



Building Your Brand Online

PRESENTED BY
 **MayeCreate**
DESIGN



MIKE

MONICA

ELLIS

AVELEEN

ROXIE

Painted By
THOMAS RALPH
HOURIGAN

The Pitts Family

MONICA



STACY



TYLER



ERIKA



KATIE



REBECCA



DANA

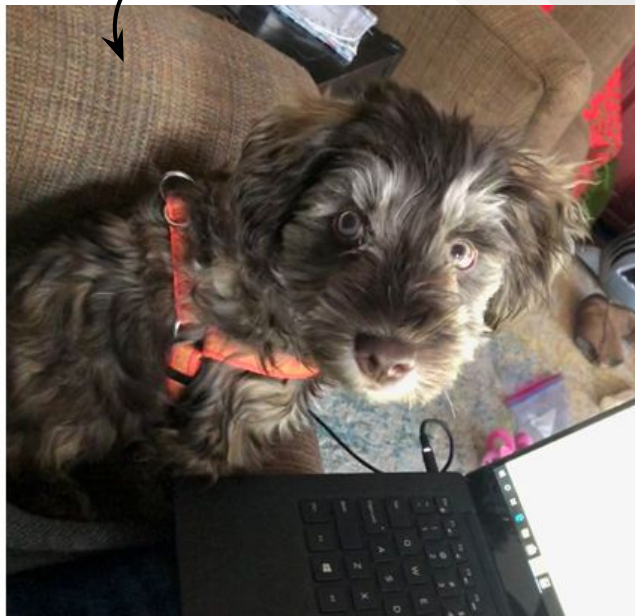


JULIE

The MayeCreate Family



ROXIE



QUIMBY



FINN PUPP

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



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...





Online Marketing



Google Search

I'm Feeling Lucky

brand

your

is

also

here



Online Marketing = All Ways Your Brand
Connects with People Online

Online Advertising = Stuff You Pay For

A photograph of a busy city street at night, likely in a shopping district. The street is filled with people walking, some looking at their phones. The buildings are lit up with various neon signs and lights, creating a vibrant, colorful atmosphere. The text is overlaid on the image in a white, sans-serif font.

**Building your brand online is training search engines
and applications through human interactions.**

Photo by Nicolas J Leclercq on Unsplash



Training robots by making friends online.

Photo by Clark Gu on Unsplash



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

Photo by Shahzin Shajid on Unsplash - *www.engageselling.com

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.

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



A close-up shot of a person with short brown hair, wearing a bright green jacket, holding a silver smartphone. The person's face is partially obscured by the phone. The background is a brightly lit retail store with a grid ceiling and fluorescent lights. In the background, another person with long blonde hair, wearing a light-colored sweater, is standing near a counter or display area. The overall scene suggests a retail environment where a customer is using a mobile device.

Your future
target market.

A long suspension bridge stretches across a deep valley with dense green forests under a cloudy sky at dusk. The bridge's wooden planks and metal railings lead the eye towards the horizon. In the distance, a wind turbine is visible on a hillside.

Online marketing builds a bridge.

Photo by Jonathan Klok on Unsplash

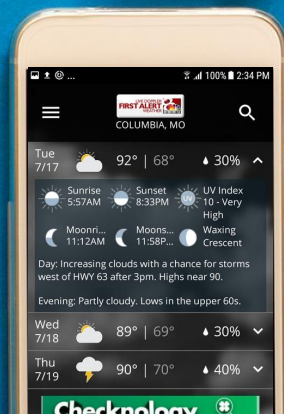
meet

people

where

they

are





**What can you expect
from your efforts?**

A close-up photograph of a sloth climbing a tree trunk. The sloth's long, shaggy fur is a mix of brown and grey. Its large, curved claws are visible at the top right, gripping the tree bark. The sloth's head is tilted upwards, looking towards the top of the frame. The background is a soft-focus green forest. The text "Building a brand takes time." is overlaid in white, bold, sans-serif font in the center of the image.

Building a brand takes time.

Photo by Sebastian Molinares on Unsplash

Plan Building Concepts

Target Market

Identify Buying Stages

Reach & Recycle

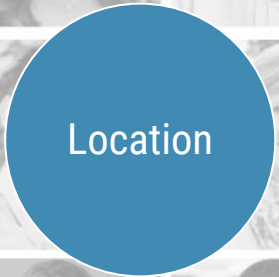
Balancing Marketing Types

Types of Online Branding



Target Market

Who do you solve problems for?





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)?

A grid of 48 individual portraits of people of various ages, ethnicities, and genders, arranged in 6 rows and 8 columns. The portraits are diverse, showing people from different backgrounds and ages, all smiling or looking pleasant. The text "What do they care about?" is centered over the middle of the grid.

What do they care about?


A collage of diverse people's faces, including men and women of various ethnicities and ages, smiling and looking towards the camera. The faces are arranged in a grid-like pattern, with some overlapping. The background is a light, neutral color.

INTERESTS

ATTITUDES

OPINIONS

Identify Buying Stages



**How educated is your target market about
what you do?**

Photo by Jamie Taylor on Unsplash

1



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.

AWARENESS



1

2



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.

