



Digital Marketing Success

AGENDA

01	Meta Business	07	Google Business
02	Content	08	Claim
03	Hash Tags	09	Personalize
04	Algorithm	10	Manage
05	Best Practices	11	Resources

ABOUT HANNAH



- B.S.B.A Marketing Management University of Arkansas
- Facebook Blueprint Certified
- Google Analytics, Business, Ads Certified
- Marketing Director – Lotus Energy Drinks
- Cat Mom x 3 and Military Spouse



SOCIAL MEDIA

- Word of Mouth
- Engagement
- Connect



GOOGLE

- Where people go to find information
- Where people discover new businesses

Social Media Purpose



TELL YOUR STORY



**ENGAGE YOUR
AUDIENCE**



**CONNECT WITH
NEW CUSTOMERS**

Tips for Content



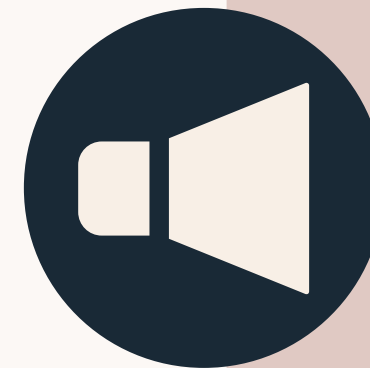
Keep captions short and sweet; use hash tags on Instagram



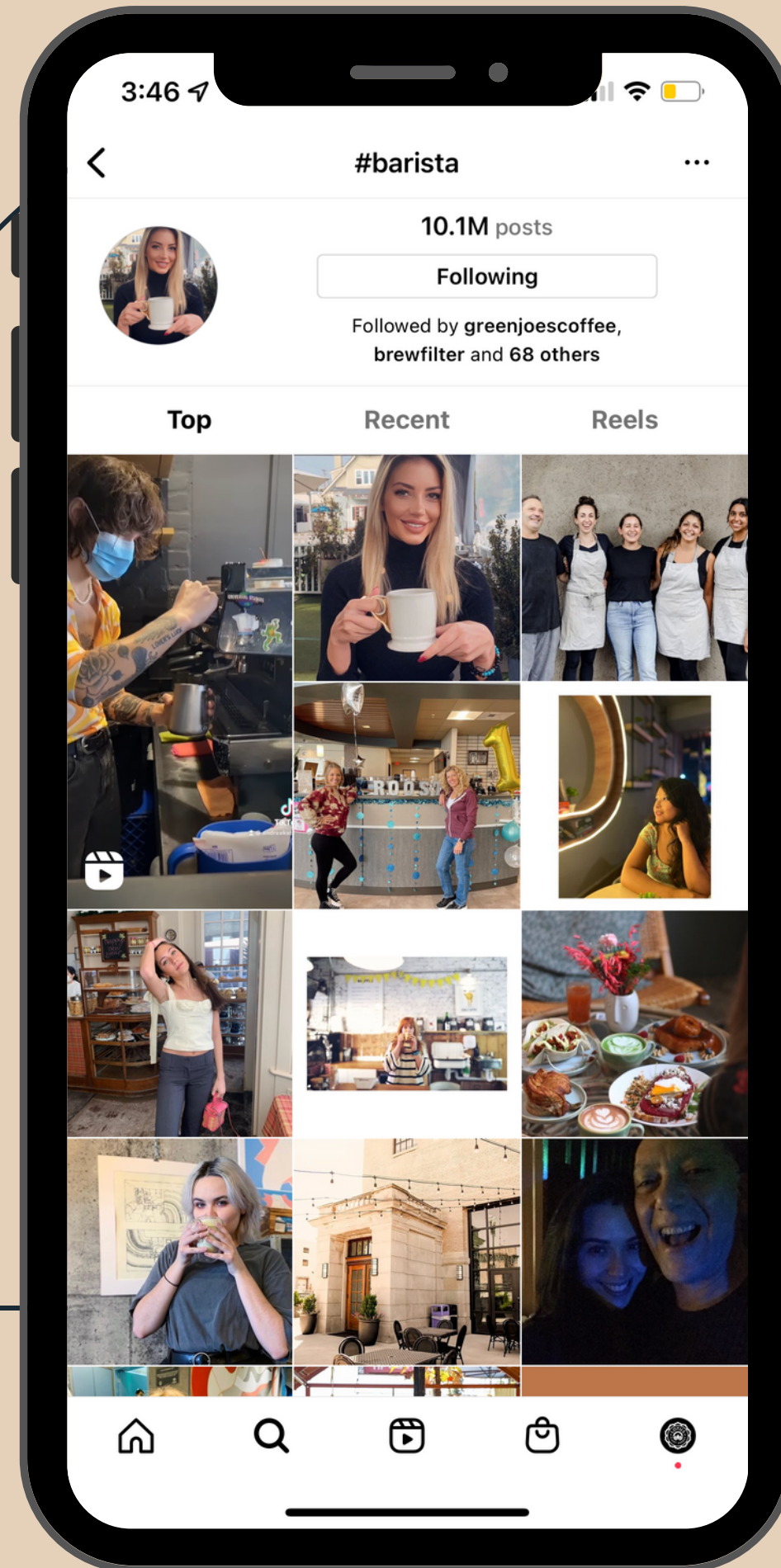
Prompt people to act when you want them to take action



