

# Marketing Your Business Online

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How to build your business's brand and increase awareness.

The SCORE logo features the word "SCORE" in a bold, blue, sans-serif font. To the right of the text are three blue diagonal lines of varying lengths, suggesting a stylized 'S' or a graphic element. A small registered trademark symbol (®) is located at the bottom right of the graphic.The RevLocal logo consists of a red speech bubble icon with a white circle inside, followed by the word "RevLocal" in a bold, red, sans-serif font. A registered trademark symbol (®) is positioned at the top right of the word.The Google Premier Partner logo features a vertical red bar on the left with the word "PREMIER" written vertically in white. To the right, the word "Google" is in its multi-colored font, and "Partner" is in a black, sans-serif font below it.

# Your Presenter

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Marketing Your Business Online



**Kerry DeMuth**

Digital Marketing

Consultant

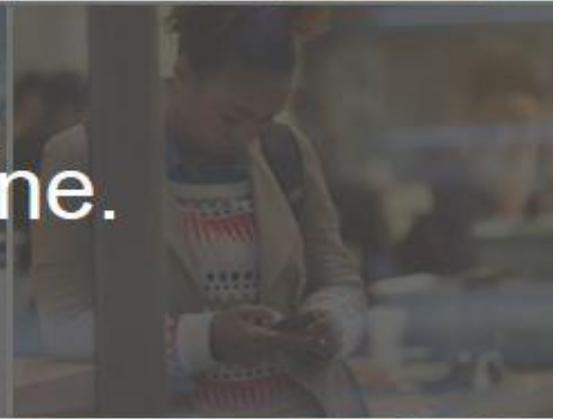
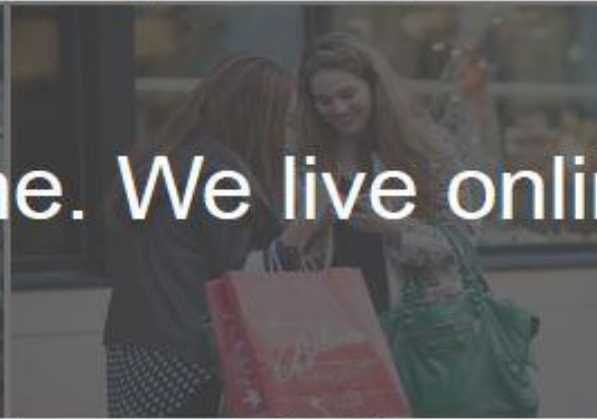
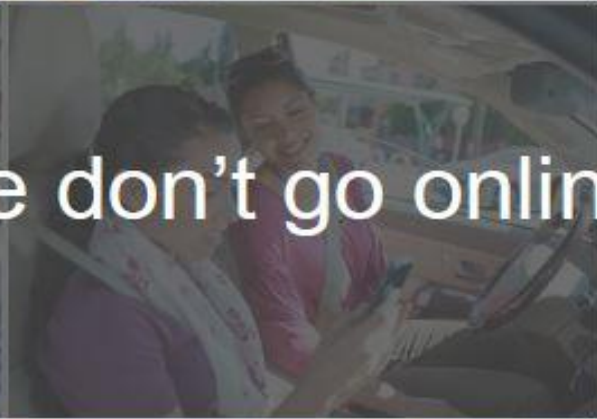
[kdemuth@revlocal.com](mailto:kdemuth@revlocal.com)

502-419-4618

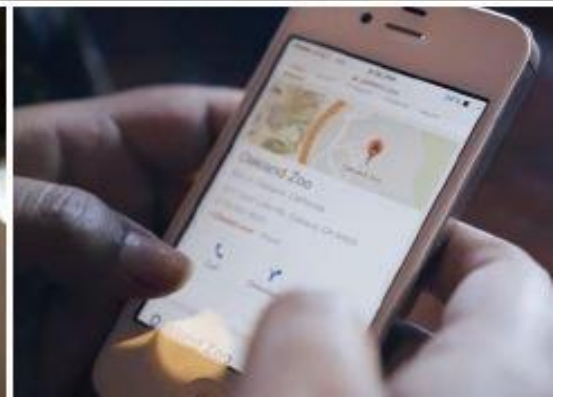
# | Build Your Online Presence

- Start with a Website or Microsite
- Get Found on Search Engines
- Optimize for Local Search
- Create and Manage Social Media
- Try Ecommerce





We don't go online. We live online.



# Customer Journey



# | Why Google Matters

**3.5 billion**

searches happen  
on Google daily



# Anatomy of a Search

## Paid Search Ads

- Pay for your business to show first

## Local Search Results


- Create a free listing to be visible
- Rank based on relevance, proximity and prominence

## Organic Search Results

- Most prominent websites relating to the search query
- Search Engine Optimization (SEO)

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# Create a Google Profile - google.com/business

## Log in with your Gmail

If you don't have a Gmail, now is a good time to create one for your business. You can use it again later for Facebook and Instagram.

## Your listing may already exist

Google will create listings based on check-ins or Facebook posts. Search your business name and select that listing if one does exist.

## Verify business information

Enter in your information or verify that the information on the listing you claimed is accurate.

- Address or service area
- Business hours
- Phone number
- Website URL
- Business category
- Description
- Photos and video



The screenshot shows a Google Business Profile for Kerry DeMuth, a Louisville Digital Marketing Consultant. The profile includes a header image with a red overlay that says "Digital Marketing Handled" and an "Add photos" button. A map shows the location in Louisville, KY, with nearby areas like New Albany, Shelbyville, and Fort Knox. The profile has a 5.0 star rating from 17 Google reviews and a blue checkmark indicating that the user manages this profile. Service options include online appointments, and the phone number is (502) 419-4618. The appointment link is calendly.com.

**Kerry DeMuth, Louisville Digital Marketing Consultant**

Website Save Call

5.0 ★★★★★ 17 Google reviews

✓ You manage this Business Profile ?

**Service options:** Online appointments

**Areas served:** Louisville and nearby areas

**Hours:** Closed · Opens 8AM Mon ▾

**Phone:** (502) 419-4618

**Appointments:** calendly.com Providers ⓘ





# | What Is Social Media Marketing?

The use of social media platforms and websites to promote a product or service.  
Your social media campaign goals:

- Build your brand
- Reach more followers with posts
- Boost follower engagement
- Drive leads



# | What Is Branding?

Your brand is more than just the colors and font that make up your logo! Think of it as the message you put out to the world.

It includes...

- Your logo & signage
- Your mission statement & brand voice
- Your website
- The consumer experience



# | Developing Brand Voice

Consider the questions below before beginning any form of marketing:

- Who is your company?
- What does your company stand for?
- Who is your target audience/customer persona?
- What is your mission statement/goal?



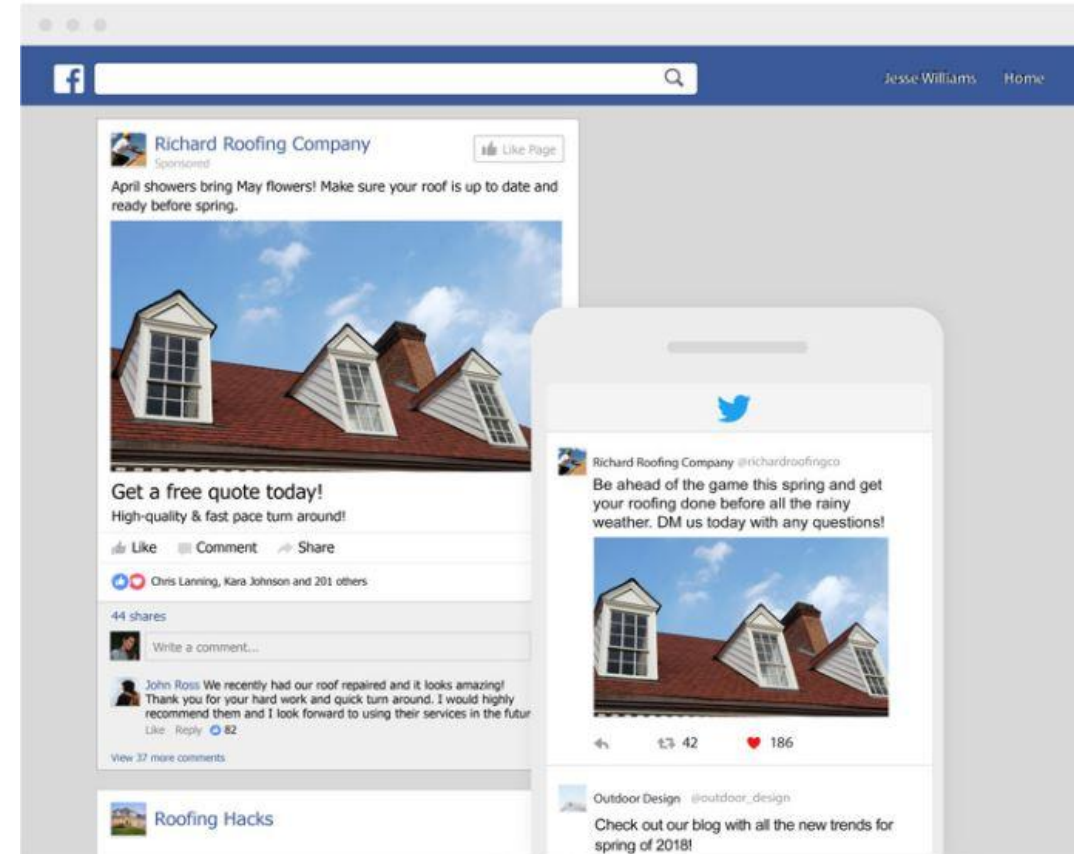
Maintain a consistent voice across all internal and external communication!



