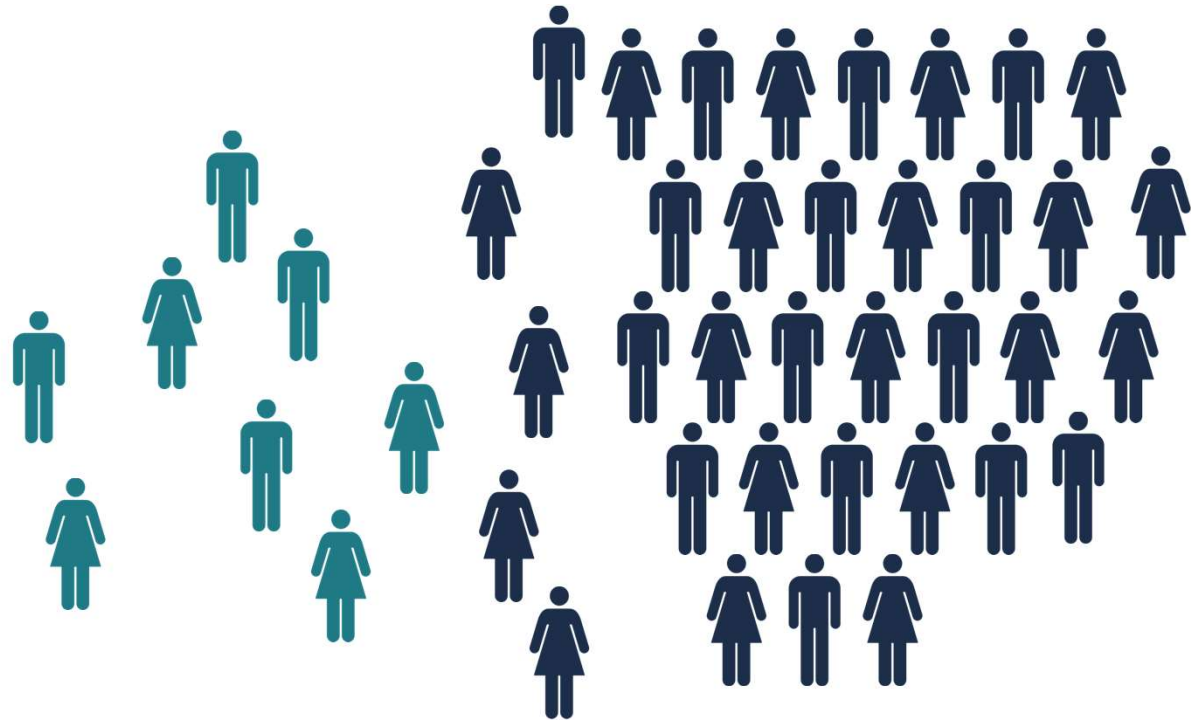


These Things Are *Not* Marketing

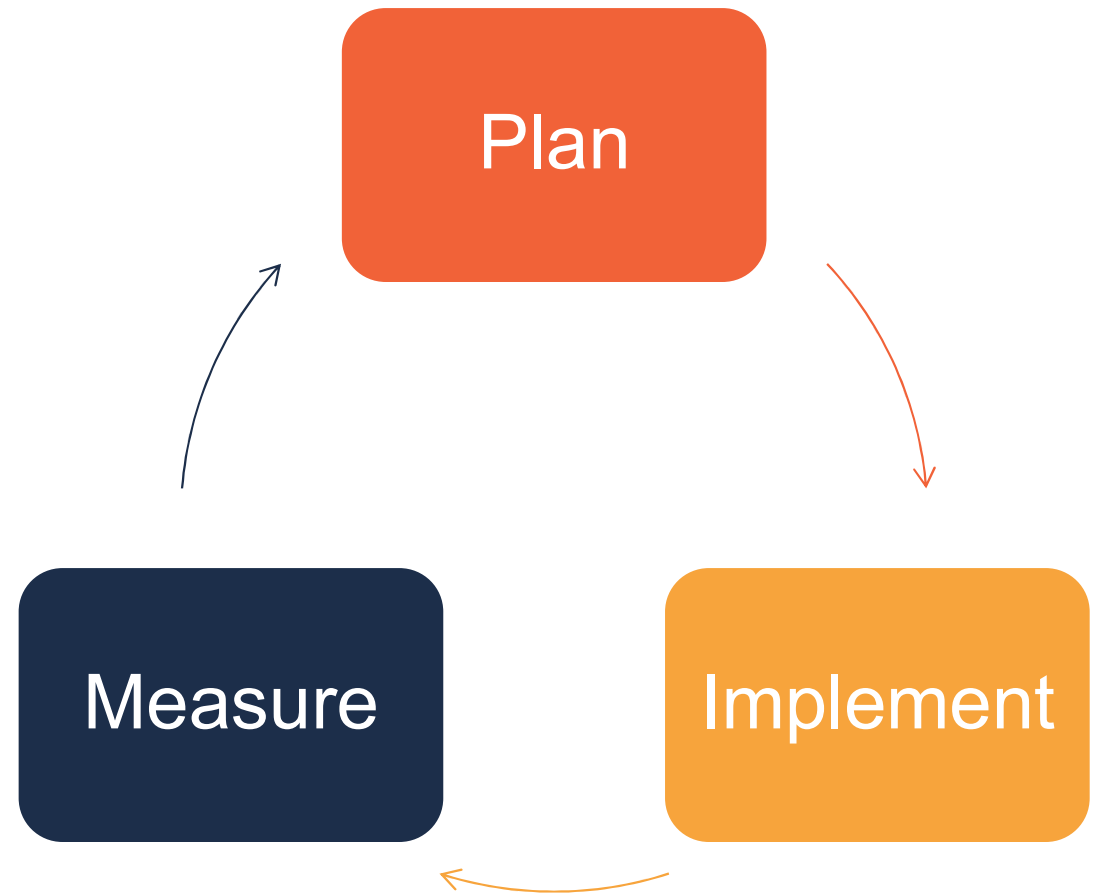




Reliable System to Bring in and Convert Leads

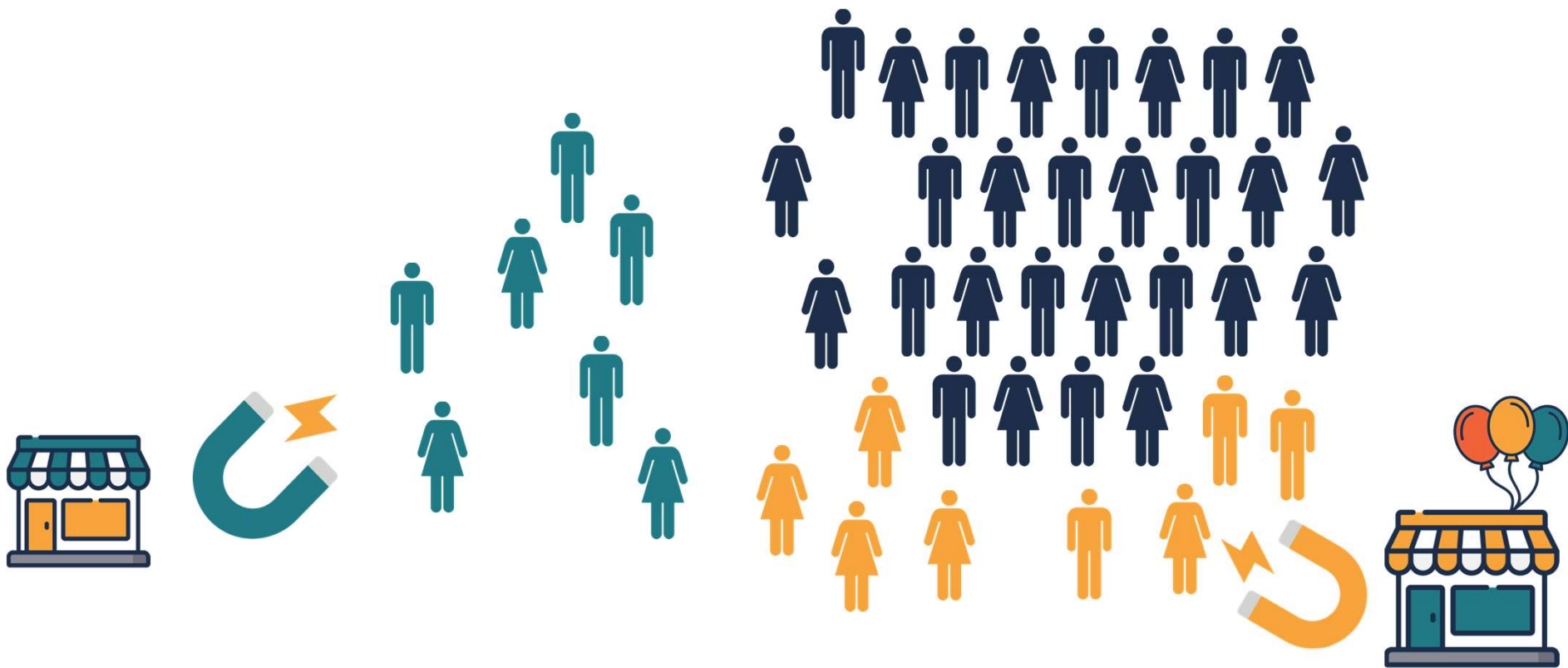


This is
Marketing.



It is an *ongoing* process.





