

Enhance Your Business's Digital Presence During COVID-19

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Nice to Meet You!



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*Enable entrepreneurs to build successful businesses by helping them establish & maintain a professional digital presence through **website design** and **social media management**.*

What We'll Cover

1. Website Essentials
2. Social Media Basics
3. Measuring Success



Website Essentials

Do I really *need*
a website?

It Depends

Creating a website may *not* be the best use of your time if:

- You have a solid customer base & don't need or want to grow
- Your target market isn't online
- You have more pressing challenges to overcome right now
 - *COVID Tip:* If you don't have time or resources to create a website right now, create a Facebook business page instead

5 Things A Website Can Do For Your Biz

1. **Create a presence.** Who knows about your business? Where can prospects and clients go to learn more? Having a website can help establish your business, communicate your value proposition & convey professionalism. It also extends your reach to anyone in the world.
2. **Build trust.** New customers and prospects might want to know about your business history, your expertise and your specialization. This is a great vehicle for people to learn more without feeling pressure to buy anything.
 - a. *COVID Tip:* Trust is critically important for certain types of businesses right now. Customers need to know they can trust you.

5 Things A Website Can Do For Your Biz

3. **Point of contact.** Your website provides customers an easy way to contact you and learn more about your products, services & business.
 - a. *COVID Tip:* If you have a website, make sure your offerings & business hours are updated.

4. **Sell products.** If your business lends itself to online sales, create a virtual store as part of your website.
 - a. *COVID Tip:* If you don't think your business lends itself to online sales, how could you pivot to be able to do some business virtually?

5. **Share the latest news.** Whenever there are new developments regarding your business, update your website.
 - a. *COVID Tip:* new office protocol, press release on changes to your hours, menu, etc

Ok, I need a
website. Where
do I start?

DIY Website Platform

Best All-Around & Best Themes



- Beautiful websites
- Excellent features
- Up-front pricing
- Thorough knowledge base & helpful customer service
- No coding necessary!

Websites Built on Squarespace

- [Encinitas Wine & Food Festival](#)
- [Pathways to Wholeness](#)
- [New Life Holistic Center](#)

Pricing starts at \$12/month

COVID Tip: [COVID-19 Resources for Squarespace customers](#)

What should
go on my
website?

Website Must Haves

- Business Name, Logo & Description
 - Who are you? How can you help me?
- Product/Service Info
 - What are you selling? Why do I need it?
- Business Background/History
 - How long has your business been around? Why inspired you to start it? What makes your business unique?
- Testimonials/Work Samples
 - What are your customers saying about you?
- Photos
 - Of you, your team, storefront, products - whatever's relevant
- Contact Info
 - Where are you located and how can I get in touch? **Updated menu, business hours, business protocols?**
- Social Media Links
 - Connect me to your Facebook business page, Instagram business profile, etc
- Legal Stuff
 - **COVID-19 protocol**, privacy policy, terms & conditions, etc

Social Media Basics

Why do I need
to be on social
media?

5 Reasons to be on Social Media

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1. **Connect with your audience.** Most people spend time on at least one social media platform. If you can meet your audience where they already unwind, you're on your way to building a stronger bond with your followers, ultimately leading them to be customers.
 - a. *COVID Tip: let them know how the pandemic has impacted your business*
2. **Learn about your audience.** Social media gives you the chance to interact with your audience and learn more about them. You can learn the wants and needs of potential customers and establish yourself as a resource users turn to because they trust you.
 - a. *COVID Tip: learn how the pandemic has impacted your followers*

5 Reasons to be on Social Media

3. **Build your reputation.** Think of social media as a stage that provides a variety of ways to represent your brand's image to the public. You can use it to:
 - a. Share customer success stories
 - b. Promote great deals or discounts
 - c. Announce company milestones and achievements
 - d. Share a perspective from inside your business and the people who make it all happen
 - e. Advertise with a video
 - f. *COVID Tip: Take them on a tour of safety updates you've made to your space*

...and the list goes on. When you use social media to express multiple facets of your business in a variety of different ways, you provide potential customers with a broader look into your company and more reason to trust your business.

5 Reasons to be on Social Media

4. **Increase your visibility.** The more interactions you create with your potential customers online, the more visible your brand becomes. More visibility creates greater familiarity and the more familiar people are with your business, the more likely they are to become customers.
 - a. *COVID Tip:* let people know you're still operational and how they can help your business survive OR that you're not operational but you're planning to reopen soon

5. **Get customers to spread the word.** Your followers can be active marketers for your business. Social media gives them the tools with which they can spread the word about your business.
 - a. *COVID Tip:* ask customers to share a pic of them at your store or using your product

Ok, fine. Which
platforms
should I be on?