Shoot content for mobile



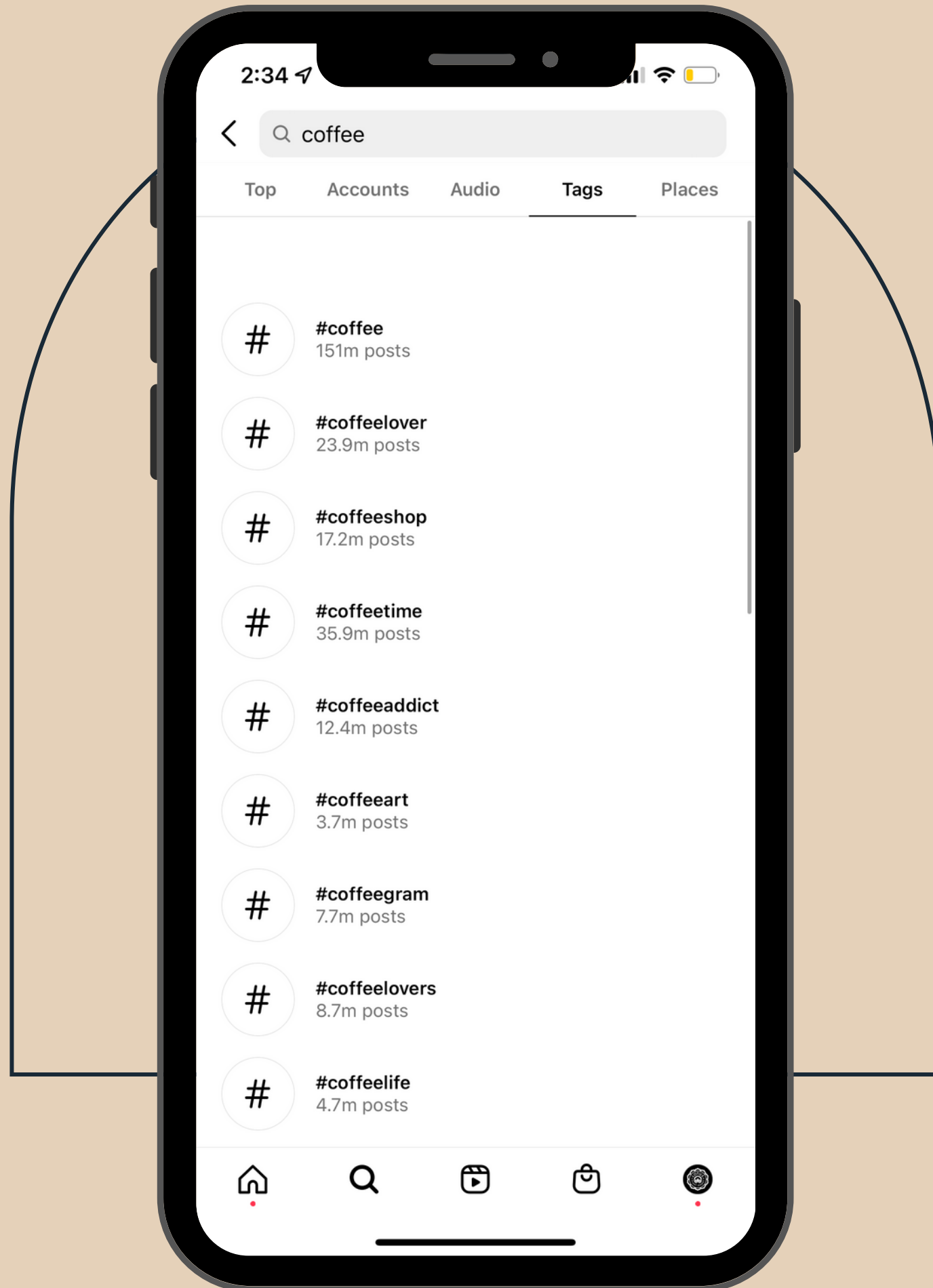
Design your videos for sound on and off



Grow with Hash Tags

- Use on Instagram
- Comment them on your post
- Use up to 30 hash tags on posts and up to 15 on stories
- Do hash tag research on Instagram App
- Create a branded hash tag
- Avoid banned hash tags
- Don't use irrelevant or repetitive hash tags
- Save hash tag lists for future use
- Follow and engage with relevant hash tags to help increase following

@hannah.lain



Hashtags Ideas

#coffeeshop #coffeelover #coffeetime
#coffeeart #cofeeegram #coffeeaddict
#barista #baristalife #baristadaily
#baristaskills #baristaproblems
#drivethrucoffee #cofeeestand
#latte #latteart
#coldbrew #chai #matcha
#lotusenergydrinks #lotusenergylovers

Create Meaningful and Informative Content



ENGAGE



EDUCATE



EXCITE

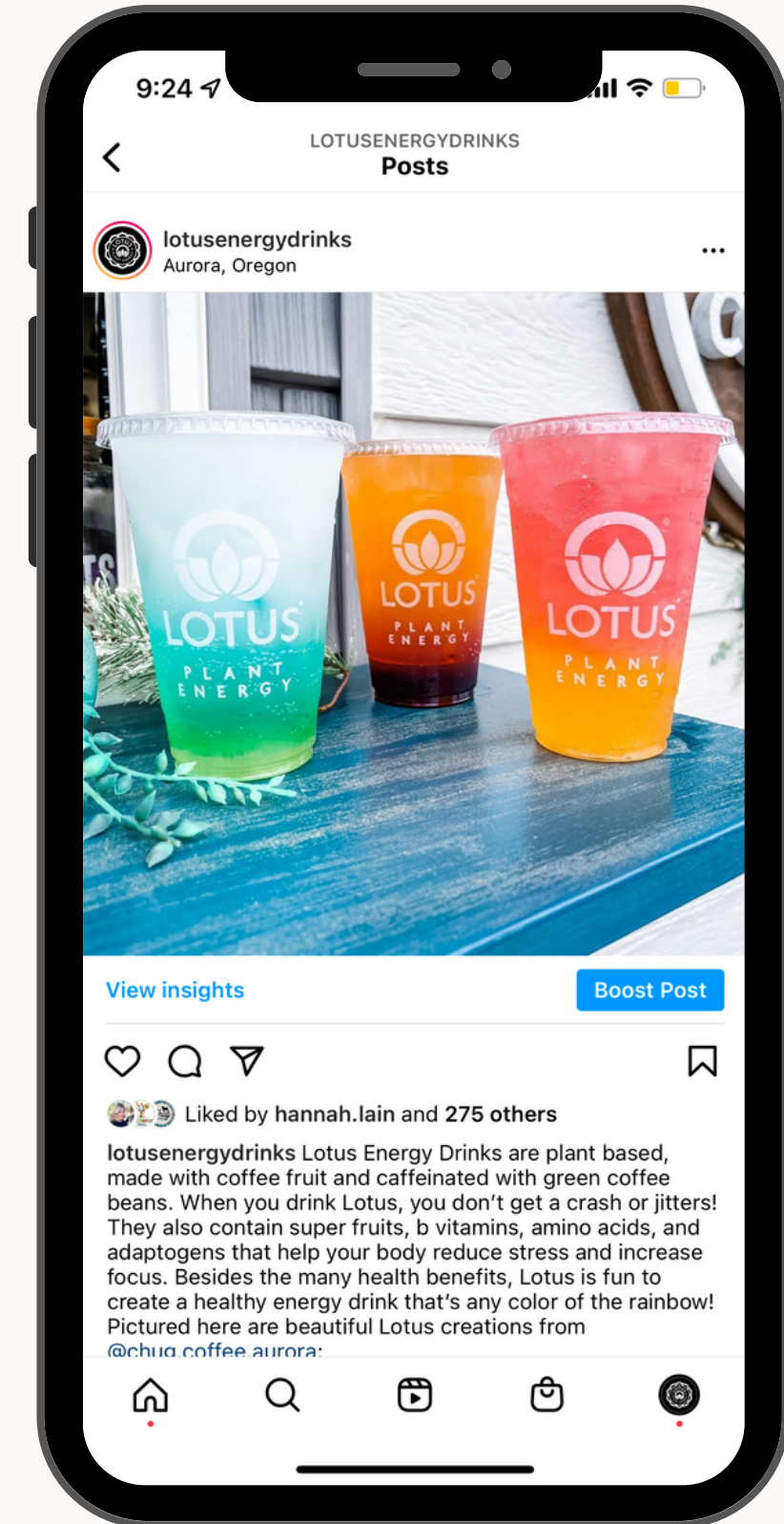
ENGAGE

- **Share your story**
- **Show how you give back**
- **Take people on a virtual tour**



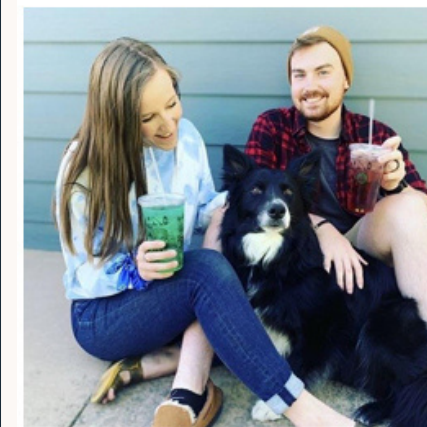
EDUCATE

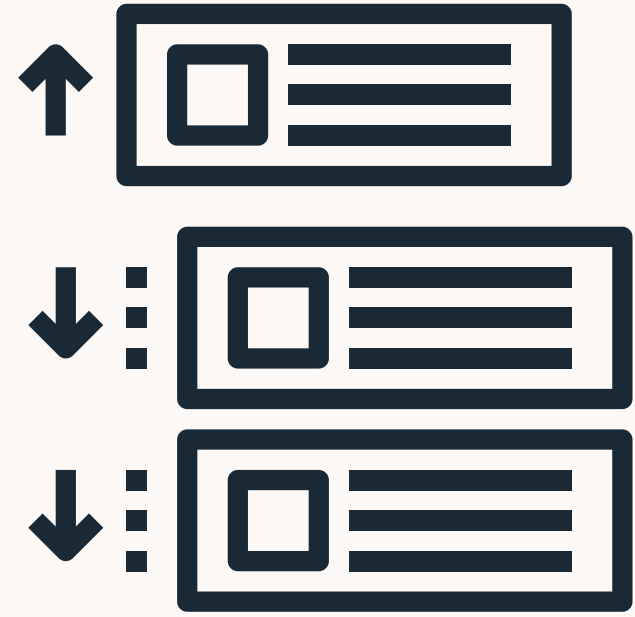
- What makes your menu different?
- Take people behind the scenes
- What sets you apart?



EXCITE

- Announce a new product or service.
- Share promotions or sales.
- Engage in topics that matter to your community.





Which stories are likely to matter most to your audience?

INVENTORIES

What stories have been posted by friends and publishers?

SIGNALS

Who posted this story?

PREDICTION

How likely are you to comment on this story?