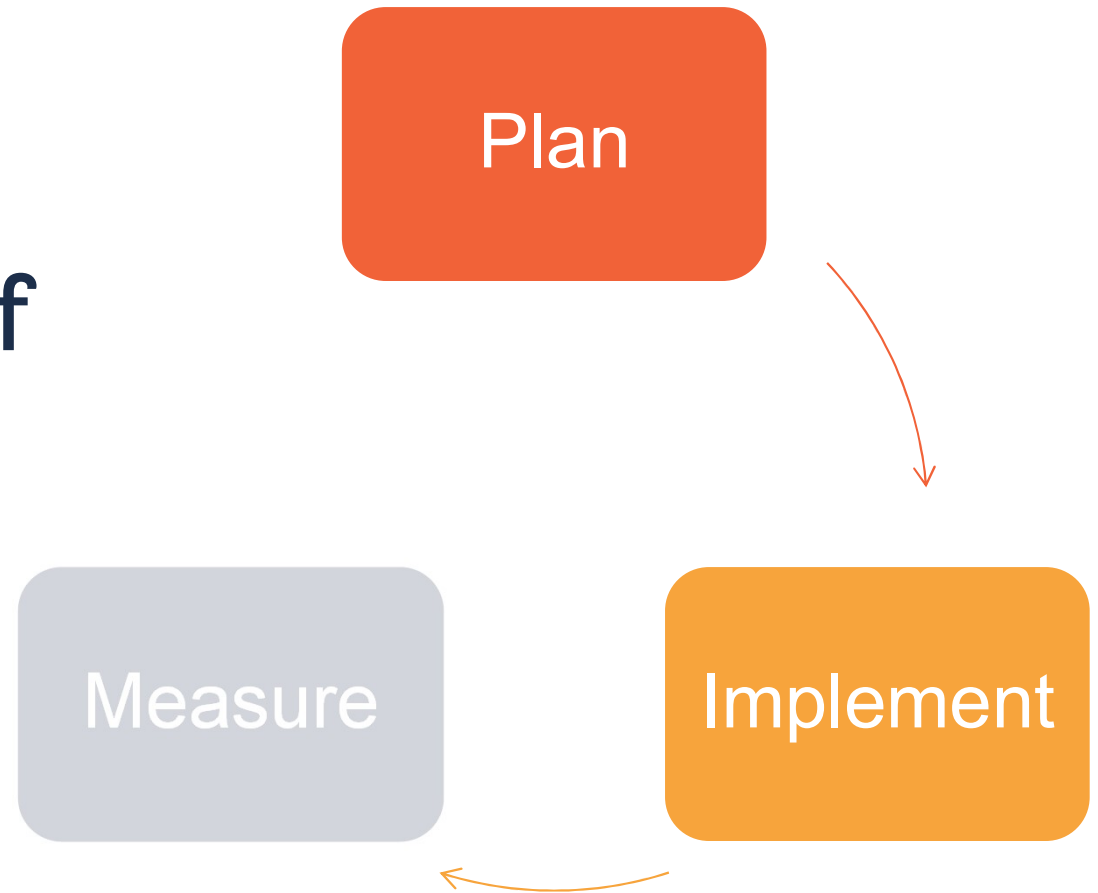
*Implementing is
the easy part.*

Plan

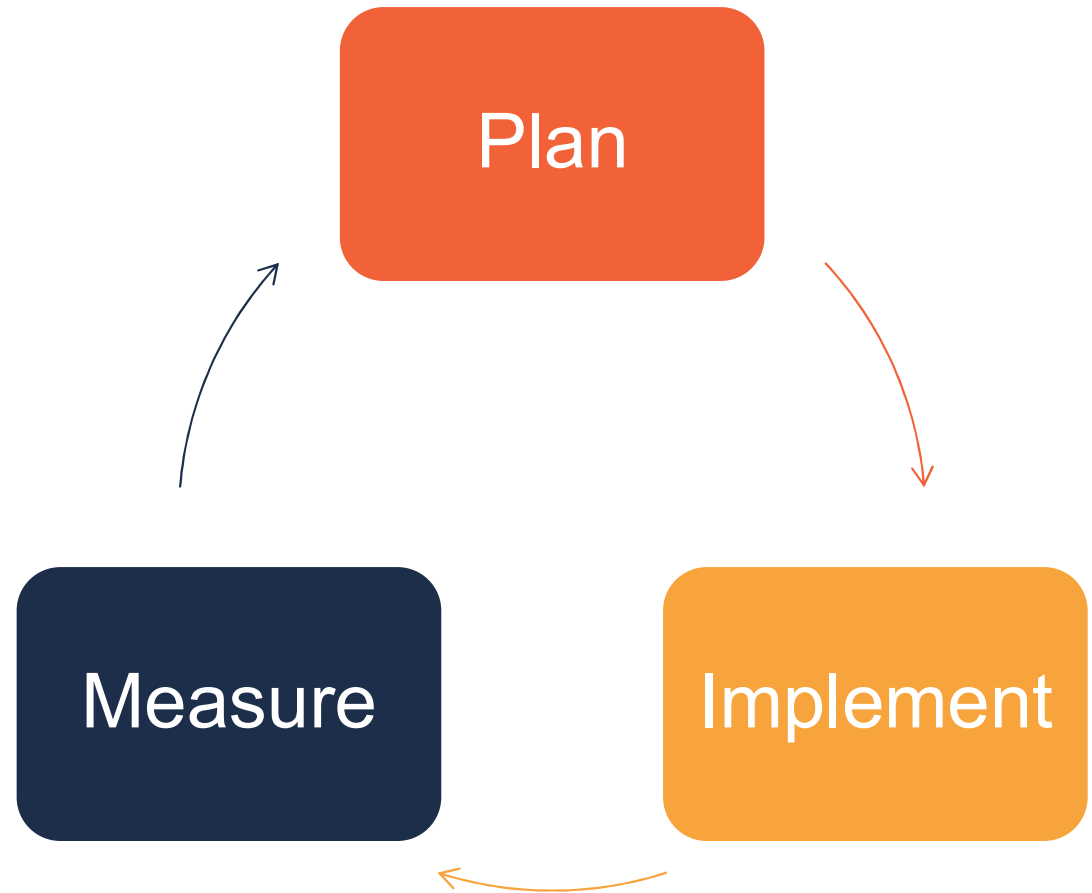
Measure

Implement

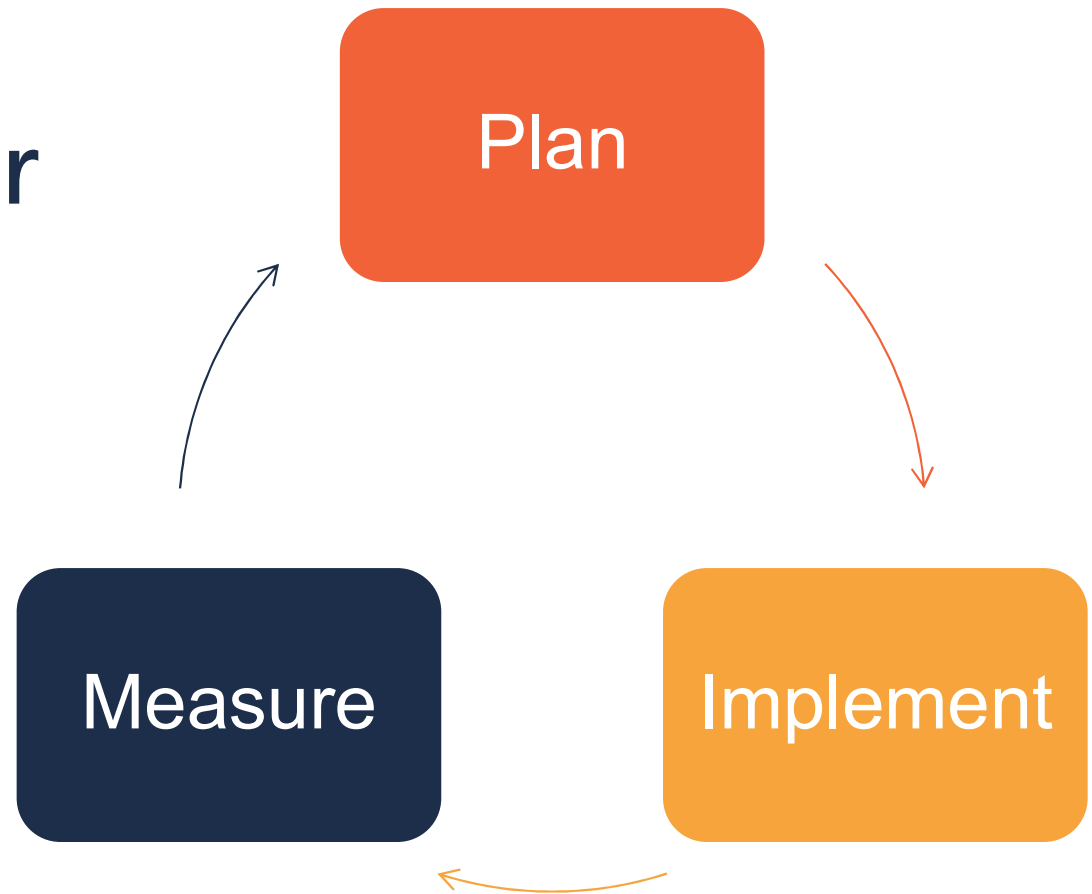
A plan triples
your chances of
success.



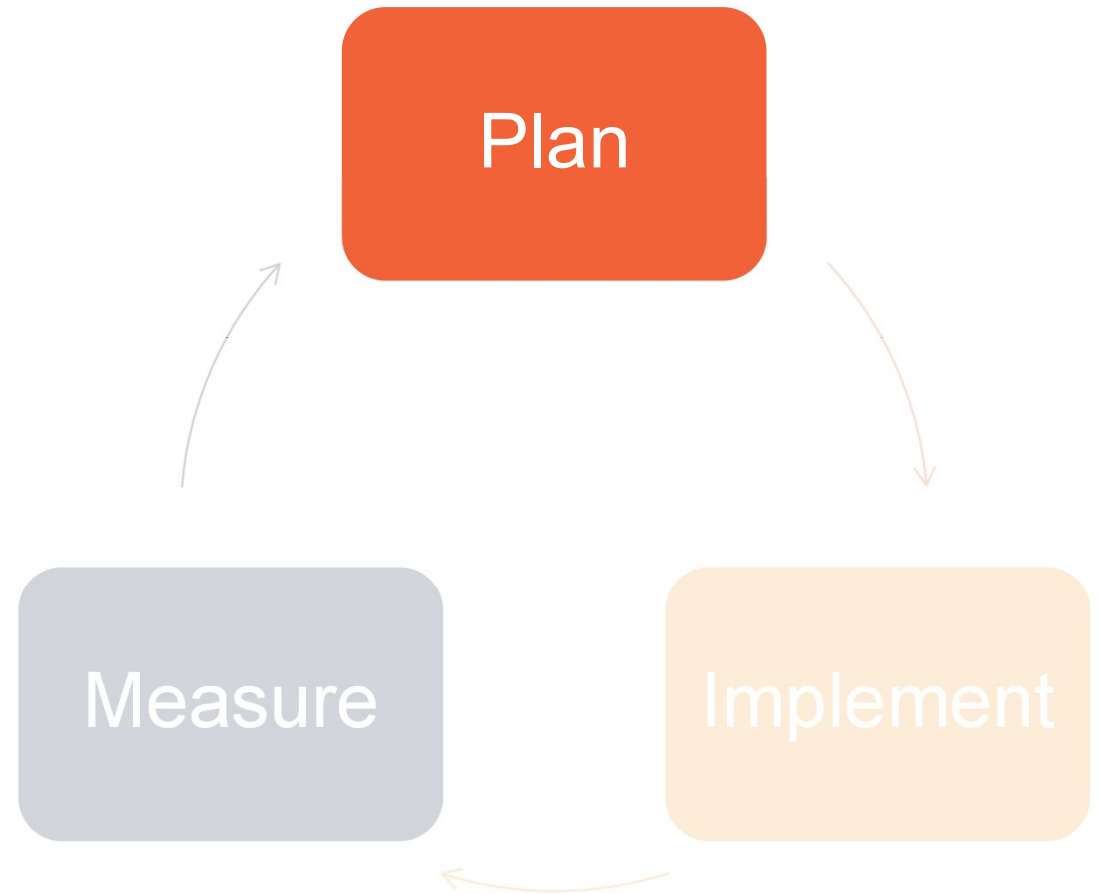
Measuring
reduces waste
by 25 – 60%.



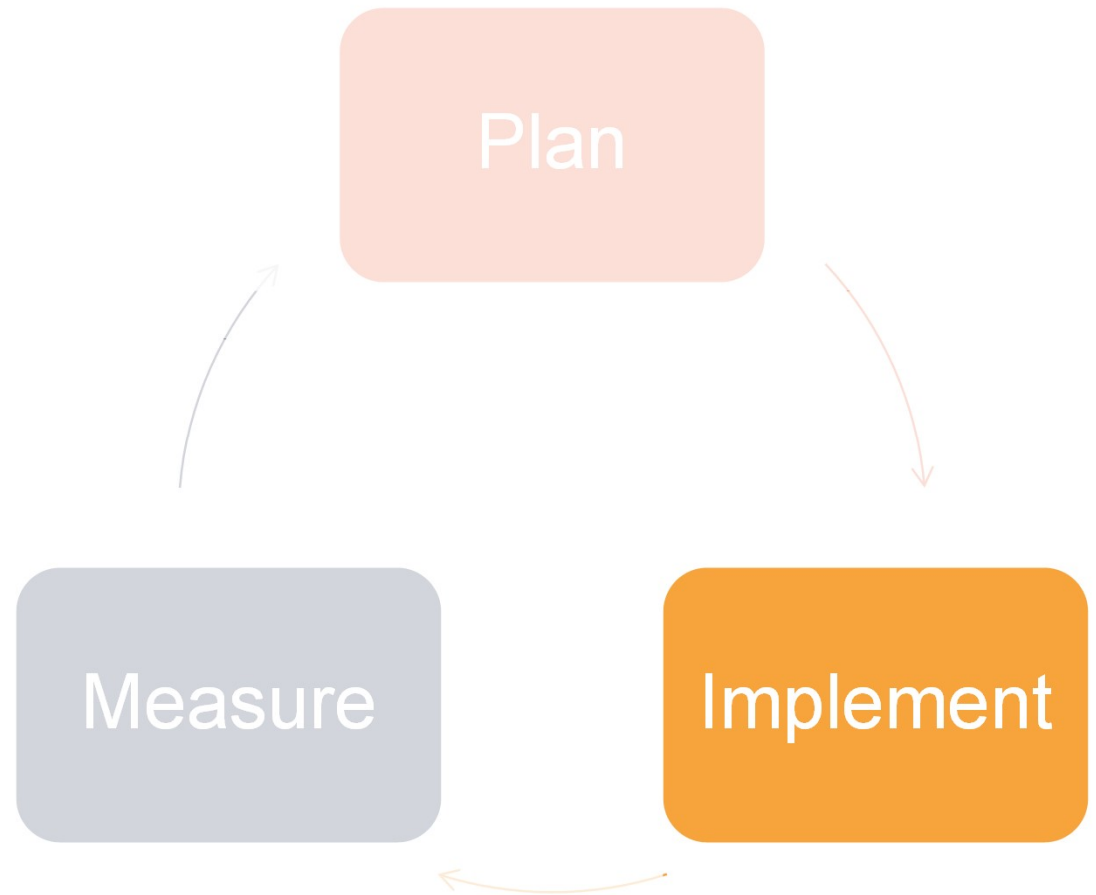
**Are You
Marketing... or
Just Creating
Content?**



Last Session



This Session



I will give you...



**a copy of
these slides**



**a list of all tools
I mention**



Download Worksheets



WRDigitalMarketing.com/SMB

Email Drip Campaign

Drip Campaign Trigger: When _____

Audience: _____

Goal: _____

	Topic	Content	CTA
Day 1	Deliver the goods		Add _____ tag
Day 5	Provide value		Add _____ tag
Day 10	Promo		Add _____ tag
Day 20	Provide value		Add _____ tag
Day 30	Promo		Add _____ tag

Add "Completed _____ Drip" tag
Move to Newsletter List

**DIGITAL
MARKETING**



What You Need *Before* You Start Marketing



Business Strategy





Business Strategy
↓
Brand Strategy





Business Strategy



Brand Strategy



Marketing Strategy





Business Strategy



Brand Strategy



Marketing Strategy



Marketing Plan





Your Website

The Importance of Having a Website



The Importance of Having a Website



The Importance of Having a Website



83% visit a store online before going in.



Source: [Stanford Web Credibility Study](#); [Google/Ipsos, Global Retail Study](#)

83% visit a store online before going in.

75% judge your credibility based on your site.



Source: [Stanford Web Credibility Study](#); [Google/Ipsos, Global Retail Study](#)



**Having a Website
is Better than NOT
Having a Website.**





Too Good to Be True

Get An Affordable Custom Website, A Custom Email, And Everything Else You Need To Get Your Business Online From \$300 Or \$28/Mo.

No Contracts, No Hidden Fees, And A 60 Day Money-Back Guarantee.

[Get An Instant Quote!](#)

[Contact Us](#)



Start
\$59 /MONTH

\$100 Setup Fee

Professional Design Team Builds Your Website

Ongoing Professional SEO

Unlimited Tech Support

Domain Registration & Renewal

Web Hosting & Security

Unlimited Pages

Grow - Most Popular
\$99 /MONTH

\$100 Setup Fee

Professional Design Team Builds Your Website

Ongoing Professional SEO

Unlimited Tech Support

Domain Registration & Renewal

Web Hosting & Security

Unlimited Pages

Flourish
\$129 /MONTH

\$100 Setup Fee

Professional Design Team Builds Your Website

Ongoing Professional SEO

Unlimited Tech Support

Domain Registration & Renewal

Web Hosting & Security

Unlimited Pages



Avoid Being Held Hostage

Avoid Being Held Hostage

- You are renting your own website.

Avoid Being Held Hostage

- You are renting your own website.
- You own nothing in the end.

Get the logins for your
site host and domain registrar.

Or **WALK AWAY!**





Website Strategy

Types of Websites

Why Do You Have a Website?