# Social Media Marketing Basics

It's not always about the sale. Staying top of mind is most important:

- Build trust through multiple engagements
- Join Facebook groups
- Engage with your clients
- Monitor likes, comments and shares



# Which Social Media Platforms Should Your Business Be On?

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All About Facebook, LinkedIn, Instagram, Twitter and YouTube

# | Audience Considerations



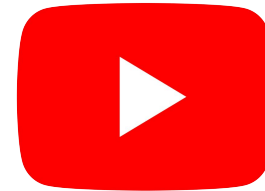
- Generation X/Y
- Like a search engine



- Ages 18-40
- Updates/Customer Service



- Professional audience
- Job recruiting/posts



- Ages 15-20
- How-to/DIY



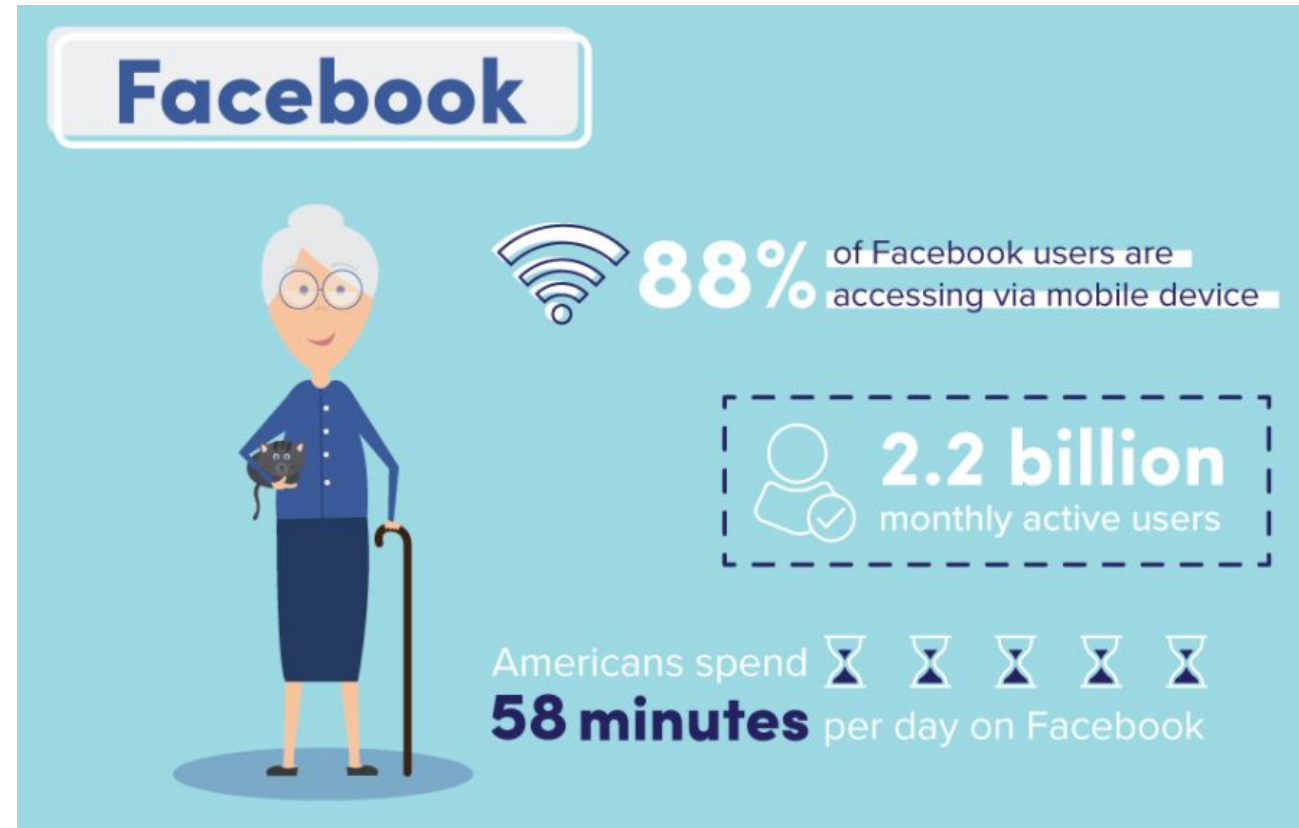
- Females (ages 16-40)
- High-quality images





# | Facebook

- Every business should have a Facebook page, regardless of industry
- Boosted posts/ads
- Generate reviews
- Engage with customers



# | Facebook: Creating a Business Page

**How to  
Create a  
Facebook  
Business  
Page**







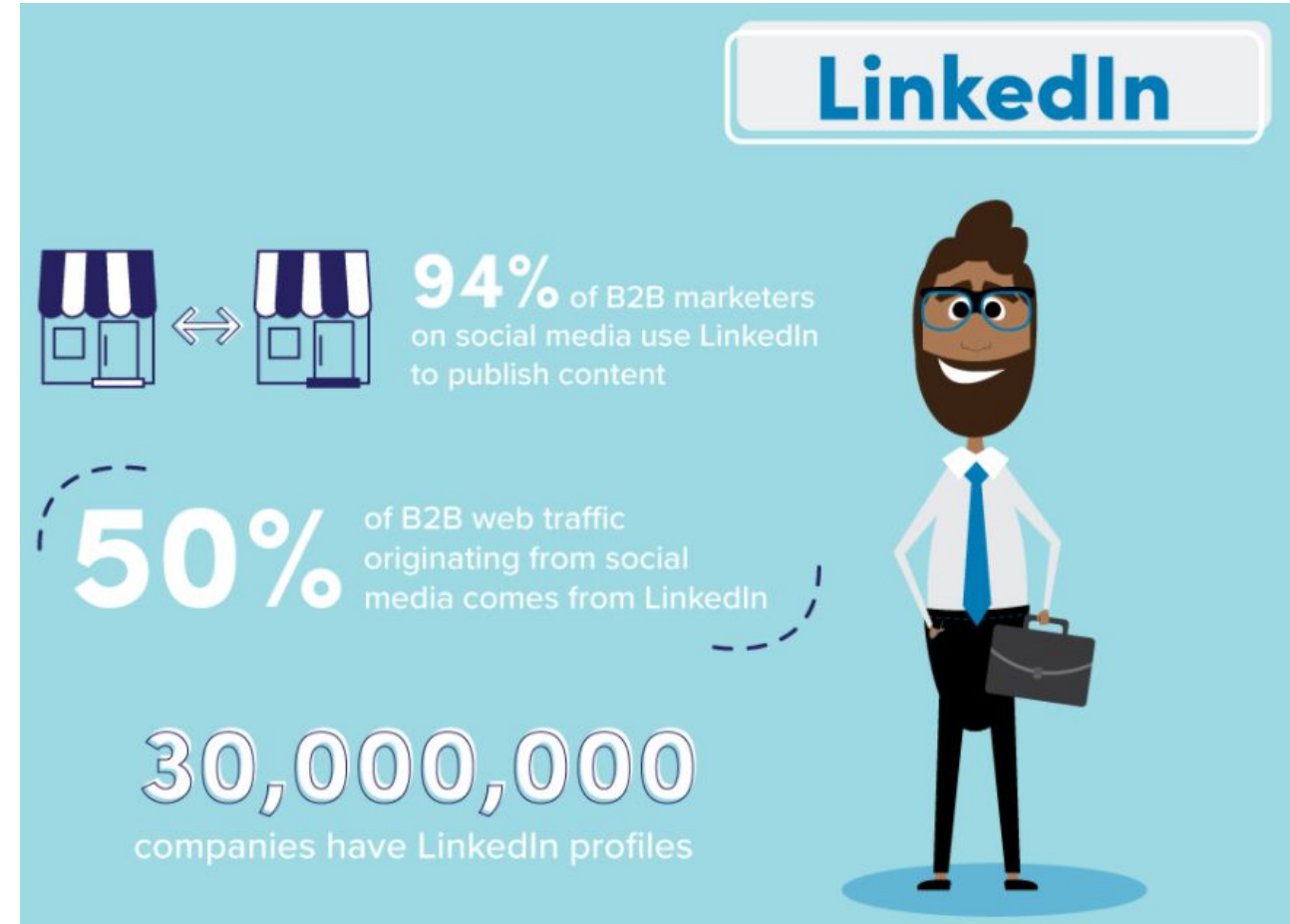
# | LinkedIn

LinkedIn is the largest networking site for professional and personal use

What you can do:

- Promote services & products
- Inform your audience with updates
- Job recruiting/networking

