# YOU ARE A MEDIA Company

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

> GOLDEN GEESE BUSINESS REFERRAL NETWORK PRESENTATION 3/8/18

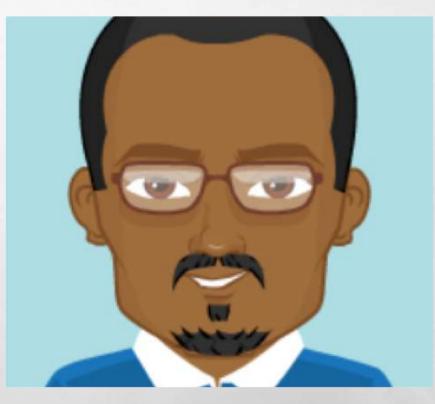
### WHAT I'M GOING TO COVER

- CURRENT STATE OF BUSINESS
- 3 QUESTIONS TO ASK BEFORE YOU THINK ABOUT MARKETING
- 3 THINGS YOU MUST KNOW & REMEMBER ABOUT MARKETING
- THE 6 STEP PROCESS TO BUILD YOU MEDIA COMPANY
  - WEBSITE
  - BLOG
  - SOCIAL
  - SEO / SEM

### **GRESHAM HARKLESS AKA GRESH**

### - @PROGRESHION

- 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



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Charles and the second

### THINGS ARE CHANGING FAST AND SO IS BUSINESS



### **OVERWHELMED?**







1.14







### **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 ۲
- 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...

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

37%

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

# **#3 - IT'S A PROCESS...**

## **IT'S A 6 STEP PROCESS**

100

1. 14



### **CONTENT/ADVERTISING FUNNEL**



1.1

100



### WHAT'S YOUR GOAL



100

1.1

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

### WHO ARE YOU TARGETING?

1.1

100



### EVERYONE IS LISTENING TO STATION WIFM – 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

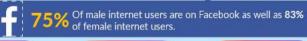
- YOU DON'T HAVE TO BE ON EVERY SOCIAL MEDIA SITE
- USE PICTURES BUT MIX IT UP
- JAB, JAB, JAB, RIGHT HOOK (GIVE, GIVE, GIVE, ASK)
- DON'T JUST BLAST YOUR INFORMATION ENTERTAIN, EDUCATE OR IMPROVE LIVES
- KEEP YOUR MESSAGING AND POSTS RELEVANT TO THE PLATFORM





#### SOCIAL MEDIA MARKETING STATS FOR 2017

DEMOGRAPHIC STATISTICS





32% of teenagers consider Instagram



81% of millennials check Twitter at least once per day

SAGE STATISTICS

10

Just 10,000 YouTube videos

have generated more than 1 Billion view

in



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



22% of the world's total population uses Facebook

80%

Most instagram users are between 18-29 years old

18 - 19



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

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



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

The average LinkedIn user 17 spends 17 minutes on the site per month 39% of LinkedIn users p 39% for monthly premium accounts.

Infographic Designed By ServerCake

400

Over 400 million snaps

are shared on snapchat

per day

#### 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

### **FACEBOOK & TWITTER**

#### 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

### Linked in

## **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

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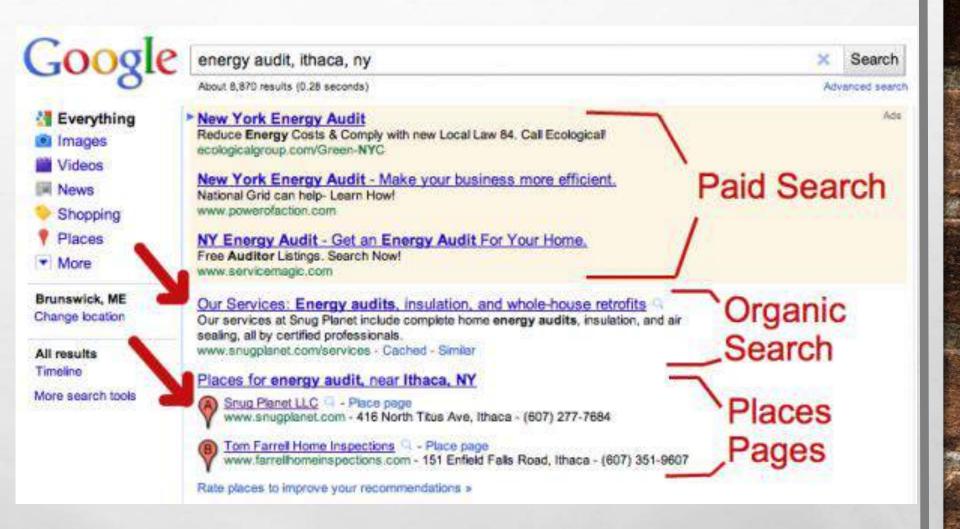


### **EMAIL MARKETING**

- 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: <u>BTOB MAGAZINE</u>)







## **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.

### 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 Virginias/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" />

<!--[if lt IE 91>

### **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! ③

### **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
- <u>GRESHAM@B16M.COM</u>
- 202-709-33**4**8
- PROGRESHION.COM/SCHEDULE