Types of Websites

Billboard

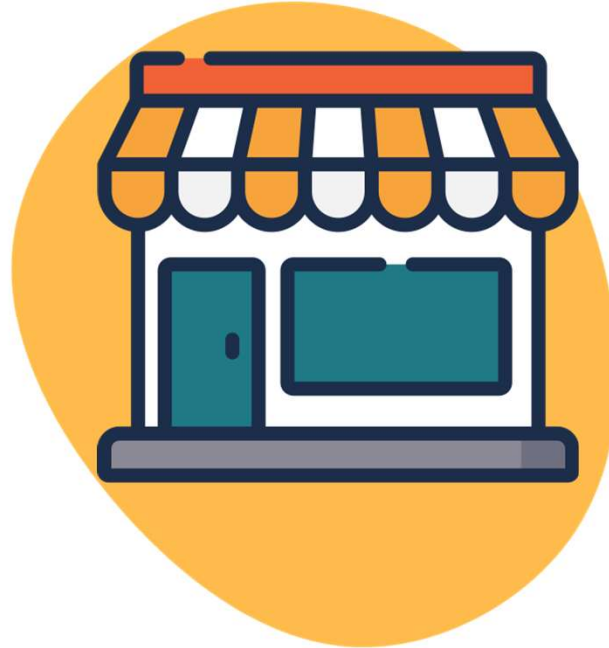


Types of Websites

Billboard



Store



Types of Websites

Billboard



Store



Lead Gen



Billboard



Billboard



what
you do



who
you serve



your
differentiator



Billboard



A Character



& Meets a Guide



Billboard



Awareness

Consideration

Conversion

Loyalty



Store



Store



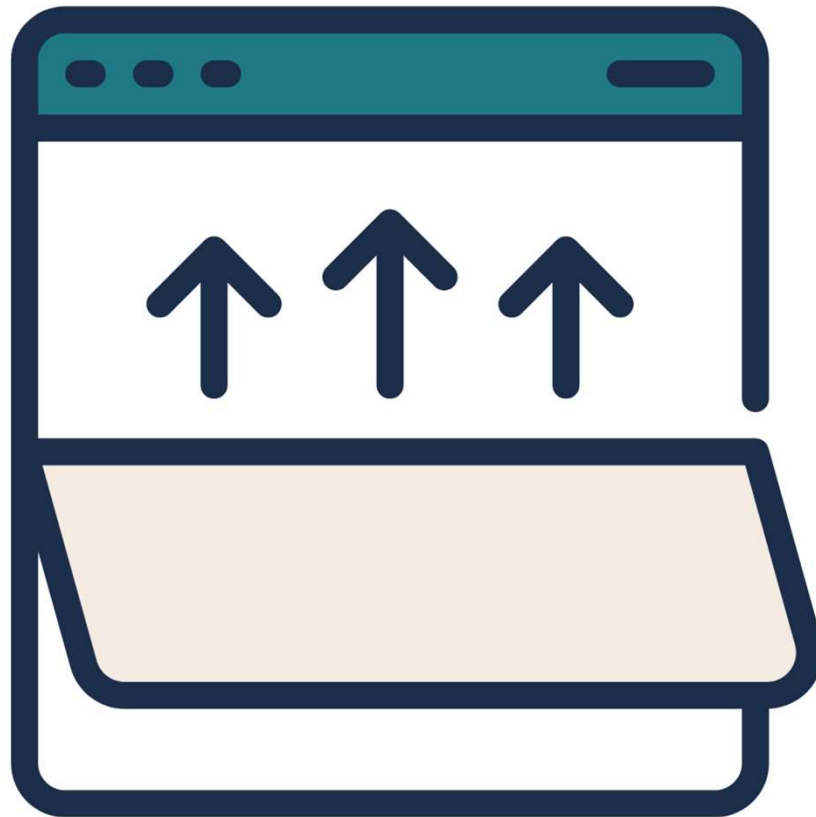
Lead Gen



Lead Gen



Above the Fold



Above the Fold



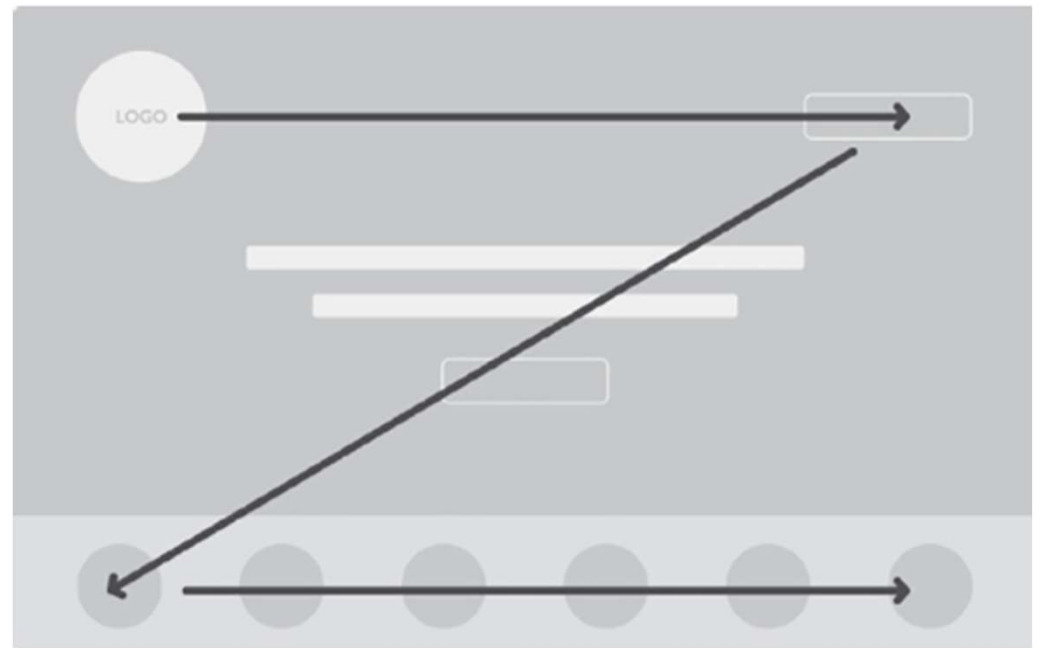
2 Direct CTAs
1 Transitional CTA



Above the Fold



2 Direct CTAs
1 Transitional CTA



Above the Fold



Image of Success



Above the Fold



Image of Success

Marriage Therapist



Above the Fold



Image of Success

Wedding Officiant



Above the Fold



Your Offer



Above the Fold



Your Offer

1. Promise an aspirational identity:



Above the Fold



Your Offer

1. Promise an aspirational identity:

No Blame. No Shame. No Criticism.
Learn How To Hear And Be Heard In A New Way.



Above the Fold



Your Offer

2. Promise to solve a problem:



Above the Fold



Your Offer

2. Promise to solve a problem:

Keeping a sharp eye on your company's books
So that you can go about the business of growing your business



Above the Fold



Your Offer

3. State exactly what you do:



Above the Fold



Your Offer

3. State exactly what you do:

We paint houses.



Top Nav

Top Nav

[HOME](#)[WHAT WE DO](#)[SERVICES](#)[OUR WORK](#)[BLOG](#)[FREE CONSULTATION](#)

Content | Design | Strategy

We work with you to customize a marketing plan.
Then we put it in action - and make sure it works.

[LEARN MORE](#)

Top Nav

[HOME](#)[WHAT WE DO](#)[SERVICES](#)[OUR WORK](#)[BLOG](#)[FREE CONSULTATION](#)

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[LEARN MORE](#)

Top Nav

[HOME](#)[WHAT WE DO](#)[SERVICES](#)[OUR WORK](#)[BLOG](#)[FREE CONSULTATION](#)

Content

We work with
Then we put it

- Keep it to 6 or under
- 2-3 Words per Tab
- CTA button that pops

Top Nav

[HOME](#)[WHAT WE DO](#)[SERVICES](#)[OUR WORK](#)[BLOG](#)[FREE CONSULTATION](#)[About Us](#)[Awards & Certifications](#)[Case Studies](#)

Content | Design | Strategy

We work with you to customize a marketing plan.
Then we put it in action - and make sure it works.

[LEARN MORE](#)

Footer Nav

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[Matcha Kits](#)

[Pure Matcha](#)

[Matchaware](#)

[Single Serve Matcha](#)

[Wholesale & Bulk](#)

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Let's Stay Connected

Enter your email to unlock 10% OFF.

Your Email

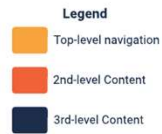
SUBMIT

Follow us

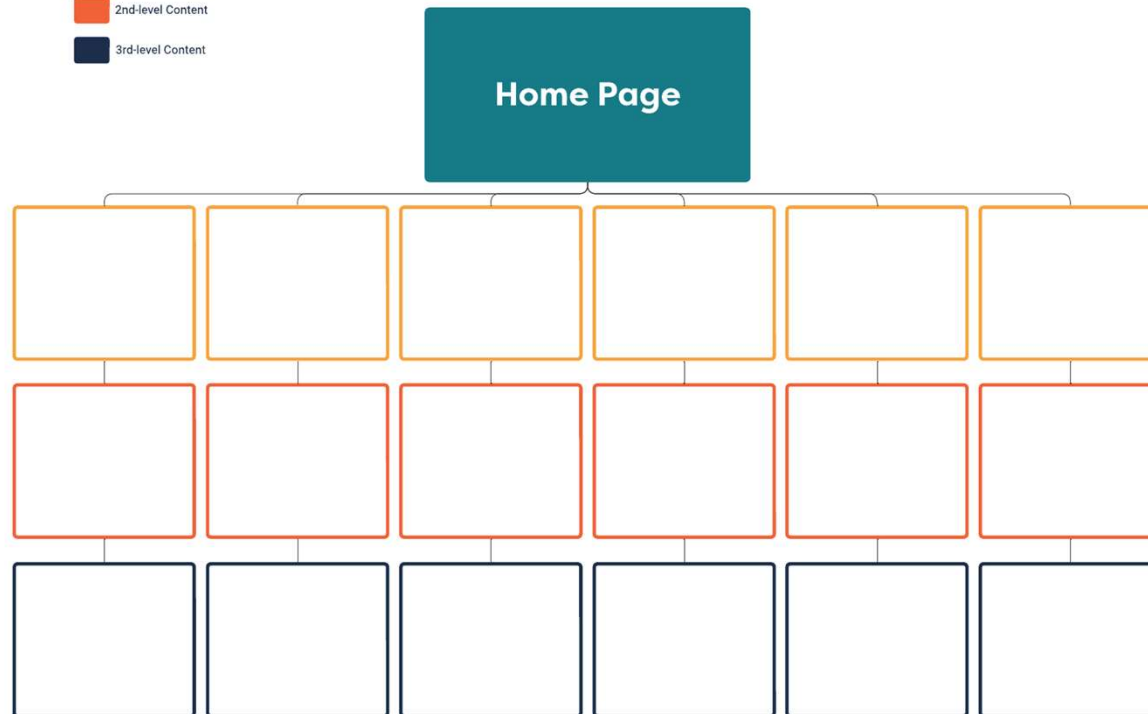


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Site Map Worksheet



SITE MAP



The Rest of the Home Page

The Rest of the Home Page

The fewer words, the more likely people will read them.

We understand that changes in your health can be overwhelming when living with a chronic condition or when navigating the aging process.



We understand that changes in your health can be overwhelming when living with a chronic condition or when navigating the aging process.

Health changes with chronic conditions or aging can be overwhelming.



We understand that changes in your health can be overwhelming when living with a chronic condition or when navigating the aging process.

Health changes with chronic conditions or aging can be overwhelming.



Tax Management Services

At Sally Rogers CPA, PC, we guide our clients through a full range of tax planning and preparation decisions with strategies that minimize your tax liabilities, maximize your cash flow and keep you on track to your financial goals. Our expertise, experience, analysis and thorough research allow us to optimize financial opportunities to be found in existing as well as recently altered tax laws. We are knowledgeable and up to date on the tax laws and can make sense of your receipts, bills and notices.



Tax Management Services

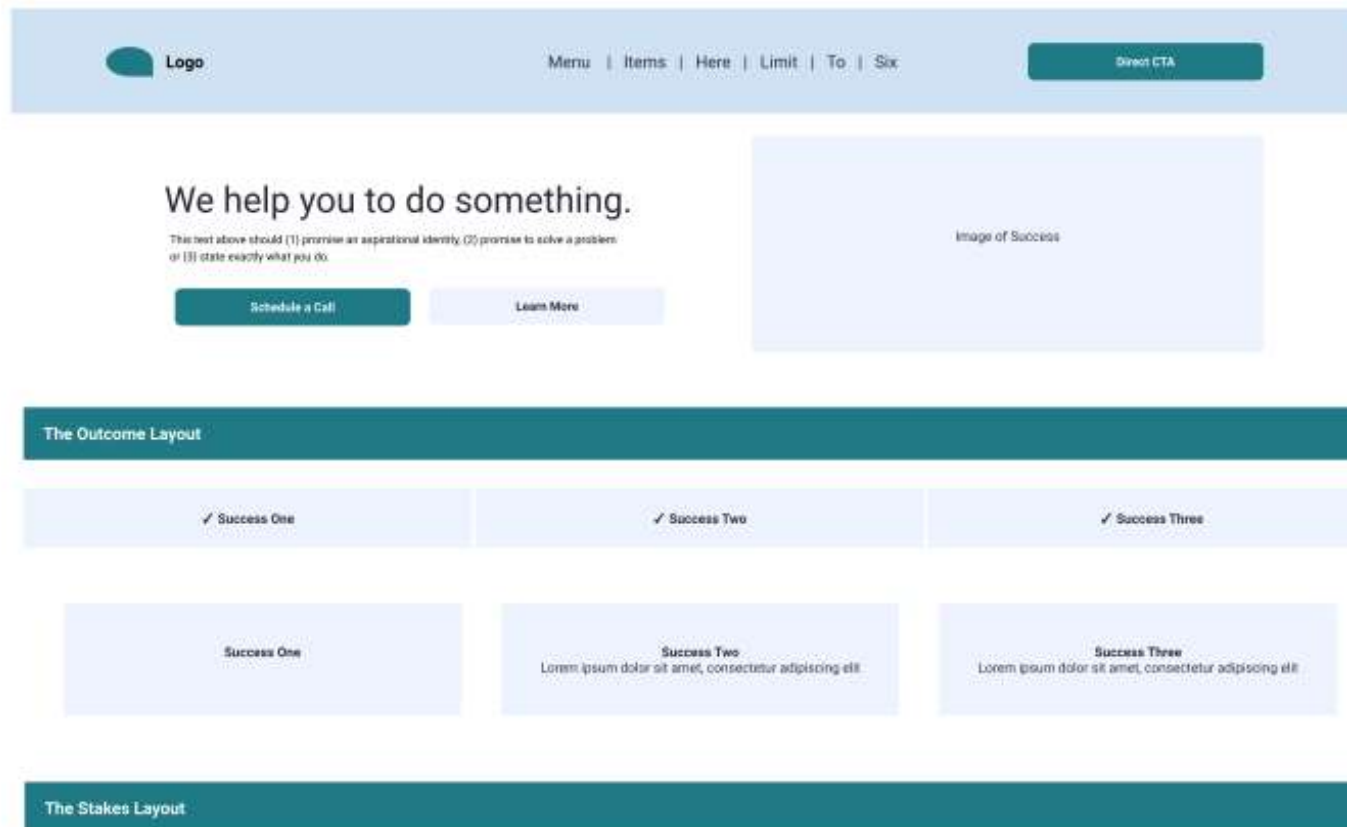
At Sally Rogers CPA, PC, we guide our clients through a full range of tax planning and preparation decisions with strategies that minimize your tax liabilities, maximize your cash flow and keep you on track to your financial goals. Our expertise, experience, analysis and thorough research allow us to optimize financial opportunities to be found in existing as well as recently altered tax laws. We are knowledgeable and up to date on the tax laws and can make sense of your receipts, bills and notices.