AWARENESS

CONSIDERATION

1

2



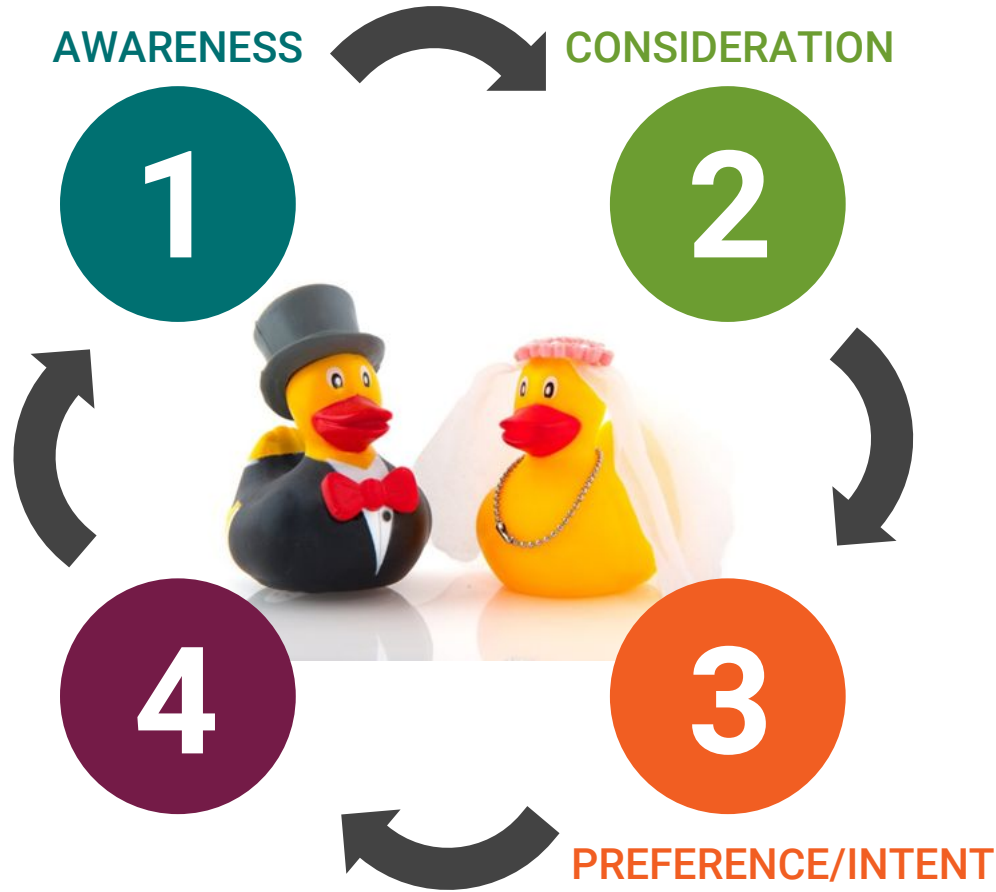
3

PREFERENCE/INTENT

A customer's inclination towards one solution or another, ultimately leading to a purchasing decision

20%

Of buyers want to connect with sales in this phase.

