Building Your Brand Online
The Pitts Family

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The Pitts Family
The MayeCreate Family
MayeCreate Support Staff
We solve marketing problems.
Even the dogs.
Mostly online.
Marketing is a science experiment.
Objectives

1. Start big picture to give you an idea of what you can do with online marketing to build your brand online.

2. Introduce plan building concepts so you can start your plan with a hypothesis.

3. Begin creating a strategic plan to build your brand online.
Building Your Plan

Your Strengths + Your Assets = Your Plan
Start Big Picture

What is online marketing?
How does it build your brand?
What to expect?
What is online marketing?
Online marketing uses the Internet to deliver marketing messages to consumers.
All of this stuff...
Website, SEO, Email, Ads, Directory Listings
Online Marketing
Your brand is also here.
Online Marketing = All Ways Your Brand Connects with People Online

Online Advertising = Stuff You Pay For
Building your brand online is training search engines and applications through human interactions.
Training robots by making friends online.
How does it build your brand?
The Old Sales Cycle

70/30

Photo by William Moreland on Unsplash - www.engageselling.com
Today’s Sales Cycle

30/70
88% of consumers research online before making a purchase either online or in-store.
69% of job seekers would not take a job with a company that has a bad reputation -- even if unemployed.

from inc.com
19%

Of brides **found their spouse online** in 2017.*
That’s up **14%** from 2015.**

*from the knot survey of 14,000 engaged or recently married individuals
**from 2015 Pew Research poll
The next generation
Those who shall not be named (my kids)
were born with a smartphone.

Your future target market.
Online marketing builds a bridge.
people
meet
where
they
are
What can you expect from your efforts?
Building a brand takes time.
Plan Building Concepts

- Target Market
- Identify Buying Stages
- Reach & Recycle
- Balancing Marketing Types
- Types of Online Branding
Target Market
Who do you solve problems for?

Who do you need to talk to?

- Role
- Gender
- Education Level
- Location
- Age
- Income
- Lifestyle
- Relationship
What problems do you solve for them?

- 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 do they care about?
Identify Buying Stages
How educated is your target market about what you do?
AWARENESS

Customer identification of a need and the realization that your business can potentially fulfill it

19%

Of buyers want to connect with sales in this phase.

https://blog.hubspot.com/sales/sales-statistics
CONSIDERATION
Customer evaluation of how your offering meets this need, including the evaluation of offerings of other businesses

60%
Of buyers want to connect with sales in this phase.

https://blog.hubspot.com/sales/sales-statistics
A customer’s inclination towards one solution or another, ultimately leading to a purchasing decision.

Of buyers want to connect with sales in this phase.

https://blog.hubspot.com/sales/sales-statistics
AWARENESS

1

CONSIDERATION

2

PURCHASE/REPURCHASE

The action of ordering and buying from your business or the emotional and logical process that (hopefully) leads to a repeat purchase

PREFERENCE/INTENT

3

4
Types of Online Branding
What about SEO?
Healthy Online Brand = Good SEO
How SEO Ranking Works

- WEBSITE CONTENT & BEHAVIOR 44.5%
- LINKS COMING INTO YOUR SITE 28%
- CONSISTENT LISTING INFORMATION 8.5%
- GOOGLE MY BUSINESS LISTING 9%
- REVIEWS 6.5%
- SOCIAL MEDIA 3.5%

https://moz.com/local-search-ranking-factors
Reach & Recycle

Build a bridge to your customers.

Your Audience

Closed Business
Reach & Recycle
Build a bridge to your customers.

Your Audience

Social Media

Closed Business
Reach & Recycle

Build a bridge to your customers.

- Your Audience
- Social Media
- Closed Business
Reach & Recycle

Build a bridge to your customers.

Your Audience → Blogging → Social Media → Email Marketing → Website → Closed Business
Reach & Recycle

Build a bridge to your customers.

- Your Audience
- Blogging
- Social Media
- Email Marketing
- Website
- Closed Business
Reach & Recycle

Build a bridge to your customers.
Balance

ACTIVE & PASSIVE
ACTIVE

You’re taking the initiative to reach out, often interrupting to gain the attention of prospects.

Social Media  
Email Marketing  
Paid Online Advertising
Your activity is available to people when they’re ready, they find it on their own.