Tax Management Services

- Minimize tax liabilities, maximize cash flow
- Optimize financial opportunities in existing and altered tax laws
- Up-to-date on tax laws
- Expertise in making sense of receipts, bills, and notices



Site Wireframe





Search Engine Optimization (SEO)



**What
Google
Wants**

Chasing the Algorithm



What Google Wants

Search Engine Land's SEO PERIODIC TABLE

Search engine optimization seems like alchemy to the uninitiated. This guide to success factors, best practices and potential pitfalls can build the framework for your SEO strategy.

Ex. ⁺³ **Ex.** **Ex.**

EXAMPLE DESCRIPTION
EXAMPLE CATEGORY

WEIGHT RANKING
ELEMENT SYMBOL
ELEMENT NAME
DESCRIPTION
CATEGORY

Search Engine Land

Cr ⁺⁵ CRIMINAL Search engines must be able to easily crawl your pages. ARCHITECTURE	Cl ⁻⁵ CLOWNING Don't show the engines different content than you're showing searchers. TOKENS
Qu ⁺⁵ QUALITY Pages must be well-written and have substantial quality. CONTENT	Mo ⁺⁴ MOBILE FIRST Optimize for smartphone and tablets. ARCHITECTURE
Rs ⁺⁴ RESEARCH Discover keywords people may use to find your content. CONTENT	Sc ⁻⁴ SCHEMES Buying links, spamming blogs and so on are tactics that can get you penalized. TOKENS
An ⁺⁴ ANSWERS Create content that can be turned into answers in the SERP. CONTENT	Bc ⁻⁴ BAD CONTENT Google penalizes automated/generated content, scraped content, and doorway pages. TOKENS
Dt ⁺⁴ DEPTH Shallow content fails. Aim for substance. CONTENT	St ⁺⁴ STRUCTURE Make sure the page's structure is easy for both users and bots to understand. ARCHITECTURE
Ur ⁺³ URLS Build keywords into your page addresses. ARCHITECTURE	Tt ⁺⁵ TITLES Build keywords into your titles. HTML
Kw ⁺³ KEYWORDS Build target keywords into your pages. CONTENT	Pr ⁺⁴ PRIVITY Parity between mobile and desktop experiences. ARCHITECTURE
Fr ⁺³ FRESHNESS Create timely content; refresh or refine stagnant pages. CONTENT	Sc ⁺⁴ SCHEMA Structured data and schema can turn data into enhanced listings. HTML
Mm ⁺³ MULTIMEDIA Images, video and audio can set your content apart. CONTENT	Sc ⁺⁴ SCHEMA Structured data and schema can turn data into enhanced listings. HTML
Ps ⁺¹ HTTPS HTTPS improves security and search engines.	Sc ⁺⁴ SCHEMA Structured data and schema can turn data into enhanced listings. HTML
ALT ⁺¹ IMAGE ALT All text for images improves accessibility and image SEO.	Sc ⁺⁴ SCHEMA Structured data and schema can turn data into enhanced listings. HTML
Tr ⁺⁴ TRUST Established sites that have operated the same way for years carry weight. REPUTATION	Sc ⁺⁴ SCHEMA Structured data and schema can turn data into enhanced listings. HTML
Qr ⁺² QUANTITY The more high-quality links, the better.	Sc ⁺⁴ SCHEMA Structured data and schema can turn data into enhanced listings. HTML
Eg ⁺² ENGAGEMENT Visitors should spend time with your pages, not bounce.	Sc ⁺⁴ SCHEMA Structured data and schema can turn data into enhanced listings. HTML
Iv ⁻² INTENT/REVENUE Ad heavy content, irrelevant content, and a bad user experience are all bad ideas.	Sc ⁺⁴ SCHEMA Structured data and schema can turn data into enhanced listings. HTML
Ux ⁺⁴ USER EXPERIENCE Does your site have a user experience that makes your users want to come back and read more? USER	Ux ⁺⁴ USER EXPERIENCE Does your site have a user experience that makes your users want to come back and read more? USER
It ⁺⁴ INTENT Consider why someone is conducting a specific search.	Ux ⁺⁴ USER EXPERIENCE Does your site have a user experience that makes your users want to come back and read more? USER
Lq ⁺⁵ LINK QUALITY Seek links from trusted, quality websites.	Ux ⁺⁴ USER EXPERIENCE Does your site have a user experience that makes your users want to come back and read more? USER
Ly ⁺³ LOCALITY Consider the region, city or town of your searches; create experiences for them.	Ux ⁺⁴ USER EXPERIENCE Does your site have a user experience that makes your users want to come back and read more? USER
Hi ⁻³ HINDING Obscuring your keywords is a spam tactic.	Ux ⁺⁴ USER EXPERIENCE Does your site have a user experience that makes your users want to come back and read more? USER
Ci ⁺³ CITATIONS Citizens show search engines you're a real business.	Ux ⁺⁴ USER EXPERIENCE Does your site have a user experience that makes your users want to come back and read more? USER
Av ⁺³ ARCHIVES A strong, well-optimized archive acts as a content pillar in your industry.	Ux ⁺⁴ USER EXPERIENCE Does your site have a user experience that makes your users want to come back and read more? USER
Sd ⁺⁴ STRUCTURED DATA Include structured data for products, offers & reviews.	Ux ⁺⁴ USER EXPERIENCE Does your site have a user experience that makes your users want to come back and read more? USER
NAP ⁺³ NAP Name, address, and phone number must be consistent across all digital citations.	Ux ⁺⁴ USER EXPERIENCE Does your site have a user experience that makes your users want to come back and read more? USER
Ir ⁺³ IMAGE REQUIRED Every page is required to include at least one image. Images should be at least 1200 pixels wide & 600 pixels high.	Ux ⁺⁴ USER EXPERIENCE Does your site have a user experience that makes your users want to come back and read more? USER
URL ⁺³ URLS Ensure URL structure is easy to read and tells buyers where they came from.	Ux ⁺⁴ USER EXPERIENCE Does your site have a user experience that makes your users want to come back and read more? USER
Rv ⁺³ REVIEWS There is a direct correlation between the number and quality of reviews and local SEO rankings.	Ux ⁺⁴ USER EXPERIENCE Does your site have a user experience that makes your users want to come back and read more? USER
Fs ⁺² FLEXIBLE SAMPLING If your news is behind a subscription, experiment with interesting and lead-ins.	Ux ⁺⁴ USER EXPERIENCE Does your site have a user experience that makes your users want to come back and read more? USER
Pg ⁺³ PAGINATION Ensure that important product pages are not being diluted and penalized by pagination. Use rel=canonical on the first page.	Ux ⁺⁴ USER EXPERIENCE Does your site have a user experience that makes your users want to come back and read more? USER



NICHES

GMB ⁺⁵ GOOGLE MY BUSINESS A Google My Business listing is required to get listed on the local map. LOCAL	Ts ⁺⁴ TOP STORIES Optimizing your site to show in top stories can be a game-changer of organic traffic for publishers. PUBLISHING	At ⁺⁴ ARCHITECTURE Product architecture should be intuitive and give buyers easy access to what they need. ECOMMERCE
Lc ⁺⁵ LOCATIONS The searcher is location plays into what results show up in a local search. LOCAL	Dc ⁺⁴ DISCOVER Google's Discover feed personalizes news for readers. This means more qualified website visitors. PUBLISHING	Mc ⁺⁴ MERCHANT CENTER Manage how your inventory displays in Google search. ECOMMERCE
Ci ⁺³ CITATIONS Citizens show search engines you're a real business.	Av ⁺³ ARCHIVES A strong, well-optimized archive acts as a content pillar in your industry.	Sd ⁺⁴ STRUCTURED DATA Include structured data for products, offers & reviews.
NAP ⁺³ NAP Name, address, and phone number must be consistent across all digital citations.	Ir ⁺³ IMAGE REQUIRED Every page is required to include at least one image. Images should be at least 1200 pixels wide & 600 pixels high.	URL ⁺³ URLS Ensure URL structure is easy to read and tells buyers where they came from.
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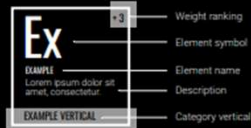


What Google Wants

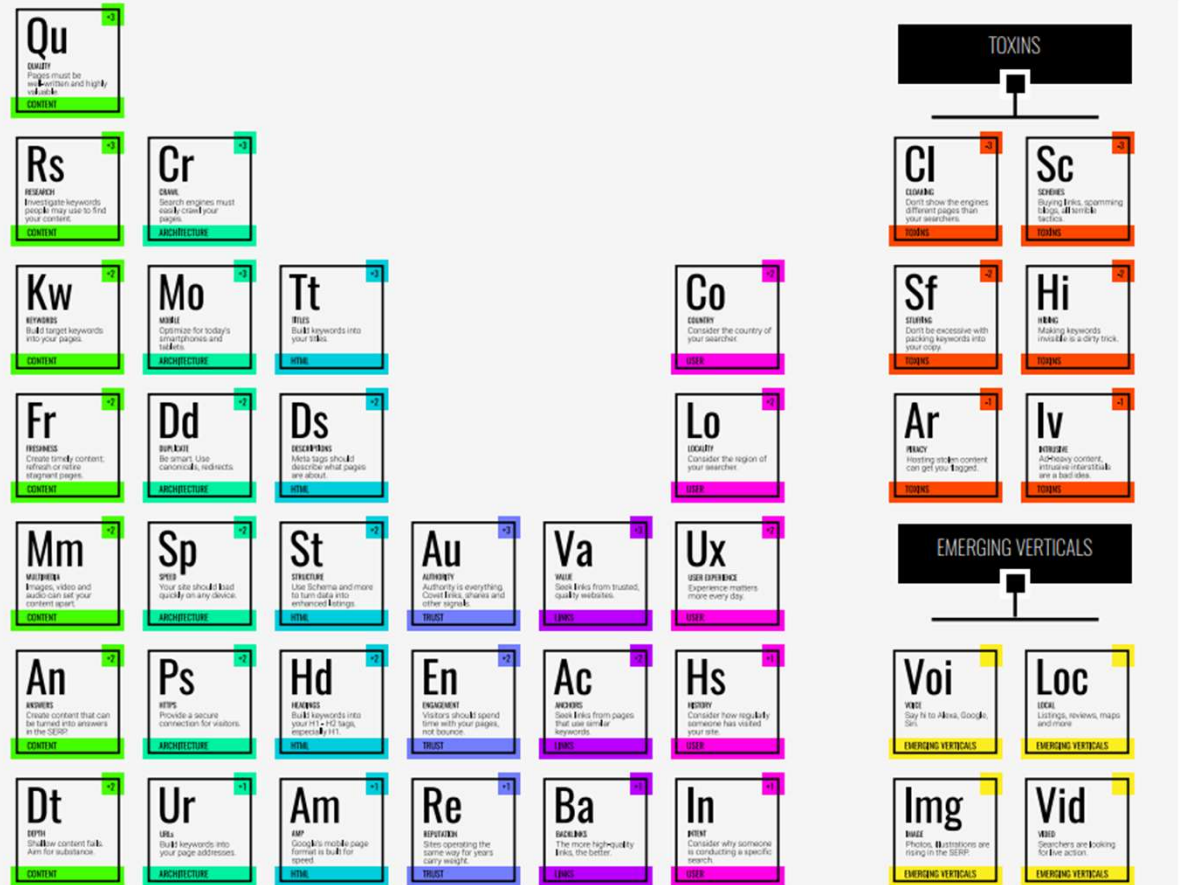
2019

PERIODIC TABLE OF SEO FACTORS 2019

Search engine optimization seems like alchemy to the uninitiated. This guide to success factors, best practices and potential pitfalls can build the framework for your SEO strategy.



Search Engine Land





What Google Wants

2015



ON-THE-PAGE FACTORS		
These elements are in the direct control of the publisher		
CONTENT		
Cq	QUALITY	Are pages well written & have substantial quality content?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?
Cf	FRESH	Are pages fresh & about "hot" topics?
Cv	VERTICAL	Do you have image, local, news, video or other vertical content?
Ca	ANSWERS	Is your content turned into direct answers within search results?
Vt	THIN	Is content "thin" or "shallow" & lacking substance?
ARCHITECTURE		
Ac	CRAWL	Can search engines easily "crawl" pages on site?
Ad	DUPLICATE	Does site manage duplicate content issues well?
Am	MOBILE	Does your site work well for mobile devices & make use of app indexing?
As	SPEED	Does site load quickly?
Au	URLS	Do URLs contain meaningful keywords to page topics?
Ah	HTTPS	Does site use HTTPS to provide secure connection for visitors?
Vc	CLOAKING	Do you show search engines different pages than humans?
HTML		
Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hs	STRUCTURE	Do pages use structured data to enhance listings?
Hh	HEADERS	Do headlines & subheads use header tags with relevant keywords?
Vs	STUFFING	Do you excessively use words you want pages to be found for?
Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?

THE PERIODIC TABLE OF SEO SUCCESS FACTORS

Search engine optimization — SEO — seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

ON-THE-PAGE SEO

CONTENT	ARCHITECTURE	HTML	TRUST	LINKS	PERSONAL	SOCIAL
Cq ⁺³ Quality	Ac ⁺³ Crawl	Ht ⁺³ Titles	Ta ⁺³ Authority	Lq ⁺³ Quality	Pc ⁺³ Country	Sr ⁺² Reputation
Cr ⁺³ Research	Ad ⁺² Duplicate	Hd ⁺² Description	Te ⁺² Engage	Lt ⁺² Text	Pl ⁺³ Locality	Ss ⁺¹ Shares
Cw ⁺² Words	Am ⁺² Mobile	Hs ⁺² Structure	Th ⁺² History	Ln ⁺¹ Numbers	Ph ⁺³ History	
Cf ⁺² Fresh	As ⁺¹ Speed	Hh ⁺¹ Headers	Ti ⁺¹ Identity	Vp ⁻³ Paid	Ps ⁺² Social	
Cv ⁺² Vertical	Au ⁺¹ URLs	Vs ⁻² Stuffing	Vd ⁻¹ Piracy	Vi ⁻³ Spam		
Ca ⁺¹ Answers	Ah ⁺¹ HTTPS	Vh ⁻¹ Hidden	Va ⁻³ Ads			
Vt ⁻² Thin	Vc ⁻³ Cloaking					

FACTORS WORK TOGETHER

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.

