



**Online  
Marketing  
Academy**

## **Session 2: Optimizing your Presence to Showcase Your Business**



November 2021  
Shannon Kinney  
shannon@dreamlocal.com  
@shannonkin

# Brought to You By



## Moxie Cowork & Entrepreneurship Hub

Brett Richardson

Director, Economic & Community  
Development

Town of Lisbon

207-353-3000 ext 122

[brichardson@lisbonme.org](mailto:brichardson@lisbonme.org)

<https://www.lisbonmoxie.org/>

# Our Mission With This Course:

*Guide you to Write Your Own Marketing Plan  
and increase your Online Marketing Skills*



- Each month you will receive a PDF copy of the presentation & Homework assignment
- You will get out of it what you put in
- If you have questions: let me know!

# Homework Review

- Inventory your assets - what did you find?
- Create your marketing plan framework - what did you learn?
- Did you create your brand promise?



YOUR  
QUESTIONS  
ANSWERED!

**How did it Go?**





# What We'll Cover Today

## Optimizing Your Online Presence

- Your Website
- Google My Business
- Social Media Channels
- Review Sites
- Commerce Sites
- Other Profiles
- Do offline and online support each other?

## Creating your Dream 100 List

## For Inspiration: Resources

## Your Homework





**Your Presence:  
Are You Ready?**

# Optimize Your Online Presence

- **Website:** Mobile friendly? Searchable? Can it grow with you? Need an audit?
- **Social Media:** Strong branding on channels, links to your website and contact info, hours
- **Google My Business:** Claim and optimize, post content
- **SEO:** Can you be found?
- **Email:** Strong branding & easy to use, mobile friendly
- *Do they all tell work together to tell your story?*



# Optimize for Mobile

**54%**

of all digital orders came from a mobile device

**70%**

of all digital traffic came from a mobile device



# Optimize for Mobile

- You must assume that when people visit your website, send you a Facebook message or comment on your latest Instagram post, they are using a mobile device
- That means that **every marketing effort** you undertake this holiday season must be examined through the lens of a mobile user
- Is text legible? Are links easy to click? Is it easy to swipe through product photos? How do your social media ads look on a small screen?