SCORE

Relevancy Score

Tips to Improve Newsfeed Distribution

Create Meaningful Content

Publish Frequently

Make Posts Timely

Credibility, Trust & Relevancy

Respond and React to Every Comment

Have a Strong Internet Connection



Avoid

- 1 Click Bait
- 2 Engagement Bait
- 3 Low Quality Links
- 4 Click Bait
- 5 Engagement Bait
- 6 Low Quality Links

Create
Accurate,
Authentic
Content

Follow Standards for Safe, Respectable Behavior



GOOGLE BUSINESS

Free online profile that allows you to
manage the way your business appears on
Google Search and Maps



Coffee Shop

Menu

Stumptown Coffee Roasters

4.6 ★★★★★ (1,357) · \$\$

Coffee shop · 18 W 29th St

Coffee bar serving direct-trade java

Closed · Opens at 6:30 AM

Dine-in · Takeout · No delivery

ORDER ONLINE

La Colombe Coffee Roasters

4.4 ★★★★★ (539) · \$\$

Coffee shop · 270 Lafayette St

Sleek cafe serving artisanal coffee

Closed · Opens at 7:30 AM

Dine-in · Takeout · No delivery

ORDER ONLINE

Blue Bottle Coffee

4.0 ★★★★★ (251) · \$\$

Coffee shop · 20 Hudson Yards #228

Hip cafe for gourmet coffee & pastries

Closed · Opens at 7:00 AM

Dine-in · Takeout · Delivery

ORDER ONLINE

Stumptown Coffee Roasters

4.5 ★★★★★ (1,097) · \$\$

Coffee shop · 30 W 8th St

Coffee bar serving direct-trade java

Closed · Opens at 6:30 AM

Dine-in · Takeout · No delivery

ORDER ONLINE

Google
Maps
Example

"Coffee Shop"

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Reach More Customers in 3 Steps



1

Claim

Create a Business Profile, or manage an existing profile on Search and Maps

2

Personalize

Add hours, photos, and other details and get discovered by customers near you.

3

Manage

Share updates, respond to reviews, and connect with customers on Google.

Stand out on Google with a free Business Profile

Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalize your profile with photos, offers, posts, and more.

Manage now



<https://www.google.com/business/>
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Step 1: Claim