### PASSIVE

- **Website**
- **Blogging**
- **Directory Listings**
You need a website.
Maybe even a good one.
88%

Of Americans 18-29 use social media. 68% of Internet using adult Americans are on Facebook.
- Keep up with the Joneses
- Drive traffic back to your website
- Meet your target market where they are
- Be part of the conversation
- Improve your Google rankings (3.5% of the pie)
- Build credibility, reviews are shared with your Google My Business listing in search results
MayeCreate Design
mayecreate.com/

At MayeCreate Design, we believe you deserve better. Partner with a web development & online marketing team who cares about your business like its their...

Our Family
We stay true to our development process and yet flexible to the...

Contact
For individual team contact information, visit the Our Family...

Web Design
MayeCreate Design designs ... We don't do mediocre, second-rate ...

More results from mayecreate.com »

MayeCreate Design - Home | Facebook
https://www.facebook.com › Places › Columbia, Missouri › Professional Service »

MayeCreate Design, Columbia, Missouri. 555 likes · 13 talking about this · 22 were here. MayeCreate is a graphic design company with an emphasis in...

Mayecreate Design Columbia MO, 65201 — Manta.com
https://www.manta.com › Website Design Services »

MayeCreate is a Web Design Boutique that provides all of our services with an enormous amount of

Reviews from the web
4.9/5 Facebook · 8 votes
If in doubt start with Facebook

- Facebook is the most-widely used of the major social media platforms.
- As of 2018 68% of adult internet users use Facebook.*
- Some claim its user base is most broadly representative of the population as a whole.
- Facebook Content consumption has increased 57% over the past two years.**

*Pew Research Center: http://www.pewinternet.org/fact-sheet/social-media/
** HubSpot: https://www.hubspot.com/marketing-statistics
And also post on LinkedIn

LinkedIn has a far higher ratio of college grads and persons making over $75,000 than the other networks, followed closely by Twitter.

*Pew Research Center: http://www.pewinternet.org/fact-sheet/social-media/

** HubSpot: https://www.hubspot.com/marketing-statistics
How much to post?

Suggested post frequency varies per network:

➔ 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

*CoSchedule: https://coschedule.com/blog/how-often-to-post-on-social-media/
Boost $ 

For all networks, set aside budget to boost posts this will grow your audience and spread your message faster, none of the networks favor businesses.
Each piece of content on your site is like a door to welcome visitors.
Blogging

- Increases brand awareness & credibility
- Generates traffic to your website
- Improves Google rankings
- Meets prospects where they are
- Great to reach specific audiences
- Creates return business when paired with other mediums
B2B businesses that blog generate 67% more leads than those who don’t.

InsideView: https://www.insideview.com/social-selling/
Let’s start a blog!
Blogging takes time.
4 \times 6 = 24

posts/mo \hspace{1em} hrs/post \hspace{1em} hrs/mo
24 hrs/mo x $100 = $2,400
30%

Website traffic increases up to 30% after publishing 21-54 blog posts.

*Wittent: https://writtent.com/blog/top-blogging-statistics-45-reasons-to-blog/
Highest ROI for marketers
$1 creates $44

https://www.campaignmonitor.com/blog/email-marketing/2018/12/70-email-marketing-stats-you-need-to-know/
Great compliment for bloggers

Perfect for those offering regular promotions

Automation improves close ratios

If you’re not ready to send you can still gather – email is currency
The service is often free depending upon list size and features.

Reaching an audience that asked you to communicate with them.

If you can use Microsoft Word and Facebook you can probably create an email.

Time investment varies.
Automate
Paid Online Advertising
Businesses make an average of $2 in revenue for every $1 spent on Google Ads.
Types of Online Ads

- Search Ads
- Social Media Ads
- Retargeting
- Affiliate Advertising
- Display Ads
SEARCH ADS
AdWords, Bing, and many other browsers allow you to place ads in their search results.

Use search ads to:
➔ Promote your brand to buy new traffic
➔ Supplement poor SEO
➔ Advertise to expansion areas
SOCIAL MEDIA ADS
Run ads on social media networks to build your following, promote your service or drive traffic to your website.