# Add a Shopping Cart to your Site

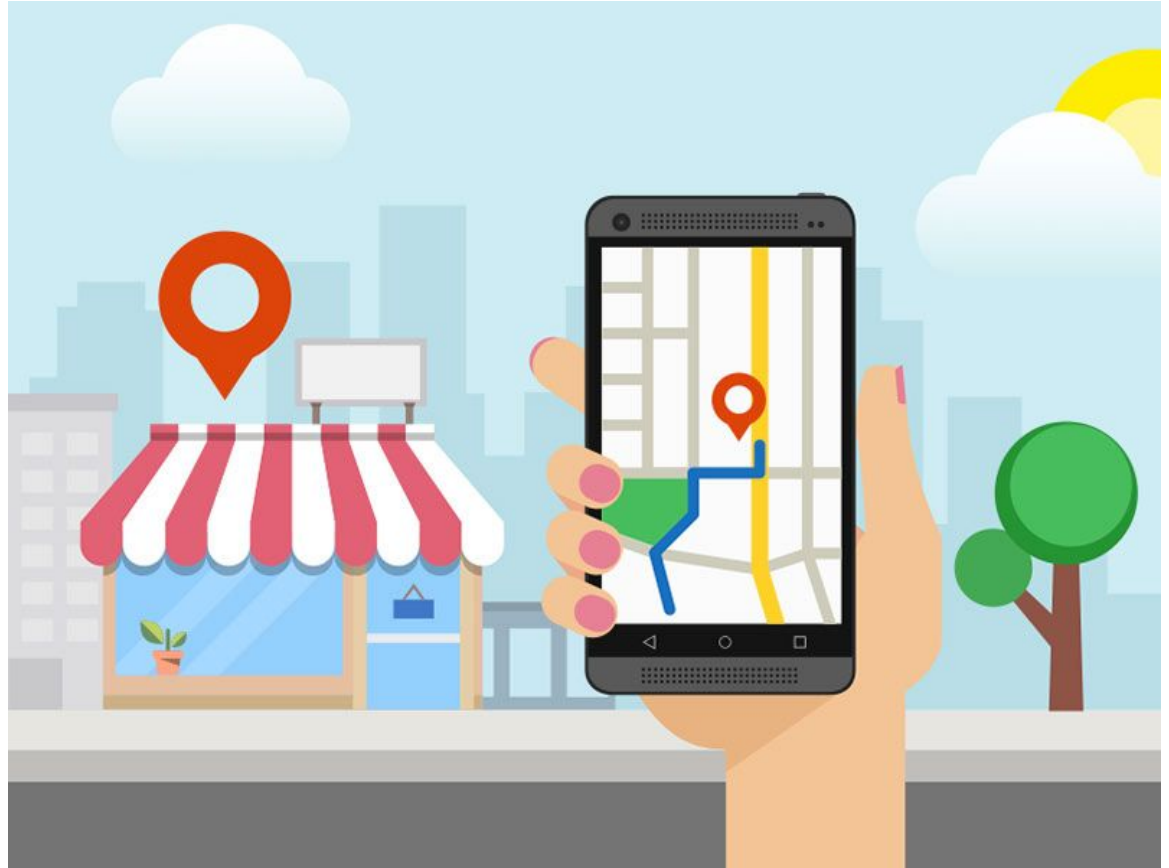
- If your site is in WordPress, simply add plug in, we recommend Shopify, WooCommerce, Big Commerce
- Add your products in with complete descriptions
- Make sure your fulfillment is tight and shipping is clear
- As few clicks as possible



# For E-Commerce: Make it *Easy*!

- **Good, high-definition photos:** You should have several, with some showing your product from different angles and some showing the product in use
- **Recommendations for cross-sells or up-sells:** How about a home-brewing kit so you have a few growlers of beer to put in that cooler?
- **The nitty-gritty:** Easy-to-read pricing, tax information, shipping options, refund policy, size guide

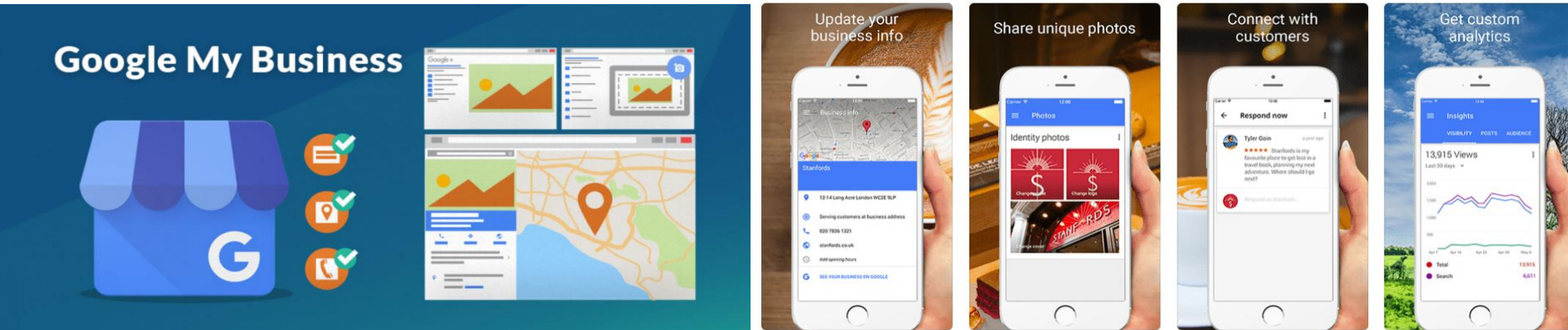
# Google My Business



**93% of local searches now feature  
Google My Business listings.**

[Source: STAT Analytics]