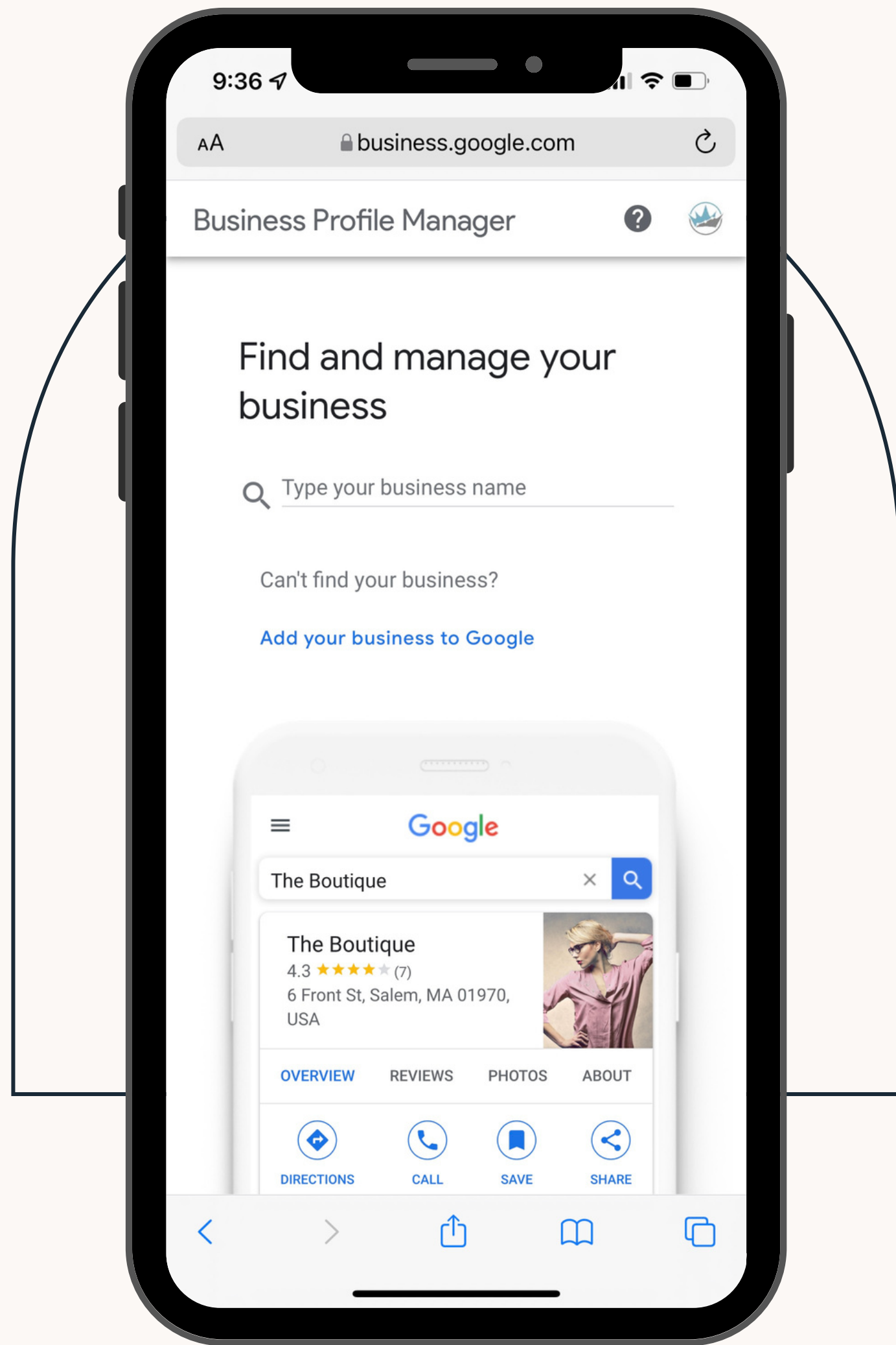
**SIGN UP FOR
GOOGLE BUSINESS**



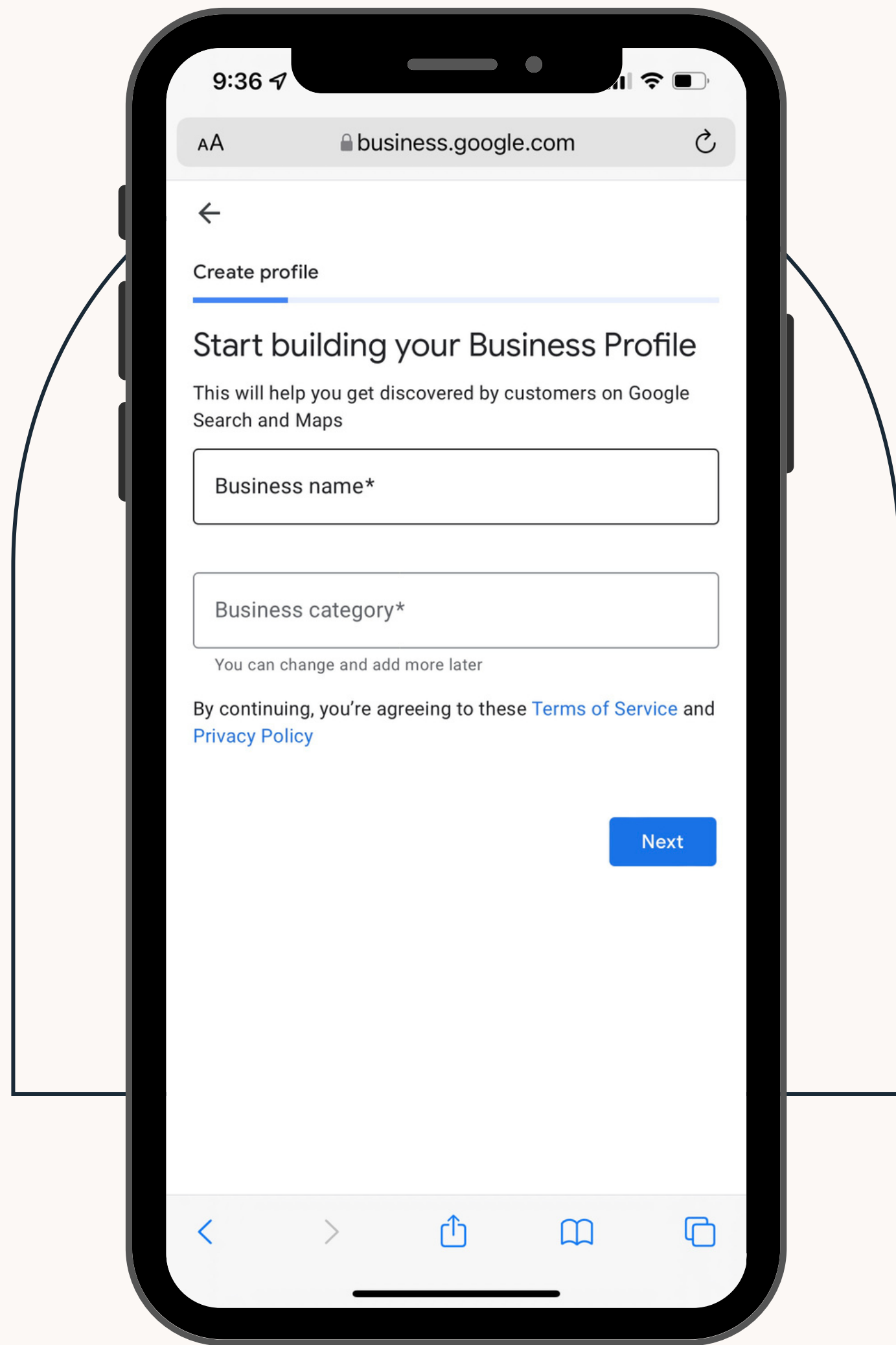
**FILL OUT BASIC
BUSINESS INFO**



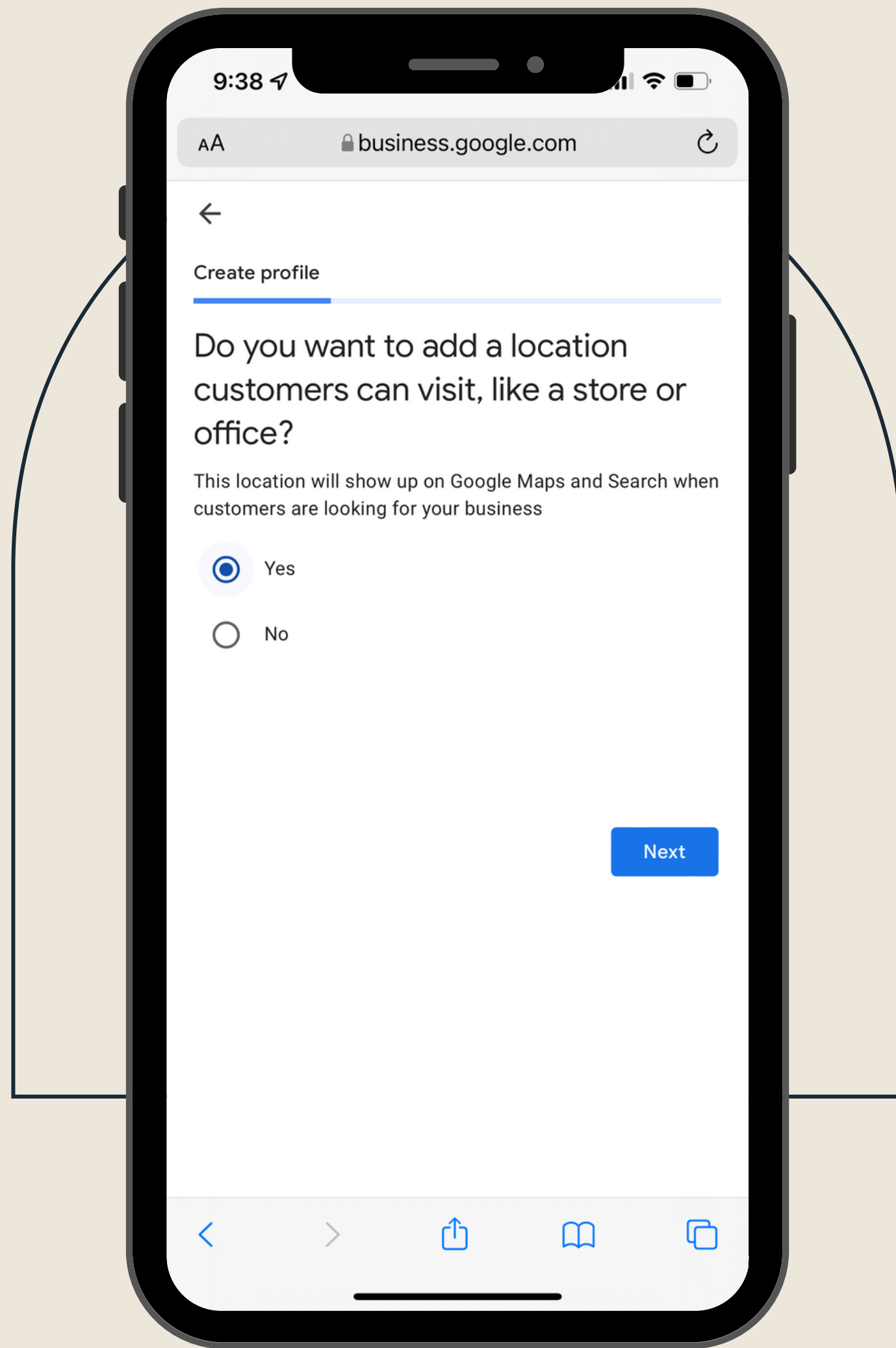
**VERIFY YOUR
PROFILE**



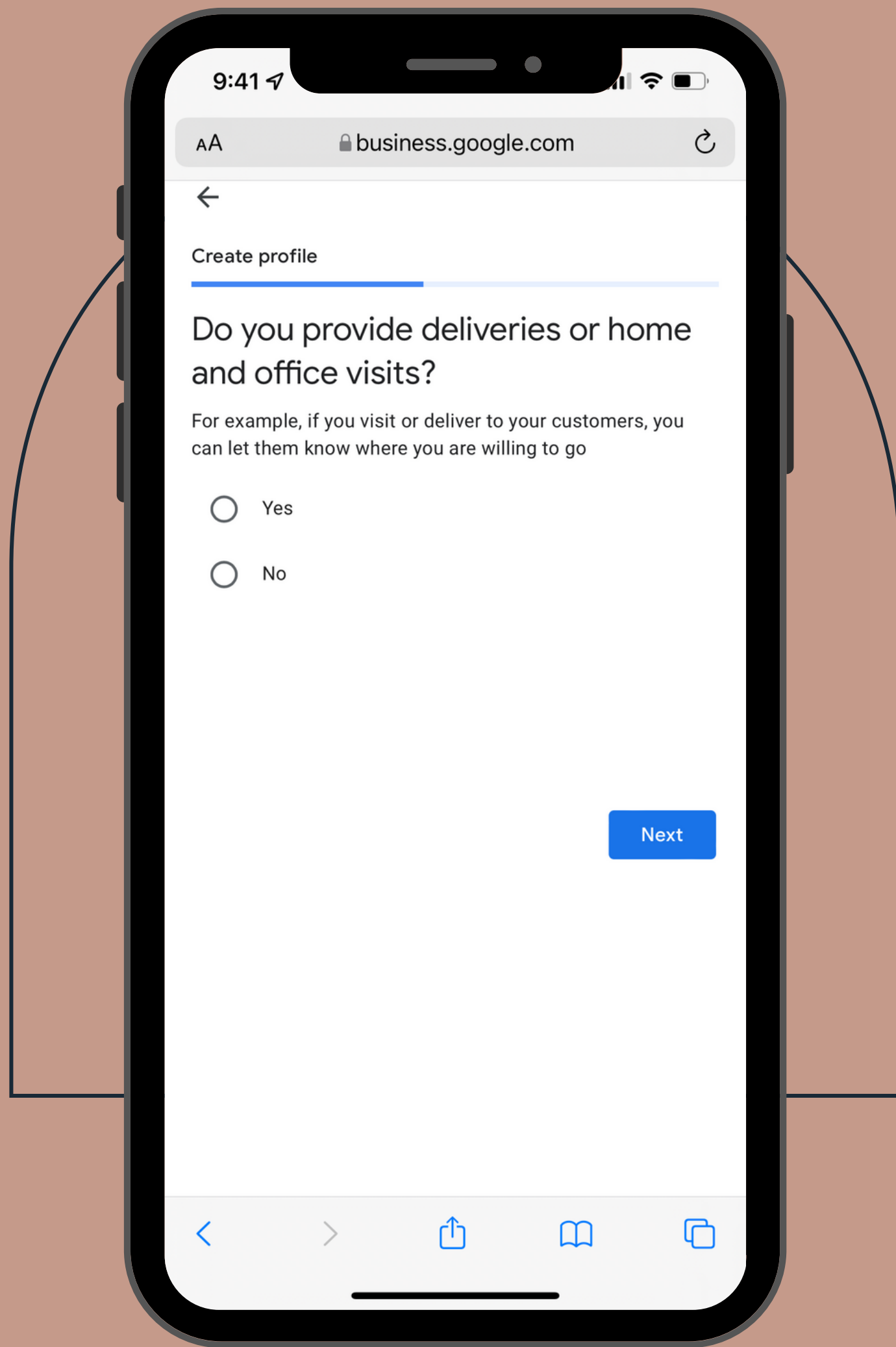
