

Trends in Marketing and Social Media

What's your Internet presence?

- I have no web site
- I have a web site
- I use my Facebook page as my web site
- I have a mobile web site. Is it smartphone friendly?



I have no web site

- Why?
 - Don't need one
 - Not computer savvy
 - Don't even know where to start
 - Too expensive – waste of money
 - Just another thing I have to take care of
 - My customers aren't looking for me on the Internet – they know how to find me



This is how your business is seen on line when you have no web site.....



If you have no presence on line how will you be found?

- If they type in your name they still probably will find contact info but it will be very cryptic
- If they type in the product or service, your competitors will show up and you won't
- If you are invisible how will potential customers find you or the products or services you offer?
- You may show up somewhere on the search, but it could be negative.
 - Poor ratings
 - Legal issues



I have a web site

- Is it a mirror of your business?
- Can I learn as much about your business, products, services as if I had physically come to your business?
- How often is it updated?
- Do you actually own your site, domain name?
- Do you know how well your business is doing with the search engines?
- Do you promote your site? Is it a big part of your marketing strategies?
- Is your site helping you grow your business?



What makes a good web site?

- **Your site should have the appearance of your business.** A site visitor should get the same feeling & info as if they walked through your front door.
- **Assume that the site visitor knows nothing about your business.** Be welcoming and greet them like you would if they came into your business.
- **Make them comfortable about your business and what you offer.** Don't try to throw everything you offer on the home page.
- **Fancy bells & whistles does not sell your business.** A sale is not going to be based on high tech widgets on your site. DO NOT make it look like a pin ball machine.



What makes a good web site?

- **Make it user friendly.** If you struggle to find things on your site, the visitor will too.
- **Keep it simple.** If I click on something it takes me to where I want to go, not to another page or click through to finally get there.
- **No dead ends.** Nothing turns off a visitor quicker than getting stuck on a page or not being able to get to where they want to go. You don't do that with your store, or when you meet with them to get their business, why do it on your site?
- **Make everything easy for the customer.** You don't hide your products and services from your customers in person, why would you make it hard for a potential customer to find out what you have or offer on your web site?



How do I develop a web site marketing strategy?

- Creating a website marketing strategy requires a process similar to that of any other marketing strategy
- The basics of having a strong brand and knowing your customer are crucial
- Before you even begin building your website marketing plan, first determine whether your website is ready to be marketed
- Your website will be the first impression that many potential customers have of your overall business
- How well does it appeal to your target customer
- How easy is it for your target customer to find what they are looking for?
- Does your website have a clear call to action?



I don't need a web site I have a Facebook page!

- Facebook is **NOT** a web site – it can be an accent to a web site but not a stand alone.
- A web site is like a building of brick and mortar. FB is like a food truck. Short lived service and no roots to your profession or business community.
- How can you market your products or services on FB when the key focus of FB is immediate interaction and then let's move on.
- Is your marketing strategy aimed to be included with pictures of food, pets, people's feelings and attitudes?
- You need to be in front of customers who need your products or services, not get lost in the massive fluff of FB.



I have a mobile presence

- Are you sure? Just having a web site does not mean it's mobile friendly.
 - Have you even checked to see how your business's site looks on a mobile phone?
 - It could be cumbersome to move through on a phone
 - It may not show everything that is on your computer web site version
 - Some of the menu buttons and links may not work on a mobile phone
 - You need to take your mobile phone web site presence seriously and not think it's not important. It could be a stronger marketing tool than you think.
- Frustrated visitors on your site will leave it quickly



What should I do with social media?



- Over 60 social media networks used in the U.S. in 2018!

What should I do with social media?

- **Only use what makes sense.** More can be as detrimental as less.
- **Facebook.**
 - Nice accent to a web site presence
 - Never put personal info on a business FB page
 - Only have to add things to the page 2-3 times a week. Overload of posts will turn off your FB likes/friends.
 - Make sure your posts have a reason behind it.
 - Facebook Live hasn't found a niche for business yet.
- **LinkedIn**
 - Business FB format.
 - Great resource to network with other businesses.
 - Filter your questions/comments