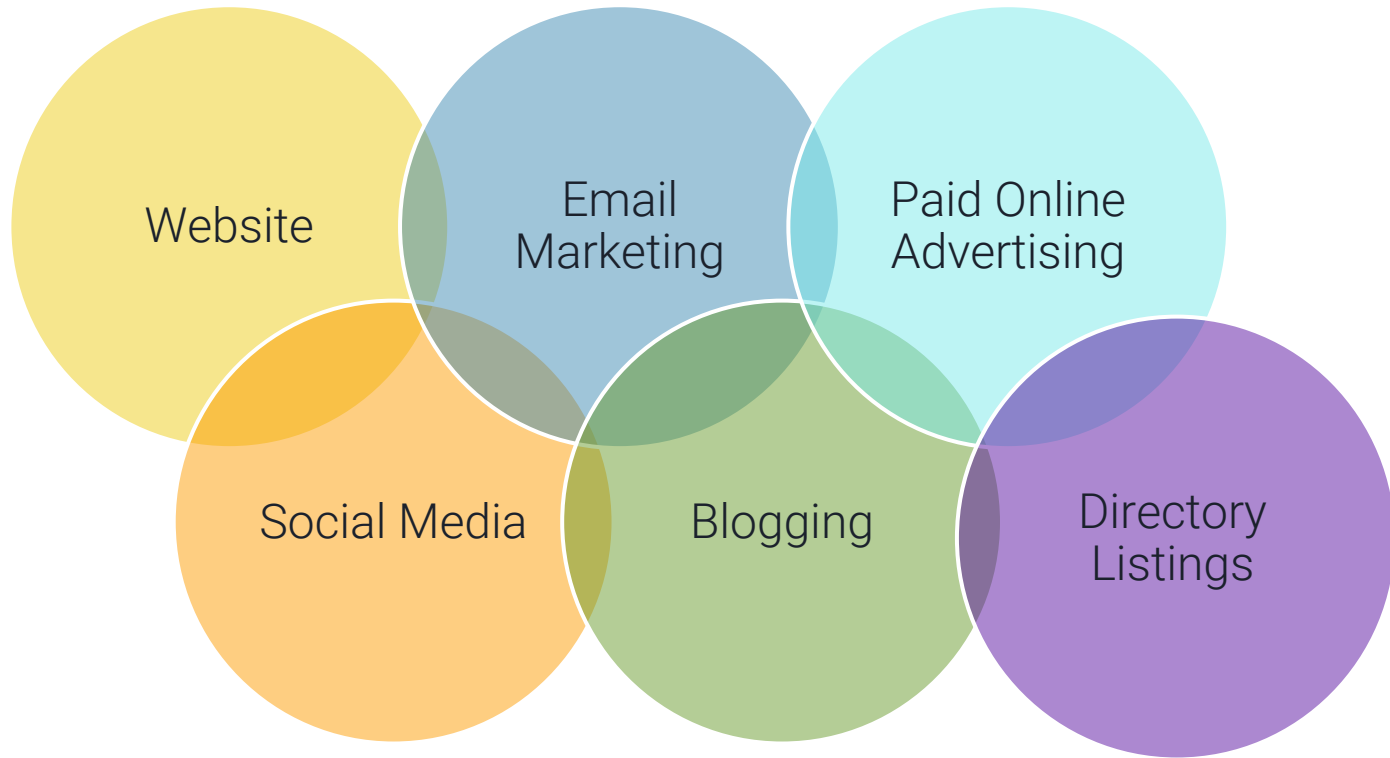


PURCHASE/REPURCHASE

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



Types of Online Branding



Website

Email
Marketing

Paid Online
Advertising

Social Media

Blogging

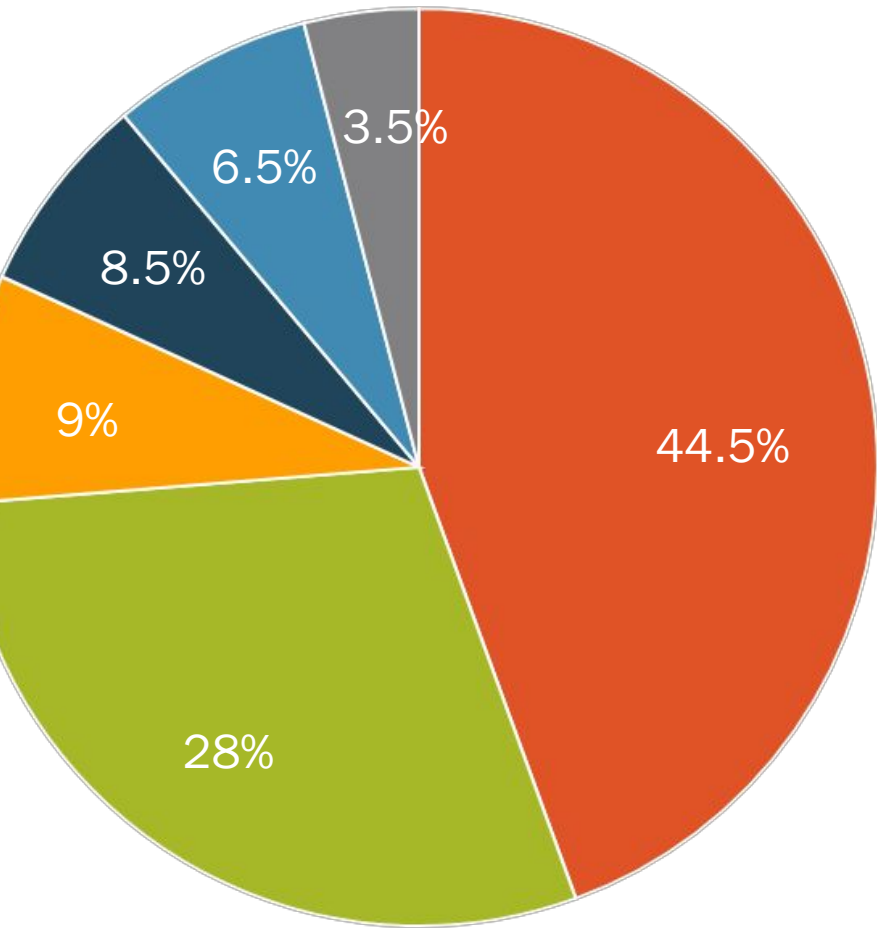
Directory
Listings

What about SEO?





Healthy Online Brand = Good SEO

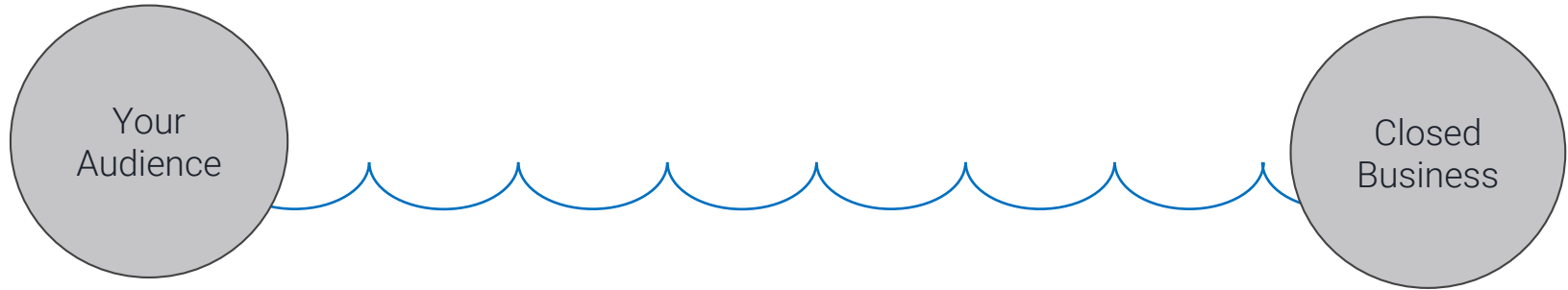


How SEO Ranking Works

- 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%

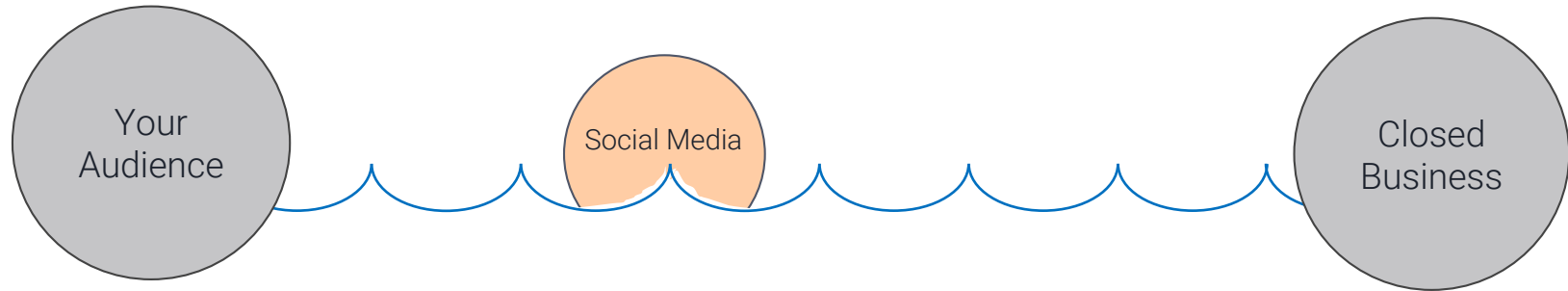
Reach & Recycle

Build a bridge to your customers.



