



DIGITAL MARKETING

TIPS AND TRICKS FOR SMALL BUSINESSES TO GROW

MANCHESTER-ESSEX ROTARY CLUB,

APRIL 15, 2020

Why is social media important to your business?

97% of consumers go online to find and research local products and services

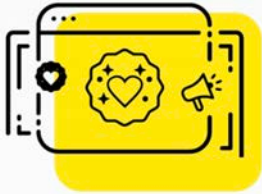


SIMPLE MARKETING FUNNEL





There's a new kind of social media marketer (Spoiler: it's everyone).



Social media is the new branded homepage



Remixing is the new creating.



Broadcasting is out; conversation is in.



Connection is the new success metric.

THE SOCIAL MEDIA TRENDS THAT WILL SHAPE HOW WE WORK IN 2020



Adobe Spark

- <https://spark.adobe.com/2020-social-media-trends/>



DIY SOCIAL MARKETING STACK

- Website- WordPress
- Social media business accounts/pages- FB, IG, LI, TW
- Content Creation- Canva, Hemingway
- Editorial Calendar- Trello or excel
- Social media management- Hootsuite



Google Analytics



Google Ads



MailChimp

hootsuite



The Canva logo is displayed in a white, cursive script font. It is centered within a teal-colored rectangular box that has rounded corners. The background of the entire image is a gradient of blue, with decorative white circuit-like lines and nodes on the left and right sides.

Canva

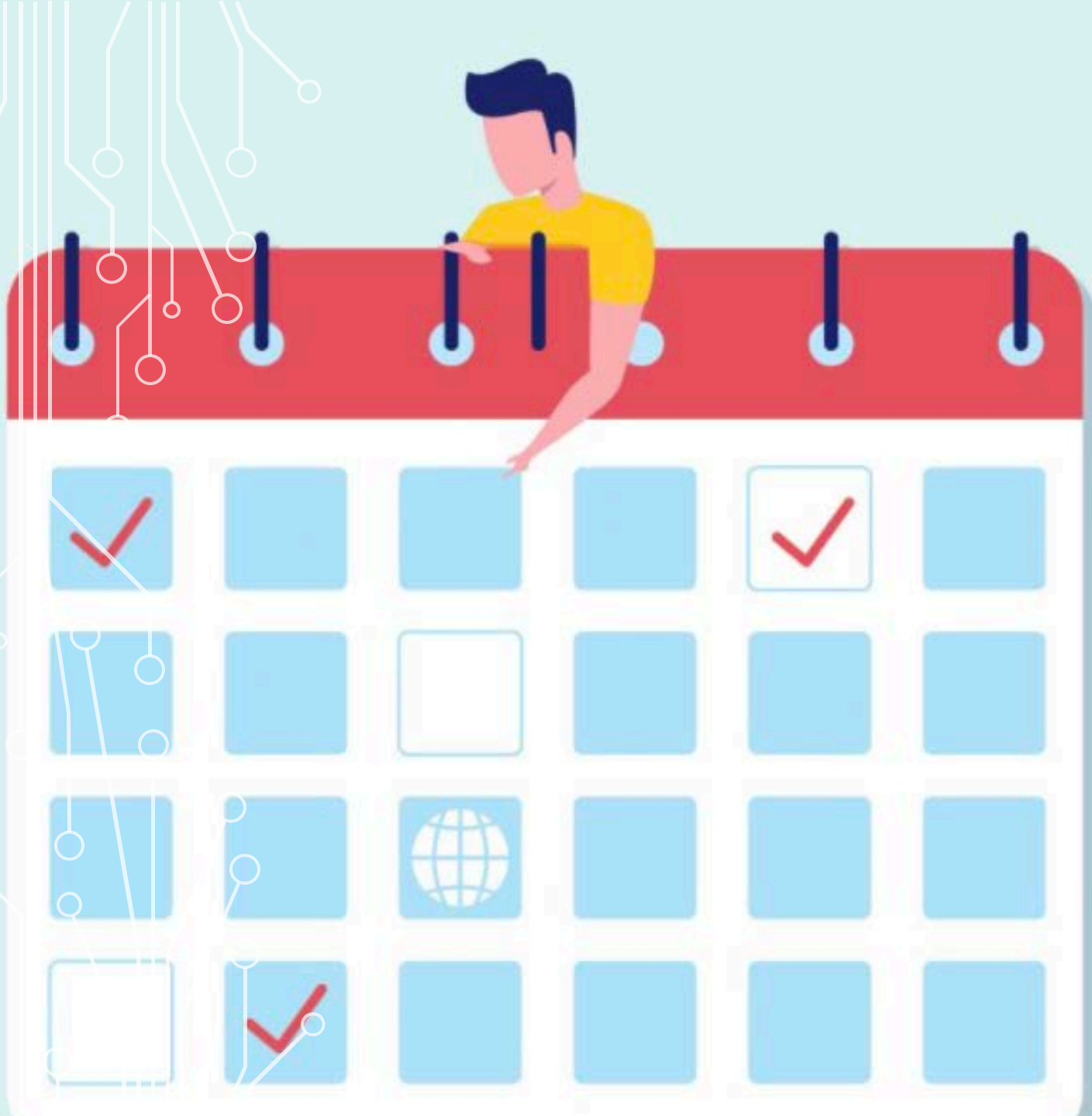
CONTENT CREATION- SIMPLE
TEMPLATES FOR POSTS, VIDEOS,
LOGOS, ETC.



hootsuite™

Social Media Management

CREATE, PREVIEW, SCHEDULE, & POST
ACROSS ALL SOCIAL ACCOUNTS



EDITORIAL CALENDAR

- plan posts or articles
- sort out your ideas
- keep you on track by allowing you to set daily and weekly goals



PLAN YOUR SOCIAL POSTS AND GET
STUFF DONE



HAVE A GREAT
DAY!

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