Great for B2B, agencies, law, finance





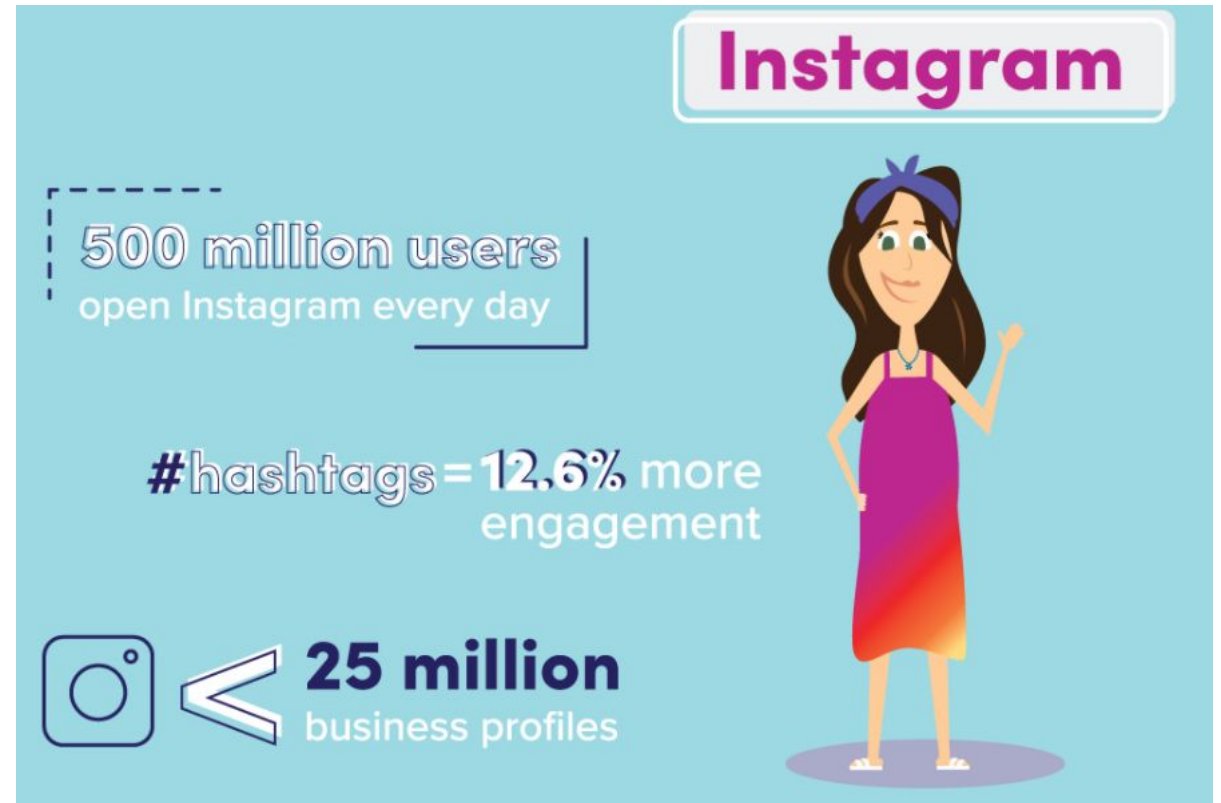
# | Instagram

Instagram is great for visual businesses (like travel, fashion, beauty, food, design) that want to appeal to a younger audience.

- Establish a theme & color palette
- Utilize hashtags

What you can do:

- Raise brand awareness
- Build relationships

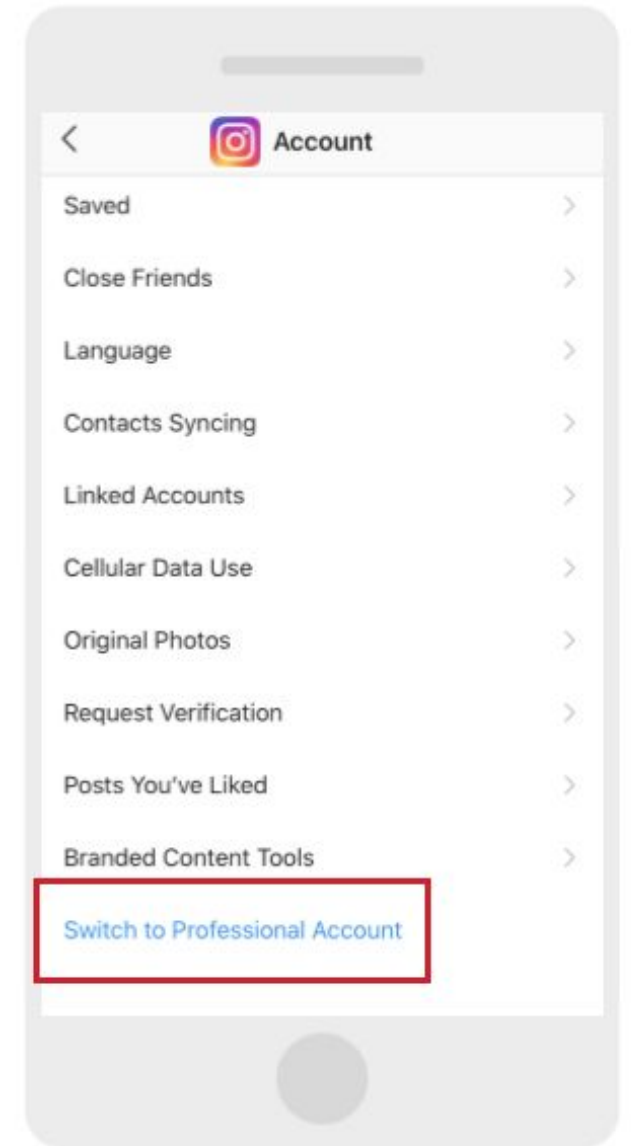


# | Instagram: Creating a Business Page

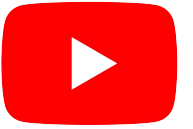
Every Instagram business page starts out as a personal profile. Once you have created the profile, navigate to settings and click “Switch to Professional Account.”

Don't forget to:

- Link to your website & other social profiles
- Select the best category
- Add contact information
- Choose a searchable handle



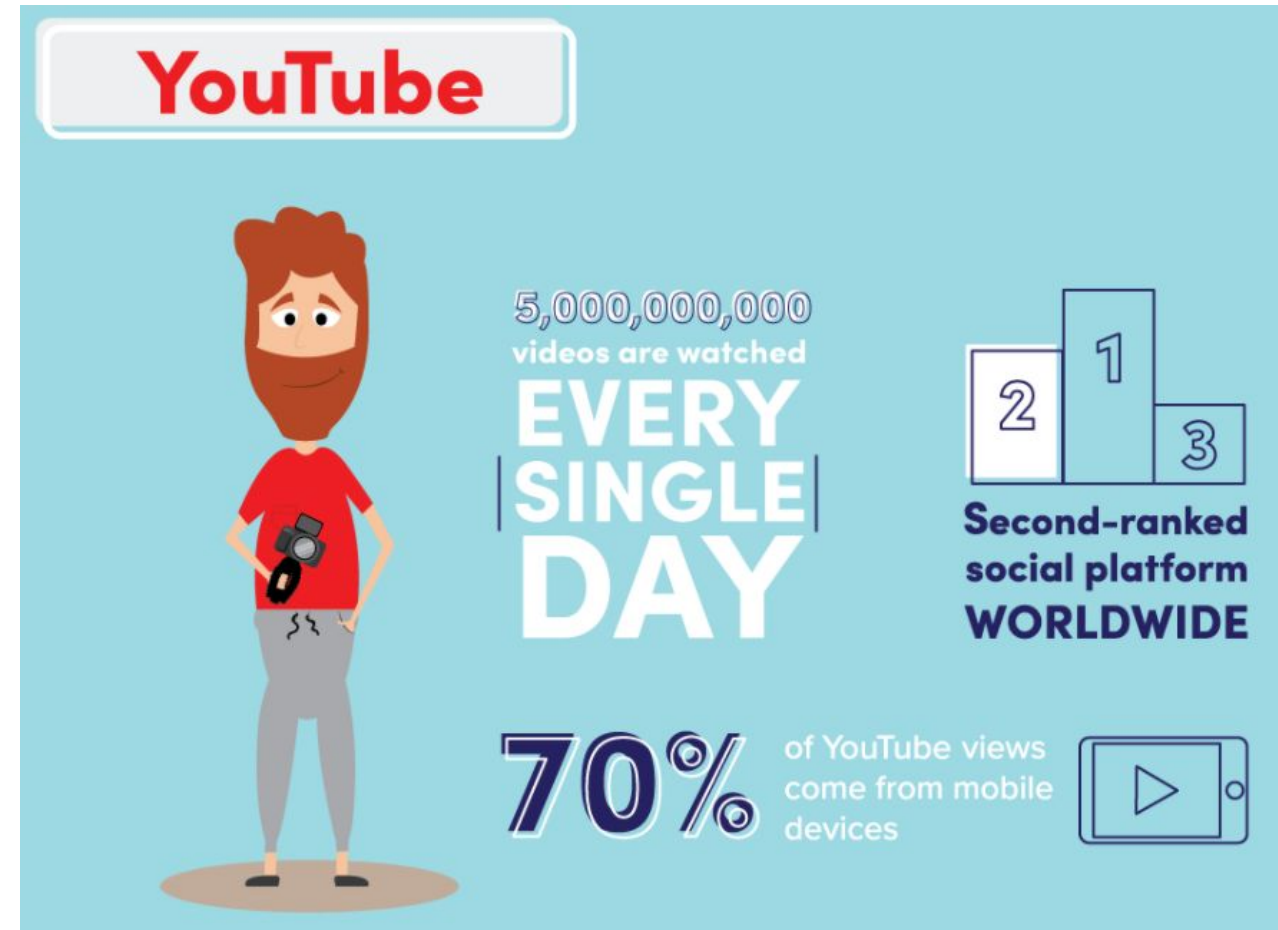
# | YouTube



YouTube is the #2 social platform worldwide. Best to share videos with personal stories. Be sure to engage with followers in the comments.

