

YOU ARE A MEDIA COMPANY

**HOW TO LEVERAGE DIGITAL MARKETING TOOLS TO DRIVE
TRAFFIC, GENERATE REVENUE AND INCREASE YOUR BOTTOM LINE**

METRO DC CHAPTER ASSOCIATION FOR TALENT DEVELOPMENT

NOVEMBER 14, 2017



GRESHAM HARKLESS - @PROGRESSION

- FOUNDER & MEDIA CONSULTANT BLUE 16 MEDIA
- MASTERS FROM GEORGETOWN UNIVERSITY
- BACHELORS FROM **HOWARD UNIVERSITY**
- GRADUATE LEADERSHIP CENTER FOR EXCELLENCE YOUNG PROFESSIONAL PROGRAM
- BLOGGER IN CHIEF WITH CEO BLOG NATION – CBNATION.CO
- HOST – CEO CHAT PODCAST



FOLLOW ME -
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FEAR...



THINGS ARE CHANGING FAST AND SO IS BUSINESS



I SHOULD JUST CHANGE
MY VOICEMAIL GREETING
TO: "PLEASE HANG UP
AND TEXT ME."

more awesome pictures at THEMETAPICTURE.COM

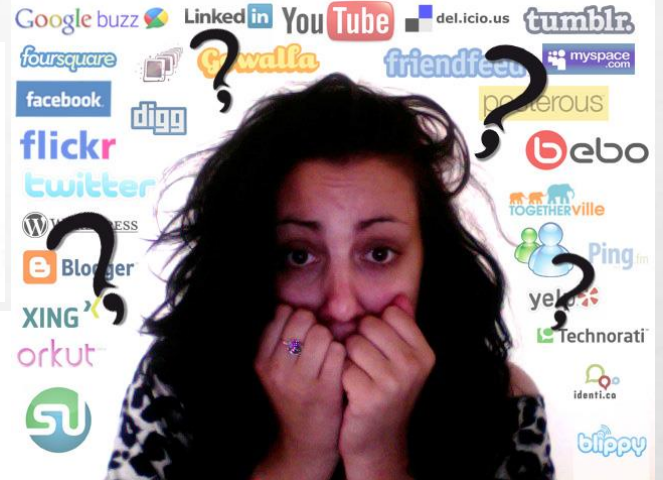


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OVERWHELMED?



DIGITAL MARKETING





MEET KERRY THE ENTREPRENEUR

- **HE/SHE IS 40 YEARS OLD + MARRIED + PARENT OF 2 + ACTIVE IN COMMUNITY**
- **HE IS A HEALTHY CEO (HEALTH, SPORTS, FITNESS & WELLNESS) – OWNS A GYM**
- **SHE HAS A WEBSITE BUT ISN'T ABLE TO MAKE UPDATES OR CHANGES WITHOUT A DEVELOPER**
- **HE HAS BEEN IN BUSINESS 3+ YEARS**
- **SHE WORKED 10+ YEARS IN THE HEALTH INDUSTRY BEFORE STARTING HER BUSINESS**
- **HE LOVES TO NETWORK, TALK AND SPEAK WITH NEW PEOPLE**
- **SHE WANTS TO GROW THE BUSINESS AND DOESN'T KNOW HOW**
- **HE HAS A TEAM OF PEOPLE**
- **SHE IS REALLY PASSIONATE ABOUT THEIR PROFESSION**
- **PEOPLE WITH A HIGHER PURPOSE – TRIPLE BOTTOM LINE**

3 MAIN QUESTIONS



TARGET MARKET?

WHAT'S YOUR IDEAL CLIENT THAT YOU WOULD LIKE TO SEE COME THROUGH THE DOOR AGAIN, AND AGAIN, AND AGAIN?

RESOURCES?

HOW MUCH TIME DO YOU HAVE AVAILABLE? WHAT'S YOUR BUDGET?

UNIQUE?

WHAT MAKES YOU UNIQUE? WHAT DO YOU DO BETTER THAN ANYONE ELSE? WHAT'S YOUR STORY?

HERE ARE 3 THINGS I KNOW...