Use social media ads to:

➔ Demographic specific brand promotion
➔ Promote to your email list
➔ Build your social media following
RETARGETING
Ads targeting persons who have visited your website in the past. This only works if you actually have website traffic.

Use retargeting ads to:

➔ Increase conversion rates
➔ Ad campaign insurance
➔ Stay top of mind after a surge of website traffic
AFFILIATE ADVERTISING
Placing ads on websites or newsletters of affiliate businesses.

Use affiliate advertising to:
➔ Promote to a targeted demographic
➔ Build credibility
➔ Stay top of mind
DISPLAY ADS
Show graphic or text ads on websites and apps in a given network such as the Google Display network.

Use display ads to:
➔ Start branding earlier in the buying cycle
➔ Promote to a specific demographic
➔ Build credibility
➔ Stay top of mind
→ Fast fix – it’s a sprint
→ You can’t set it and forget it
→ You need a decent website
→ Budgets can be super variable
17.5% of your local website SEO is determined by the accuracy of your listings.

https://moz.com/local-search-ranking-factors
Focus on Google My Business Listing

➔ Qualify for knowledge graph (the fancy box on the side of Google search results)

➔ Displayed when people search for your business name or a close variant

[Image of Google My Business listing for MayeCreate Design]

google.com/business/
Clean Up Directory Listings

- They should be IDENTICAL
- Each industry has different key directories
- Once these are right you’re good to go, you don’t have to do them again unless you move, see your listings here:

  moz.com/local/search
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

Top Citation Sources for Construction
- yellowpages.com
- servicemagic.com
- manta.com
- superpages.com
- bbb.org
- angieslist.com
- dexknows.com
- local.yahoo.com
- yelp.com
- merchantcircle.com

Top Citation Sources for Contractors
- servicemagic.com
- yellowpages.com
- bbb.org
- dextknows.com
- angieslist.com
- superpages.com
- manta.com
- local.yahoo.com
- thumbtack.com
- facebook.com
Build Your Strategic Plan

Create a hypothesis for today and homework for tomorrow.
Build Your Strategic Plan

Asset Review
Hypothesis Generation
Creative Resource Management
Tracking
Asset Review
What are assets?

Anything your company has that can be utilized to create reach.

Reach can be:

- Bought
- Borrowed
- Built
→ **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
What can you leverage to get what you want?
What are your strengths?
Building Your Plan

Your Strengths + Your Assets = Your Plan
Hypothesis Generation

a.k.a. Goal Setting
Why the heck are you doing this?
Why

Who

What

Spend

Creative

Analysis

Goal

Target Audience

Activity 1

Activity 2

Activity 3

Frequency
#/hrs

$ Budget

Topics
Format
Imagery

Topics
Format
Imagery

Topics
Format
Imagery

Review Interval

Key Metrics

Success Indicators

Creative

Analysis
To do more website design for engineering firms.

➔ Think of this as your big goal.
➔ Why are you considering doing a particular activity or set of activities?
➔ What do you want the long term effects of those activities to be?
Who: Engineering firms in Missouri and surrounding states, marketing managers and partners, age 35-55

➔ Who will you target specifically
  ◆ Demographics
  ◆ Location
➔ Job Role/Title
➔ Their goals/challenges
What are you going to do?
PASSIVE

Website
Blogging
Directory Listings

ACTIVE

Social Media
Email Marketing
Paid Online Advertising

→ Client & Non-Client Contacts
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  - Smart Phones

→ Processes
  - Checkout
  - Sales
What → What activities will you do?
What → Where will you do them?
<table>
<thead>
<tr>
<th>Activity</th>
<th>Frequency</th>
<th>Duration</th>
<th>Prep Time</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posts on LinkedIn &amp; Twitter</td>
<td>LinkedIn: 2 posts pm</td>
<td>3 hrs planning</td>
<td>$400 travel</td>
<td>$400 (-)</td>
</tr>
<tr>
<td></td>
<td>Twitter: 14 posts pm</td>
<td>3 hours for Tw</td>
<td>$100 monthly spend</td>
<td>$100 (-)</td>
</tr>
<tr>
<td>Blogging</td>
<td>1 blog post pm</td>
<td>5 hours to write</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event Talks</td>
<td>2 per year</td>
<td>60 hours prep time</td>
<td>2 days missed work</td>
<td></td>
</tr>
<tr>
<td>LinkedIn Ads</td>
<td>12 hrs development &amp; research</td>
<td>2 days missed work</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Affiliate Newsletter Articles</td>
<td>4 per year</td>
<td>12 hrs</td>
<td></td>
<td>$100 monthly spend, run Oct - March</td>
</tr>
</tbody>
</table>
How the heck will you get this all done?
Creative Resource Management
Time Saving Tips