Most popular video types:

- Product reviews
- How-to
- Vlogs
- Gaming
- Comedy



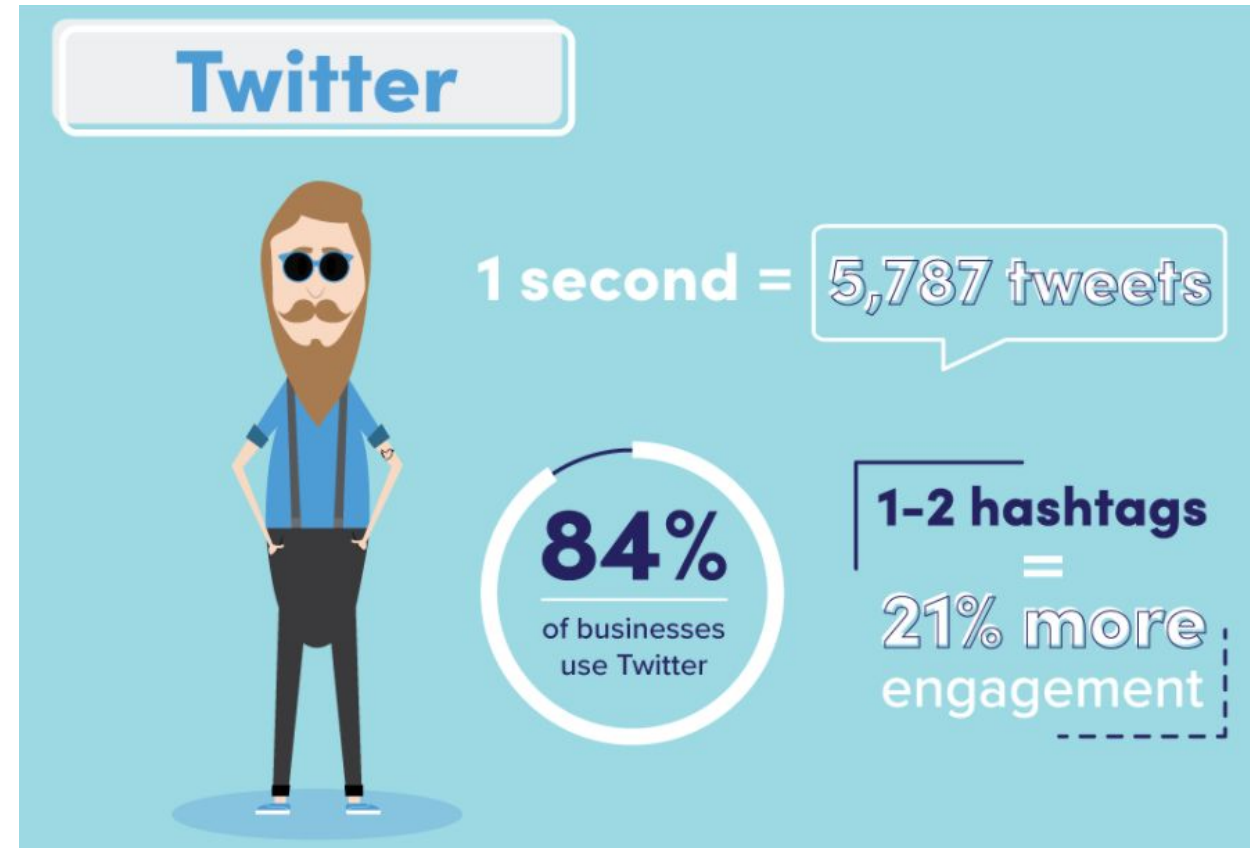


# | Twitter

Twitter is a huge news source for the younger audience. Share product updates & trends.

- 280-character limit on Tweets
- Update several times a day
- Create a consistent voice
- Keep in mind your target audience

Best for entertainment, music, arts, gaming, political industries.



# Social Media Posting Best Practices

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Post topics, insights and scheduling posts

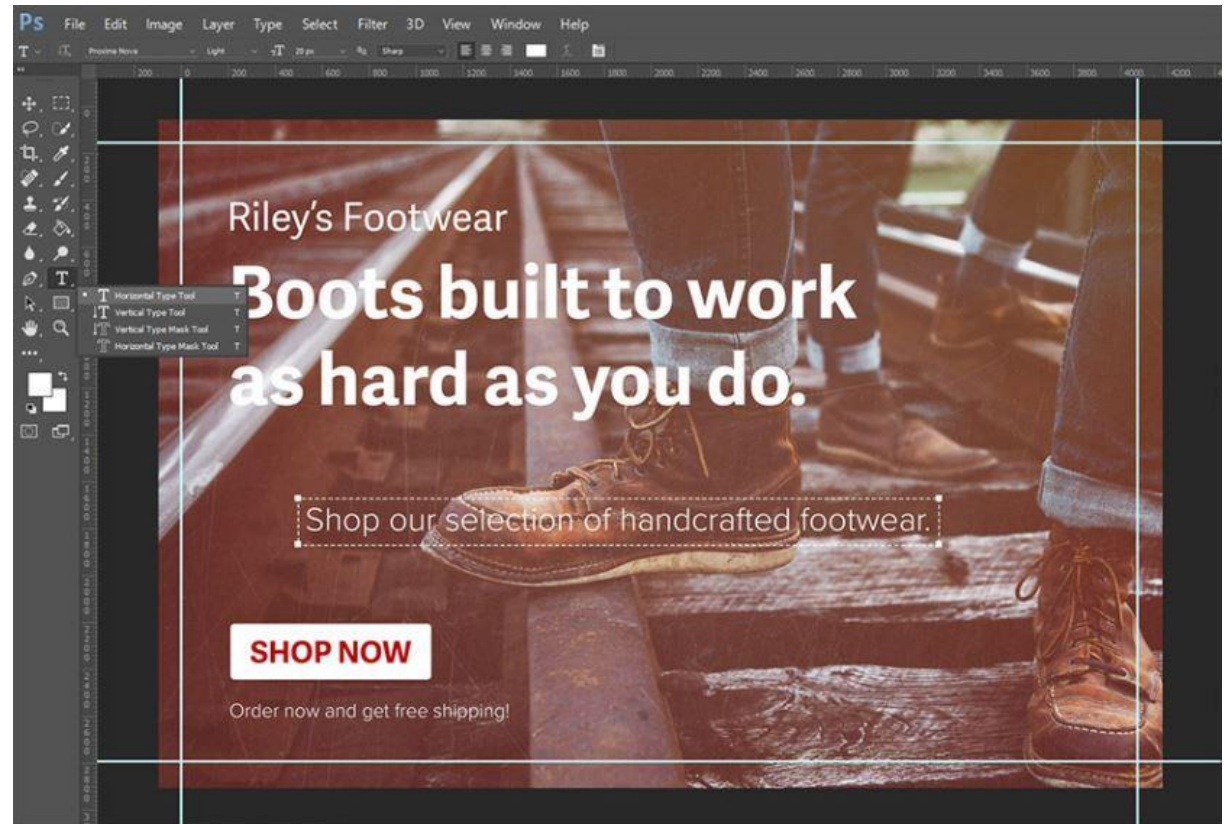
# Social Post Ideas

## What to post about?

- Industry tips
- Products & services
- Business updates
- Local news & events

## Types of content:

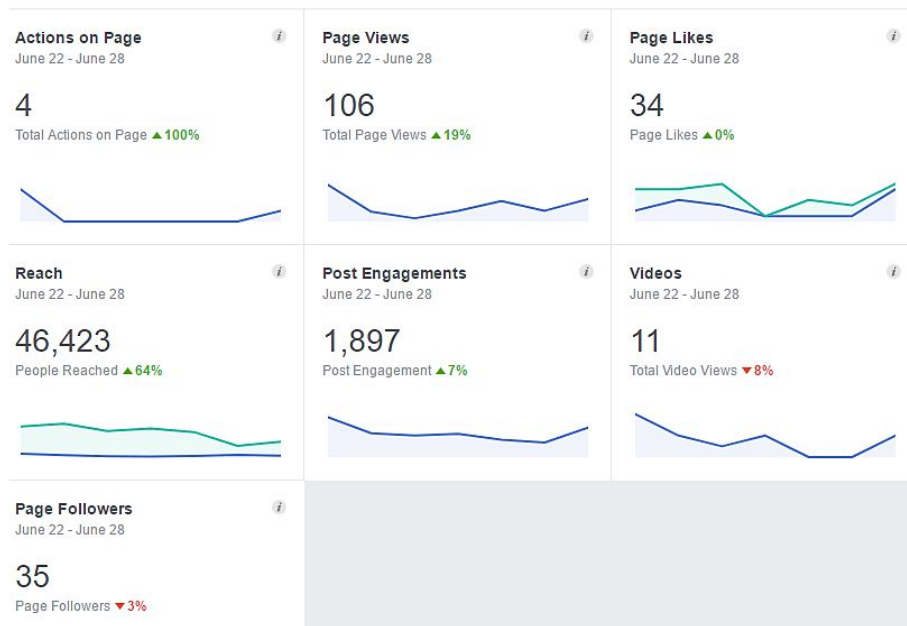
- Articles
- DIY Videos
- Images
- Surveys



