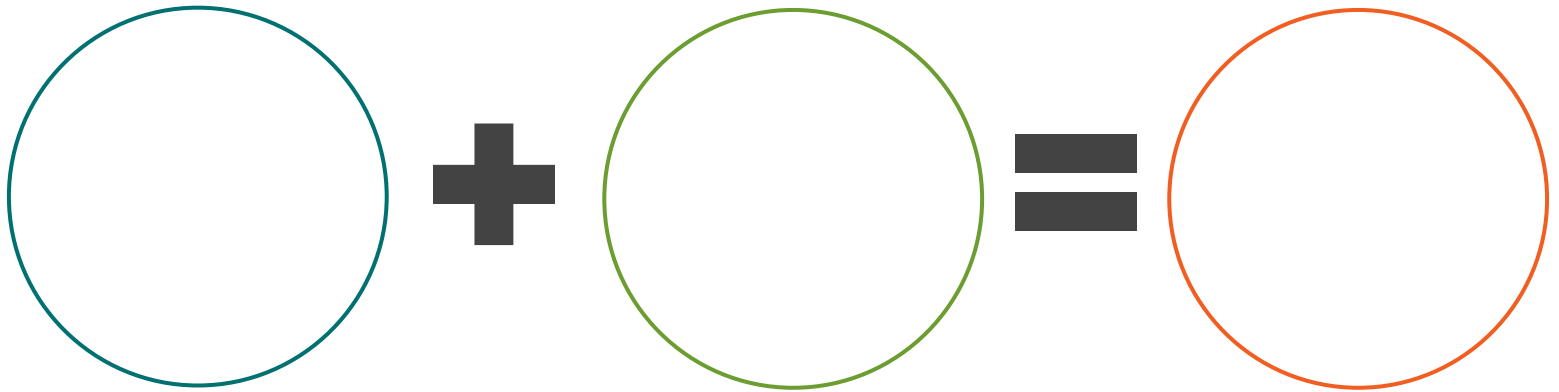




Building Your Brand Online

Building Your Plan



Start Big Picture

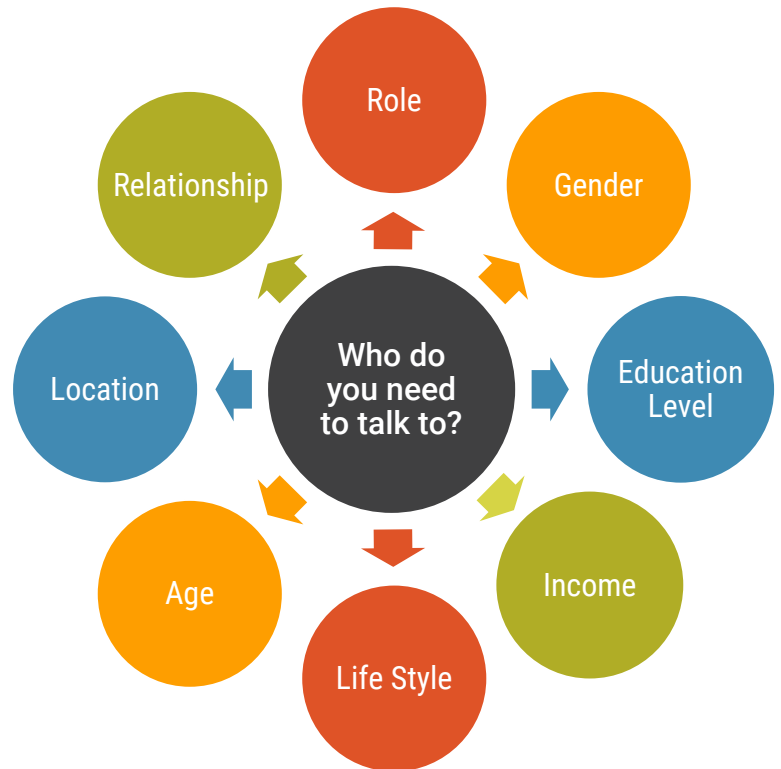
Online Marketing = _____

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



_____ % of buyers want to connect at this phase



Purchase/Repurchase

Preference/Intent



_____ % of buyers want to connect at this phase

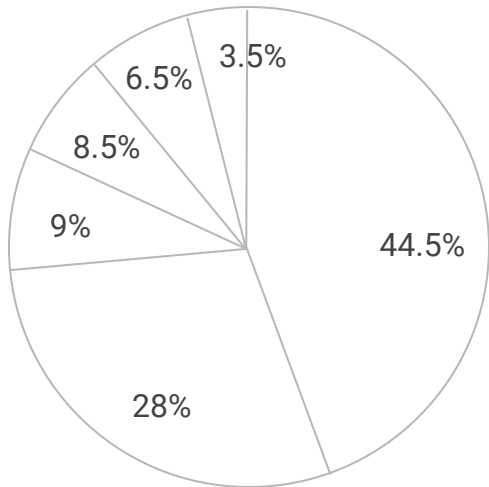




Types of Online Branding

Healthy Online Brand = _____

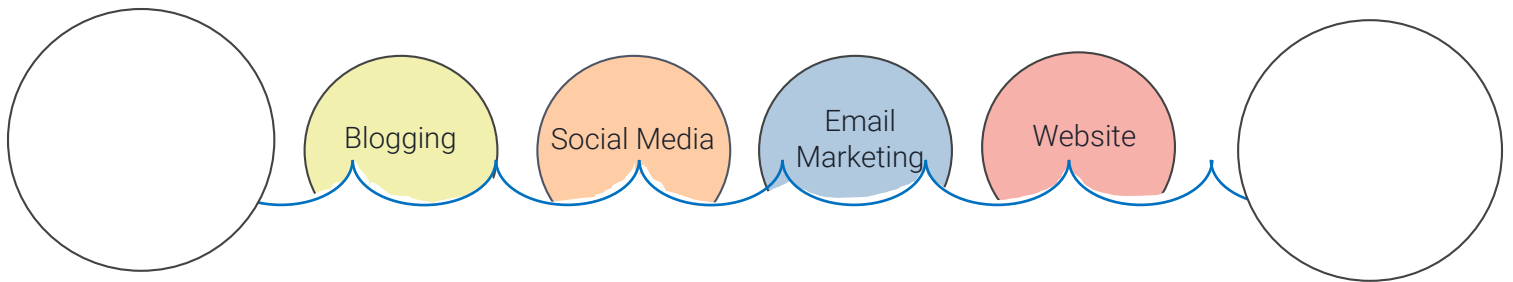
How SEO Ranking Works



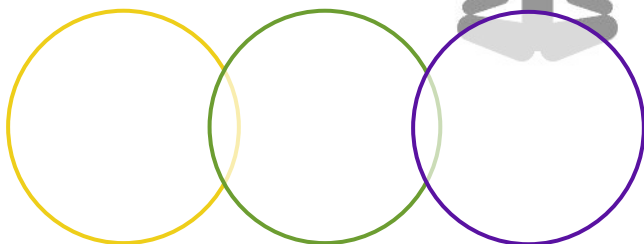
- Website content & behavior _____ %
- Links coming into your site _____ %
- Consistent listing information _____ %
- Google My Business listing _____ %
- Reviews _____ %
- Social Media _____ %

Reach & Recycle

Build a bridge to your customers.



PASSIVE



ACTIVE





Blogging

Four horizontal lines for notes.

Does this fall in your strengths?

Yes No

Would it reach your target market?

Yes No



Paid Online Advertising

Five horizontal lines for notes.

Does this fall in your strengths?

Yes No

Would it reach your target market?

Yes No

Ad Types

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



Directory Listings

Five horizontal lines for notes.

Does this fall in your strengths?

Yes No

Would it reach your target market?