# Optimize Your Google My Business Listing



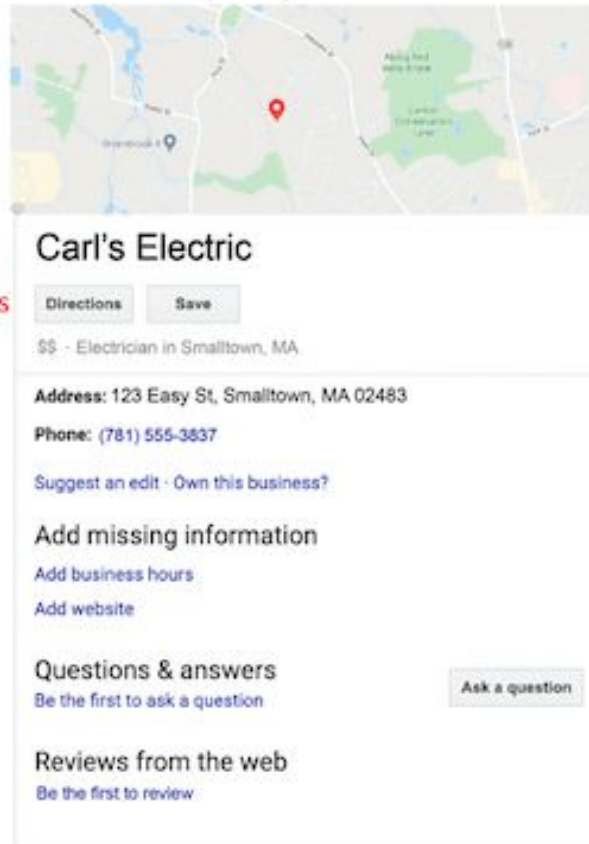
- Claim Your listing
- Unique Listing for EACH Location
- Accurate Business Name - Don't Keyword Stuff
- URL of Your Website
- Categories that Best Suit Your Business
- Complete Physical Address
- Service-Area Businesses: Google Will Display Area in Miles
- Local Phone Number. Not Toll-Free or Tracking Numbers
- Add Photos of the Interior and Exterior of Your Business.



