Building Your Brand Online

Building Your Plan

Online Marketing = 

Online Advertising=

Building your brand online is ___________ ___________ _______ and 

____________________ through __________________ ________________.
Target Market

➔ How old are they?
➔ What do they do for a living?
➔ Where do they live?
➔ What are their goals/challenges personally and professionally?
➔ How does your service help them reach their goals/solve their challenges?
➔ What are common objections (time, price, effort etc)?
➔ What does he or she need to make a buying decision?
Identify Buying Stages

How educated is your target market about what you do?

Awareness

Consideration

--- % of buyers want to connect at this phase

Purchase/Repurchase

Preference/Intent

--- % of buyers want to connect at this phase

--- % of buyers want to connect at this phase

--- % of buyers want to connect at this phase

--- % of buyers want to connect at this phase
Types of Online Branding

Healthy Online Brand =

How SEO Ranking Works

→ Website content & behavior ____
→ Links coming into your site ____
→ Consistent listing information ____
→ Google My Business listing ____
→ Reviews ____
→ Social Media ____

Reach & Recycle

Build a bridge to your customers.

PASSIVE

ACTIVE
Types of Online Branding

Website

Social Media

Email Marketing

How much to post?

Facebook 3 - 10 posts/week

LinkedIn 5 posts per week, 20 total/mo

Instagram varies, consistency is key

Twitter 5 - 7 tweets/day

Pinterest 11 pins/day
### Blogging

<table>
<thead>
<tr>
<th>Does this fall in your strengths?</th>
<th>☐ Yes ☐ No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Would it reach your target market?</td>
<td>☐ Yes ☐ No</td>
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### Paid Online Advertising

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</table>

### Directory Listings

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<th>Does this fall in your strengths?</th>
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### Ad Types

- Search Ads
- Social Media Ads
- Retargeting
- Affiliate Ads
- Display Ads

### Top Citation Sources for Engineering Firms

- engineerjobs.com
- manta.com
- indeed.com
- linkedin.com
- yellowpages.com
- simplyhired.com
- servicemagic.com
- facebook.com
- merchantcircle.com
- glassdoor.com

**Find where your business is listed:** moz.com/local/search

**Find top citation sources by category:** moz.com/learn/seo/citations-by-category
Build Your Strategic Plan
Create a hypothesis for today and homework for tomorrow.

➔ **Client & Non-Client Contacts**
  - Email List
  - Mailing Address List
  - Facebook Friends/Fans
  - Twitter Followers
  - Blog Followers
  - Email Subscribers

➔ **Capital**
  - Services for Trade
  - Funds to Invest

➔ **Staff**
  - Sales
  - Designers
  - Writers
  - Delivery Truck Drivers
  - Interns
  - Kids

➔ **Ready Made Marketing Materials**
  - Previously Designed Ads
  - Testimonials
  - Portfolio Photos
  - Ad Specialty Items

➔ **Sphere of Influence**
  - Strategic Alliances
  - BNI Chapter
  - Rotary Group
  - Neighborhood Association
  - Church
  - Gym
  - Country Club

➔ **Location**
  - Shared Building Space
  - Signage
  - Window/Display Space
  - Sidewalks

➔ **Equipment**
  - Printer
  - Company Cars
  - CRM
  - Smart Phones

➔ **Processes**
  - Checkout
  - Sales

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www.mayecreate.com | info@mayecreate.com | connect @mayecreate
Hypothesis Generation
a.k.a. goal setting

<table>
<thead>
<tr>
<th>Why</th>
<th>Goal</th>
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<tbody>
<tr>
<td>Who</td>
<td>Target Audience</td>
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</table>

**What**

<table>
<thead>
<tr>
<th>Activity 1</th>
<th>Activity 2</th>
<th>Activity 3</th>
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<tbody>
<tr>
<td>Frequency</td>
<td>Frequency</td>
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<td>#/hrs</td>
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**Spend**

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<tr>
<th>Creative</th>
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<tr>
<td>Topics</td>
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<tr>
<td>Format</td>
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<tr>
<td>Imagery</td>
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**Analysis**

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<thead>
<tr>
<th>Review Interval</th>
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<tbody>
<tr>
<td>Key Metrics</td>
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<tr>
<td>Success Indicators</td>
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<tr>
<td>What</td>
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**Stock Photo Sites**

**Free:** pexels.com, unsplash.com, reshot.com

**Paid:** iStock
Things to review

➔ Did you do it?
➔ What happened?
➔ Why do you think it happened?
➔ Could you do anything differently to improve the outcome?