



Boldly Embrace Digital Marketing For Your BIA

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About Me

- Web designer turned digital marketing consultant
- Founder & CEO of Camp Tech
- Resident tech contributor on CTV Your Morning
- Author of #1 best-selling book,

See You on the Internet:

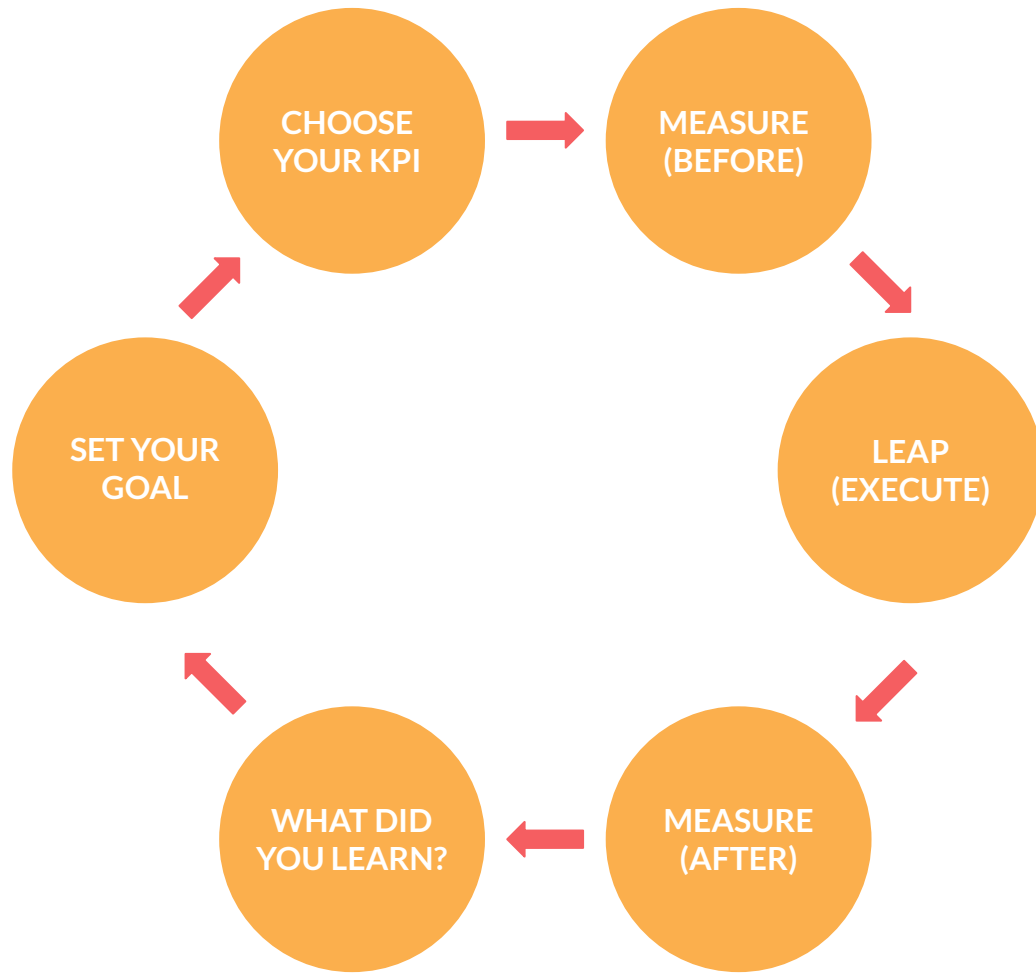
Building Your Small Business with Digital Marketing