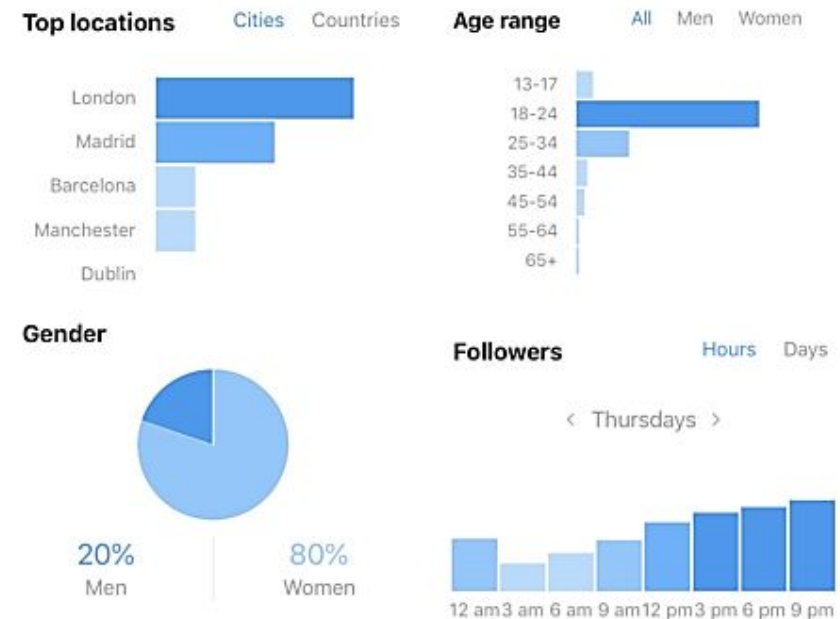
# Analyzing Social Media Insights

Each platform has an “insights” tab you can regularly check to view insights. Use what you learn to improve future posts.

## Facebook Insights

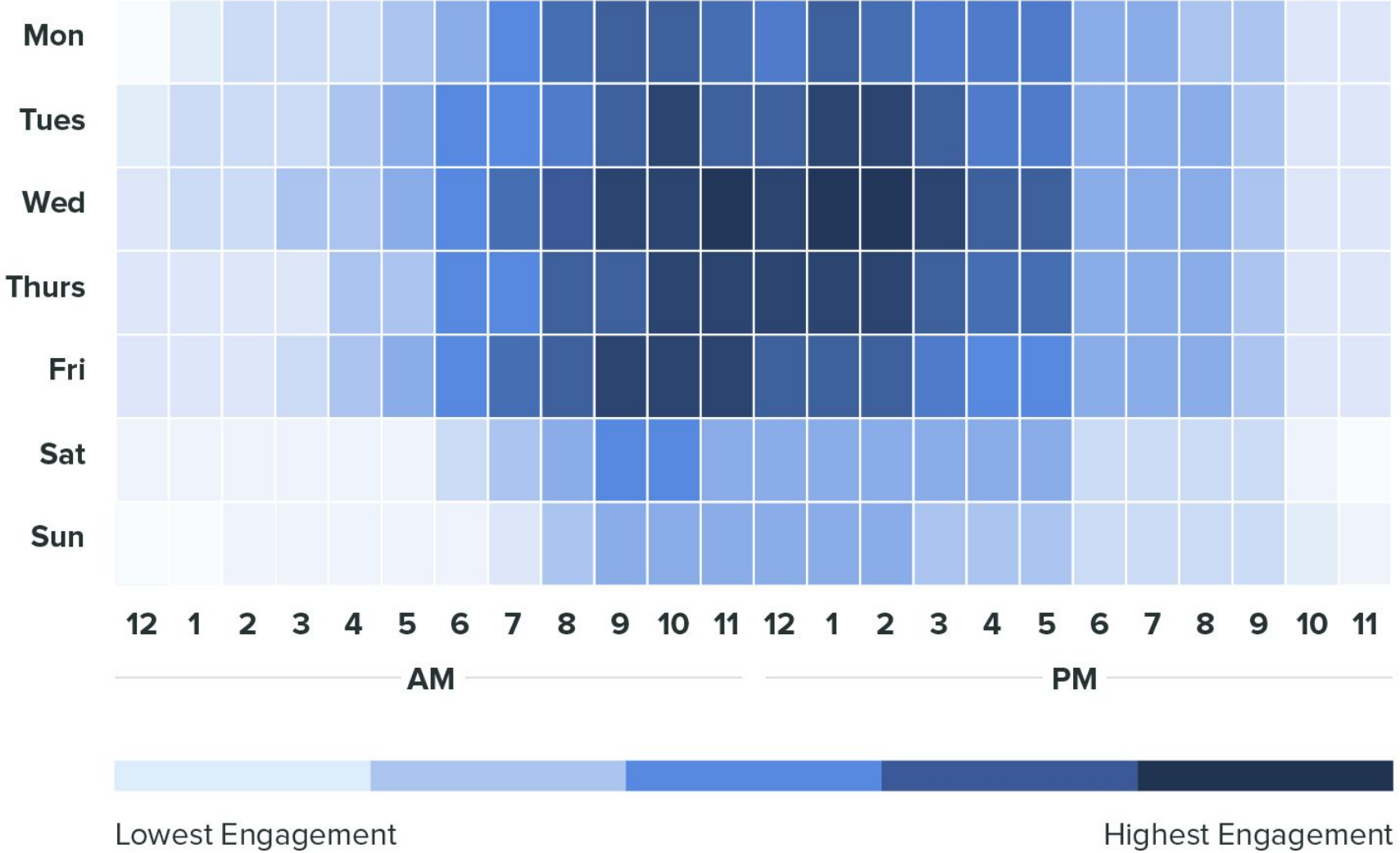


## Instagram Insights

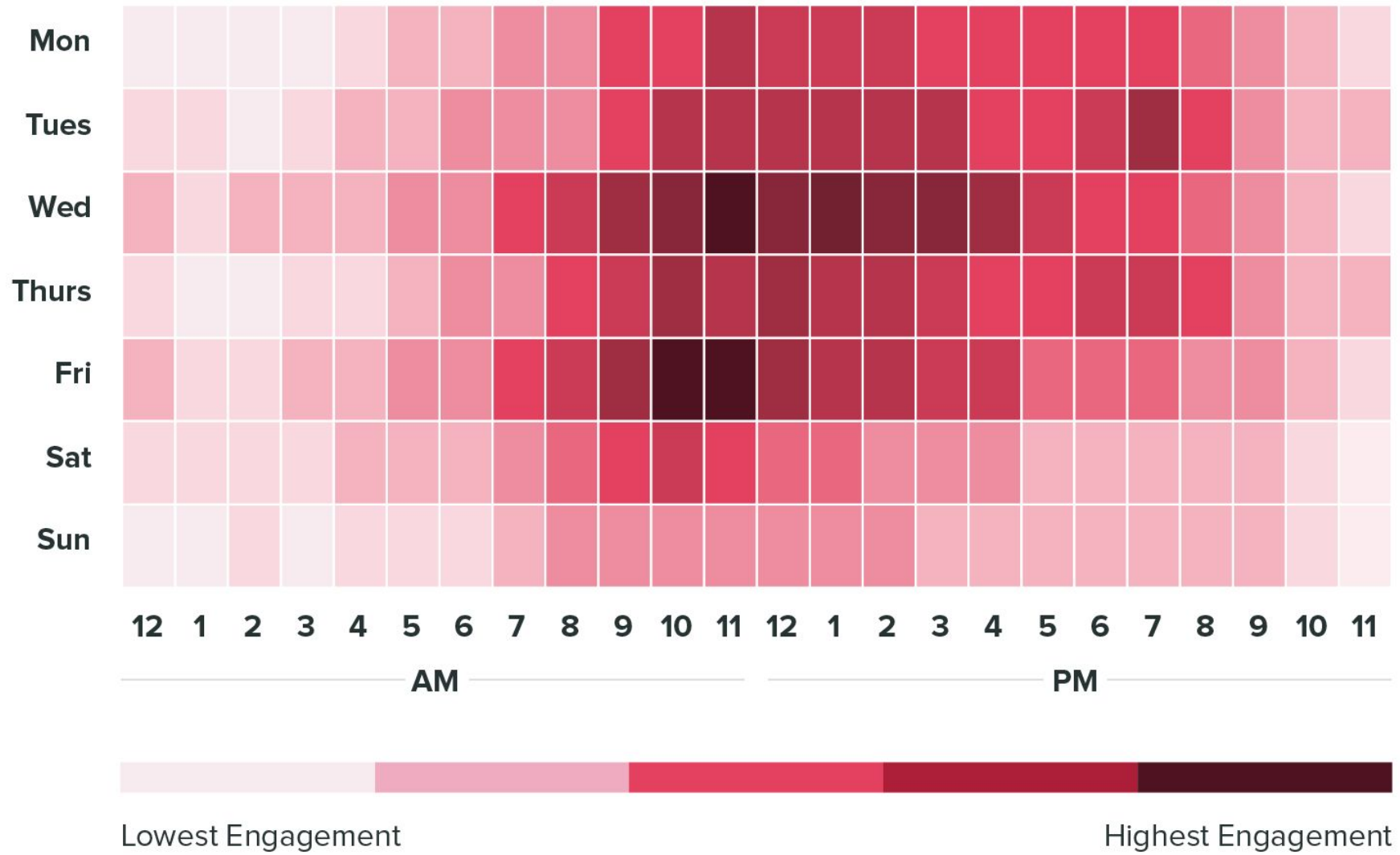




# When should you post on Facebook?



# When should you post on Instagram?



# Social Media Features

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*Learn about stories, live video, hashtag marketing, messenger and emojis.*



# Stories

Located on both Facebook and Instagram, a story is a special post that is live for 24 hours. You can see who views and engages with each story post.