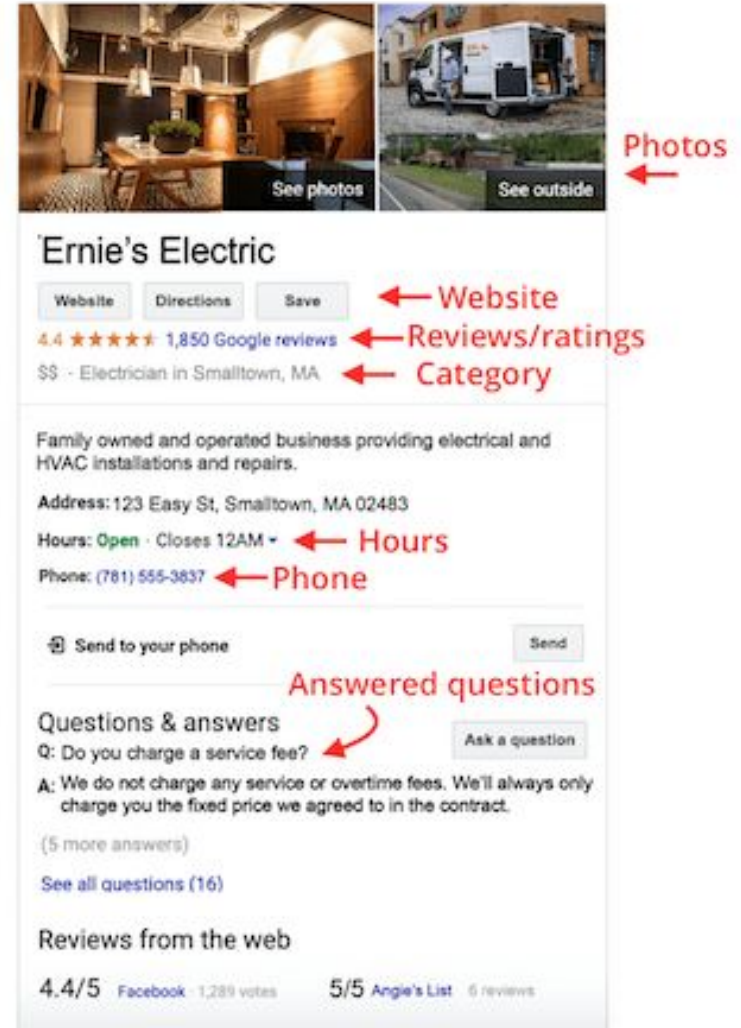
# Google My Business

- Bare and unattractive
- Does not signal to consumers that this is a trustworthy/active business
- Does not invite engagement

## Unoptimized



## Optimized





# Where Do You Find Your Target Customers Online?



# Choosing the ***RIGHT*** Social Channels










- Go where your audience is
- Speak in *their* language
- Tailor your message per channel
- Where can you effectively maintain the channel?



Who is your audience? How can you reach them? What are your goals?

## CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM

							
DEMOGRAPHICS	<b>2.7</b> Billion users Ages 25–34	<b>353</b> Million users Ages 30–49 68% Male	<b>442</b> Million users Ages 30–49 78% Female	<b>2.3</b> Billion users All ages	<b>740</b> Million users Ages 46–55	<b>1.2</b> Billion users Ages 25–34	<b>689</b> Million users Ages 18–24
PURPOSE	Building Relationships	News & Articles; Conversation	“Scrapbook- ing”	“How To”, Lifestyle, Educational	News & Articles; Networking	Building Relationships; Conversation	Building Relationships; Conversation
BEST FOR	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Lead Generation	Business Development; Brand Awareness	Lead Generation; Retail, Food, Entertainment, Beauty Businesses	Building Brand Loyalty & Community
DOWNSIDE	Limited Reach	280 characters or less	Images and video only; Narrow demographic	Resource intensive	Limited interactions	Images and video only	Videos only; Very specific demographic



- **2.6 BILLION** Monthly active users
- Average age of users is **40.5** and **338** friends
- Average user spends **58.5 minutes per day** on site
- **80+ Million** SMBs worldwide use FB Pages



- **1 Billion** Monthly active users
- **4.2 Billion Likes & 100+ Million Photos** shared every day
- Over 90% of its users are **under age 35**



- **330 Million** Monthly active users
- Powerful for social listening
- Great for customer service – be responsive





- LinkedIn is the #1 platform for B2B content distribution, 92% prefer it over other social platforms
- **675 million users**, 2 new members added each second



- YouTube is the world's **2nd largest search engine**
- **10,113** videos generated over **1 billion views**
- Almost **5 billion hours** of video watched each day



- **85% of users are MOBILE**
- **320 Million** monthly active users
- **83% of weekly Pinterest users have purchased something** on the platform or because of the platform – HIGH driver of retail sales