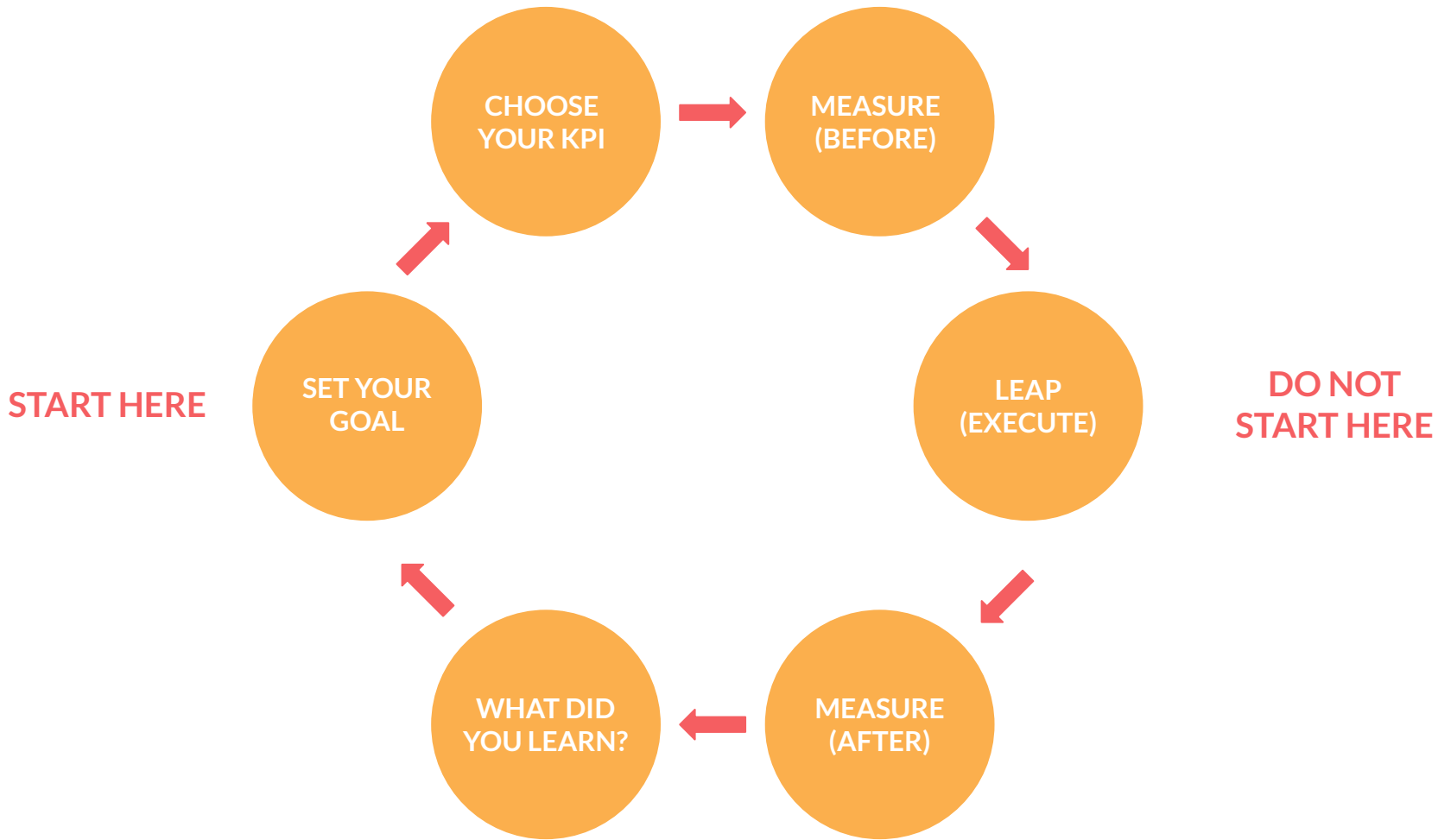
What We're Gonna Talk About

- The proven digital strategy framework I use with all my clients
- Quick tips:
 - SEO
 - Social Media
 - Email Marketing
 - Friendly Partnerships
- Q & A



My Proven Digital Strategy Framework





What are your goals?

What are your business goals?

Can you make them SMART goals?

Specific

Measurable

Achievable

Relevant

Time-bound

Vague Goals vs SMART Goals

Vague goals:

- Get more members
- Involve the community more

SMART goals:

- Enrol 3 more member businesses by November 1, 2021
- Get 100 more signups for community email newsletter by December 31, 2021

What are your marketing goals?

What are your marketing goals that support your business goals?

Example:

Business Goal: Enrol 3 more member businesses by November 1, 2021

Marketing goals that support business goal:

1. Grow number of followers on Instagram by 10%
2. Convert 1 social media follower to member
3. Gain 2 members through referrals from existing members
(encourage referrals through direct email campaign)

Choose your KPI

Now that you have your goal, how are you going to measure it?