Yes No

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

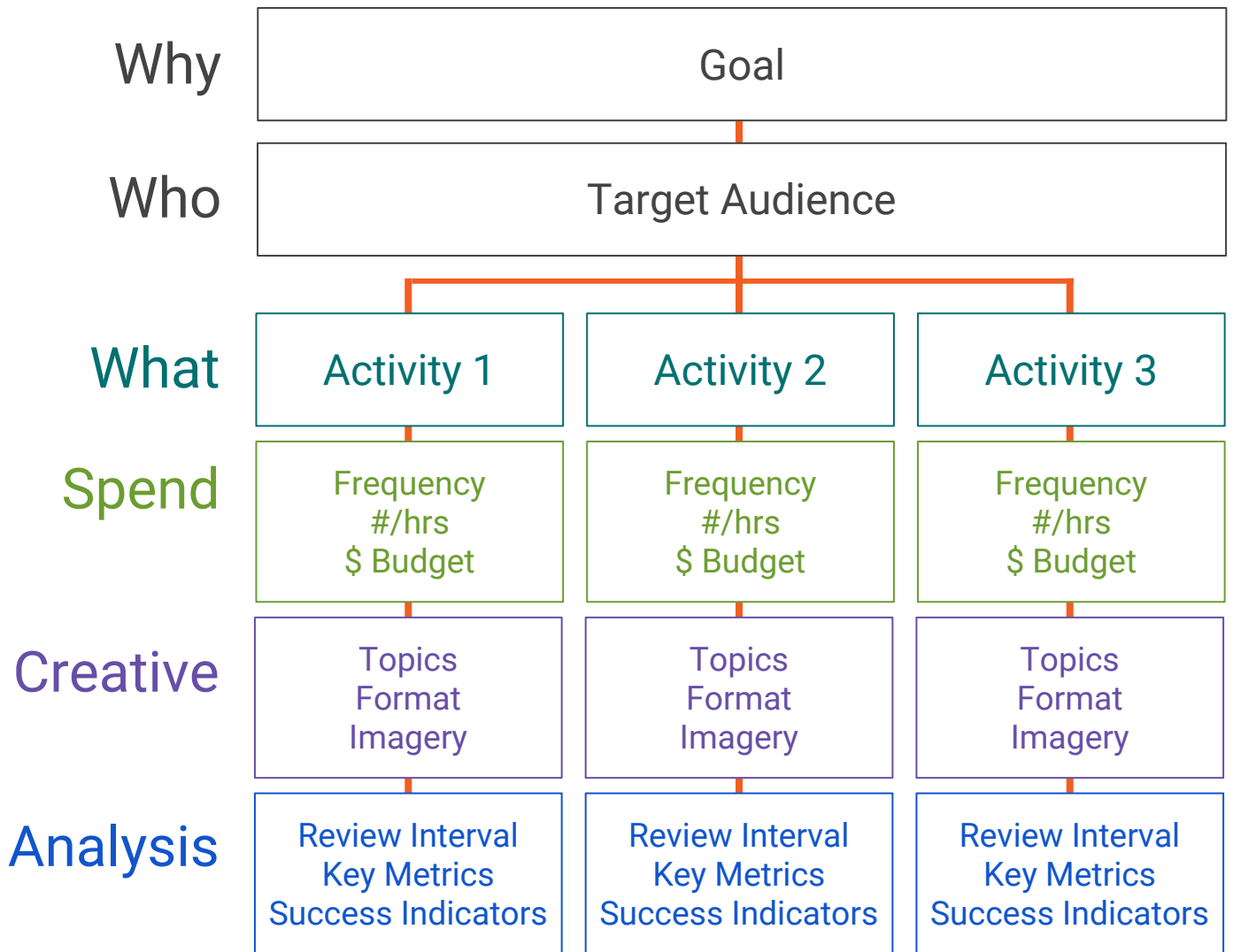
Find where your business is listed: moz.com/local/search

Find top citation sources by category: moz.com/learn/seo/citations-by-category



Hypothesis Generation

a.k.a. goal setting



Why

Who

What

Spend

Creative

Tools



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?

Website

Blogging

Directory Listings

Social Media

Email Marketing

Paid Online Advertising



Online Branding Plan Template

Why

Who

What

Spend

Creative

Analysis