**#1 - KERRY IS IN THE MEDIA
BUSINESS...
CREATING CONTENT FOR YOUR TARGET
MARKET**



A vibrant, close-up photograph of a waterfall cascading over large, moss-covered rocks. The moss is a rich, bright green, and the water is white and frothy as it falls. The background is a soft-focus view of more mossy rocks and water, creating a sense of depth and a lush, natural environment.

**#2 - KERRY WANTS VARIOUS
WAYS TO GENERATE LEADS...**





#3 - IT'S A PROCESS...



IT'S A 6 STEP PROCESS

1

**RECIPE – YOUR
MARKETING PLAN
– WHAT WILL YOU
PUT IN IT**

2

**THE CRUST – YOUR
FOUNDATION – E.G.
WEBSITE/BLOG**

3

**INGREDIENTS –
DIGITAL
MARKETING TOOLS**

4

**Pick & Prepare it
– following your
plan**

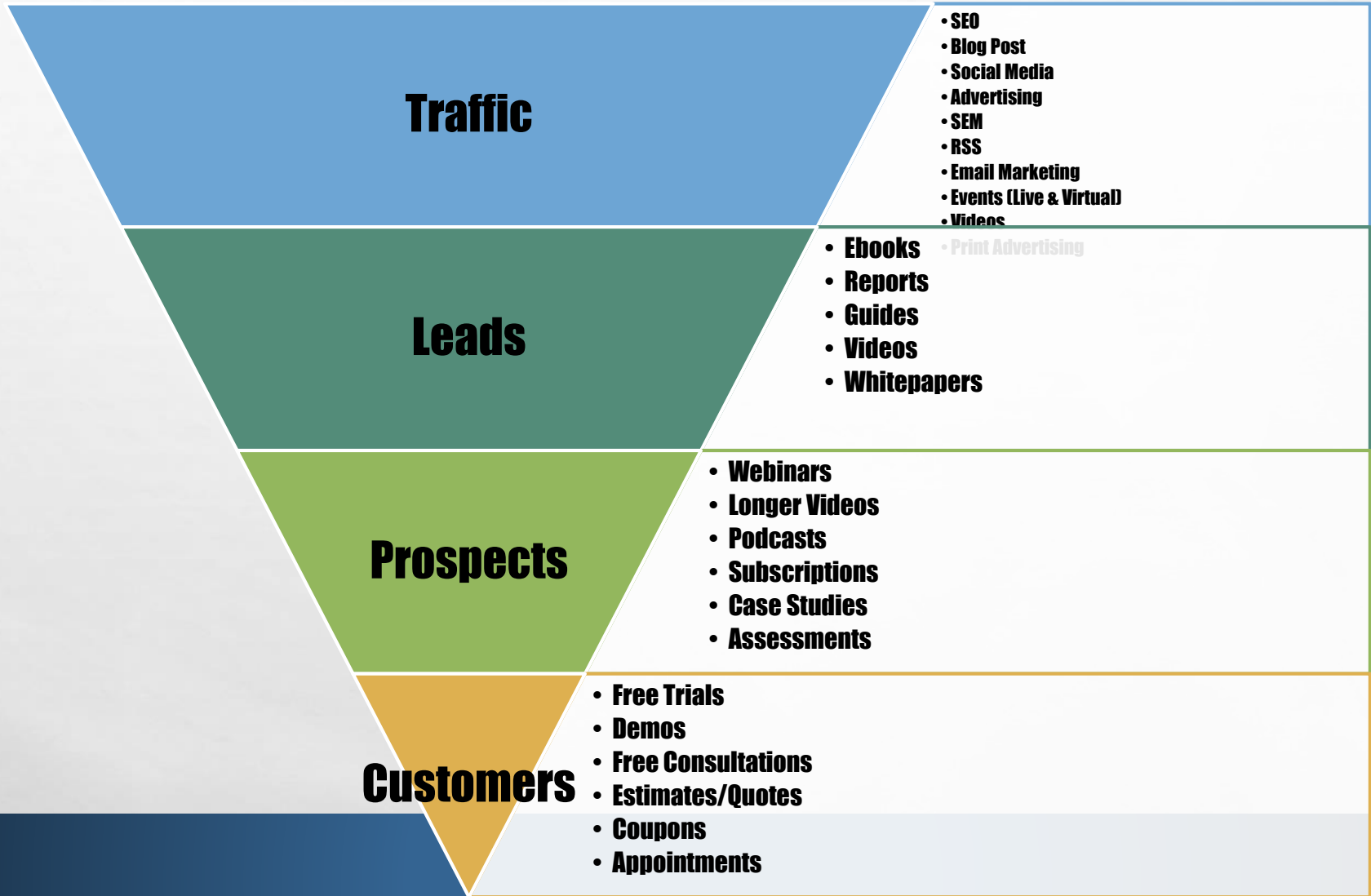
5

**Put it in the oven
– but check it
execution**

6

**Keep working to
perfect it but
remember to
Enjoy! 😊**

CONTENT/ADVERTISING FUNNEL



#1 - RECIPE - MARKETING PLAN



WHAT'S YOUR GOAL



- **SALES**
- **CUSTOMER CONTACT INFORMATION**
- **INFORM**
- **PROMOTE EBOOK**
- **BRAND**

WHO ARE YOU TARGETING?



EVERYONE IS LISTENING TO STATION WIIFM – WHAT’S IN IT FOR ME





#2 - THE CRUST...YOUR WEBSITE



WEBSITE STATISTICS & TIPS

- **DID YOU KNOW THAT OVER 44% OF SMALL BUSINESSES IN THE UNITED STATES DON'T HAVE A WEBSITE?**
- **DID YOU KNOW THAT 9 OUT OF 10 COMPANIES ARE UNHAPPY WITH THEIR WEBSITE?**