OFF-THE-PAGE FACTORS		
Elements influenced by readers, visitors & other publishers		
TRUST		
Ta	AUTHORITY	Do links, shares & other factors make site a trusted authority?
Te	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?
Ti	IDENTITY	Does site use means to verify its identity & that of authors?
Vd	PIRACY	Has site been flagged for hosting pirated content?
Va	ADS	Is your content ad-heavy, especially "above-the-fold"?
LINKS		
Lq	QUALITY	Are links from trusted, quality or respected web sites?
Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln	NUMBER	Do many links point at your web pages?
Vp	PAID	Have you purchased links in hopes of better rankings?
Vi	SPAM	Have you created links by spamming blogs, forums or other places?
PERSONAL		
Pc	COUNTRY	What country is someone located in?
Pl	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Has someone regularly visited your site or socially favored it?
Ps	SOCIAL	Has someone or their friends socially favored the site?
SOCIAL		
Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?

Written By: [Search Engine Land](#)

Learn More: <http://seid.com/seotable>

Design By: [COLUMN FIVE](#)

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**What
Google
Really
Wants**



**What
Google
Really
Wants**

Hasn't Changed at All

1998, 2018, 2028, 2038



**What
Google
Really
Wants**



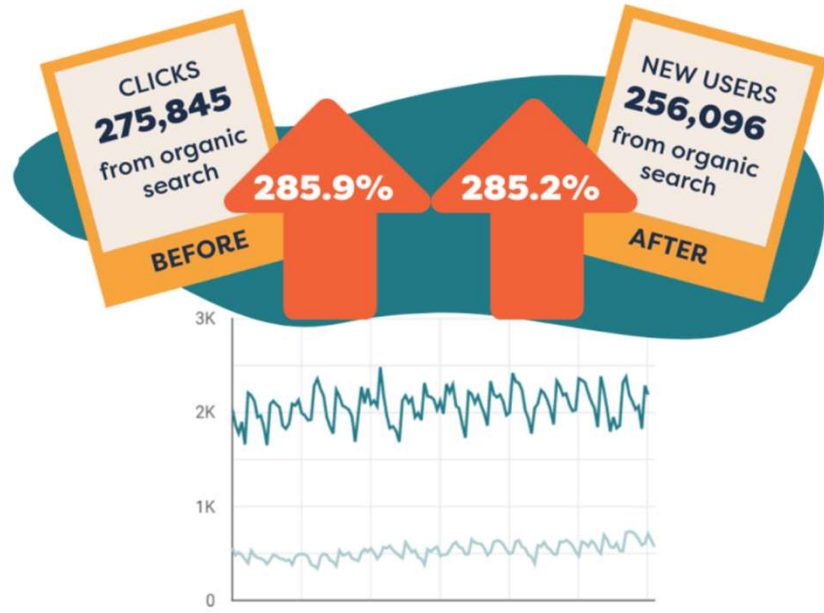
**Happy Users
Who Find
What They
Need**



**If your goal is to *provide* the best search result,
you'll win in the long run.**

No matter what new algorithm rolls out.





Ever Received an Email Like This?



Ever Received an Email Like This?

I was on your website [REDACTED] and wanted to shoot you a quick note.

I think I can make a few changes (aesthetically and/or SEO – wise) to make your site convert more visitors into leads and to get it placed higher in the organic search results, for a few of the select terms.

This is NOT like one of those foreign emails you probably get in your inbox every day. Just to be upfront I have 3 agents that work with me for development /SEO.

I would just need to know which (if not both) services you're open to checking out information about, either web design or SEO. Would you be open to seeing more brief info / quote for what I would like to accomplish?

*Regards,
XXXXXX XXXXX*



Matt Cutts at Google

I was on your website www.google.com and wanted to shoot you a quick note.

I think I can make a few changes (aesthetically and/or SEO – wise) to make your site convert more visitors into leads and to get it placed higher in the organic search results, for a few of the select terms.

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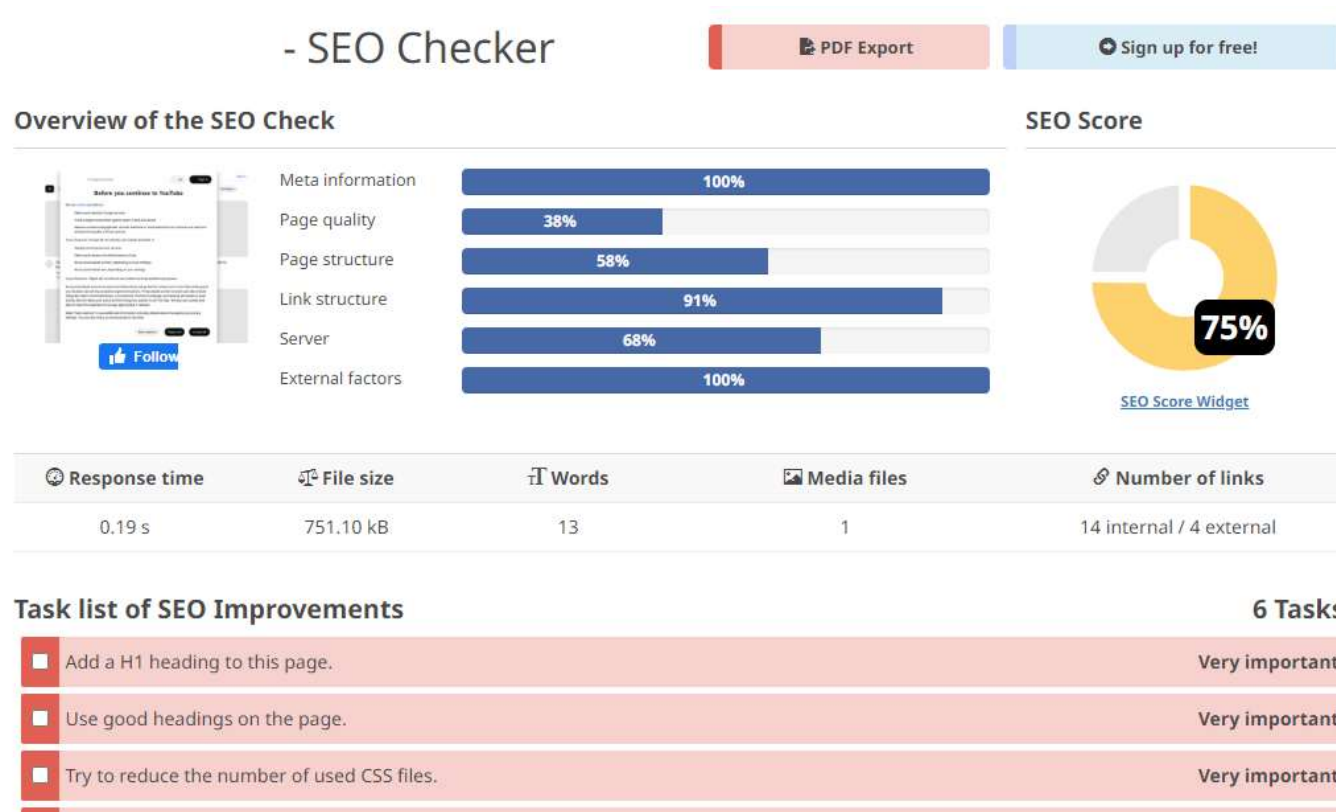
Regards,
XXXXXX XXXXX



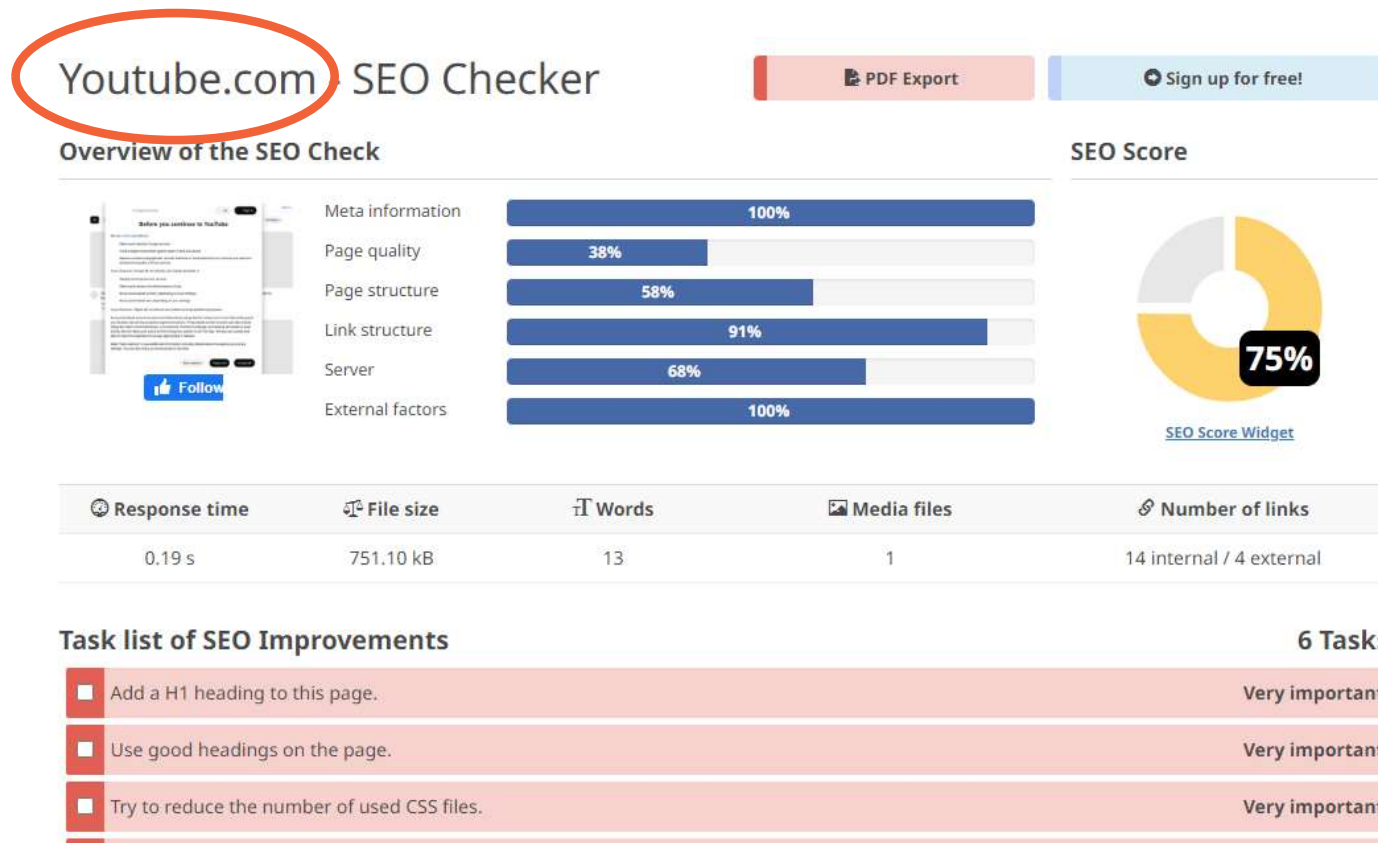
Did you know that passing an SEO scan
means *absolutely nothing* to Google?



Did you know that passing an SEO scan means *absolutely nothing* to Google?



Did you know that passing an SEO scan means *absolutely nothing* to Google?



DIAGNOSTIC

PRESCRIPTIVE



DIAGNOSTIC

Identifying
reasons for poor
user experience.

PRESCRIPTIVE



DIAGNOSTIC

Identifying
reasons for poor
user experience.

PRESCRIPTIVE

Suggesting
necessary actions to
improve your site.



DIAGNOSTIC

Identifying
reasons for poor
user experience.

PRESCRIPTION

necessary actions to
improve user experience.



How do you provide the best search result?



How do you provide the best search result?



A Character

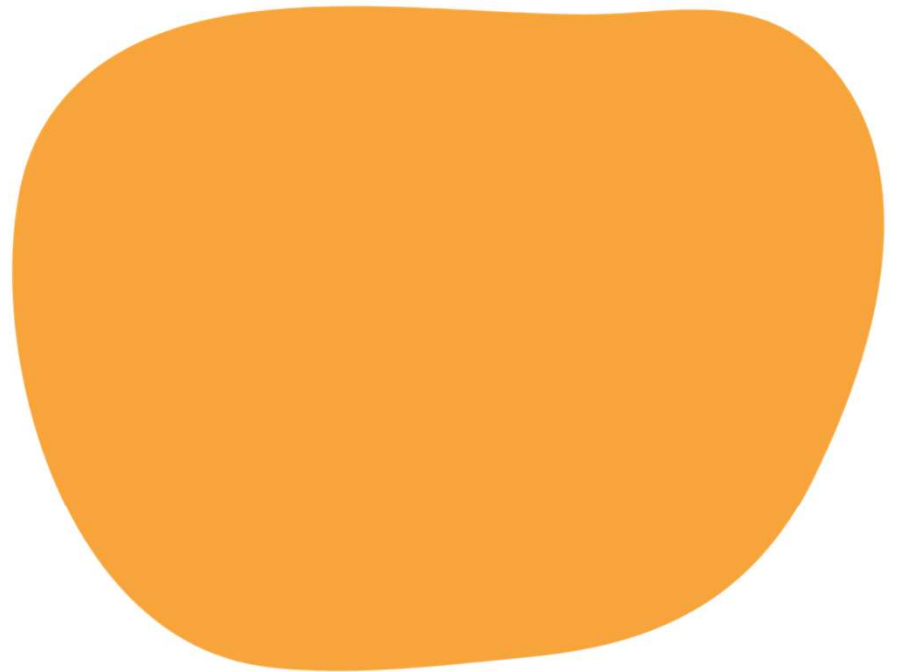
Put User Experience First



How do you provide the best search result?



A Character



How do you provide the best search result?



A Character

Site loads quickly.



How do you provide the best search result?



A Character

Site loads quickly.
On mobile or desktop.



How do you provide the best search result?



A Character

Site loads quickly.
On mobile or desktop.
Has the info they want.



How do you provide the best search result?



A Character

Site loads quickly.
On mobile or desktop.
Has the info they want.
Is easy to use.



How do you provide the best search result?



A Character

Site loads quickly.
On mobile or desktop.
Has the info they want.
Is easy to use.

Tip: Use Your Own Site





Social Media

- 
- A spiral-bound notebook with a silver metal spiral on the left side. The pages are white and the notebook is shown from a slightly elevated angle.
- ✓ Post twice a day on Instagram
 - ✓ Post every day on Facebook
 - ✓ Share two Stories daily on Instagram
 - ✓ Run contests and giveaways
 - ✓ Create share-worthy TikToks
 - ✓ Connect with influencers
 - ✓ Use the right hashtags
 - ✓ Tag the right people



✓ Post twice a day on Instagram

✓ Post every day

**Feel stressed and overwhelmed?
You're not alone!**

✓ Conr

✓ Use t

✓ Tag t



Where Is This Advice Coming From?