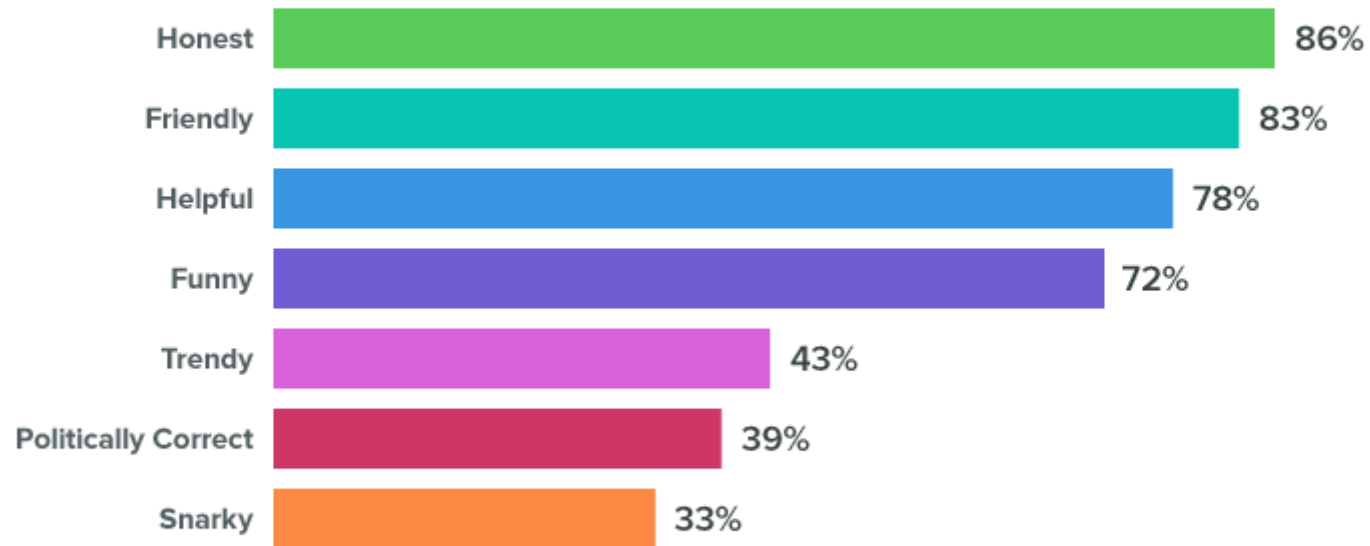
What should I do with social media?

- **Keep business and personal separate**
- **Know your customer when deciding social media choices**
- **Commit to it for the long haul.**
 - Don't start off strong with posts and then disappear until you have the time again.
 - Time is money....use social media only when it can move the needle.
 - Don't add social media to your marketing arsenal just to be cool or to be current with others.
 - Social media successes are built, not immediate. Have a game plan on how you plan to benefit with your social media work.



Behaviors Consumers Want From Brands on Social

Q2 2017



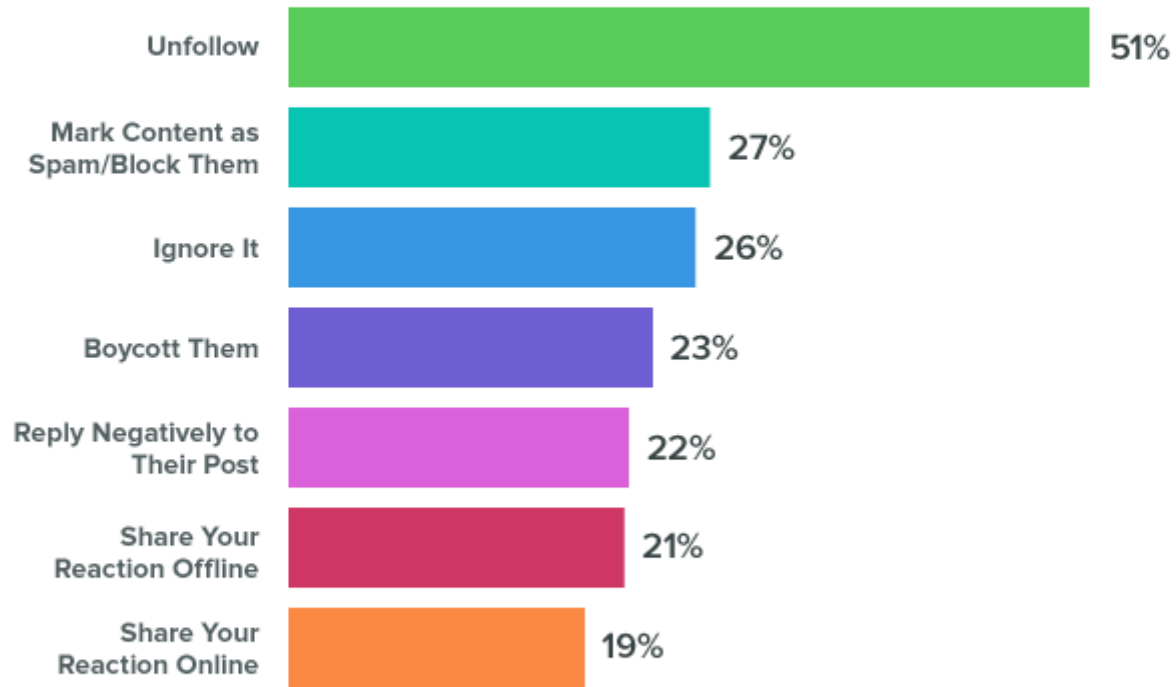
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Consumer Reaction to Irritating Brand Behaviors on Social