KPI = marketing jargon for “key performance indicator”

Your KPIs will be different from other people’s KPIs because your organization and your goals are different.

Focus on 1-3 (max!) Key Performance Indicators and ignore everything else.

Goal	Plan & Execution	Key Performance Indicator
Have past customers purchase new products	Send email to existing customers announcing new products	# of sales from email campaign go up
Sell to new customers	Launch a Google Ad campaign to attract new customers	Increase in website traffic from Google, # of sales from Google Ad clicks goes up
Attract new clients who are willing to pay more for premium service	Write blog post about customer's pain point and how you best recommend solving it	Conversions: # of people who click the "contact" section of the blog post, # of people who book services

Measure (before)

You can't know how far you've gone if you don't know where you started from.

Take a measurement of your KPI now, before you get going.

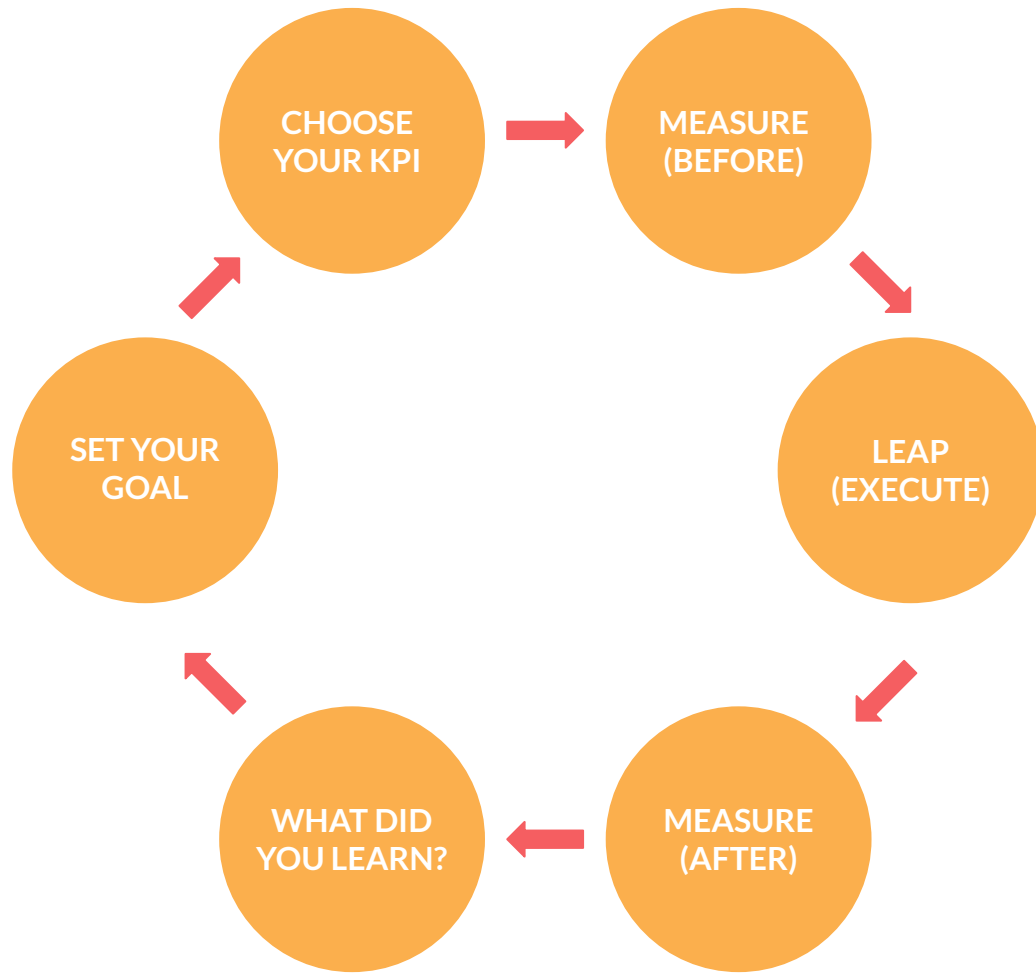
Don't lie!

Leap (execute), Measure (after), and learn!

Now's the time to act. Make a plan for what you're going to do, and execute it.