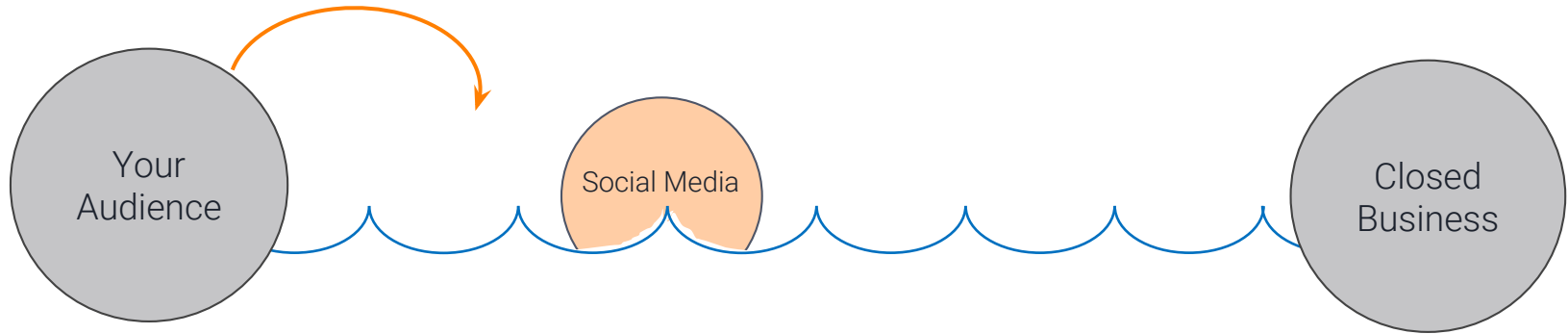
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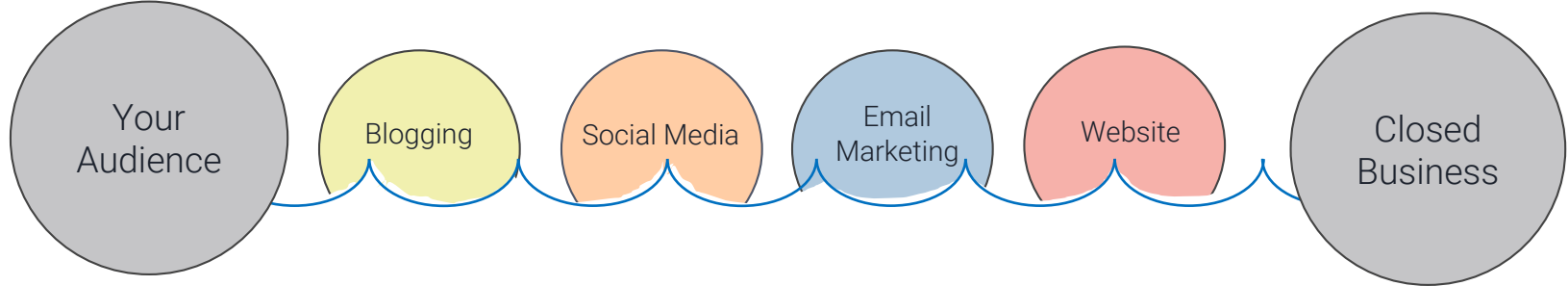
Reach & Recycle

Build a bridge to your customers.



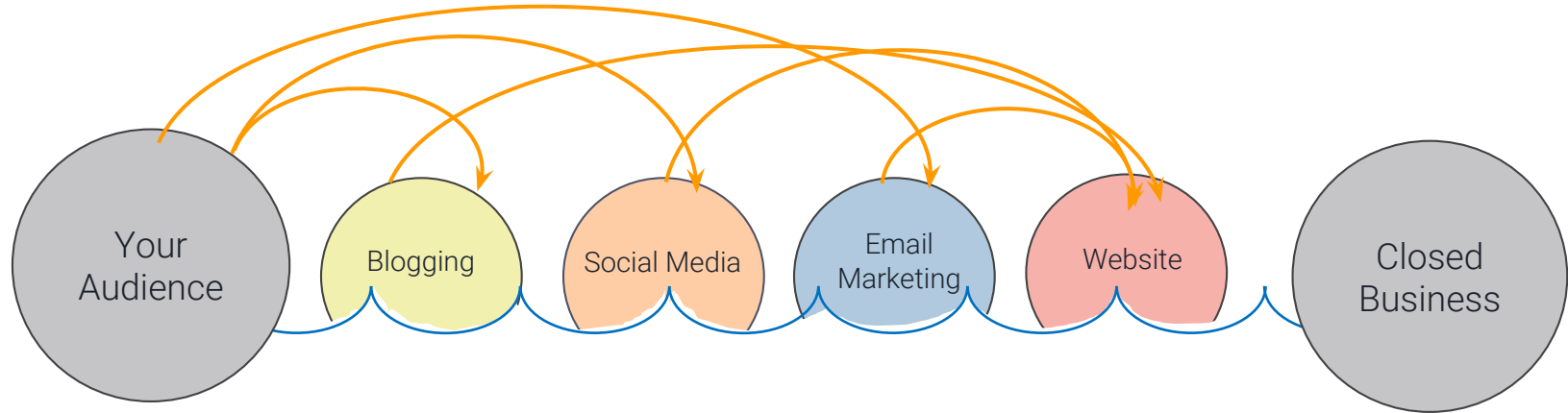
Reach & Recycle

Build a bridge to your customers.