In order to increase reach, consider using these features on each story:

- Hashtags
- Location tags
- Tag others



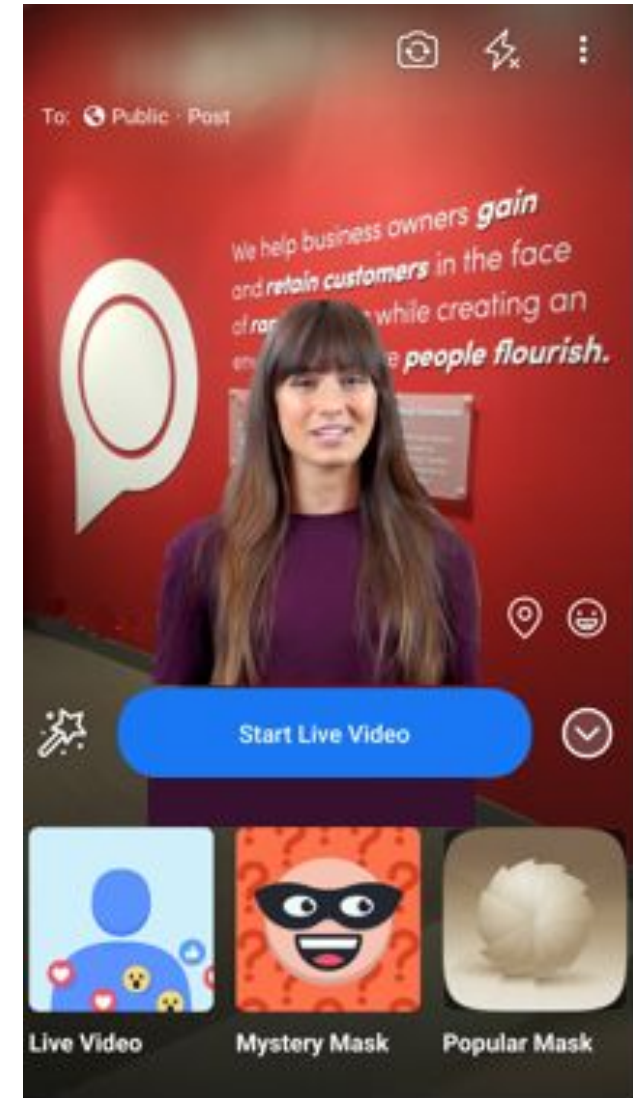
# Live Video

LIVE

Going live is a great way to keep engagement up for your business. It also helps you assess who is engaging with you the most so you can message them later.

Here are some ideas you can try:

- Co-host with an influencer
- Go live at an event
- Teach a workshop or tutorial
- Fill the time with Q&A

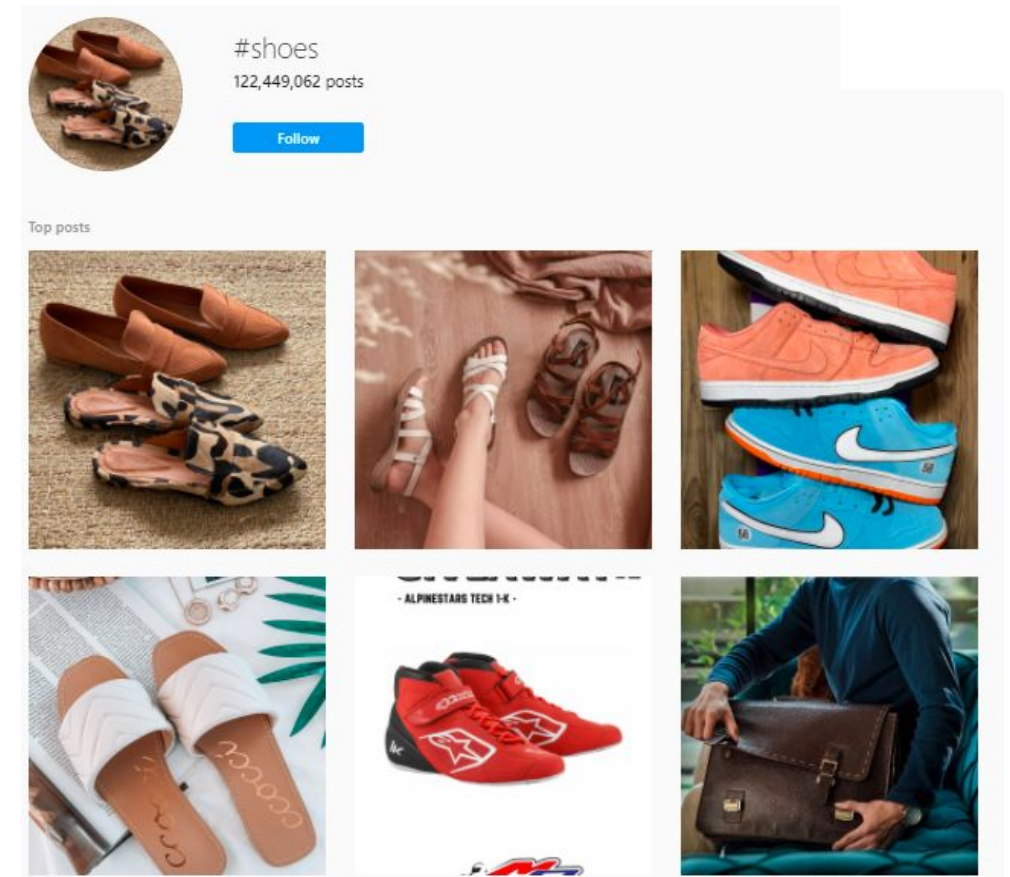


# Hashtags

Hashtags group common posts (#food would show you all the posts that tagged food in the content). Users will follow hashtags and could stumble upon your post this way!

Depending on the platform, the recommended number of hashtags differs.

- Facebook: 1-2
- Twitter: 1-2
- LinkedIn: 2-3
- Instagram: up to 30



# Messenger

Social media users can message you directly and you can message customers too. Like reviews, be sure to reply within 24-48 hours.

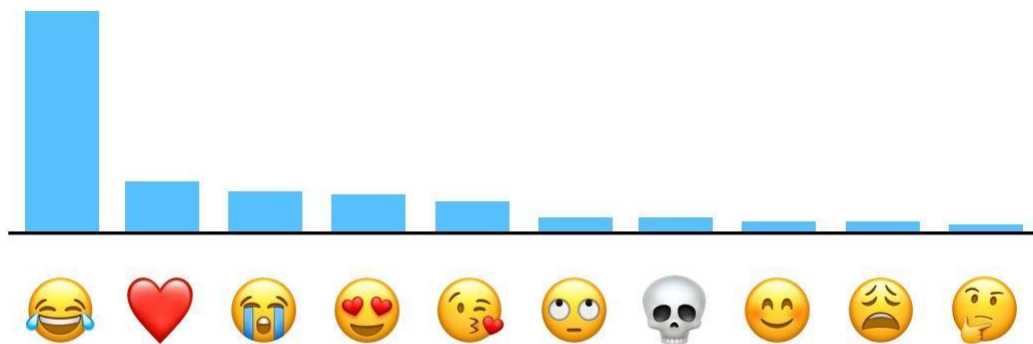
Message Example:

“Hi [name], we want to thank you for being a great promoter of our brand! Can I help answer any questions about our services/would you like 10% off your next order?”



# Emojis

Emojis are a great way to incite engagement on social media. But don't overdo it. 1-3 emojis is the sweet spot. Research even shows that informal email subject lines that have an emoji actually have 43% more engagement.



Most Popular Emojis in the US





# Creating More Engagement

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*More engagement = increased visibility and potential for leads.*



# Increase Engagement: General Tips

The key to getting your posts seen by more customers is two-fold: engagement and recency. The more engagement you get, the more reach. Keep in mind, the lifespan of a single post is 5-20 hours.

Here are some key tips:

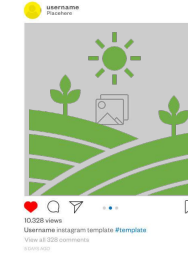
1. DM anyone who engages with you.
2. Follow the followers of your competitors.
3. Like comments on previous post only after you publish a new post.