Measure after, using the KPI you already determined

How did you do? What did you learn?



Quick Tips: Search Engine Optimization (SEO)

On-page SEO

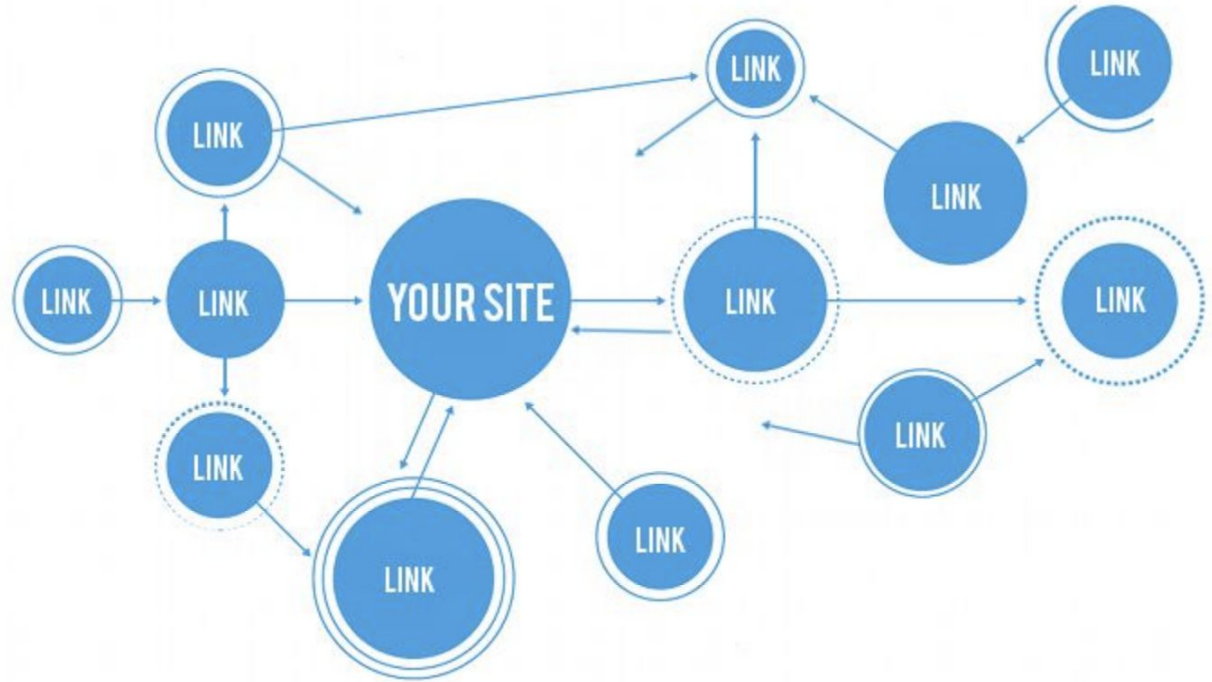
- Think backwards: what would someone be searching for to find you?
- Write down all those keywords
- Sprinkle them throughout your website content, making sure they're in page titles and headings, as Google weighs those words with more importance than body copy

On-page SEO

- The more specific and niche your keywords are, the more likely they'll attract the right audience to your website
- Do keyword research (using a tool like <https://moz.com/explorer> or <https://neilpatel.com/ubersuggest/>)
- High competition, vague keywords: “handmade goods”
- Low competition, niche keywords: “handmade organic lavender soap”

Off-page SEO

The importance of backlinking



Off-page SEO: Where to get backlinks

- From your own sites and social media profiles
- Professional associations, directories, guilds
- Vendor listings
- Blogs and news sites featuring you
- Guest blogging
- Commenting on blogs and sites

Local SEO

- Google likes to offer local results to people searching
- Optimize your business for local searches by having a listing on Google My Business (<https://www.google.com/business/>)
- Ranking, rating, and listing websites (Google reviews, Yelp, Facebook, Yellow Pages, Better Business Bureau, etc) also enhance local SEO

Resource/Further reading: [The Beginner's Guide to SEO % Moz](#)

Quick Tips: Social Media

Where should you be on social media?

