

# BRANDING WEBSITES ONLINE ADVERTISING SOCIAL MEDIA MARKETING

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## INTRODUCTIONS

- From Nanaimo born and raised
- Entrepreneur at heart: Evolution Business Media Group, Van Ventures Rentals Ltd. Cathers Enterprises Inc.
- BA – Marketing from VIU
- Working in marketing/ advertising for 20 years
- Currently working with small business building brands and online marketing systems
- Winner of Best New business from NEDC in 2015
- Winner of Top 20 Under 40 on Vancouver Island in 2015

## WHAT WE ARE COVERING

- Importance of your brand
- Who are your customers?
- Marketing, Advertising, Promotion, Price
- Your web presences
- Content Marketing
- Social Media
- Online Advertising
- Email Marketing
- Video
- SEO

## UNDERSTANDING YOUR BRAND

- Importance of your brand
- Brand is more than just a logo
- What does your brand mean?
- Know your audience
- Communicating to your clients through your brand
- Create brand ambassadors (social media)

## DEVELOPING YOUR BRAND

- Your brand should say what it is what you do
- Your brand should look good small, large, or in greyscale
- Your brand should be scaleable
- Good tag line or slogan
- Fiver – Create your logo
- Get 3-4 samples, get others advice and feedback

## UNDERSTANDING YOUR CUSTOMERS

- Customers are less loyal and far less trusting than they used to be.
- Consumers have more power than ever before, thanks to social media, easy on-line comparison-shopping, and a proliferation of choices.
- Economic uncertainty and data overload confuse customers as well, making them less interested in products than in flexible, adaptive solutions.
- Put yourself in your customers shoes
- What is your customers first point of contact? How does your company look? Would you do business with yourself?
- Ask your customers what they think? Surveys!

## UNDERSTANDING YOUR CUSTOMER

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- Maintain the customer lifecycle
- Use customer data, analytics, understand demographics, geography,
- Think like big business – use the data in your marketing
- Social data
- Identify and act on customers triggers, i.e. spending a certain amount, safety, status, etc
- Cheaper to maintain existing clients than to get new ones

## MARKETING

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- Solid Brand
- Know your customers: Who, what, where, when, how, etc.
- Creating a niche market
- Filling a need vs a want
- Making it easy for customers to contact you
- Pricing – psychology of pricing, 9's 0's, 5's, 7's, 4's
- Advertising
- Promotion

## WEBSITES

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- Over the next 5 years website and online marketing will be 75% of their marketing budget
- Websites work for you 24 hours a day around the whole world
- Cost effective form of communication
- Convenient
- Credible
- Sales \$\$\$

## WEBSITES

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- Sales funnel
- Drive traffic
- Consistent brand design
- Responsive design
- Great layout
- Professionally designed vs doing yourself
- Extension of your business

## WEBSITES

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- Good design focuses users on what is most important: products/ services, communication, information, trust
- SEO – designing a website with this in mind
- Call to action
- Navigation
- Descriptive elements
- Just enough information not too much

## WEBSITES

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- Content Content Content – Google will send people to a 40 page site vs a 10 page site
- Contact info on every page, tap to click, email, toll free or phone
- Images – labelling them properly with keywords
- Keywords !!!
- Fonts, colors
- Navigation – importance
- Analytics – where are people going in your site? Whats most important?

## WEBSITES

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- ThemeForest website template systems – premium
- Landing pages
- Domain registration – Instant Domain Search
- Go Daddy
- Hosting
- If you spend most of your marketing money do it on a great website

## CONTENT MARKETING

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- Blog/ News
- Keeping it current
- Relevant content
- Use your content to drive traffic
- Interlink your content
- Share your content
- Hire a writer vs doing it yourself?

## CONTENT

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- Use google adwords to find out keywords and phrases people use to search
- Keywords embedded
- Pictures
- Videos
- Industry news, new products, changes in regulations, etc

## SOCIAL MEDIA

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- 75% of people who use the Internet use social media
- For younger users Instagram is more important than Facebook and Twitter
- Instagram is fastest growing
- LinkedIn most important for professionals
- Youtube reaches more people between the ages of 13-49 since 2013
- Facebook is still bigger than Youtube
- 80% of Canadians use Facebook

## SOCIAL MEDIA

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- What social media platforms do your customers use?
- Facebook!
- Youtube
- Pinterest
- LinkedIn
- Twitter
- Instagram

## SOCIAL MEDIA

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- Share your content, products, services, through social media
- Think publicity arm of your company
- Don't start using it and then stop using it, especially Facebook, keep it fresh
- Get a nice design cover image and profile pic
- Update all the about us information including contact
- Invite people to like your page

## SOCIAL MEDIA

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- Facebook has powerful advertising targeting tools
- Demographics & interests, budget, etc
- Boost or promoting posts
- Driving traffic to your site by links
- Develop promotions, prizes, encourage users to share
- Sell using social media: Instagram, Twitter, Facebook, etc. market products

## ONLINE ADVERTISING

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- Try free advertising first: online classifieds: Kijiji, Craigslist, Used.ca etc.
- Google Adwords: most powerful for service based companies
- Become number one in search for keywords immediately using google adwords
- Cost per click, set budgets, turn on, off,
- Develop multiple ad campaigns
- Test, revise, edit cost per click fee
- Google adwords analytics - keywords

## EMAIL MARKETING

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- People have the power to check email more than ever
- Mobile phones allow people to check email anywhere anytime
- Customers like to stay informed
- Opt in Opt out
- Newsletters – weekly, quarterly, seasonal,
- Collect emails
- Cheaper to maintain clients then to get new ones
- PaperLi – collects tweets, posts, etc

## EMAIL MARKETING

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- Mail Chimp & Constant Contact – FREE
- Provide a carrot for customers to provide email
- Link them to your website using your blog/ content
- Add promotions, coupons, incentives
- Email is still growing
- 92% of online adults use email, with 61% using it on an average day.
- Those use email on a daily basis were those with a college degree or an income of <\$75,000

## VIDEO

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- Youtube.com & Vimeo
- The total number of people who use YouTube – 1,300,000,000.
- Almost 5 billion videos are watched on Youtube every single day.
- The average number of mobile YouTube video views per day is 1,000,000,000
- User Percentage by Age 18-24 – 11%, 25-34 – 23%, 35-44 – 26%, 45-54 – 16%, 50-64 – 8%, 65+ – 3%, unknown age – 14%
- Use video for your business
- Video on your website

## VIDEO

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- Informative short video on your USP
- Use video in your blog
- Video for SEO
- Optimizing the description
- Keywords in your video
- Links in your video
- Professional vs amateur
- Sound, shakiness

## SEO

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- What is SEO ?
- Title, Meta Description, Meta Tags
- Optimized content
- Homepage
- Images
- Links
- Social media
- Responsive design

## SEO

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- Back links
- Research competitors
- High ranking websites – linking
- Link sharing
- Google Business Listing – Google loves Google
- Blogging
- Don't stop as competitors want to be #1 in google search

## CONCLUSION

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- Questions
- Discussion
- Feel free to contact me email: [chris@evolutionbusiness.ca](mailto:chris@evolutionbusiness.ca) or 250-740-1844