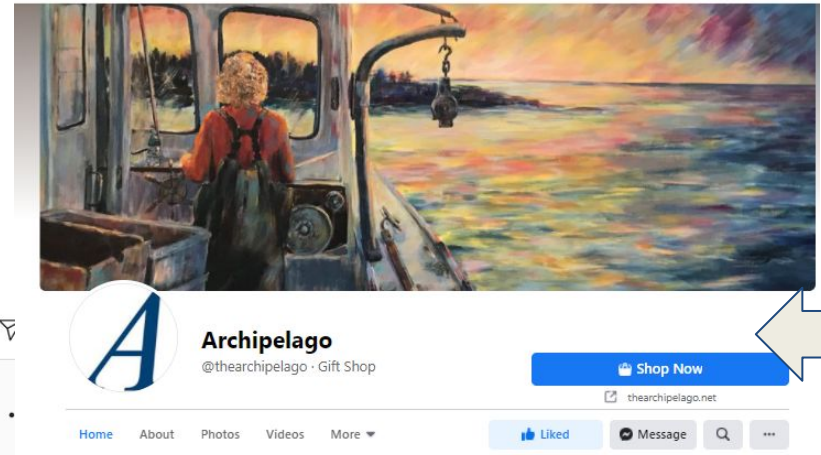
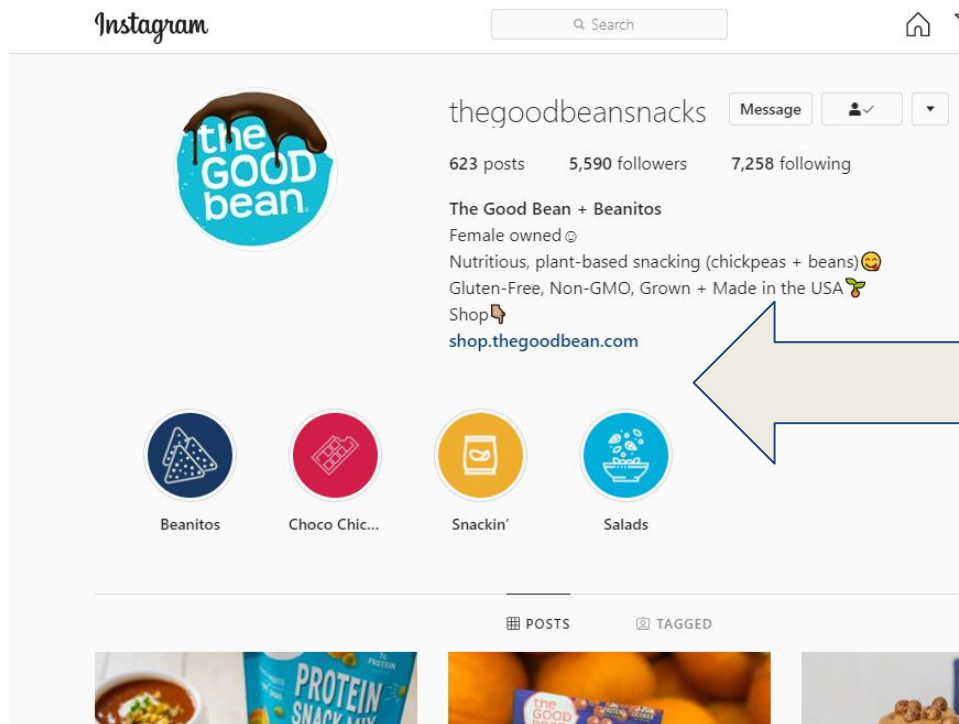
- 1.5 Billion downloads, 466 million in India alone
- Merged Musical.ly in 2017
- **800 million active users, 14.3 million in US, 30% are daily users**
- **41% are 16-24**
- **52 minutes a day**
- Early days of advertising options, a long way to go before ROI for the average business



- Key Demographics are 13 to 29-year olds with 69% of 13 to 17-year-olds using the app and 62% of 18 to 29-year-olds using it
- **314 Million** monthly active users, **101 million in US**
- Advertiser ROI still elusive for most SMBs

# Sell on Social

- Links to your shopping on profile
- Product promotions in posts
- Advertising





**Loyal**  
Biscuit Co.


Shop **ONLINE**,  
Pick-Up In Store!