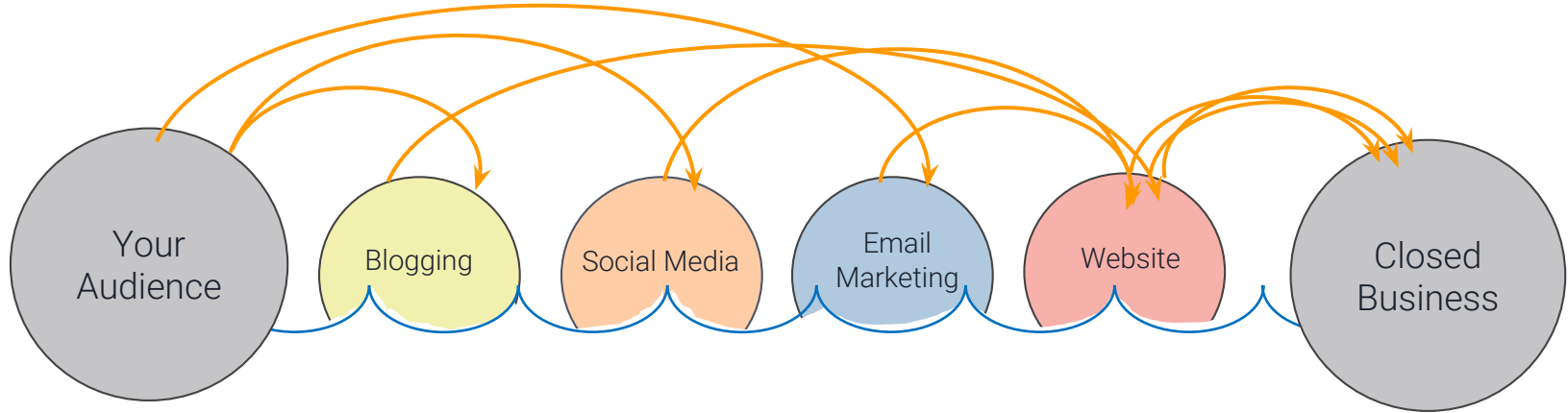
Reach & Recycle

Build a bridge to your customers.



Reach & Recycle

Build a bridge to your customers.

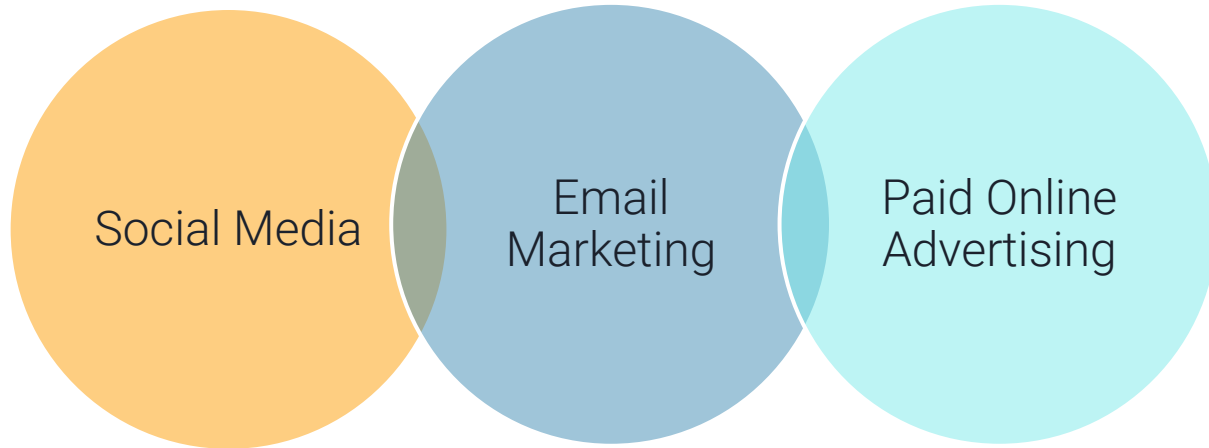


Balance

ACTIVE  & PASSIVE 

ACTIVE

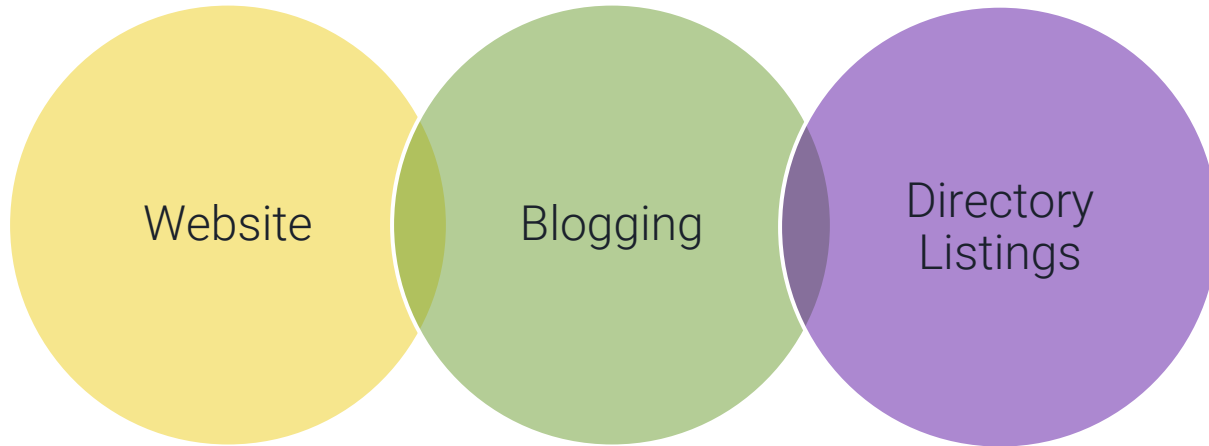
You're taking the initiative to reach out, often interrupting to gain the attention of prospects.



PASSIVE



Your activity is available to people when they're ready, they find it on their own.



Website

PASSIVE



**You need a
website.**

Website

PASSIVE



**Maybe even a
good one.**

Website

PASSIVE



**Social
Media**

ACTIVE



88%

Of Americans 18-29 use social media. **68%** of Internet using adult Americans are on **Facebook**.