- **DID YOU KNOW THAT 85% OF PEOPLE USE THE WEB TO FIND LOCAL BUSINESSES, ACCORDING TO A SURVEY BY LOCAL CONSUMER REVIEW?**
- **MAKE SURE THAT YOU PURCHASE YOUR DOMAIN – WWW.BLUE16MEDIA.COM**
- **MAKE SURE YOUR WEBSITE IS MOBILE FRIENDLY – DUDA MOBILE & RESPONSIVE**
- **USE INEXPENSIVE ALTERNATIVES IF YOU HAVE BUDGET CONSTRAINTS – WEEBLY, WORDPRESS, GODADDY, SQUARE SPACE & WIX**
- **INSTALL ANALYTICS TO YOUR SITE TO TRACK – GOOGLE ANALYTICS**

#3 - GATHERING YOUR INGREDIENTS – DIGITAL MARKETING TOOLS

- **SOCIAL MEDIA**
- **SEO/SEM**
 - **BLOGGING**
 - **SEM/PPC**
- **EMAIL MARKETING**



“

**TRADITIONAL MARKETING AND
ADVERTISING IS FOR PEOPLE
WITH MONEY AND NO BRAINS.
SOCIAL MEDIA MARKETING IS
FOR PEOPLE WITH BRAINS AND
NO MONEY.**

”

SOCIAL MEDIA – LISTEN & ENGAGE

- **DEFINITION - SOCIAL MEDIA IS THE FUTURE OF COMMUNICATION, A COUNTLESS ARRAY OF INTERNET BASED TOOLS AND PLATFORMS THAT INCREASE AND ENHANCE THE SHARING OF INFORMATION.**
- **TIPS**
 - **YOU DON'T HAVE TO BE ON EVERY SOCIAL MEDIA SITE**
 - **USE PICTURES BUT MIX IT UP**
 - **JAB, JAB, JAB, RIGHT HOOK (GIVE, GIVE, GIVE, ASK)**
 - **DON'T JUST BLAST YOUR INFORMATION – ENTERTAIN, EDUCATE OR IMPROVE LIVES**
 - **KEEP YOUR MESSAGING AND POSTS RELEVANT TO THE PLATFORM**





SOCIAL MEDIA MARKETING STATS FOR 2017

DEMOGRAPHIC STATISTICS



75% Of male internet users are on Facebook as well as 83% of female internet users.