Find and Manage Your Business



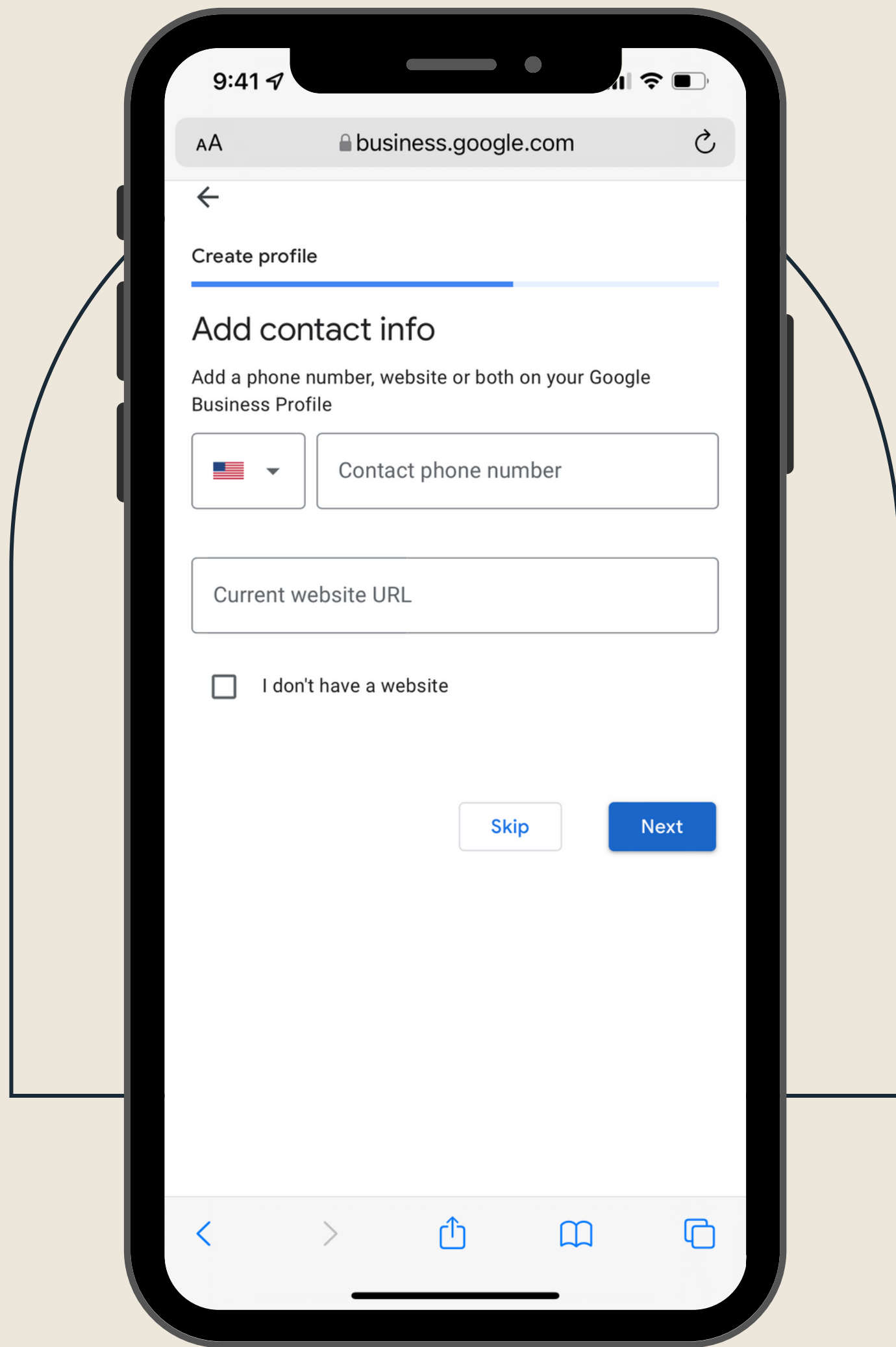
Add your business name and category.



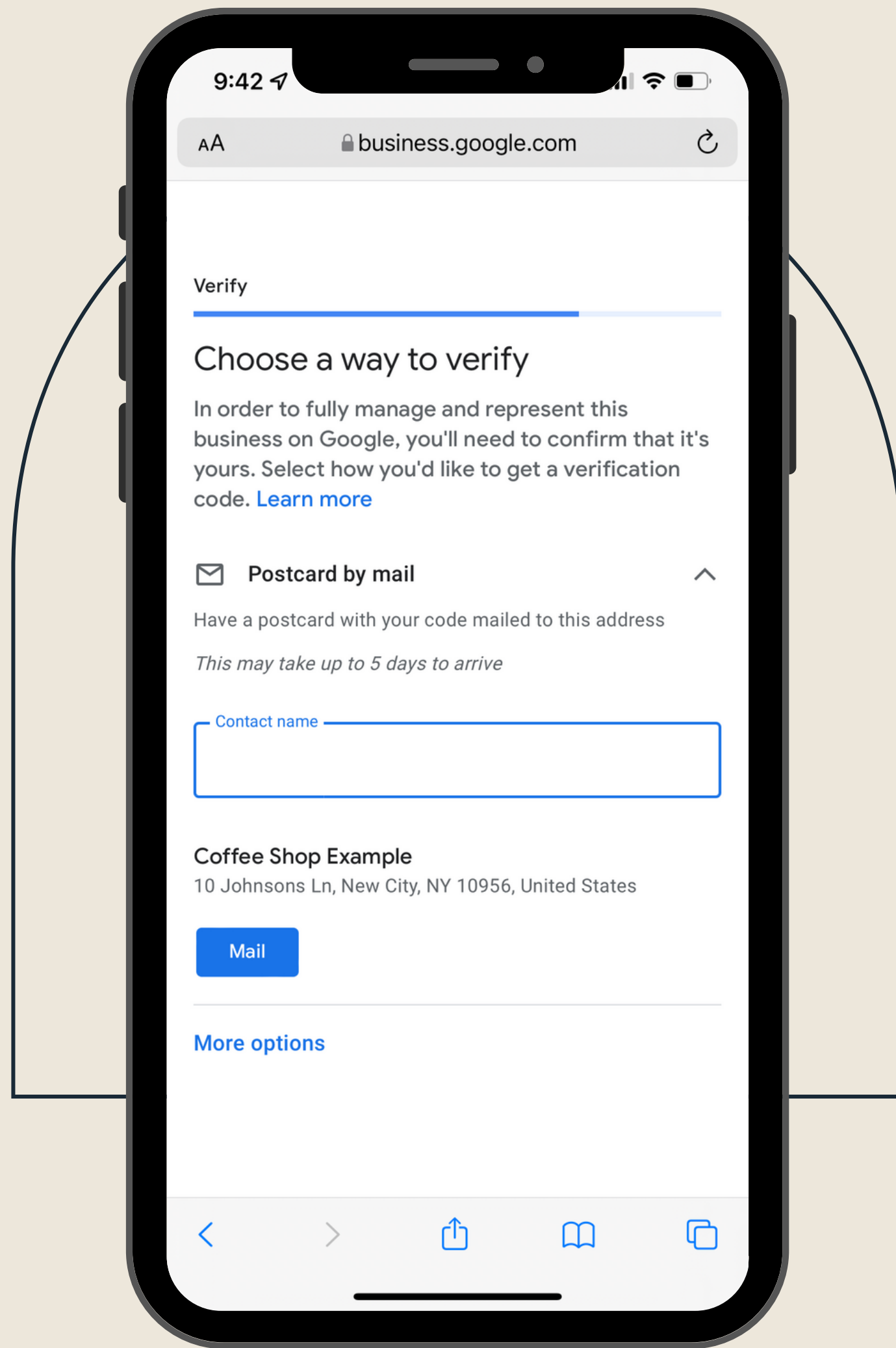
Select 'Yes' if
customers can
visit your
location or drive
thru



If you make deliveries or provide home/office visits, select yes.



