

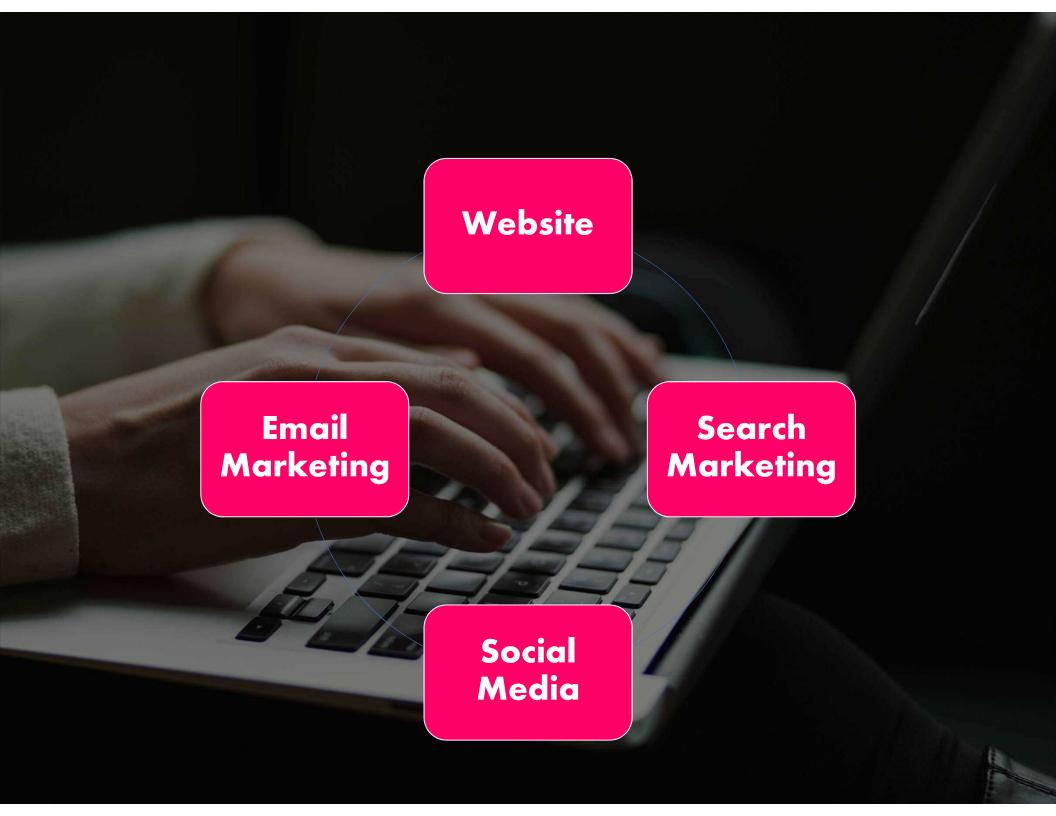


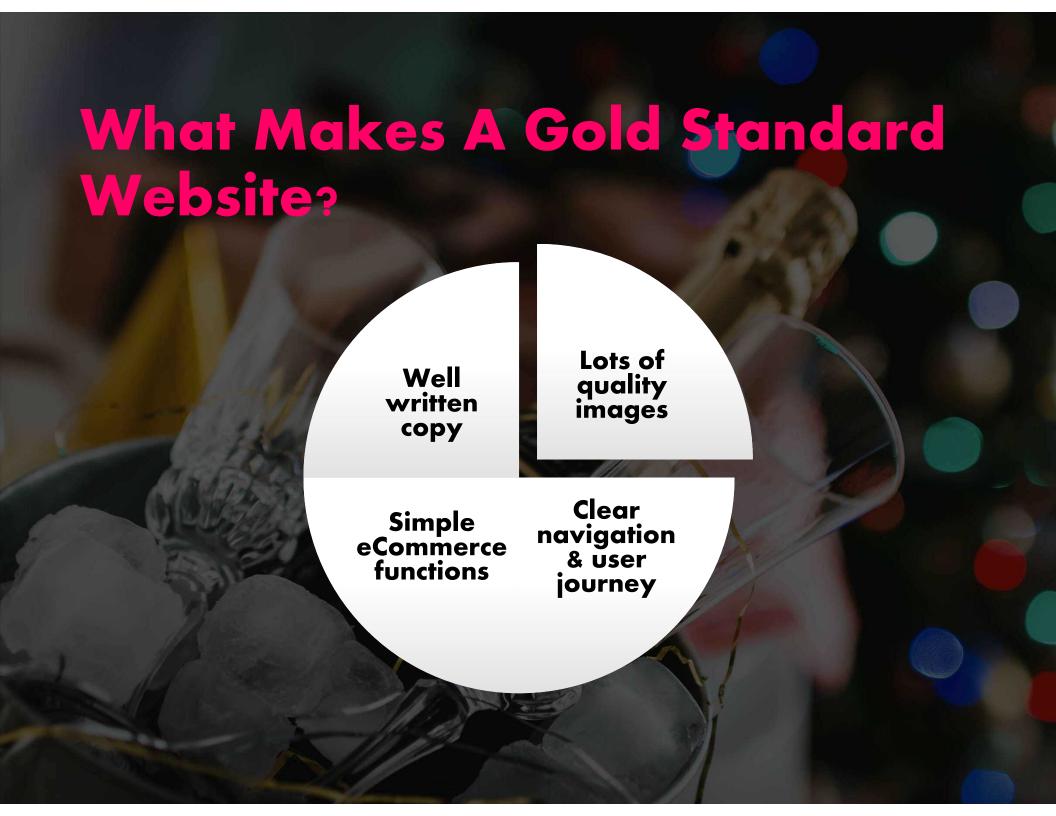
1.The Digital Environment Today