Social Media Scheduling Tools



Social Media Scheduling Tools



The Social Networks Themselves



What Are These Best Practices *For* ?

What Are These Best Practices *For* ?



Likes



Comments



Followers

What Are These Best Practices *For* ?



Likes



Comments



Followers



What Are These Best Practices *For* ?



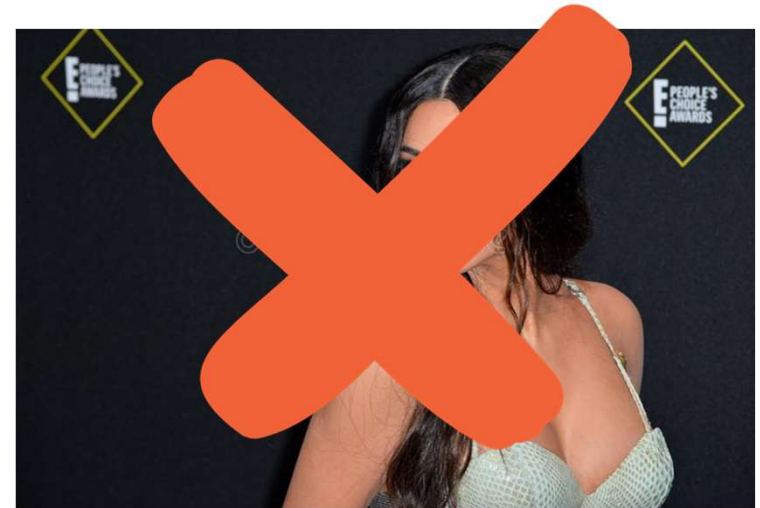
Likes



Comments



Followers



What You Need Is



Clients



Appointments



Sales



Who Is Seeing Your Content?

Chasing the Algorithm

Who Is Seeing Your Content?



Only **2.2%** of your followers are even *shown* your content.

Who Is Seeing Your Content?



Median number of clicks is **0**.

Who Is Seeing Your Content?



Only **9.4%** of your followers
are *shown* your content.

Who Is Seeing Your Content?



Median engagement is less than **1%**.

Who Is Seeing Your Content?



Around **5.3%** of your followers are *shown* your content.

Who Is Seeing Your Content?



LinkedIn Views:

of times your content is at least...

50% in view

300 *milliseconds*

Who Is Seeing Your Content?



Average engagement is around 2%.

Who Is Seeing Your Content?

2.2%



5.3%



9.4%



Who Is Seeing Your Content?

2.2%



5.3%



9.4%



97.5%



Who Is Seeing Your Content?

2.2%



5.3%



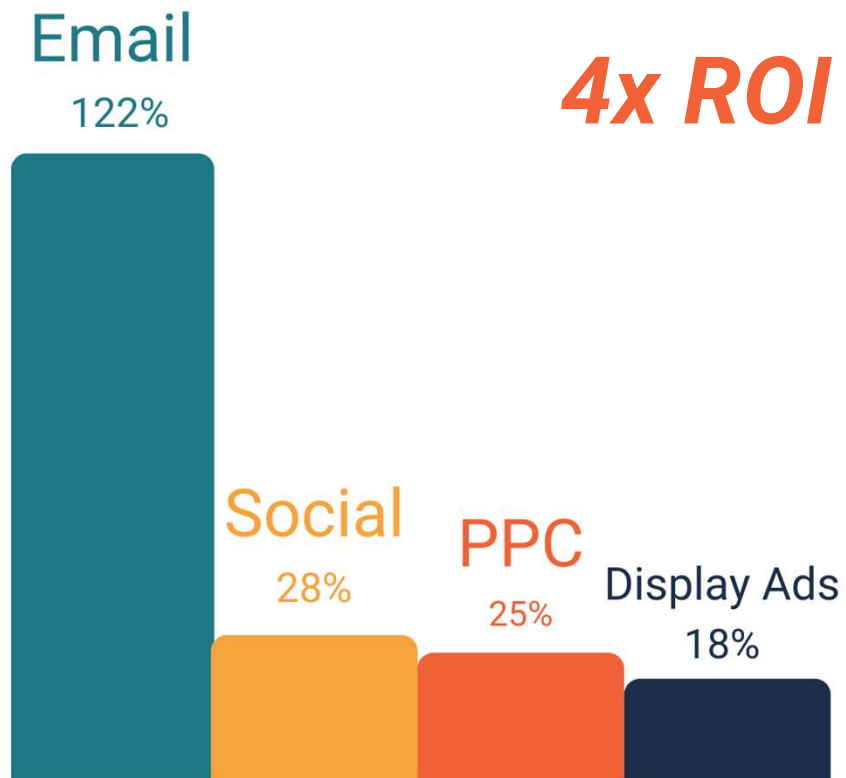
9.4%

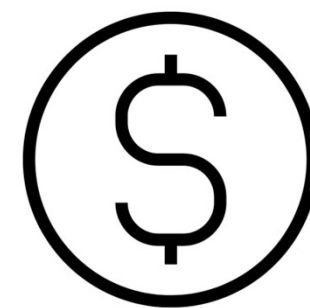
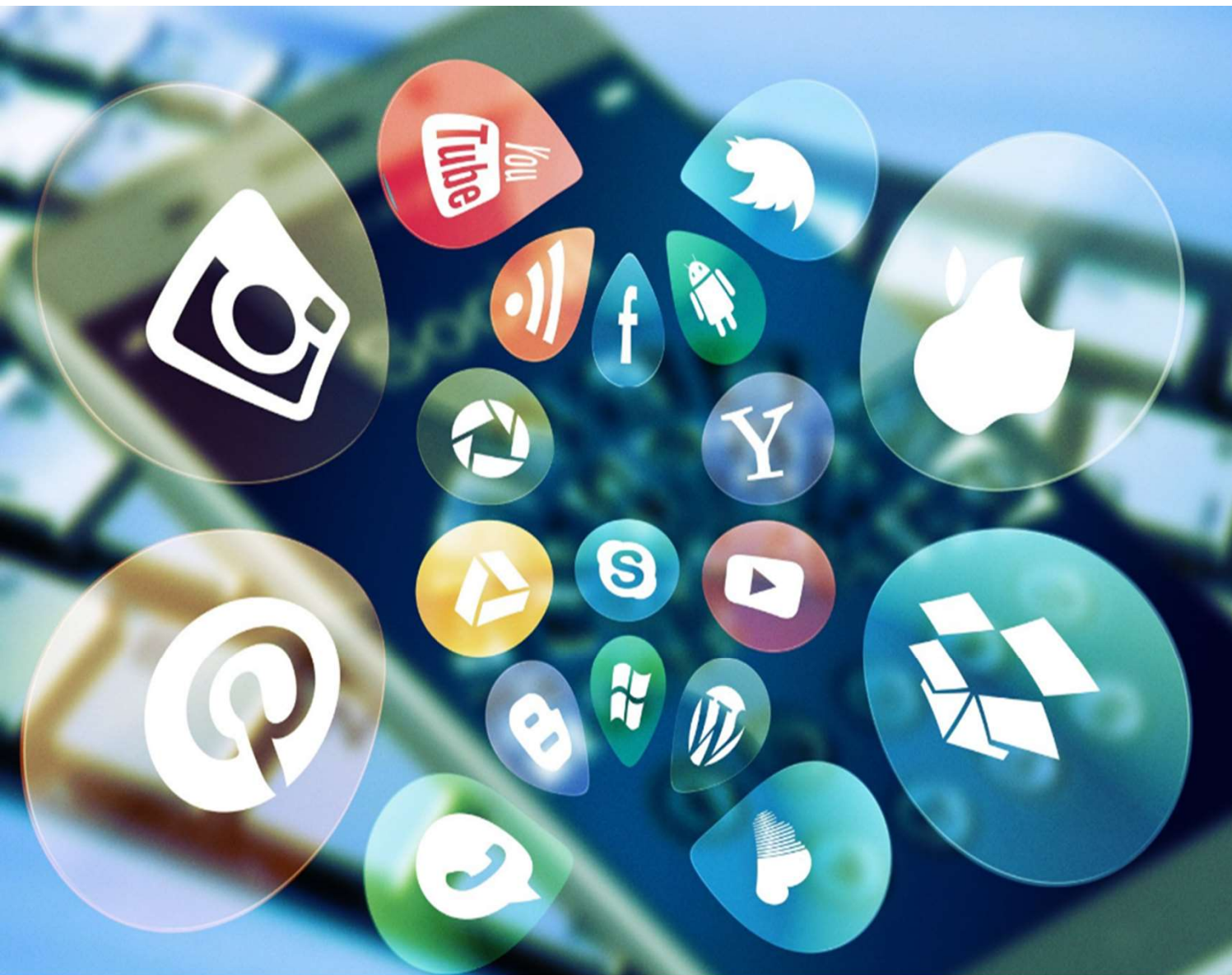


97.5%
22.3%

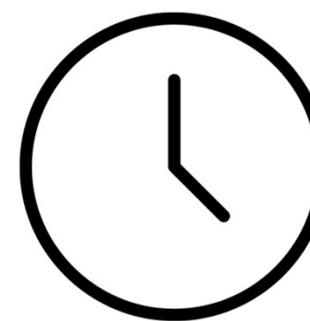


Don't Stress About Social





Expensive

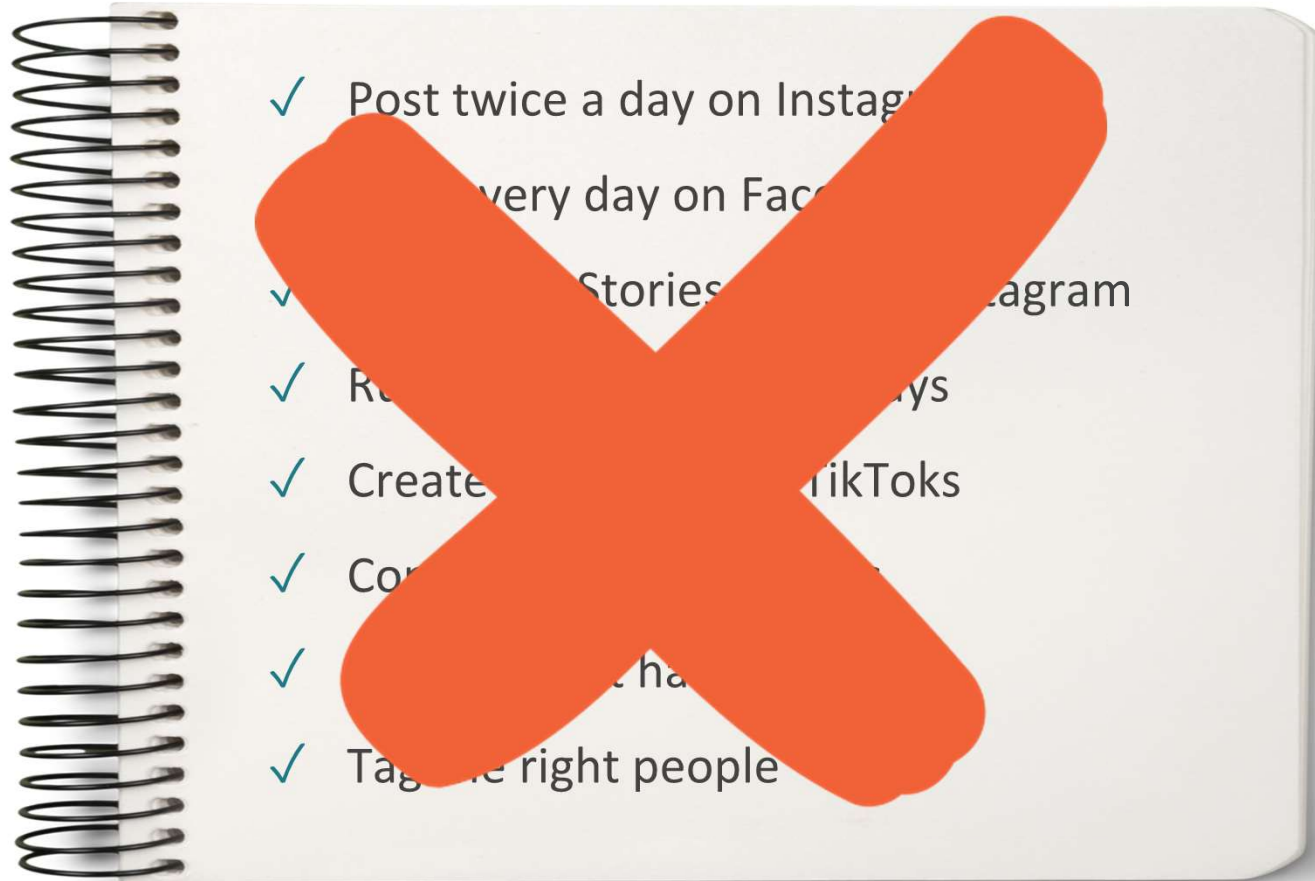


Time-Consuming

Should You Ignore Social Media?

Should You Ignore Social Media?

No.