➔ Select topics ahead of time
➔ Write in bulk
➔ Schedule time to write/prep/review for the whole year
➔ Schedule blogs and social media in bulk
➔ Consider a project management system
➔ Integrate your newsletters to send via RSS
➔ Hire a consultant
Team Management Tips

➔ Elect a project manager
➔ Allocate tasks by strengths and time
➔ Determine a process that works for you to develop your creative and review
  ◆ Who’s doing what?
  ◆ What are the deadlines?
  ◆ Who will review?
  ◆ What happens if someone falls off the tracks?
➔ Document your process and hold each other accountable
Creative

- LinkedIn & Twitter
- Blogging
- Event Talks
- LinkedIn Ads
- Affiliate Newsletter Articles

LinkedIn posts will be promoting the blogs
Twitter will promote blogs and share links to the research we used to write the blogs

- Trends
- Technology
- Marketing
- Talk Recaps
- Site Live News

- Online Branding
- Website Planning

- Original photos
- No fluff copy
- Drive traffic
- Promote blogs & website estimator

Same as blogs but shorter at affiliate discretion

 Messaging/Tonality
 Topics
 Format
 Imagery

- Messaging/Tonality
- Topics
- Format
- Imagery

- Messaging/Tonality
- Topics
- Format
- Imagery
Use the right tool for the job.
Reporting

- Loomly
- Hootsuite®
- Google Analytics
- Google Search Console
- Cyfe
- Google Data Studio
Publishing

WordPress

Loomly

Hootsuite
Photo Editing

Adobe Spark

Image Resizer for Windows
Content Development
Stock Photo Sites

- pexels.com
- unsplash.com
- reshot.com
- istockphoto.com
How will you know you’re not wasting your time?
Tracking
Things to review

Did you do it?

What happened?

Why do you think it happened?

Could you do anything differently to improve the outcome?
## Analysis

- **Review intervals**
  - Monthly

- **Key Metrics**
  - Monthly
    - Referrals to site from LinkedIn or Twitter
    - Visitor behavior
  - Monthly
    - Blog views per month
    - Visitor behavior
  - Monthly
    - Website traffic jumps
    - Leads from talk
  - Bi Weekly
    - Clicks
    - CTR
    - Conversions
    - Visitor Behavior
  - Monthly
    - Referrals to site from newsletters
    - Leads from org members

- **Success Indicators (long & short term)**
It all reports here.
What are your measurable outcomes?
**Activities**

- **Activity 1**
  - Frequency: #/hrs
  - $ Budget

- **Activity 2**
  - Frequency: #/hrs
  - $ Budget

- **Activity 3**
  - Frequency: #/hrs
  - $ Budget

**Topics**

- Activity 1
  - Format
  - Imagery

- Activity 2
  - Format
  - Imagery

- Activity 3
  - Format
  - Imagery

**Review Interval**

- Activity 1
  - Key Metrics
  - Success Indicators

- Activity 2
  - Key Metrics
  - Success Indicators

- Activity 3
  - Key Metrics
  - Success Indicators

**Target Audience**

- **Why**
  - Goal

- **Who**
  - Target Audience

- **What**
  - Activity 1
  - Activity 2
  - Activity 3

- **Spend**
  - Activity 1
  - Activity 2
  - Activity 3

- **Creative**
  - Activity 1
  - Activity 2
  - Activity 3

- **Analysis**
  - Activity 1
  - Activity 2
  - Activity 3
Objectives

1. Start big picture to give you an idea of what you can do with online marketing to build your brand online.

2. Learn the plan building concepts so we can start our plans with a hypothesis.

3. Begin building a strategic plan to build your brand online.
Questions?

Building Your Brand Online

PRESENTED BY: Monica Pitts

Find these slides at: mayecreate.com/blog/team-online-brand-building/