Add your
business contact
information and
website if you
have one.



Choose a method of verification.

Step 2: Personalize



Add essential info.

Phone number, business hours, menu, business description, and more.



Share photos, logos, & more.

Add your logo, a cover photo, and other photos that show off your businesses personality to help you stand out.

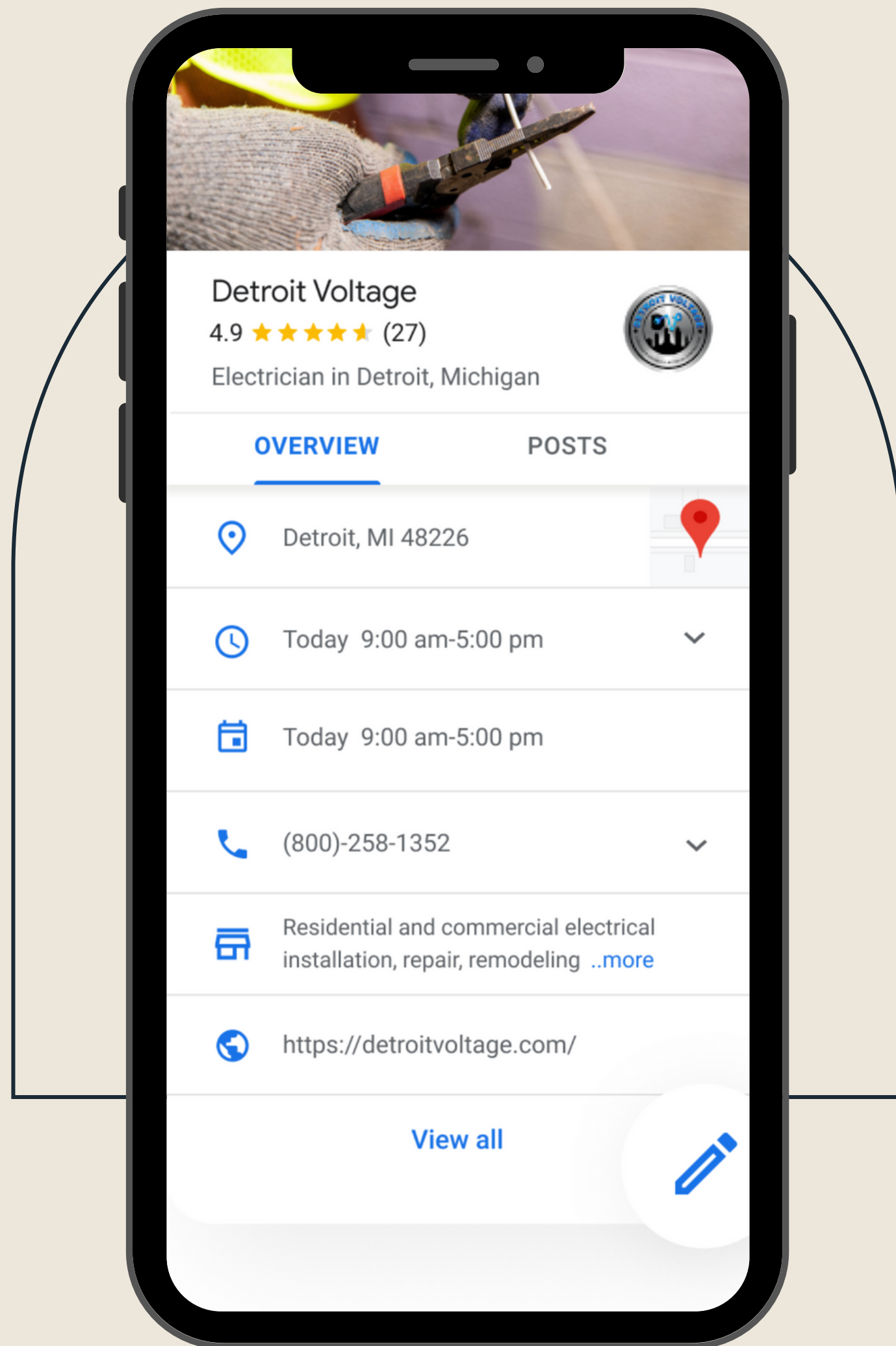


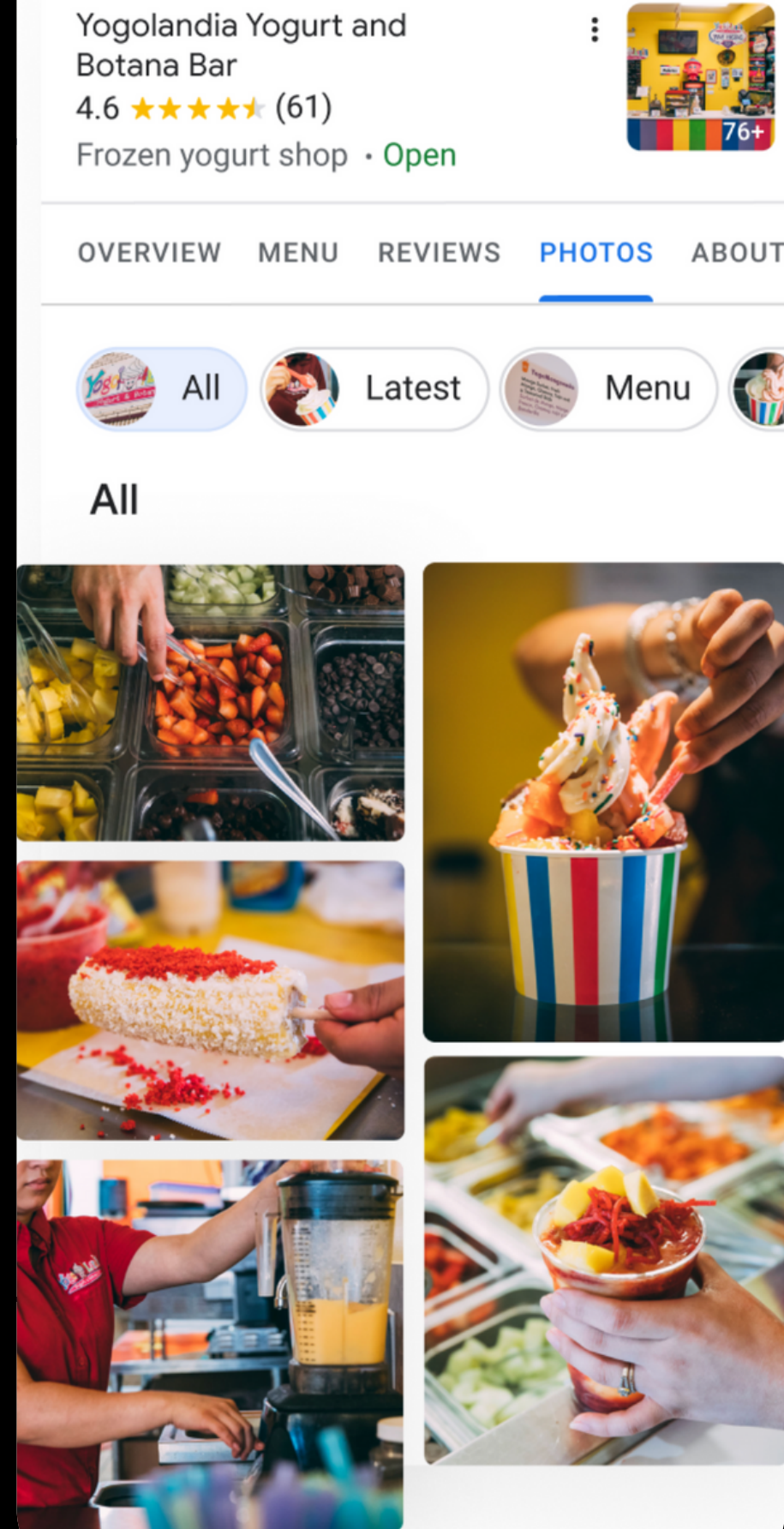
Show who you are.