32%

32% of teenagers consider Instagram



38% vs 26%

Female internet users are more likely to use Instagram than men, at 38% vs 26%



18 - 19

Most Instagram users are between 18-29 years old



75%

81% of millennials check Twitter at least once per day



22%

22% of the world's total population uses Facebook



18 - 34

YouTube reaches more 18 - 34 and 18 - 49 year - olds than any cable network in the US

USAGE STATISTICS



80%

Almost 80% of time spent on social media platforms happens on mobile



10

Just 10,000 YouTube videos have generated more than 1 Billion view



400

Over 400 million snaps are shared on snapchat per day



93%

93% of Pinterest users use the platform to plan or make purchases



17 The average LinkedIn user spends 17 minutes on the site per month



39%

39% of LinkedIn users pay for monthly premium accounts.

The Landscape of Social Media Users

	% of internet users who....	The service is especially appealing to ...
Use Any Social Networking Site	67%	Adults ages 18-29, women
Use Facebook	67	Women, adults ages 18-29
Use Twitter	16	Adults ages 18-29, African-Americans, urban residents
Use Pinterest	15	Women, adults under 50, whites, those with some college education
Use Instagram	13	Adults ages 18-29, African-Americans, Latinos, women, urban residents
Use Tumblr	6	Adults ages 18-29

Source: Pew Research Center's Internet & American Life Project Post-Election Survey, November 14 – December 09, 2012. N=1,802 internet users. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.6 percentage points for results based on internet users. Facebook figures are based on Pew Research Center's Internet & American Life Project Omnibus Survey, December 13-16, 2012. Margin of error for Facebook data is +/- 2.9 percentage points for results based on internet users (n=860).

facebook

twitter 

FACEBOOK & TWITTER

FACEBOOK TIPS

- **CREATE A FACEBOOK PAGE, A FACEBOOK GROUP & PROFILE**
- **ORGANIC REACH HAS DRAMATICALLY DECREASED GETTING CLOSE TO 0%**
- **LARGEST SOCIAL MEDIA SITE**
- **KERRY – CREATES A WEIGHTLOSS FACEBOOK GROUP**

TWITTER TIPS

- **LIKE A COCKTAIL EVENT**
- **USE HASHTAGS #CEOBLOGNATION**
- **USE THE SEARCH TOOL**
- **CHECK OUT THE TRENDING TWEETS**
- **KERRY - DOES A LIVE TWITTER CHAT EVERY MONDAY USING THE HASHTAG #SLIMINDC**

LINKEDIN & PINTEREST



LINKEDIN TIPS

- **PROFESSIONAL NETWORKING – MORE MALE DOMINATED**
- **USE CONNECTIONS TO MAKE CONNECTIONS**
- **MAKE YOUR PROFILE “STICKY” – COMPLETE IT**
- **KERRY – CREATES A FITNESS PRO'S IN NOVA - PROFESSIONALS GROUP TO CONNECT WITH POTENTIAL REFERRAL PARTNERS**

PINTEREST TIPS

- **GREAT FOR E-COMMERCE SITES**
- **GREAT IF YOU HAVE AN ART OR CRAFT**
- **GOOD FOR POSTING RECIPES OR FOOD**
- **KERRY - EVERY SUNDAY SHE PROVIDES A NEW RECIPE FROM HER MEALPREP EBOOK SHE'S PLANNING TO LAUNCH AT THE END OF THE YEAR**



GOOGLE PLUS & INSTAGRAM



GOOGLE PLUS/MY BUSINESS TIPS

- **GET A GOOGLE PLUS BUSINESS PAGE – “MY BUSINESS” (FREE) – LOCAL SECTION**
- **COMPLETE YOUR PROFILE**
- **CONNECT WITH OTHER GOOGLE PRODUCTS (YOUTUBE & HANGOUTS)**
- **IT CHANGES...A LOT**
- **KERRY – CREATED A GOOGLE MY BUSINESS ACCOUNT TO SHOW UP FOR LOCAL SEARCHES.**

INSTAGRAM (OWNED BY FACEBOOK)