Social
Media



ACTIVE

- 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

Social Media

ACTIVE





mayecreate design



All Images Shopping Maps Videos More Settings Tools

About 32,700 results (0.71 seconds)

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 »](#)

Portfolio

MayeCreate Design designs & builds custom websites for ...

Graphic Design

MayeCreate Design in Columbia, MO offers graphic design ...

Identity

At MayeCreate Design, we design logos, business cards ...

MayeCreate Design - Home | Facebook

<https://www.facebook.com> > Places > Columbia, Missouri > Professional Service ▾

★★★★★ Rating: 4.9 - 8 votes

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



See photos

See outside

MayeCreate Design ★

5.0 ★★★★★ 2 Google reviews

Website designer in Columbia, Missouri

Website

Directions

Address: 700 Cherry St Suite C, Columbia, MO 65201

Hours: Open today · 9AM–5PM ▾

Phone: (573) 447-1836

[Suggest an edit](#)

Reviews from the web

4.9/5 Facebook · 8 votes

Reviews

2 Google reviews

Write a review

Add a photo

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.**

**Social
Media**

ACTIVE



*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**.

**Social
Media**

ACTIVE



*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

**Social
Media**

ACTIVE



*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.



**Social
Media**



ACTIVE

Blogging

PASSIVE



Each piece of content on your site is like a door to welcome visitors.

Blogging

PASSIVE



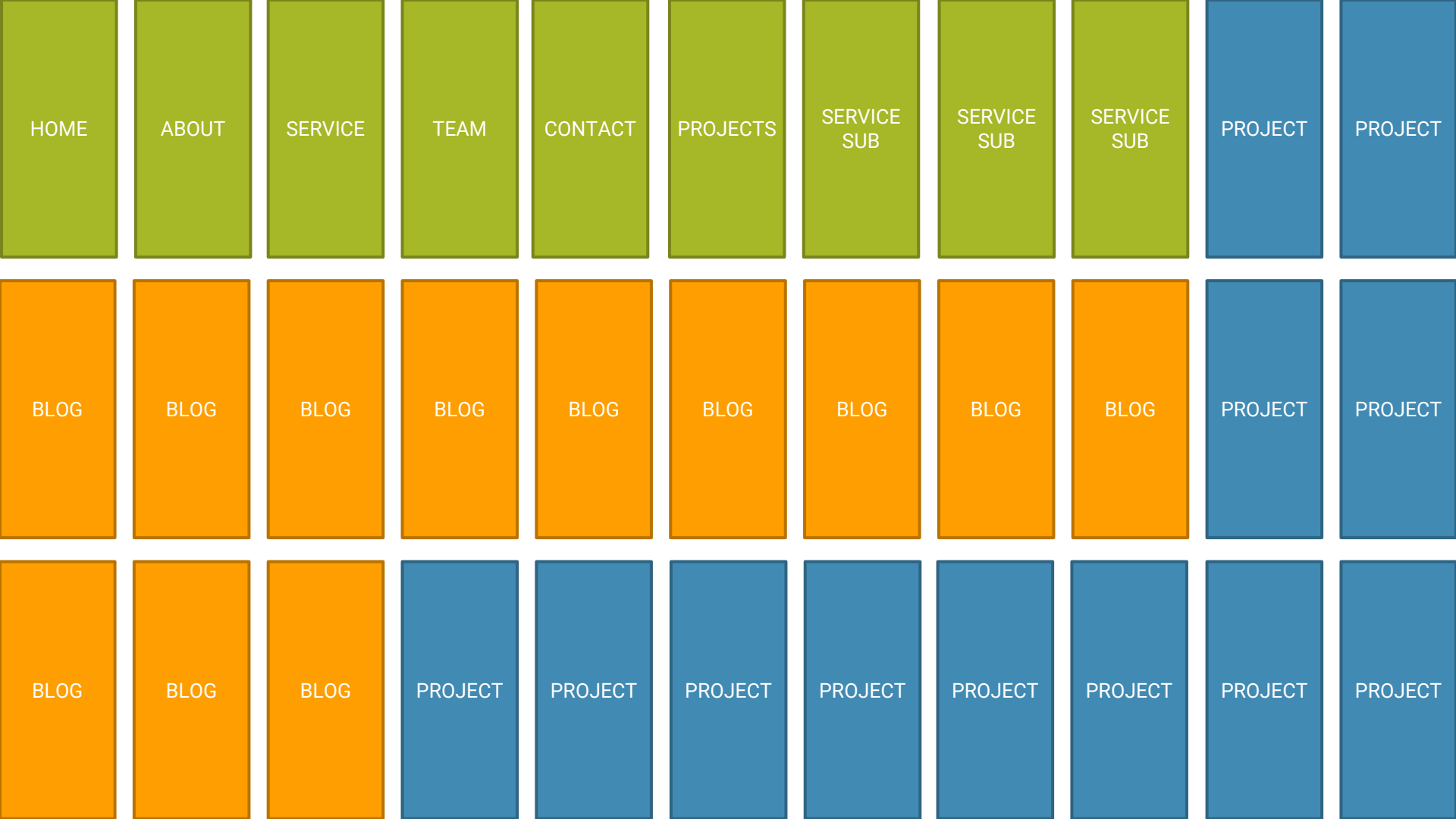
HOME

ABOUT

SERVICE

TEAM

CONTACT



HOME

ABOUT

SERVICE

TEAM

CONTACT

PROJECTS

SERVICE
SUB

SERVICE
SUB

SERVICE
SUB

PROJECT

PROJECT

BLOG

BLOG

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PROJECT

PROJECT

PROJECT

- 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

Blogging

PASSIVE



**B2B businesses
that blog generate
67% more leads
than those who
don't.**



Blogging



PASSIVE

A hand holding a lit sparkler against a dark background with bokeh lights. The sparkler is the central focus, with bright orange and yellow sparks radiating from it. The background is dark with out-of-focus lights in shades of blue, purple, and white. The text "Let's start a blog!" is overlaid in the center in a white, bold, sans-serif font.