# | Engagement Cycle

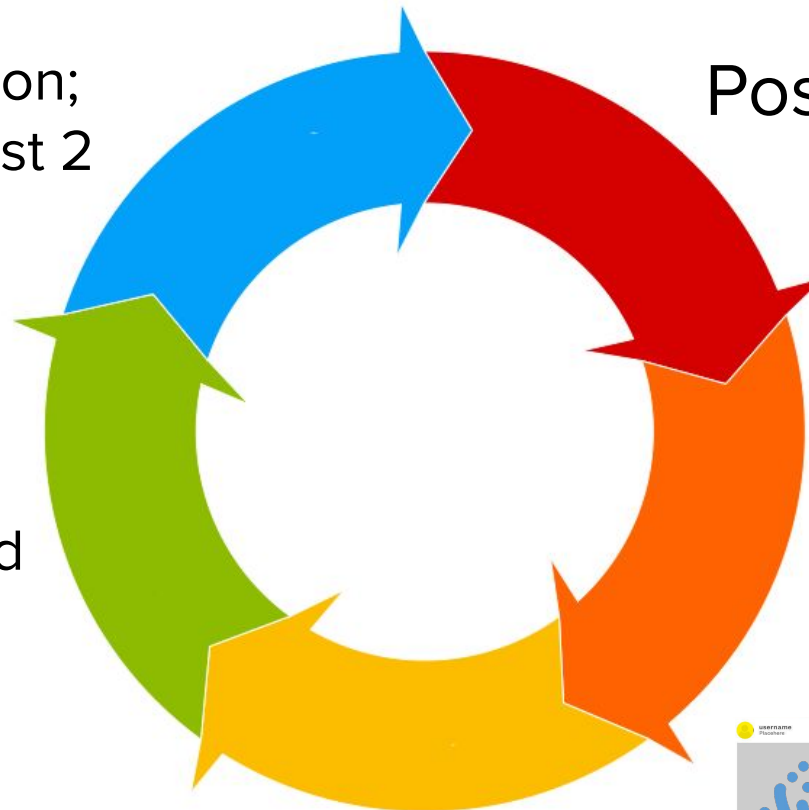
Customer gets notification;  
returns to engage on Post 2

Post 1

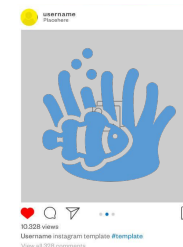


Customers engage  
organically

You engage back: reply and  
like comments on Post 1



Post 2

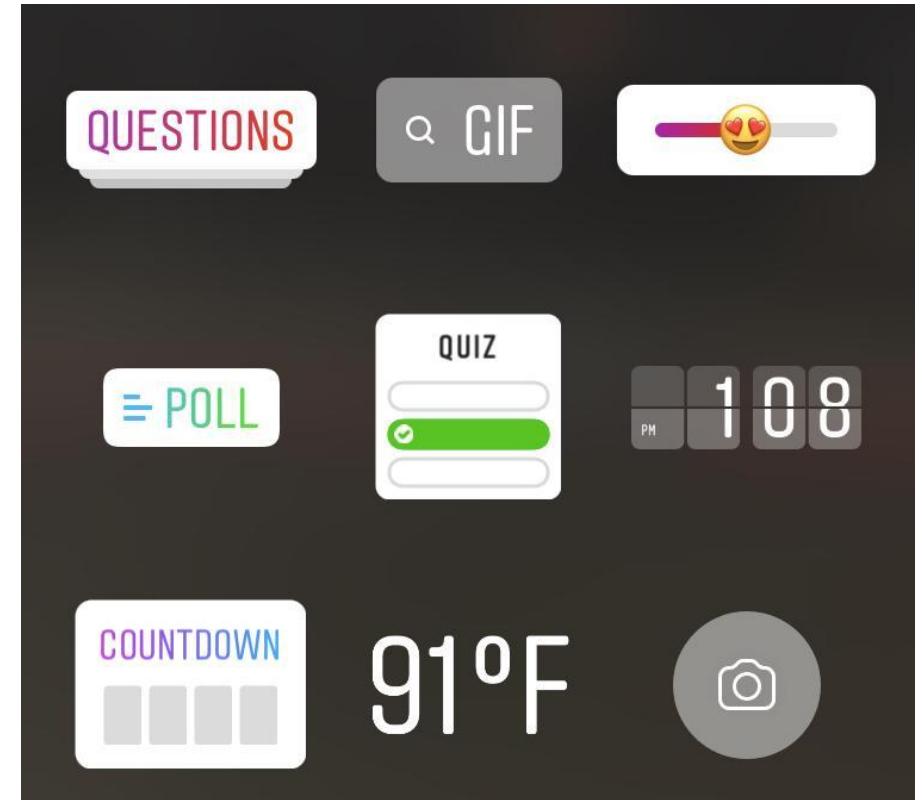


# Increase Engagement: Stories

If you find no one is liking your posts or watching your story, make sure the actual content you post is engaging.

These stickers encourage engagement:

- Q&A/Polls/Quizzes
- Rating Slider Bar
- Countdowns
- GIFs
- Music



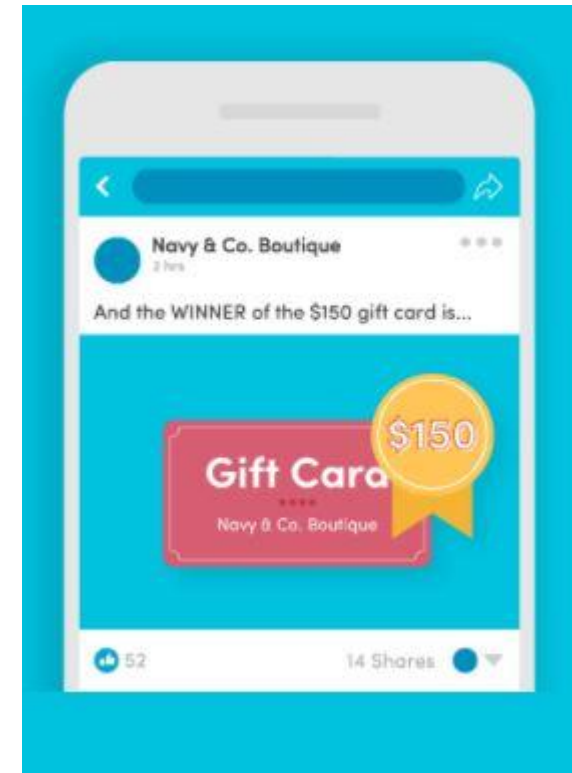
# Increase Engagement: Contests

Social media contests can have a variety of goals from growing your following and increasing engagement to gaining leads. The CTA should align with your goal.

CTA Examples:

- Subscribe or Follow
- Comment or Like
- Promotions or Offers

Tip: Run ad posts and have followers share the post to increase reach.



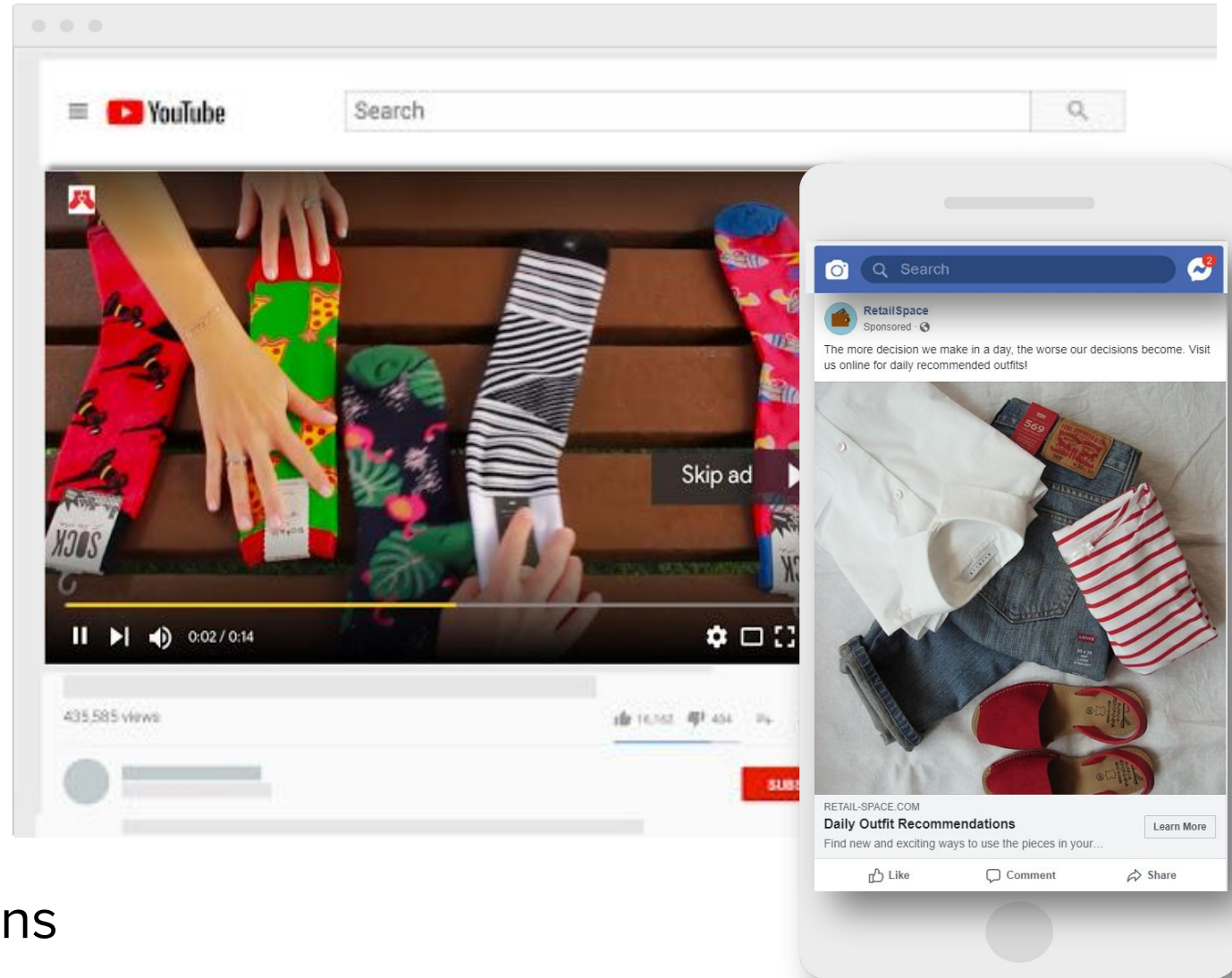
# Social Media Paid Advertising

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All about Facebook, LinkedIn, Instagram, Twitter and YouTube