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Percentage of Consumers Who Believe Social Has Increased Accountability for Brands

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Trends & Tips



Trends & Tips

- **Web Site**

- If you don't have one, get one!
- Don't let your web site designer/admin person dictate your site
- Be as concerned about your web presence as you are about your building, vehicles and business look
- SEO – check to see where you show up on the search engines. Keywords on every page and graphic.
- Expensive web sites does not mean a good site
- Do not ignore your site, but don't always tinker with it either
- It's your 24-7 marketing person. It is selling your business around the clock all around the world. Treat it that way when investing in it and giving it the tools to sell your business.
- Personalize it. In most cases, it's the first impression with your potential customer/client.



Trends & Tips

- **Social Media**

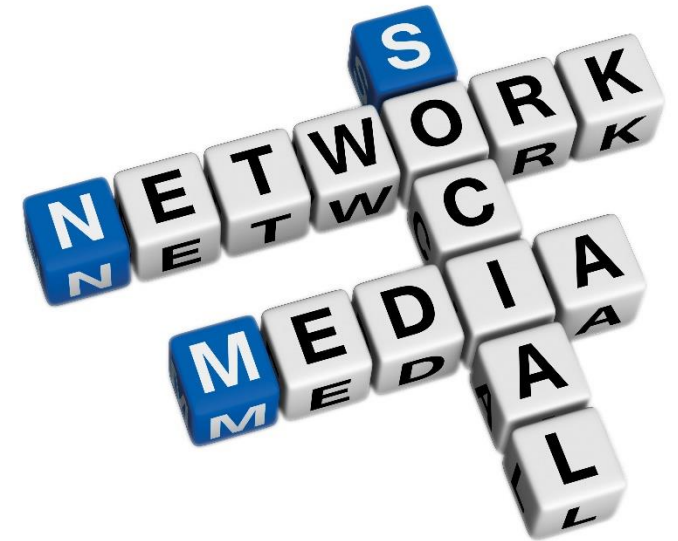
- Use the SM that fits your business & your customers
- Better to do one social media well than have many and struggle
- Don't get caught up in the "fad" of a social network
- Be committed to the social media you choose. Your credibility could be harmed if you look weak on a social network.
- Stay consistent and build your audience
- Set yourself up that when you post something it's substantial and can help your business.
- Don't be afraid to ask your customers for e-mail addresses and input on what their social media preferences are



Trends & Tips

- **Networking**

- **Link when possible.** Vendors, communities, civic organizations, documents, etc
- **Use your site to promote.** If you are sponsoring an event, organization, etc., offer to have a banner on your site to promote it. Share their Facebook posting on your site.
- **Spotlight your staff and customers.** Add a personal touch to your company by recognizing staff members or customers that make an impact on your business. People love reading positive stories/features
- **Testimonials.** Nothing builds credibility more than positive comments from satisfied customers.
- **Keep in touch.** The bond between you and your customer/clients should not just end when the job is done. Stay connected on what you are offering, or some important news, e-newsletter, etc. They can be a sales person for you.



Trends & Tips

- **Blog**

- **Made a comeback.** When social media took off everyone thought blogging was going away. It's now come back because it's more informational and has a longer shelf life than social networking.
- Only works if you are consistent with your timing and content.
- Be aware that comments come along with blogging. Filters may be needed.
- It's a type of networking that isn't for everyone. Don't try it just because your competitors are doing it.
- Blogs work best when you have more than 1 person blogging. It adds diversity and is easier to manage.



Trends & Tips

- **Advertising**

- **Promoting your web site**

- Should be on all print materials about your company
 - If you enter your web site address on most social media posts, it will automatically build a link to your site.

- **E-Newsletters**

- Great vehicle to promote specials, spotlights, success stories, etc. Cuts through the clutter of a normal e-mail.

- **Be consistent**

- Many online marketing efforts don't cost anything or are very affordable.
 - Keep a presence on line and you'll see success.
 - Don't burn your online friends with "fluff" stuff. Give them enough to keep them wanting more.



Wrap Up

- What used to be just newspaper/radio/TV advertising decisions has now changed.
- An online visitor to your site should be able to know all about your business/services just like if they were in your building.
- Don't be afraid to include your staff on your digital marketing efforts. You may have a diamond in the rough in the house!
- Social Media should be looked as just a part of your overall marketing efforts, not the end all.
- Digital marketing is not a science. There is NO one template you should follow. Be creative but don't get too fancy. Simple can move the needle more in many cases.
- Always remember that the visitor values truth and valuable tips/information as much as a good deal on your product or services.

**DIGITAL
MARKETING
TRENDS**



Thank You!

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