**SHOP NOW**



**Loyal Biscuit Co.**

@loyalbiscuit · Pet Store

 **Shop Now**

 [shop.loyalbiscuit.com](https://shop.loyalbiscuit.com)

[Home](#)

[Stores](#)

[Services](#)

[Events](#)

[More ▼](#)

 Liked

 Message







maine\_crafts\_association

Follow



1,801 posts

5,431 followers

1,320 following

**Maine Crafts Association**

Marketing • Retail Sales • Education • Supporting Maine's Craft community for 37 years!

[linktr.ee/maine\\_crafts\\_association](https://linktr.ee/maine_crafts_association)

Followed by archipelagomaine, thisrickhardman, shellatreille +17 more



MCW



East End Ve...



The Center



SHOP



SOURCE+B...



Members



SOURCE + ...

POSTS

IGTV

TAGGED





- Home
- Explore
- Subscriptions

- Library
- History
- Watch later
- Liked videos
- 30-Day Beginner Wor...
- bookkeeping

SUBSCRIPTIONS

- nourishmovelove
- FinePoints
- Coco Bee Art
- Doctor Squish



Chilton Furniture

90 subscribers

SUBSCRIBE

HOME

VIDEOS

PLAYLISTS

CHANNELS

ABOUT



Uploads PLAY ALL

SORT BY



Chilton Furniture - Serenity - February 2020 Sale, 15 sec

47 views • 1 year ago



Chilton Furniture - American Made Wood Furniture

86 views • 2 years ago



Chilton Furniture - Warmth of Wood, 15 sec

43 views • 2 years ago



Chilton Furniture - Warmth of Wood, 30 sec

54 views • 2 years ago



Chilton Furniture - Serenity Now, 30 sec

16 views • 2 years ago



Chilton Furniture - Serenity Now, 15 sec



Chilton Furniture - Original Design, 30 sec



Chilton Furniture - Original Design, 15 sec



Chilton Furniture - Made in Maine, 30 sec



Chilton Furniture - Made in Maine, 15 sec



## Menotti's Coffee Stop Claimed



478 reviews

[Details](#)

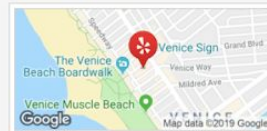
[★ Write a Review](#)

[Add Photo](#)

[Share](#)

[Save](#)

\$\$ · [Coffee & Tea](#) [Edit](#)



56 Windward Ave  
Venice, CA 90291

[Get Directions](#)

(424) 205-7014

[menottiscoffeeveniceca.com](#)

[Send to your Phone](#)



"It's not often that I crave lattes from specific coffee shops, but [Menotti's](#) definitely made it on the list." in 75 reviews



"Their [Spanish latte](#) is so damn delicious, it tastes just like these coffee milkshakes I used to make as a kid." in 78 reviews



"Excellent beans roasted by [Four Barrel](#) and the owner is a cool guy who pours a Latte like Michaelangelo paints." in 12 reviews

[Show more review highlights](#)

### Other Coffee & Tea Nearby



[Ad](#) [Red Maple Cafe](#)

463 reviews

[Jon V.](#) said "This place is PHENOMENAL. Finally we have a place in Burbank where you can get great-tasting, super high-quality (and beautiful) food without having to spend half your paycheck. I have gone there 2x this week..." [read more](#)  
in Gelato, Sandwiches, Coffee & Tea



[Ad](#) [Kirari West Bake Shop](#)

534 reviews

[Kristie J.](#) said "You would never know that these items are gluten free unless someone told you. The owner, creator, is an absolute genius. I've been wanting to come here on my past few trips to LA but never made it until..." [read more](#)  
in Coffee & Tea, Gluten-Free, Bakeries

### Ask the Community

#### Any bulletproof type coffee?



Don't think so, just come classic coffee juice 🤔

3 months ago · 1 person found this helpful

[View 1 more answer](#)

#### What kind of coffee beans do they use?



Guatemalan today

7 months ago

[View question details](#)

[Don't see your question? Ask away!](#)