Let's start a blog!

Photo by Hasan Albari from Pexels

A close-up photograph of a sloth clinging to a tree trunk. The sloth's long, shaggy fur is a mix of brown and grey. Its large, curved claws are visible at the top right, gripping the bark. The sloth's head is turned upwards, looking towards the top of the frame. The background is a soft-focus green forest. The text "Blogging takes time." is overlaid in the center in a white, sans-serif font.

Blogging takes time.

Photo by Sebastian Molinares on Unsplash

$$4 \times 6 = 24$$

posts/mo hrs/post hrs/mo

Blogging

PASSIVE



$$\begin{array}{r} 24 \text{ hrs/mo} \\ \times \$100 \text{ Billable hourly rate} \\ \hline \$2,400 \text{ \$/mo} \end{array}$$



30%

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



Blogging

PASSIVE



*Wittent: <https://writtent.com/blog/top-blogging-statistics-45-reasons-to-blog/>

Email Marketing

ACTIVE



**Highest ROI for
marketers
\$1 creates \$44**



**Email
Marketing**



ACTIVE

- 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

Email Marketing

ACTIVE



- 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



Email Marketing



ACTIVE

Automate



**Email
Marketing**



ACTIVE

Paid Online Advertising

ACTIVE



Businesses make an average of \$2 in revenue for every \$1 spent on Google Ads.



Paid Online Advertising



ACTIVE

Types of Online Ads

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



Paid Online Advertising



ACTIVE

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



Paid Online Advertising



ACTIVE

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



Paid Online Advertising



ACTIVE

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



Paid Online Advertising



ACTIVE

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



**Paid Online
Advertising**



ACTIVE

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



Paid Online Advertising



ACTIVE

- Fast fix – it's a sprint
- You can't set it and forget it
- You need a decent website
- Budgets can be super variable

Paid Online Advertising

ACTIVE



17.5%

Of your **local** website SEO is determined by the accuracy of your listings.



Directory Listings



PASSIVE

Focus on Google My Business Listing

Directory Listings

- 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

google.com/business/



MayeCreate Design ★

5.0 ★★★★★ 2 Google reviews

Website designer in Columbia, Missouri

Website

Directions

Address: 700 Cherry St Suite C, Columbia, MO 65201

Hours: Open · Closes 5PM ▾

Phone: (573) 447-1836

Suggest an edit

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









Directory Listings













PASSIVE











Top Citation Sources for Engineering Firms

	<input checked="" type="checkbox"/>	engineerjobs.com
	<input checked="" type="checkbox"/>	manta.com
	<input checked="" type="checkbox"/>	indeed.com
	<input checked="" type="checkbox"/>	linkedin.com
	<input checked="" type="checkbox"/>	yellowpages.com
	<input checked="" type="checkbox"/>	simplyhired.com
	<input type="checkbox"/>	servicemagic.com
	<input type="checkbox"/>	facebook.com
	<input type="checkbox"/>	merchantcircle.com
	<input type="checkbox"/>	glassdoor.com

Top Citation Sources for Construction

	<input checked="" type="checkbox"/>	yellowpages.com
	<input checked="" type="checkbox"/>	servicemagic.com
	<input checked="" type="checkbox"/>	manta.com
	<input checked="" type="checkbox"/>	superpages.com
	<input checked="" type="checkbox"/>	bbb.org
	<input checked="" type="checkbox"/>	angieslist.com
	<input checked="" type="checkbox"/>	dexknows.com
	<input type="checkbox"/>	local.yahoo.com
	<input type="checkbox"/>	yelp.com
	<input type="checkbox"/>	merchantcircle.com

Top Citation Sources for Contractors

	<input checked="" type="checkbox"/>	servicemagic.com
	<input checked="" type="checkbox"/>	yellowpages.com
	<input checked="" type="checkbox"/>	bbb.org
	<input checked="" type="checkbox"/>	dexknows.com
	<input checked="" type="checkbox"/>	angieslist.com
	<input checked="" type="checkbox"/>	superpages.com
	<input checked="" type="checkbox"/>	manta.com
	<input type="checkbox"/>	local.yahoo.com
	<input type="checkbox"/>	thumbtack.com
	<input type="checkbox"/>	facebook.com

moz.com/learn/seo/citations-by-category

Build Your Strategic Plan

A decorative graphic on the right side of the slide depicts a staircase with several steps. One step is highlighted in a vibrant green color, and another step further down is highlighted in a teal color. The rest of the steps are rendered in light gray, creating a sense of depth and movement.

Create a hypothesis for today and
homework for tomorrow.

Build Your Strategic Plan

A decorative graphic on the right side of the slide depicts a staircase with several steps. One step is highlighted in a vibrant green color, and another step further down is highlighted in a teal color. The rest of the steps are rendered in light gray, creating a sense of depth and perspective.

Asset Review

Hypothesis Generation

Creative Resource Management

Tracking



Asset Review



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DESIGN

What are assets?

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

Reach can be:

- Bought
- Borrowed
- Built

Asset Discovery

→ 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

A photograph of a yellow and blue seesaw in a park. The seesaw is tilted, with the right side higher than the left. It has yellow beams and blue supports. The background shows a chain-link fence, trees, and a building. The text "What can you leverage to get what you want?" is overlaid in white.

What can you leverage to get what you want?

A woman with long, wavy blonde hair is shown from the chest up, leaning over a table. She is wearing a grey tank top with the word "Yes" written in cursive. She is holding a black marker in her right hand and is in the process of drawing a detailed anatomical sketch of a human head and neck, showing muscles and bones. The drawing is on a white sheet of paper. The background is a window with light coming through, and the floor is dark wood.

What are your strengths?