- ✓ Post twice a day on Instagram
- ✓ Post every day on Facebook
- ✓ Post Stories on Instagram
- ✓ Reply to comments on YouTube
- ✓ Create TikToks
- ✓ Comment on other people's posts
- ✓ Tag the right people

Change How You Think About Social Media



Customers



Appointments

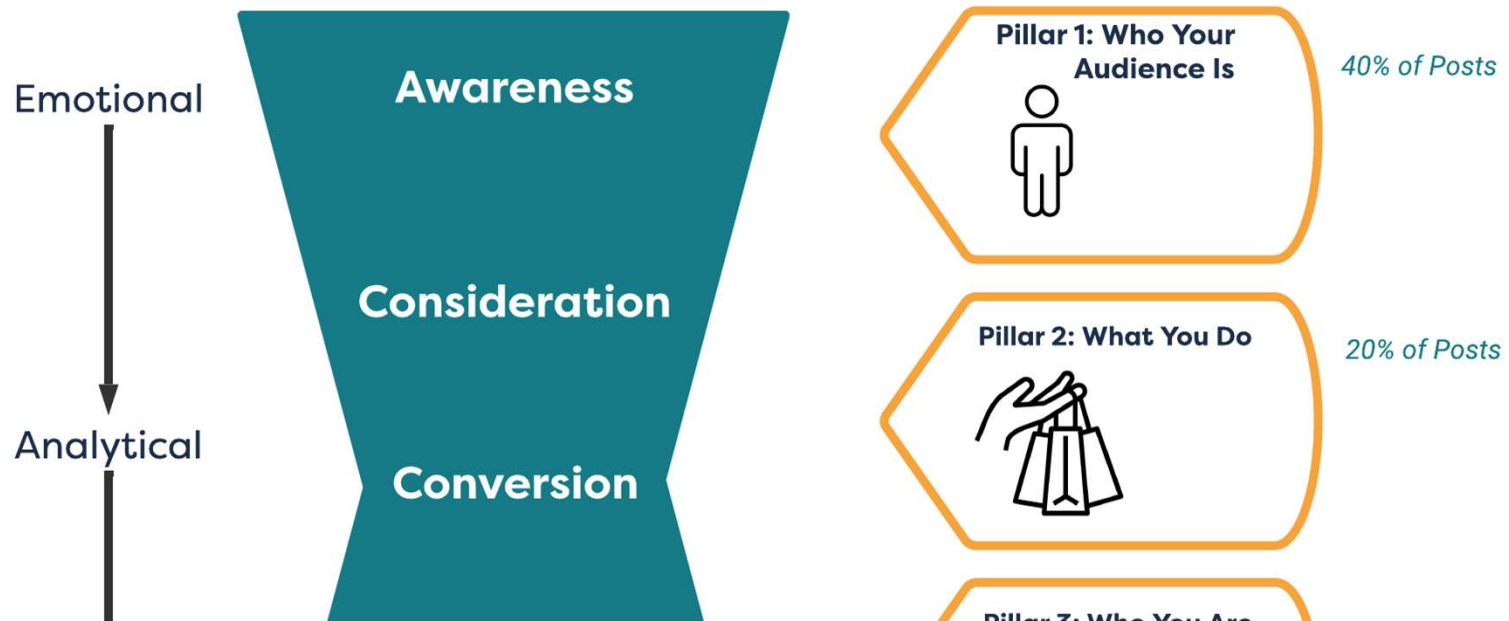


Sales

Social Strategy Worksheet

Company Name: _____

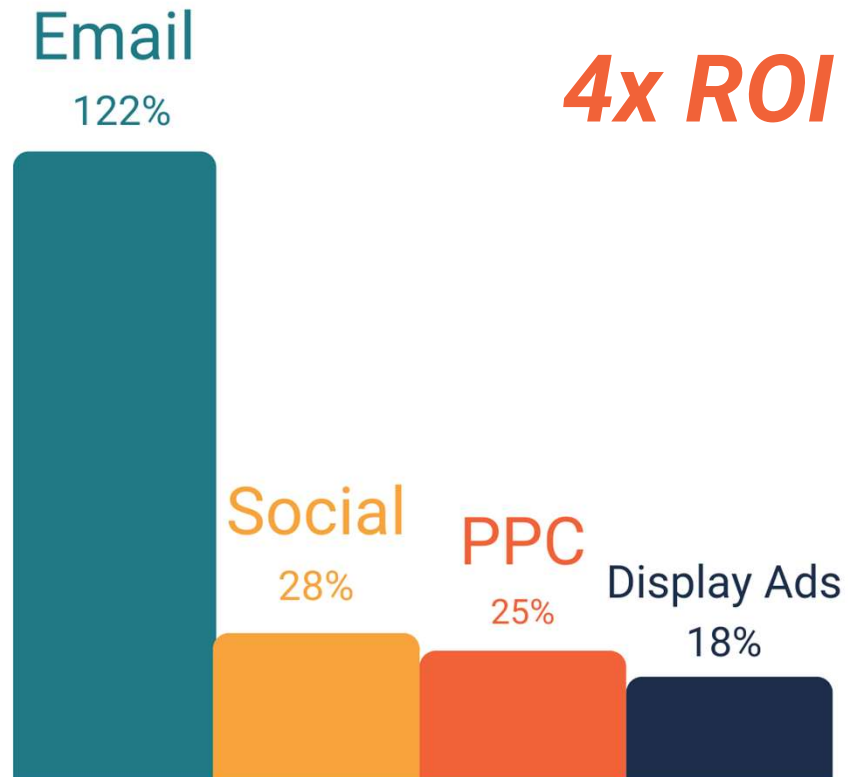
Social Media Pillars



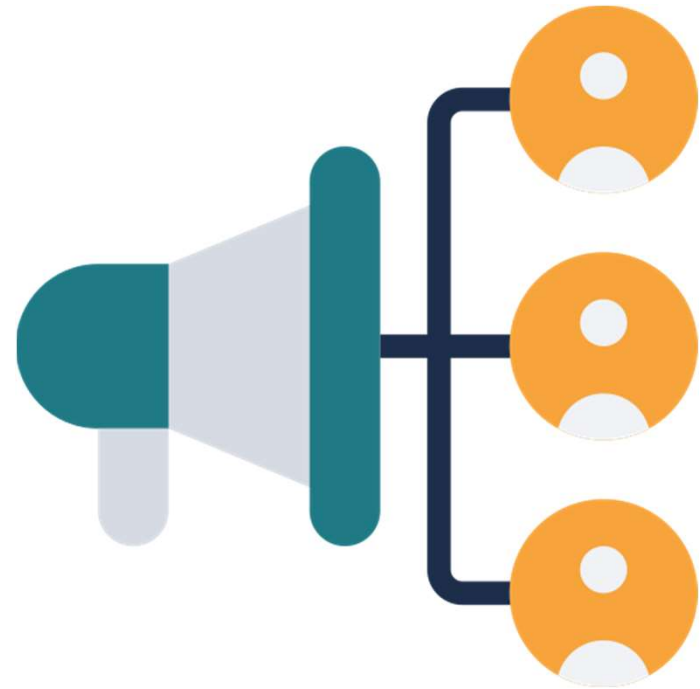


Email Marketing Strategy

Why does email rule?



**Reach is better
and *(mostly)* free**



People opt in

SUBSCRIBE



**You can set it
on auto-pilot**



**You control
their journey**



**You control
their journey**
and can continue it
outside of email.



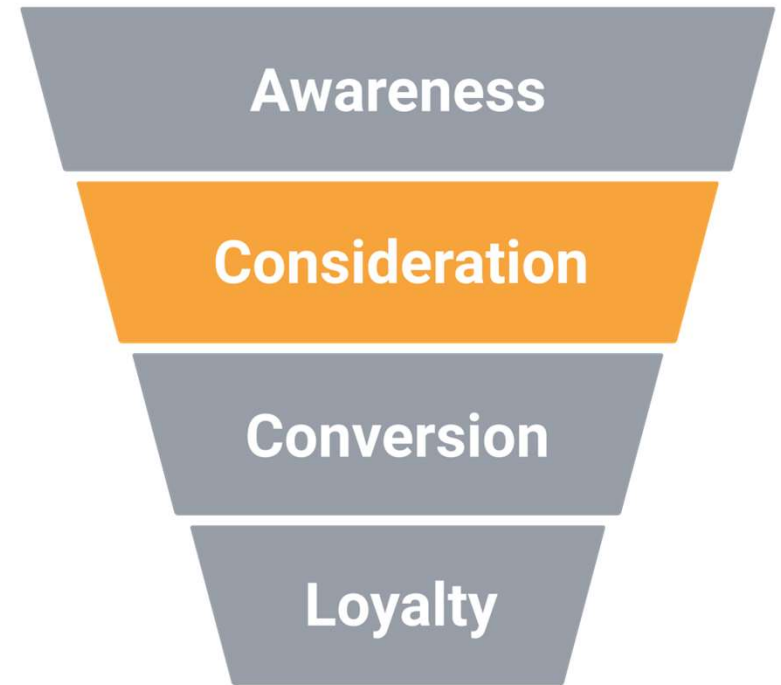
**Ever have an ad
follow you?**
This is called
retargeting.