It Depends on Who Your Ideal Customer Is

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- Facebook: far reaching w/customers all over the world; 1 billion active users daily
- Instagram: more visual & simpler than FB; more popular w/younger user base & women
- Twitter: 280 character limit - short & sweet; opportunity for posts to go viral
- YouTube: THE video-based platform, entertainment & how-to videos
- LinkedIn: networking tool for business professionals; most users don't visit daily; good for B2B marketing
- Pinterest: suited for creative businesses; user base is mostly women

Others: Reddit, Snapchat, Tiktok

COVID Tip: Since many business' websites aren't up-to-date right now, users will look for your social media page to figure out if you're open, when you're open, what your menu is, how to order, etc

Tips & Tools

- Start small
- Be consistent
- Plan ahead

July 2020							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
Date			1	2	3	4	
Platforms					Fi		
Category			Fi		Holiday		
Topic					Independence Day		
Copy							
Image Name							
Link							
Time of Post							
Status							
Date	6	7	8	9	10	11	12
Platforms	Fi		Fi		Fi		
Category							
Topic							
Copy							
Image Name							
Link							
Time of Post							
Status							
Date	13	14	15	16	17	18	19
Platforms	Fi		Fi		Fi		
Category							
Topic							
Copy							
Image Name							
Link							
Time of Post							
Status							
Date	20	21	22	23	24	25	26
Platforms	Fi		Fi		Fi		
Category							
Topic							
Copy							
Image Name							
Link							
Time of Post							
Status							
Date	27	28	29	30	31		
Platforms	Fi		Fi		Fi		
Category							
Topic							

Social Media Content Calendar

What should I
talk about?

Goal: Engage with Followers

- What type of post would motivate someone to *Follow* your page? *Like*, *Comment* on or *Share* your post?
 - Lurkers
- Every post should have a visual component
 - Photo
 - Video
 - Don't have to be professional
 - Make sure you have permission
 - unsplash.com