Add attributes

Add menu, business hours, phone number, description & other info

*Keep your listing updated with "special hours" in the info section anytime there is a disruption in your normal business hours (for example holidays, closing early, etc)





Add your logo,
a cover photo,
and other
pictures.

Photos Best Practices



Resolution / Size

720 px X 720 px
10 KB – 5 MB

Tag Your Photos

Choose between categories like food and drink, exterior, interior, team, etc.

Quality

Smart Phone pictures are okay, but they should be in focus, well lit, and not excessively altered/filtered.

Use Business Specific Guidelines

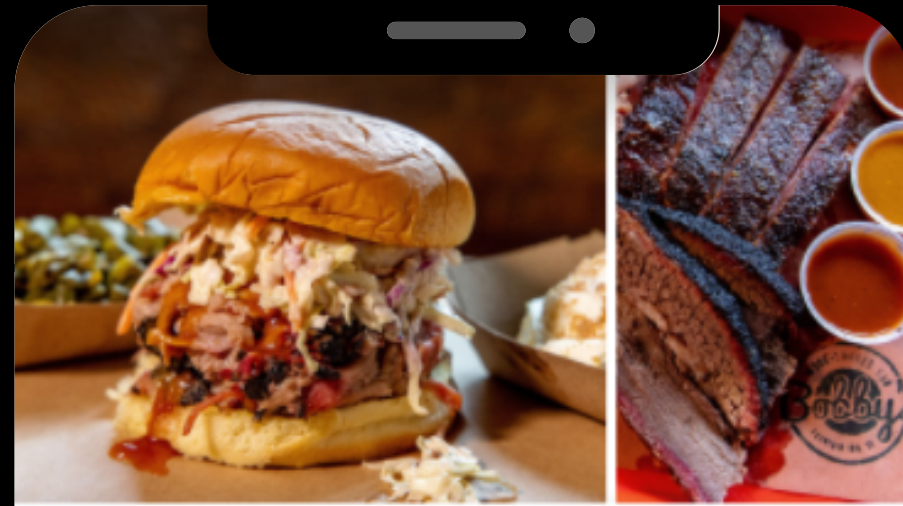
See handout on which photos to add that will help customers chose your business.

Format

JPG or PNG

Remove Poor Quality Photos

Anyone can upload photos to your listing. You can request the removal of photos.



Bobby's BBQ and Catering

4.6 ★★★★★ (611) · \$\$

Barbecue restaurant

OVERVIEW

UPDATES

REVIEWS

PHOTOS



DIRECTIONS



CALL



SAVE



SHARE PLACE

ORDER PICKUP

ORDER DELIVERY

✓ Dine in · ✓ Takeout

✓ No-contact delivery



1301 N Main St, Fountain, SC 29644,
United States



Open · Closes at 8:00 PM



Menu · orderbobbybbq.com

Add Attributes

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Step 3: Manage

- Create posts*
- Response to reviews*
- Send/receive direct messages
- Post answers to FAQs

*best practices

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1 Post Types

What's New, Events, Offers

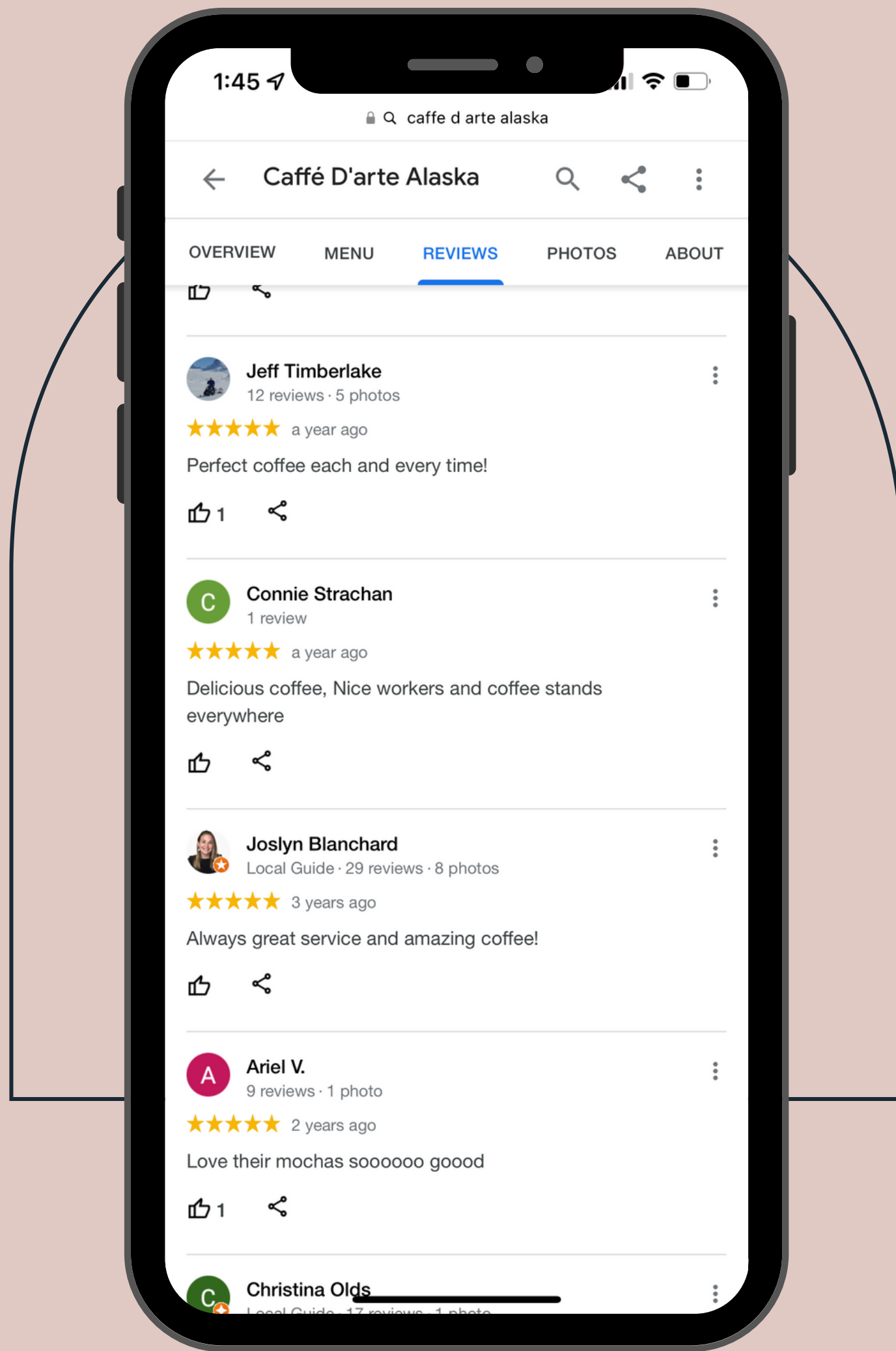
2 Benefits

- Directly communicate with local customers
- Improve your customer experience with timely information
- Promote your sales, specials, events, news, and offers
- Engage with your customers