- Social media platforms, and who's on them, change!
- Identify your target client or customer. Which social media platform(s) are they active on?
- It's impossible to be present everywhere, so pick 2-3 only

Resource/Further reading: [Social Media demographics % Sprout Social](#)

Plan it out

- Develop a system for jotting down ideas throughout the week (such as emailing links and ideas to yourself) and ask your colleagues for their help in generating content ideas and content to share too
- Schedule a weekly social media content creation session, where you compose a week's worth of content in one sitting
- Use tools like Hootsuite or Later to schedule posts throughout the week

Resource/Further reading: [Social Media Content Calendar: Tips and Templates % Hootsuite](#)

Quick Tips: Email Marketing

Email marketing

- Email newsletters are an “owned property”
- Lower cost than online advertising
- Lower time commitment than social media

Email marketing: things to consider

- Where does email marketing fit within your overall content strategy?
- What kind of content will you be sending out?
- How often will you be sending emails?
- Is your email marketing plan sustainable?
- How/where will you ask for people to join your list?
- Let people know what to expect when they sign up!
- How will email marketing support your business goal(s)?
- What metrics will you look at to measure success?

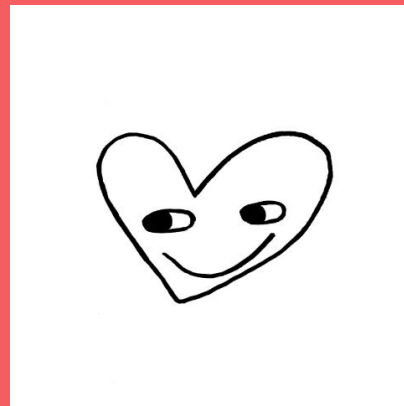
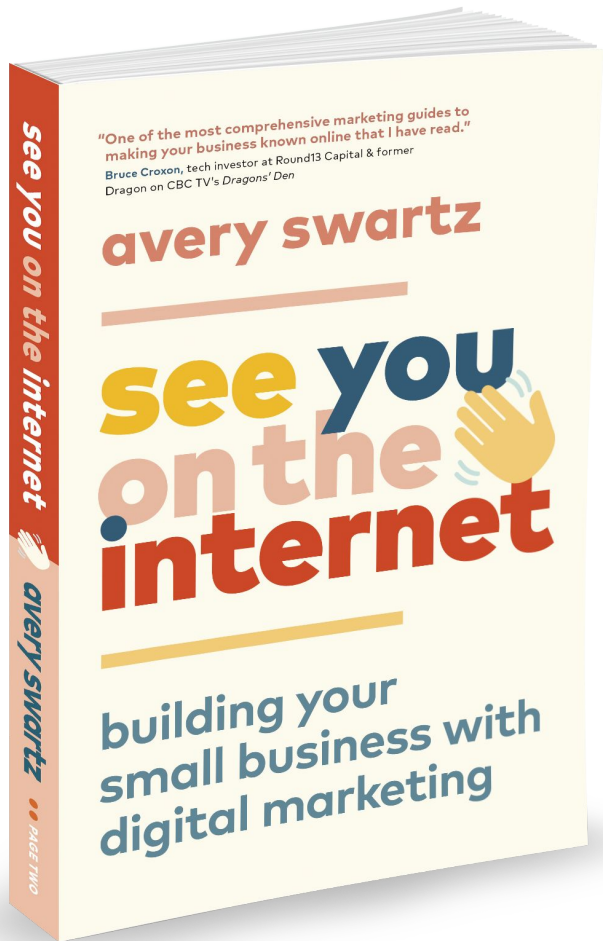
How to get people to join your list

- Signup forms on your website (consider multiple placements, like on the homepage, contact page, in the footer of every page)
- Signup form on your Facebook page
- Share the signup link on social media (“we have a special promotion going out tomorrow to our email list - sign up now to receive it”)
- Signup form by the cash register
- Collect email addresses at events and tradeshow
- Put a “join our email list” link in your everyday email signature

Quick Tips: Friendly Partnerships

Friendly partnerships

- Become “internet friends” with other (non-competitive) organizations
- Share and amplify each other’s messages on social media, email newsletters, anyway you can support each other
- Bonus points for being internet friends with an org that shares the same target market as you (demographic, geographic, etc)
- Team up together and do a social media contest or giveaway bundle



Thank you!

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