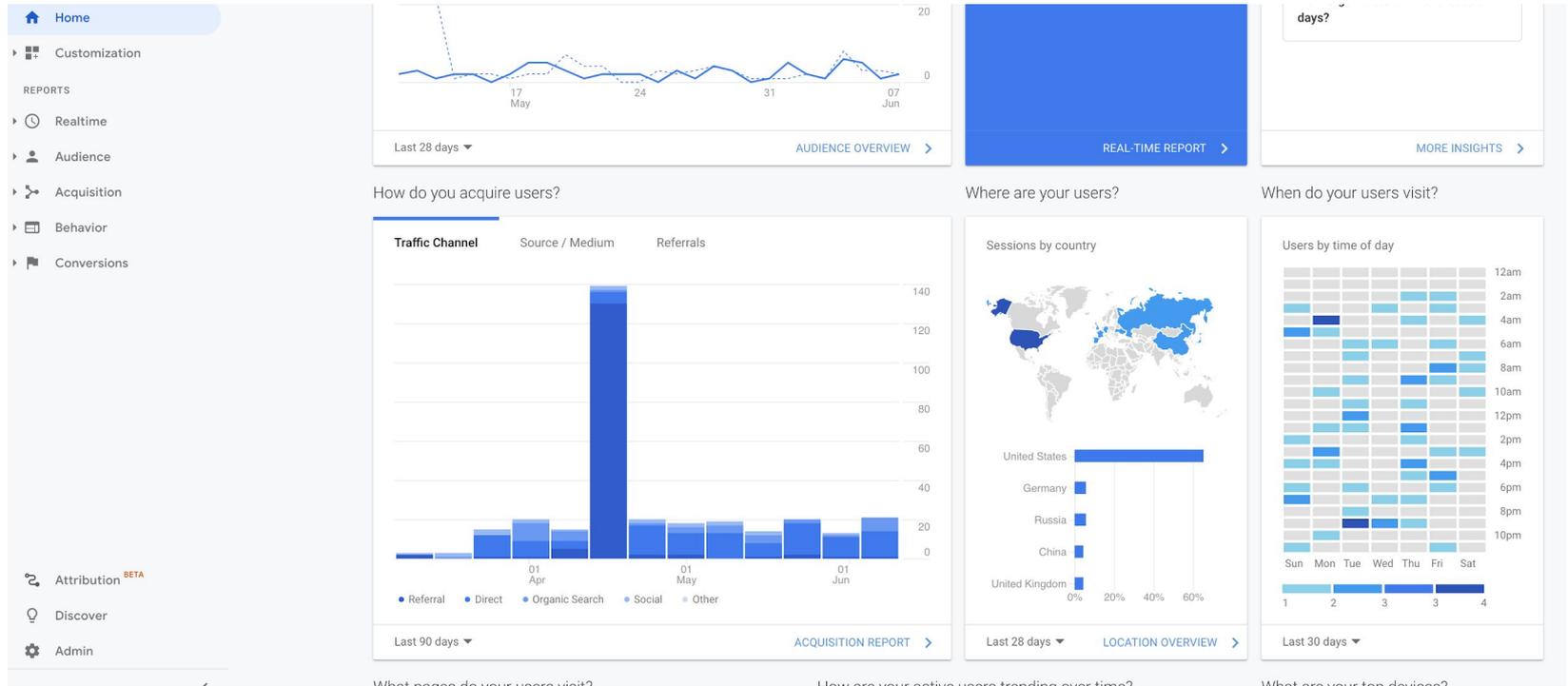
Content Ideas

- Recommendations/Tools/Tips
- Virtual Tour/Sneak Peak
- Staff/Volunteer/Customer Spotlights
- Promos/Sales/Announcements
- Testimonials/Partnerships
- Mission/Goals/History/Expertise
- FAQs/Objections
- Quotes/Trivia/Contests
- **COVID-Related Updates**

Hint: Tag other businesses/pages in your posts

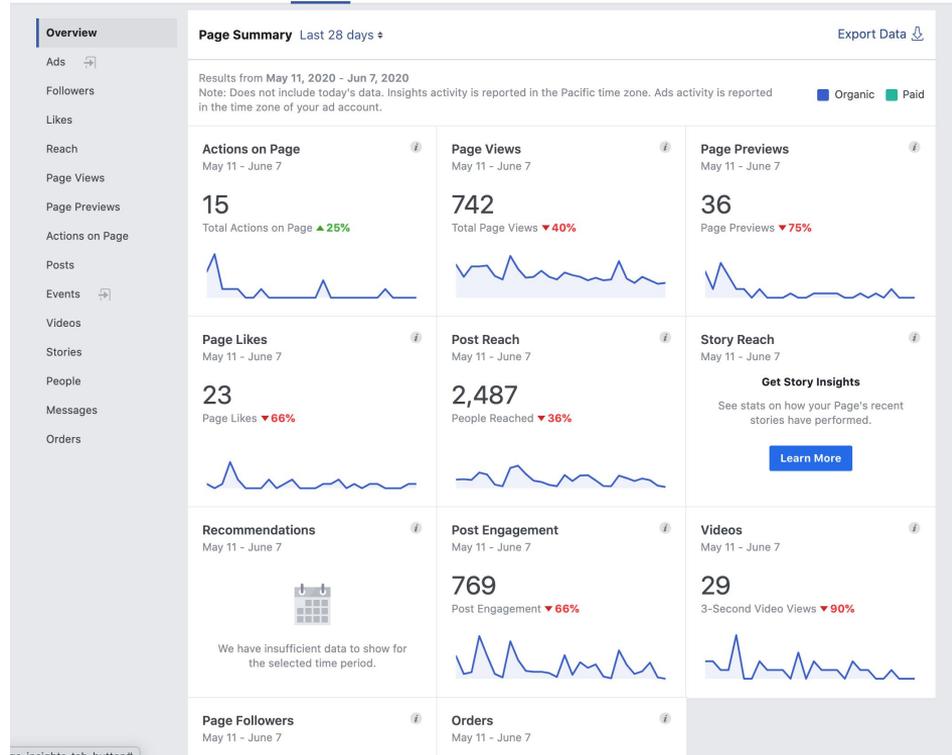
Measuring Success

Google Analytics



Facebook Insights

Page Ad Center Inbox COVID-19 **Insights** More ▾ Edit Page Info Settings Help ▾



What Am I Trying to Achieve?

- What are my goals?
 - SMART goals: **s**pecific, **m**easurable, **a**chievable, **r**ealistic, **t**ime-based
 - ~~Increase brand recognition~~
 - Establish a consistent Facebook presence
- What aspects of those goals are within my control?
 - # of posts per week
 - # of emails/blog posts per month
 - Type of posts you share
 - Amount of \$ spent on ads/giveaways/contests
- Some Metrics to Review Regularly
 - # of unique website visitors
 - # of Facebook/Instagram followers
 - # of email addresses on your mailing list
 - # of sales calls scheduled
- Adjust, Monitor, Repeat
- *COVID Tip: These are not normal times. What impact has COVID had on your goals and business? Be reasonable & realistic.*

Thank You!

Say Hi, Ask Questions, Send
Feedback!

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