3 Tips

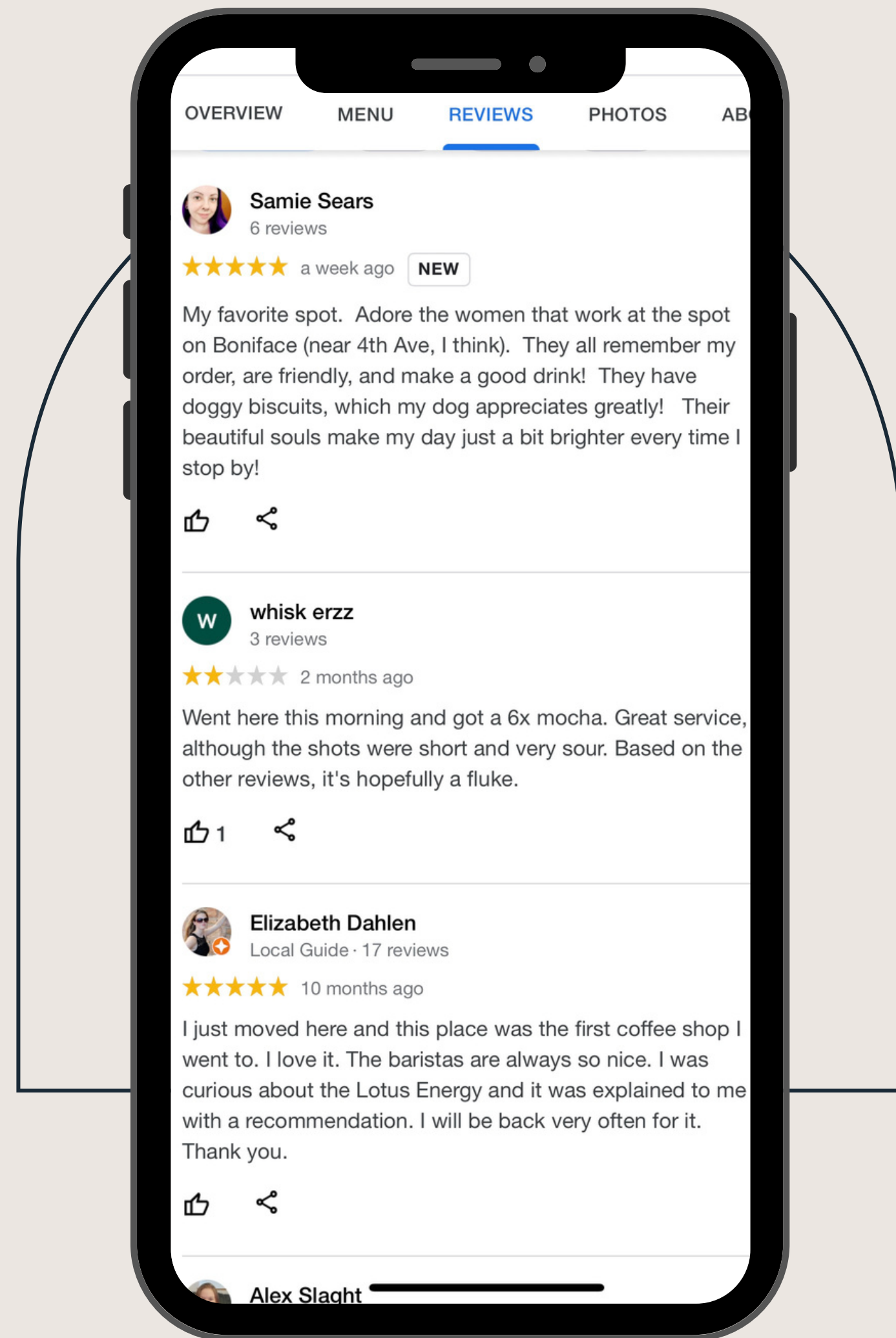
- Make sure it's high quality: Avoid phone numbers, misspellings, gimmicky characters, gibberish, and automated or distracting content.
- Post at least once every 7 days; once per day maximum

Posts Breakdown



Responding to Reviews

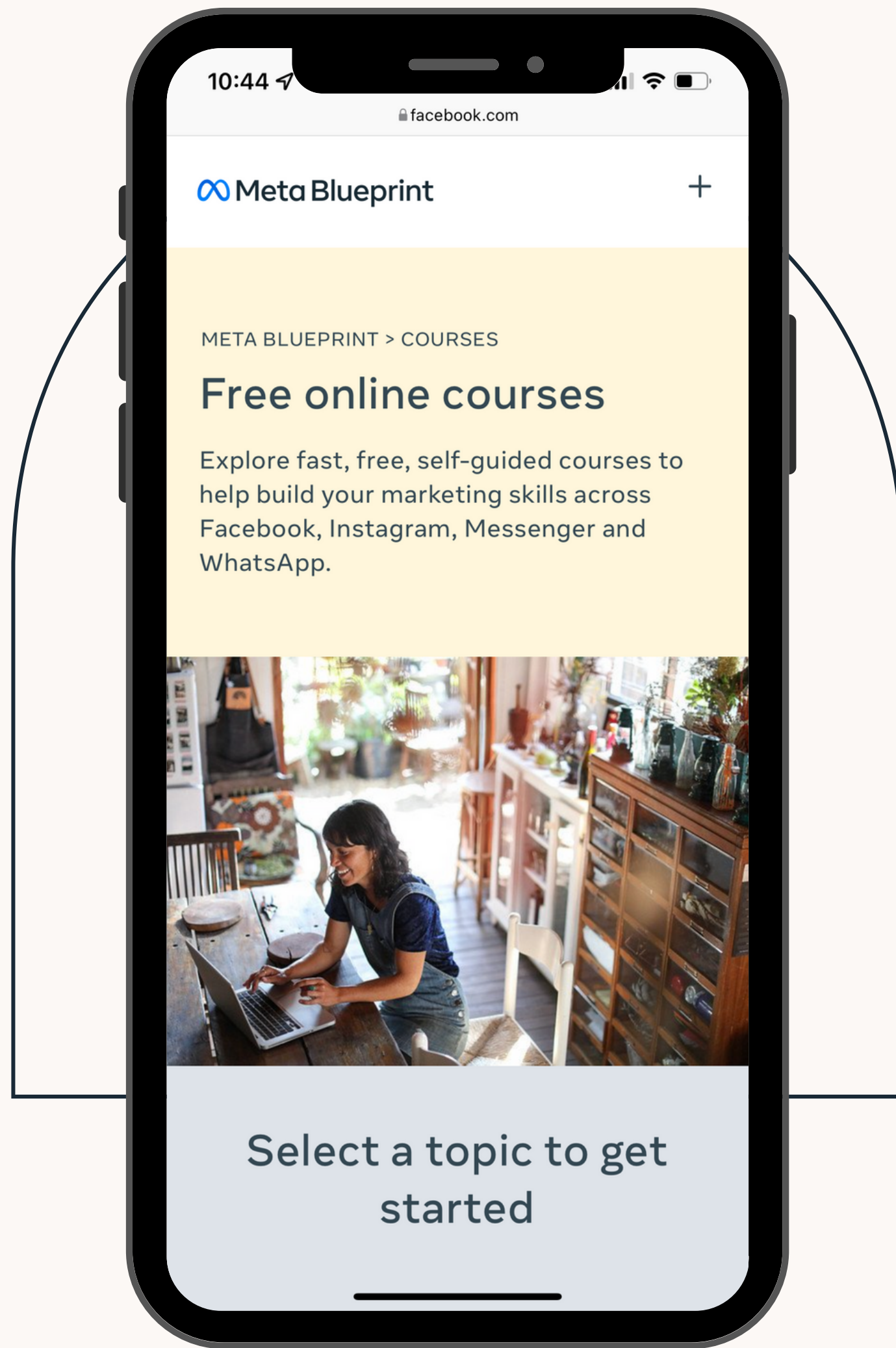
- Be nice and don't get personal
- Keep it short and sweet
- Thank your reviewers
- Apologize when appropriate
- Be a friend, not a sales person



Responding to Negative Reviews

- Don't share personal information or attack them personally
- Investigate the reasons behind the negative review
- Be honest
- Apologize when appropriate
- Show that you're a real person by signing off with your name or initials
- Respond in a timely manner

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Resources



Meta Blueprint

- Beginner – Online Courses
- Program – Small Businesses



Google Skill Shop



LinkedIn Learning

APP RECOMMENDATIONS FOR CONTENT AND MANAGEMENT

- | | | | |
|-----------|------------|-----------|---------------------|
| 01 | Layout | 06 | Meta Business Suite |
| 02 | Unfold | 07 | Instagram |
| 03 | Mojo | 08 | Google My Business |
| 04 | Canva | 09 | Google Drive |
| 05 | Hyperlapse | 10 | Adobe Lightroom |



Questions?

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THANK
YOU

Booth 2139
Lotus Energy Drinks