- **GREAT BRANDING TOOL**
- **USE AS MANY HASHTAGS AS POSSIBLE**
- **CREATE SHORT VIDEOS**
- **KERRY RECORDS WORKOUTS AND GO'S LIVE AS A SNEAK PREVIEW TO INTRODUCE SOME OF HER REFERRAL PARTNERS**

OTHER

- **SNAPCHAT – K: GOES' LIVE TO PREVIEW INTERVIEWS**
- **TUMBLR – K: FITNESS TIPS FOR TEENS**
- **ANCHOR – K: SNEAK PEAK OF PODCAST INTERVIEWS**
- **SOUNDCLOUD – K: POSTS PODCAST INTERVIEWS**
- **YOUTUBE – K: VIDEO INTERVIEWS AND REPURPOSES IN AUDIO**
- **OTHERS**



EMAIL MARKETING

- **OPTIONS – MAILCHIMP, CONSTANT CONTACT, ICONTACT**
- **E-MAIL IS STILL A HUGE PART OF THE MARKETING MIX**
- **WHILE GOOGLE+ (AND EVEN FACEBOOK) ARE STARTING TO UNDERSTAND THE POWER OF E-MAIL, IT IS ALSO IMPORTANT THAT ENTREPRENEURS AND BUSINESS OWNERS DO TOO. E-MAIL IS LARGER THAN GOOGLE+ AND EVEN FACEBOOK.**
- **59% OF B2B MARKETERS SAY EMAIL IS THE MOST EFFECTIVE CHANNEL FOR GENERATING REVENUE. (SOURCE: [BTOB MAGAZINE](#))**

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B [Tom Farrell Home Inspections](#) - Place page
www.farrellhomeinspections.com - 151 Enfield Falls Road, Ithaca - (607) 351-9607

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SEO/SEM

- SEARCH ENGINE OPTIMIZATION OR SEO SIMPLY IS THE ART OF OPTIMIZING OR IMPROVING YOUR SITE OR OTHER PAGE TO BE FOUND ON THE MAJOR SEARCH ENGINES.
- SEO STANDS FOR “SEARCH ENGINE OPTIMIZATION.” IT IS THE PROCESS OF GETTING TRAFFIC FROM THE “FREE,” “ORGANIC,” “EDITORIAL” OR “NATURAL” LISTINGS ON SEARCH ENGINES. ALL MAJOR SEARCH ENGINES SUCH AS GOOGLE, YAHOO AND BING HAVE SUCH RESULTS, WHERE WEB PAGES AND OTHER CONTENT SUCH AS VIDEOS OR LOCAL LISTINGS ARE SHOWN AND RANKED BASED ON WHAT THE SEARCH ENGINE CONSIDERS MOST RELEVANT TO USERS. PAYMENT ISN’T INVOLVED, AS IT IS WITH PAID SEARCH ADS.

SEO - SHOWING UP ON THE FIRST PAGE

- 93% OF ALL BUYING DECISIONS START WITH AN ONLINE SEARCH (VIA JEFF BULLAS)
- A SAMPLE OF OVER 8 MILLION SHOWS THAT OVER 94% CLICKED ON A FIRST PAGE RESULT AND LESS THAN 6% ACTUALLY CLICKING TO THE SECOND PAGE AND SELECTING A RESULT DISPLAYED THERE.

1ST

SOME FACTORS HELPING YOUR RANKING HIGHER

ON PAGE

- **WEBSITE DESIGN – MOBILE FRIENDLY**
- **WEBSITE CODE – TITLE TAG, META DESCRIPTION**
- **CONTENT**
 - **BLOGGING – SIMILAR TO JOURNALING (E.G. WORDPRESS, TUMBLR, BLOGGER)**
- **DOMAIN**

OFF PAGE

- **BACKLINKS – LINKS GOING BACK TO YOUR SITE**
- **LOCAL LISTING**
- **CONTENT**
 - **SOCIAL MEDIA ACTIVITY**
- **REPUTATION**