Building Your Plan





Hypothesis Generation

a.k.a. Goal Setting

A man and a woman are performing rope climbing in a gym. The woman on the left is wearing a white tank top, grey leggings, and a red eye mask. She is holding a thick rope with both hands, one high and one low, in a wide stance. The man on the right is shirtless, wearing black shorts, a black eye mask, and black gloves. He is also holding a thick rope with both hands, one high and one low, in a similar wide stance. The gym background is dark with various pieces of equipment and a sign that says "TENDER Y M".

Why the heck are you doing this?

Photo by Leon Martinez from Pexels



Why

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

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?



Photo by Danielle MacInnes on Unsplash

PASSIVE



Website

Blogging

Directory Listings

ACTIVE



Social Media

Email Marketing

Paid Online Advertising

→ 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

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- BNI Chapter
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- Shared Building Space
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→ Equipment

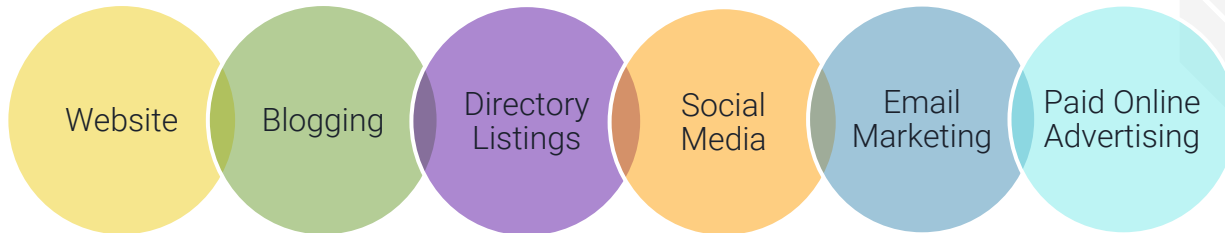
- Printer
- Company Cars
- CRM
- Smart Phones

→ Processes

- Checkout
- Sales

What

- What activities will you do?
- Where will you do them?



Spend

- How often will you do the planned activities?
- How long will they take you to do?
- How long will they run?
- What will you spend/budget on them?

Posts on LinkedIn & Twitter

LinkedIn: 2 posts per month
Twitter: 14 Posts per month
3 hrs planning & writing posts for LinkedIn
3 hours for Twitter

Blogging

1 blog post per month
5 hours to write

Event Talks

2 per year
60 hours prep time
\$400 travel
2 days missed work


LinkedIn Ads

12 hrs development & research,
\$100 monthly spend, run Oct - March

Affiliate Newsletter Articles

4 per year - piggyback on blog posts, 2 hrs account service.

How the heck will you get this all done?



Creative Resource Management

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DESIGN



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

→ Messaging/Tonality

→ Topics

→ Format

→ Imagery

Posts on LinkedIn & Twitter

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

Blogging

Trends
Technology
Marketing
Talk Recaps
Site Live
News

Event Talks

Online
Branding
Website
Planning

LinkedIn Ads

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

Affiliate Newsletter Articles

Same as blogs but shorter at affiliate discretion



Use the right tool for the job.

Photo by Tim Wright on Unsplash



Reporting

 Loomly

 Hootsuite®

 Google Analytics

 Search Console

 Cyfe

 Google Data Studio

Publishing



Photo Editing



Screen Capture



Video

 Adobe Spark

 Open Broadcaster
Software

 Screencastify

Content Development



Stock Photo Sites



pexels.com



Unsplash

unsplash.com



reshot

reshot.com

iStock.
by Getty Images

istockphoto.com

Your phone.



Photo by Thomas on Unsplash

A photograph of a 'WRONG WAY' sign on a road. The sign is rectangular with a black background and white, reflective letters. A red light is mounted on top of the sign. The sign is on a metal post. In the background, there is a road with a brick-paved shoulder, a utility pole, and some construction equipment. The sky is blue.

How will you know you're not wasting your time?

Photo by NeONBRAND on Unsplash

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

→ Key Metrics

→ Success Indicators
(long & short term)

Posts on LinkedIn & Twitter	Blogging	Event Talks	LinkedIn Ads	Affiliate Newsletter Articles
Monthly	Monthly	Monthly	Bi Weekly	Monthly
Referrals to site from LinkedIn or Twitter Visitor behavior	Blog views per month Visitor behavior	Website traffic jumps Leads from talk	Clicks CTR Conversions Visitor Behavior	Referrals to site from newsletters Leads from org members



Website

Sessions

Avg Time on Site

Pages Per Session

Bounce Rate

Traffic Source



Blogging

Page Views

Avg Time on Page

Bounce Rate

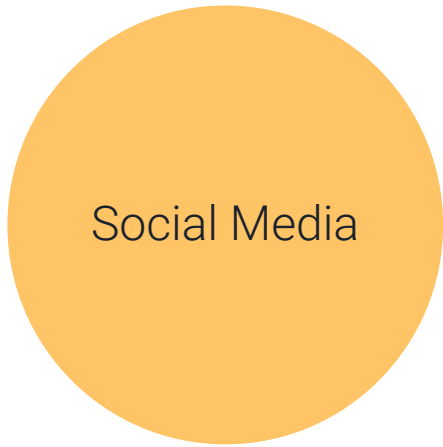


Directory Listings

Views

Searches

Activity



Social Media

Follows/Likes

of Posts

Engagement Rate

Impressions

Reach



Email Marketing

List Size

Opens

Clicks



Paid Online Advertising

Budget Spend

Search Terms

Clicks

Cost Per Click

Click Through Rate



A close-up photograph of a person's midsection. A yellow measuring tape is wrapped around their waist, with a hand holding the end of the tape. The tape shows measurements in inches, with '1 INCH' clearly visible. In the foreground, a white bowl filled with fresh green lettuce and red cherry tomatoes is partially visible. The overall scene suggests a focus on health, diet, and body measurement.

What are your measurable outcomes?

Photo by rawpixel.com from Pexels





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



@MayeCreate



@MayeCreate



@MayeCreate



MayeCreate
DESIGN

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