You have time to educate

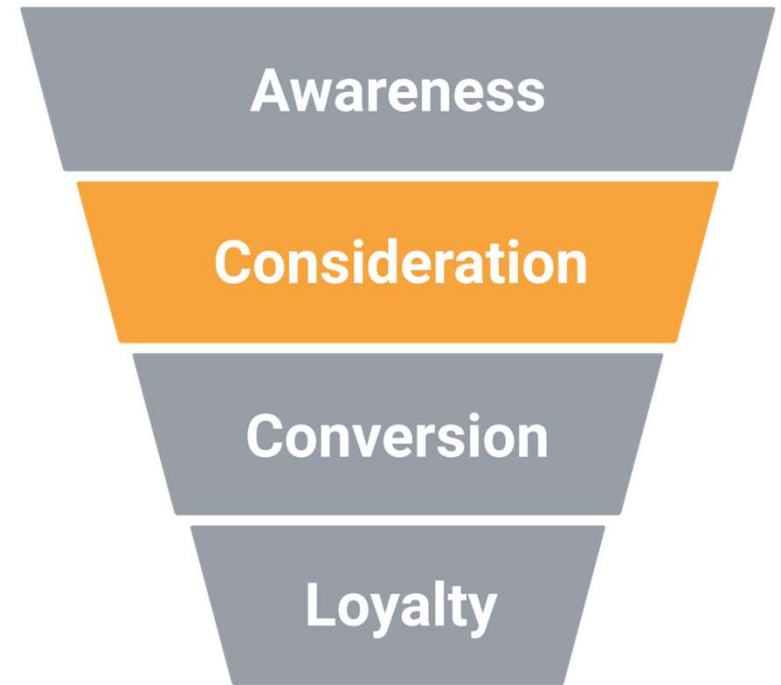


You have time to educate



**Average: 6-8
Touchpoints**

You have time to educate



**Average: 6-8
Touchpoints**

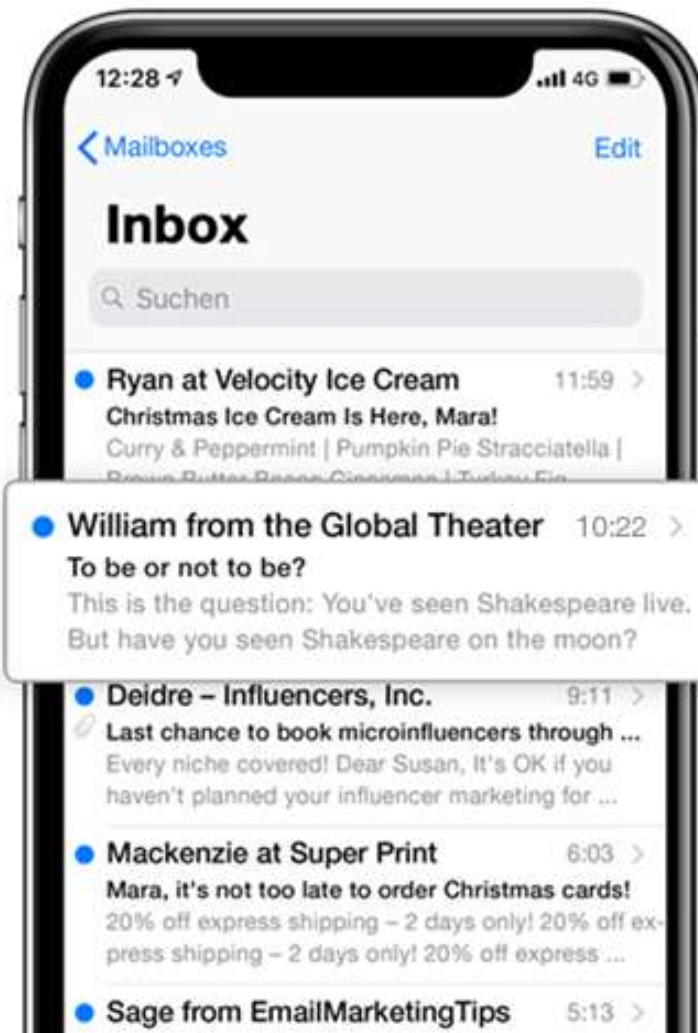
Up to 250



#1 Most Important Factor for Email

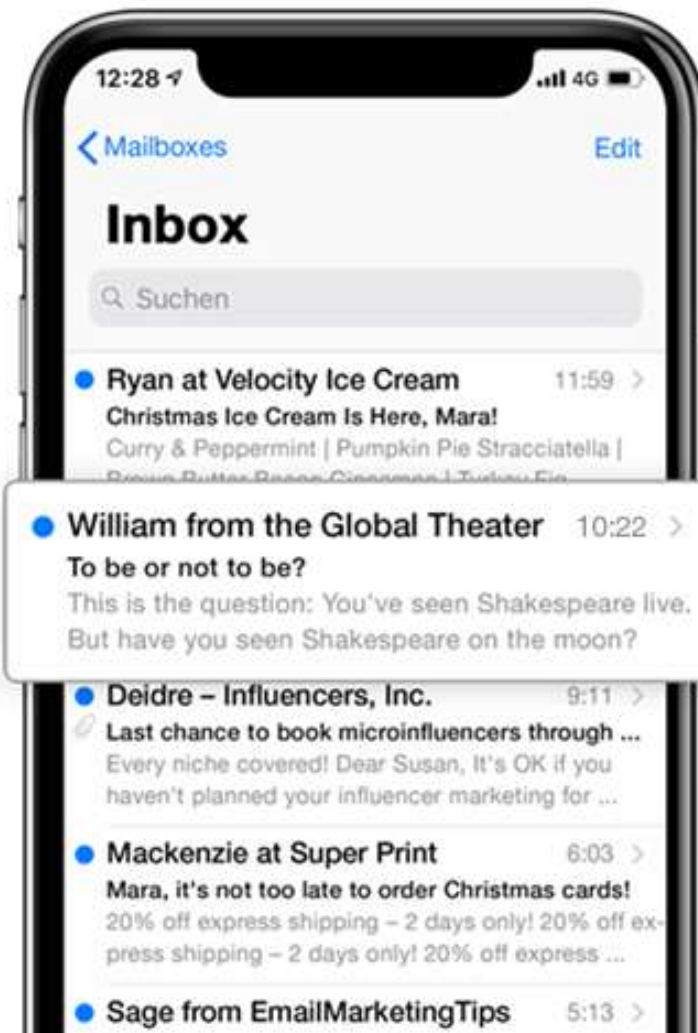
Anatomy of an Email

1. Sender Name



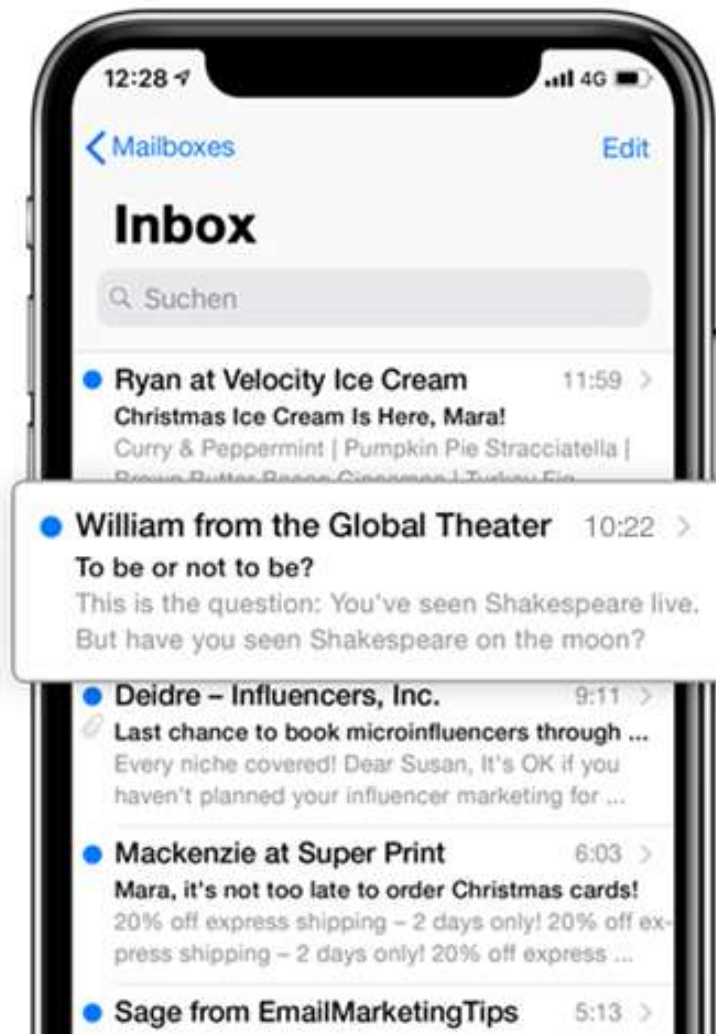
Anatomy of an Email

1. Sender Name
2. Subject Line



Anatomy of an Email

1. Sender Name
2. Subject Line
3. Preview Text

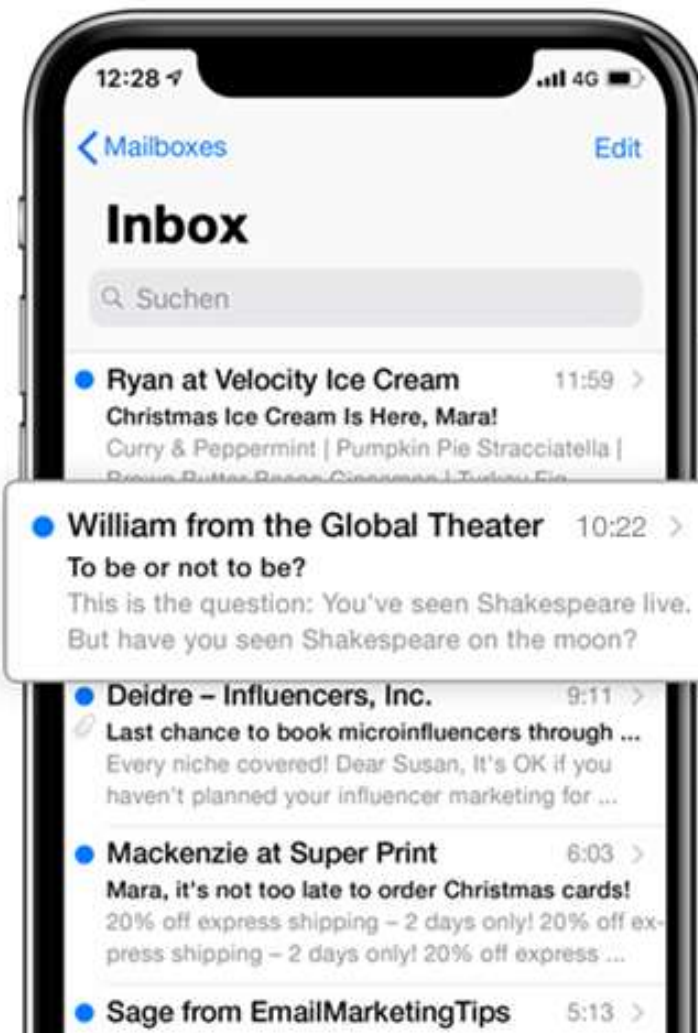


Anatomy of an Email

1. Sender Name

2. Subject Line

3. Preview Text



Anatomy of an Email

1. **Sender Name**

2. **Subject Line**

3. **Preview Text**



Your Relationship



#1 Most Important Factor



#1 Most Important Factor

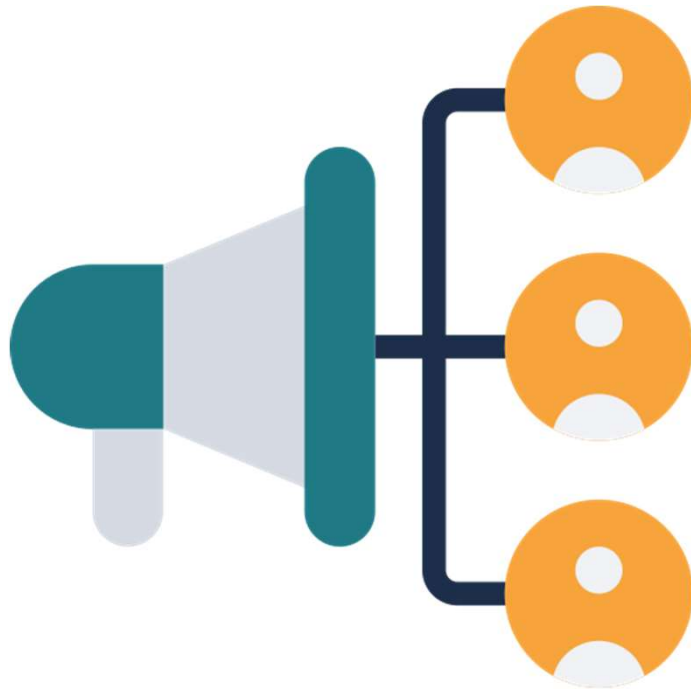
The Value of
Your Emails





Email Tactics

Email Blast



**Email Sent to
Many People**

Newsletter



**Email Sent to
Many People**
Periodically-Sent

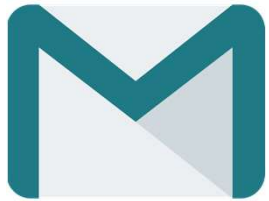
Newsletter



Monday Motivation Talk Tuesday

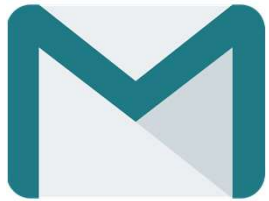
Unless *you* make a big point of it,
no one tracks if you are on
schedule or not.

Auto-Resend



Send the same message twice.

Auto-Resend



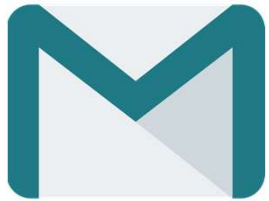
Only send to non-opens.



Only resend in the first 24 hours.

Keep *everything* the same.

Auto-Resend



Huge Impact on Open Rate

+



No Effort on Your Part

Drip Campaigns

Automated Emails

Sent Based on a Schedule or
the User's Actions



Drip Campaigns

The message is
dripped out over time

Day 1



Day 5



Day 10



Day 15

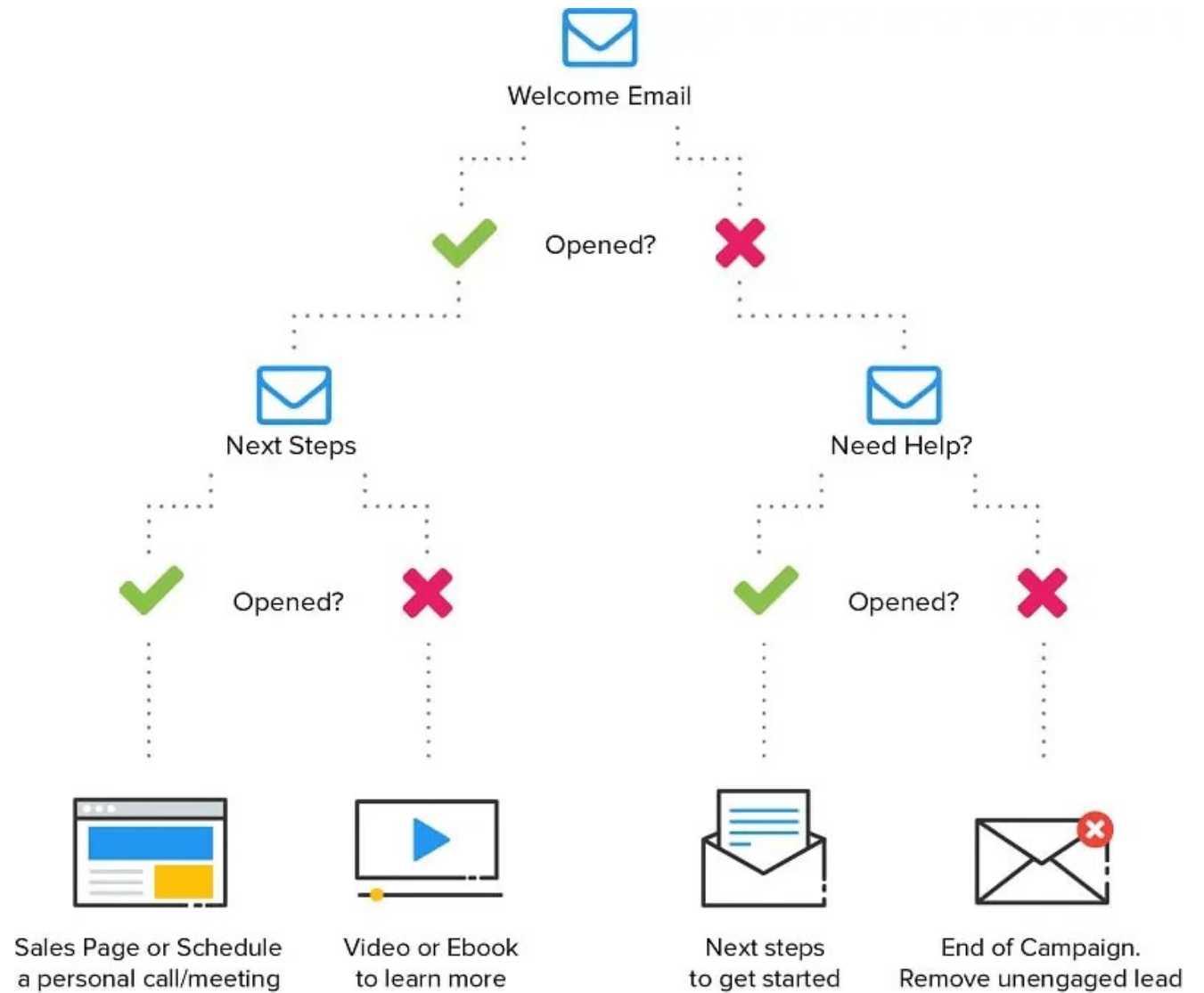


Drip Campaigns

You control their journey



Drip Campaign



Email Drip Planning Worksheet

Email Drip Campaign

Drip Campaign Trigger: When _____

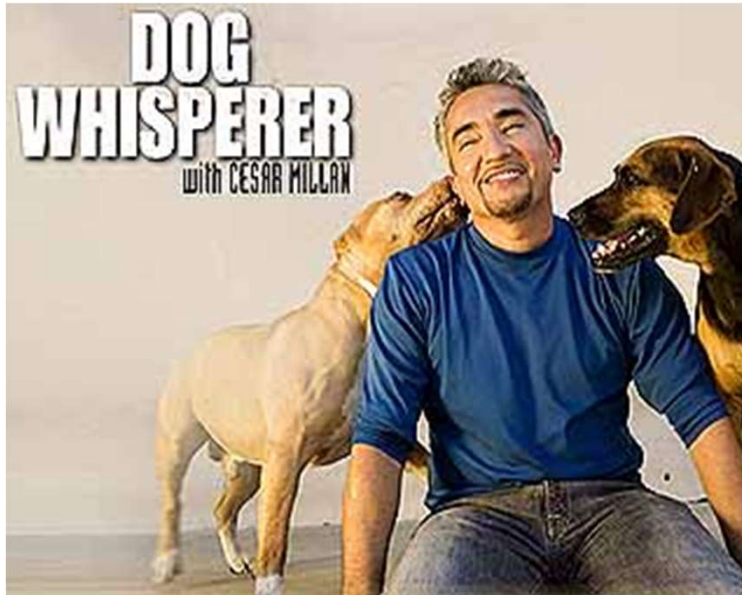
Audience:

Goal:

	Topic	Content	CTA
Day 1	<i>Deliver the goods</i>		<i>Add _____ tag</i>
Day 5	<i>Provide value</i>		<i>Add _____ tag</i>
Day 7	<i>Promo</i>		



About Me



- Head of the Digital Marketing Strategy
- Over 1 Million Social Media Followers
- High Traffic Website
- Highly Engaged Email List





A Fractional Marketing Department

The robust marketing team
growing businesses need...

*...without the overhead
of full-time employees.*





Juliana
Founder & Managing Director



Josh
Lead Project Manager



Angela
Lead Content Strategist



Eva
Lead Web Developer



Kendall
Lead Designer



Jaryn
Social & Ad Specialist



Celena
Lead Copy Editor

Educator for



Educator for



Non-Profit Business Lender

Educator for



Non-Profit Business Lender

(Psst... They Offer *Free* Business Coaching)

Download Worksheets



WRDigitalMarketing.com/SMB

Email Drip Campaign

Drip Campaign Trigger: When _____

Audience: _____

Goal: _____

	Topic	Content	CTA
Day 1	Deliver the goods		Add _____ tag
Day 5	Provide value		Add _____ tag
Day 10	Promo		Add _____ tag
Day 20	Provide value		Add _____ tag
Day 30	Promo		Add _____ tag

Add "Completed _____ Drip" tag
Move to Newsletter List

DIGITAL MARKETING