### Recommended Reviews for Menotti's Coffee Stop



Your trust is our top concern, so businesses can't pay to alter or remove their reviews. [Learn more.](#)



Today 7:00 am - 7:00 pm **Closed now**



[Full menu](#)



Price range **Moderate**



**Health Score A**

#### Hours

**Mon** 7:00 am - 7:00 pm

**Tue** 7:00 am - 7:00 pm

**Wed** 7:00 am - 7:00 pm

**Thu** 7:00 am - 7:00 pm **Closed now**

**Fri** 7:00 am - 7:00 pm

**Sat** 7:00 am - 7:00 pm

**Sun** 7:00 am - 7:00 pm

[Edit business info](#)

#### More business info

Take-out **Yes**

Accepts Credit Cards **Yes**

Accepts Apple Pay **Yes**

Parking **Street**

Bike Parking **Yes**

Good for Kids **No**

Noise Level **Average**

Outdoor Seating **Yes**

Wi-Fi **No**

Dogs Allowed **Yes**

Caters **No**

Good for Working **Yes**



[Harvey T.](#)

First to review

#### From the business

Located across from the beach and next to Townhouse, this is where we brew some of the best coffee in the area. With vinyl records playing in the background and a perfect view of the ...

[Learn more about Menotti's Coffee Stop](#)

#### People also viewed



[Groundwork Coffee Co.](#)

443 reviews

\$ · Coffee & Tea, Breakfast & Brunch, Caterers  
Venice

# Other Channels to Consider

## Online

- Blogs: Yours and others
- Email marketing: Your templates AND your list
- Distribution sites:
  - Chamber, Trade Groups
  - Google, Etsy, Amazon, etc
  - Zillow, Realtor.com
  - Review Sites: Angie's List, Yelp, TripAdvisor
  - Anywhere you have a profile page
  - Your own personal LinkedIn

## Offline

- What Advertising do you do?
- In-store signage
- Location signage (or job signs)
- Any events you host or sponsor
- Community involvement
- Ask Customers for online reviews

# Measure Results

Set *goals* and measure progress

1. Website **traffic** (by source)
2. **Conversions**
3. **Social Media** reach and engagement, audience growth
4. **Search Ranking** on key terms
5. **Email**: open rates, list health, bounce rate
6. Overall **ROI** of time and money invested





Identify and create your **Dream 100 Traffic / Referral list**: Where do your customers hang out? Who else sells to your customers and/or speaks their language?

- Sites where your dream customers hang out
- Facebook groups
- Other stores, community sites, individual influencers in your niche or community
- What magazines do they read?
- Make a list and start following these groups, comment on content, share information, *become known*.



Identify and create your **Dream 100 Target Customer list**: Are you able to list potential customers you would like?

- Make a list and begin outreach to introduce yourself
- Make it a point to contact them via emails, calls, visits, sending a sample, on a regular basis for six months - one year



For  
INSPIRATION



# Resources

## Building your Dream 100:

- <https://www.imnights.com/russell-brunson-dream-100/>
- <https://predictableprofits.com/the-dream-100-strategy/>
- Books: DotCom Secrets and Traffic Secrets

## Optimizing your presence:

- <https://www.wordstream.com/blog/ws/2021/05/17/increase-online-presence>
- <https://digitalmarketinginstitute.com/blog/10-ways-small-businesses-can-improve-their-social-media-presence>
- <https://www.leadwithprimitive.com/blog/why-updating-your-website-enhances-your-online-presence>

# Your Homework

- Assess your online presence: how is it stacking up? Where do you need work?
- Review the Marketing Audit I will email you, and determine if there are action steps needed
- Make your Dream 100 list
- Choose one social channel or email and begin creating content
- Next month: How to show up in search engines!



# Have Questions?

## We Can Help!

**Shannon Kinney**

[shannon@dreamlocal.com](mailto:shannon@dreamlocal.com)

@shannonkin, @dreamlocal