WEBSITE CODE

```
<!-- Basic Page Needs
===== -->
<meta charset="utf-8" />
<title>Home Improvement in Northern Virginia | House Improvement in Northern Virginia | House Improvement in Virginia | Home Improvement Virginia</title>

<!--[if lt IE 9]>
    <script src="http://html5shim.googlecode.com/svn/trunk/html5.js"></script>
<![endif]-->

<!-- CSS
===== -->
<link rel="stylesheet" href="http://housebeautifulva.com/wp-content/themes/modernize/style.css" type="text/css" />

    <link rel="stylesheet" href="http://housebeautifulva.com/wp-content/themes/modernize/stylesheet/skeleton.css">
    <link rel="stylesheet" href="http://housebeautifulva.com/wp-content/themes/modernize/stylesheet/layout.css">

<!--[if lt IE 9]>
```

REMEMBER...

- **BE CAREFUL ON WHO YOU HIRE FOR SEO – ALL SEO IS NOT EQUAL. THERE'S GOOD (WHITE HAT) AND BAD (BLACK HAT) SEO**
- **YOU WANT TO SHOW UP FOR KEYWORDS THAT PEOPLE ARE SEARCHING FOR – PLUMBER, WOODBRIDGE VA**
- **IT'S A LONG TERM INVESTMENT. BE CAUTIOUS OF THOSE THAT SAY "GUARANTEED RESULTS"**
- **YOUTUBE IS THE SECOND LARGEST SEARCH ENGINE AHEAD OF BING AND YAHOO**



**#4 - PICK & PREPARE IT –
FOLLOWING YOUR PLAN**





**#5 PUT IT IN THE OVEN –
BUT CHECK IT - EXECUTION**





**#6 - KEEP WORKING TO PERFECT
IT BUT REMEMBER TO ENJOY! 😊**





KERRY HAS A MEDIA COMPANY

- HAS A WEBSITE THAT IS FOCUSED SPECIFICALLY ON INCREASING SUBSCRIPTIONS AND AWARENESS ABOUT THE GYM
- THE BLOG ON THE WEBSITE HAS AS STRONG FOCUS ON CREATING SYNERGISTIC RELATIONSHIPS AND REFERRAL PARTNERS. SHE INTERVIEWS HER LOCAL AND PERSPECTIVE REFERRAL PARTNERS
- BECAUSE HE LOVES TO SPEAK HE'S STARTED A PODCAST CALLED "SCRAWNY TO BRAWNY: HOW I TOOK CONTROL OF MY LIFE THROUGH FITNESS" AKA AUTHORITY POSITION
 - TELLS HIS STORY - HOW HE HATED THE GYM AND NOW LOVES IT
 - TALKS ABOUT INDUSTRY TRENDS
 - HAS MEMBERS OF THE GYM TALK ABOUT THEIR EXPERIENCE
 - INTERVIEWS REFERRAL PARTNERS
- ALL EPISODES GO TO HER BLOG & ARE SHARED OUT ON FACEBOOK PAGE , FACEBOOK GROUP (MILITARY TO REAL ESTATE) & LINKEDIN
- HE HAS AN E-BOOK THAT IS FOR FREE ON HIS WEBSITE CALLED HOW TO TAKE CONTROL OF YOUR HEALTH AND LOSE THAT GUT IN 30 DAYS.

**THANK YOU! HOPE THAT WE CAN HELP
LEAVE YOUR BUSINESS CARD FOR A COPY OF THIS PRESENTATION**

**BLUE 16 MEDIA
WWW.BLUE16MEDIA.COM**

**CEO BLOG NATION - CBNATION.CO
WWW.CEOBLOGNATION.COM**



MY CONTACT INFO

SITES

- **BLUE16MEDIA.COM**
- **CBNATION.COM**
- **B16.CO BETA**
- **PROGRESHION.COM/SCHEDULE**
- **STARTABUSINESSBLOG.COM**
- **YOUAREAMEDIA.COMPANY - COMING SOON**

CONTACT INFO

- **GRESHAM HARKLESS**
- **GRESHAM@B16M.COM**
- **202-709-3348**
- **PROGRESHION.COM/SCHEDULE**