# Social Media Ads

- Location: Facebook, Instagram, YouTube, LinkedIn
- Choose the platform based on your goals/age of audience
- Brand awareness, creating demand, customer interactions/likes
  - Video
  - Scrolling
  - Carousel
- 19.6% of digital ad spend happens on Facebook



# | Facebook Ads: Boosted Posts

You might've gotten a notification from Facebook asking if you want to boost a post.

- Small budget
- Show up in more newsfeeds

Boosted posts are good if...

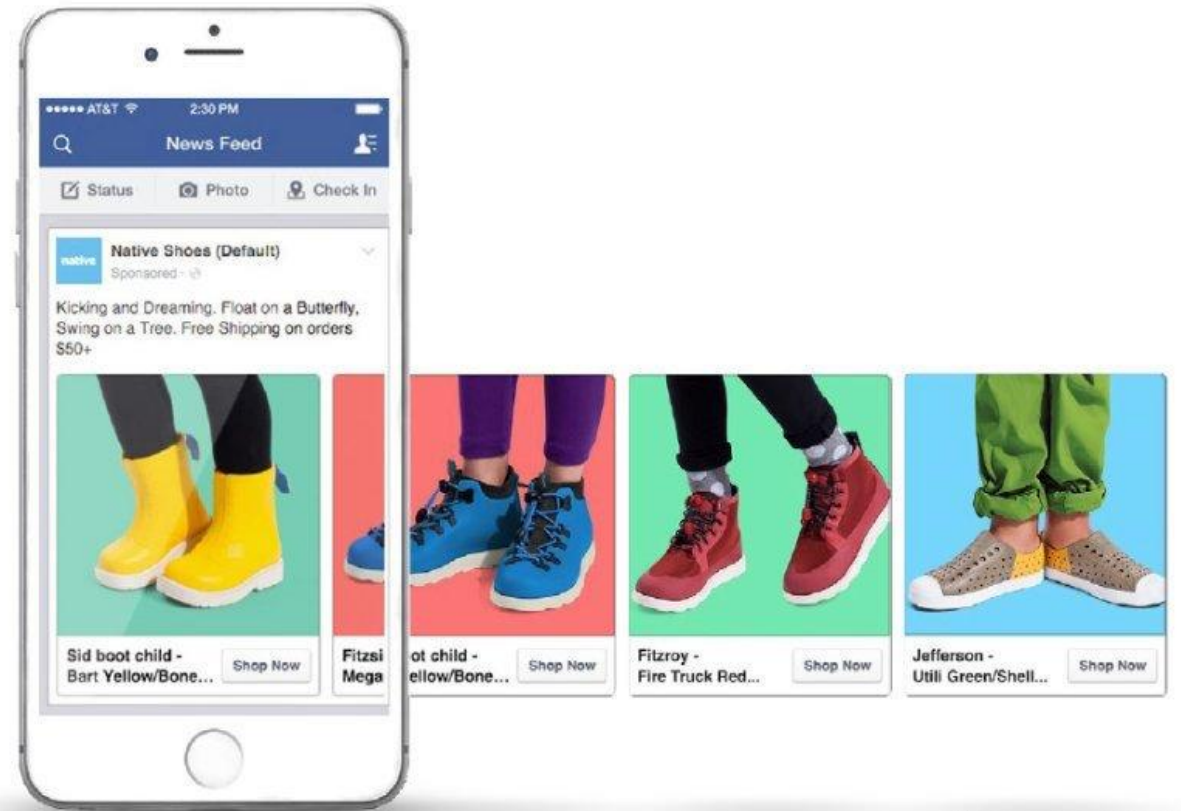
- You want more followers to see your posts but don't have much ads expertise
- You have a current post doing well and driving traffic to your website





# Product Ads

- Location: Facebook, Google, Amazon
- Audience: people shopping for products that can be purchased online
- Great for businesses that sell products on their website
- Make sure you have competitive pricing
- Over 40% of consumers use social networks to research new products



Zdroj: [www.shopwired.co.uk](http://www.shopwired.co.uk)



# Final Social Media Tips

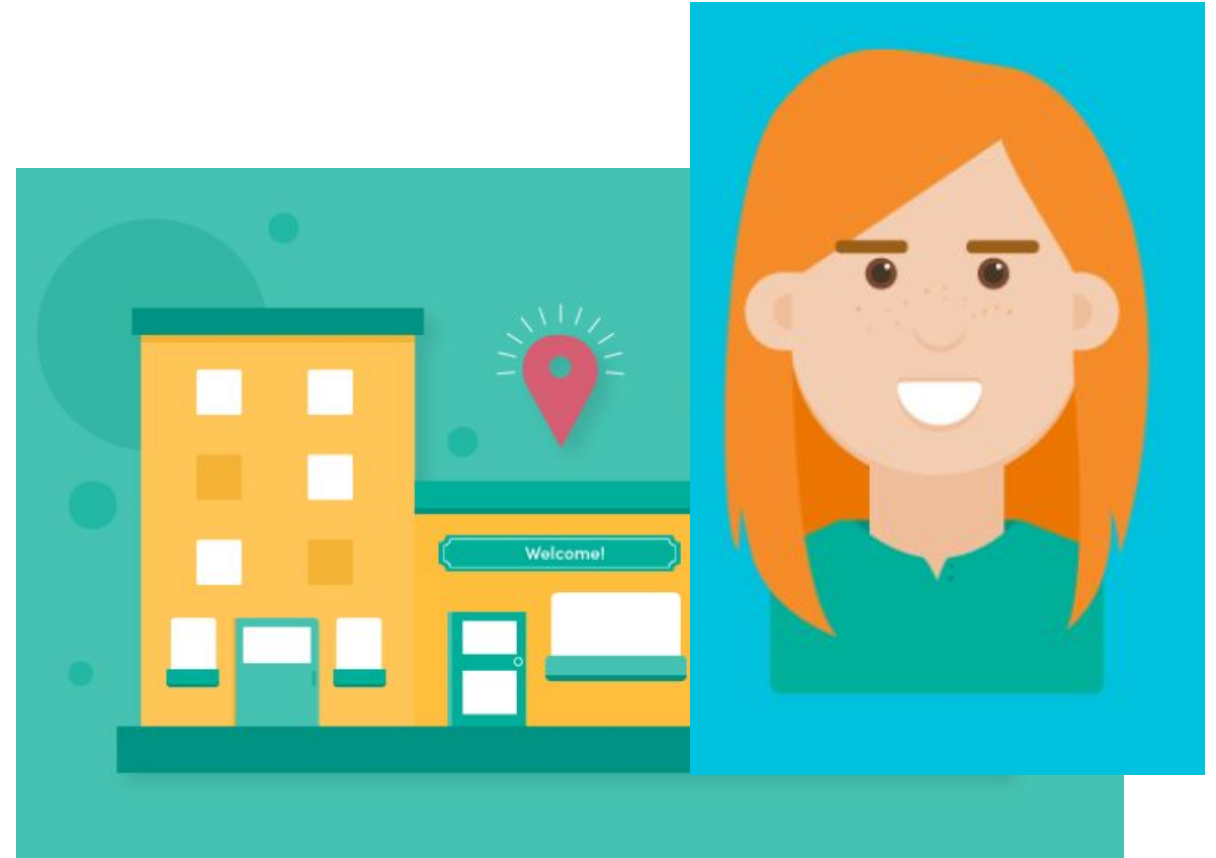
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Learn about influencer marketing, blogging and working with a marketing agency

# | What Is Influencer Marketing?

Leveraging influential social media users to help sell your product, service or idea.

- 49% of customers depend on influencer recommendations to drive purchasing decisions
- Micro-influencers



# | Writing Blogs for Business

Blogs are great to share on social media. Here are some of the reasons why:

- SEO rank: keywords & links
- Build trust & credibility with new customers
- Stand out from your competition

Topic Ideas:

- How To Unclog A Drain
- About the New 2020 Tax Law
- Recipes Using Our New Organic Flour



# | Want To Stay Up-To-Date on Trends?

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# Your Presenter

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Marketing Your Business on Social Media



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