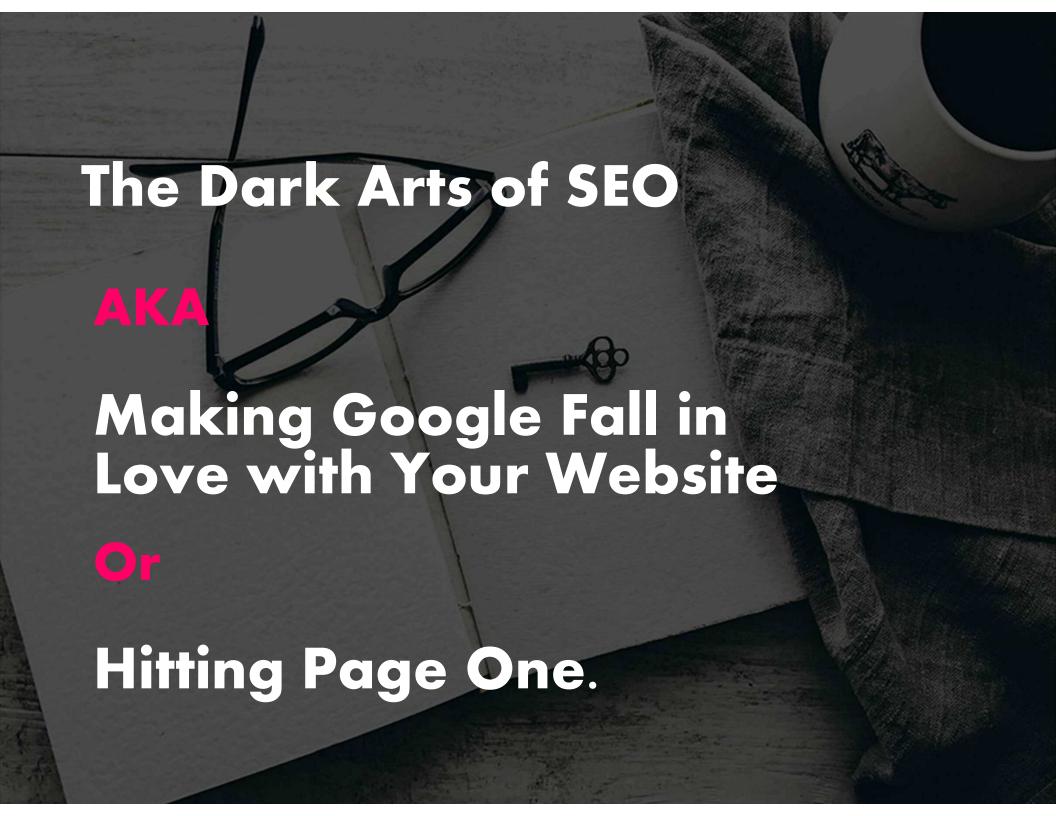
- 2. Back to Basics
- 3. Social Media is Dead
- 4. The Dark Arts of SEO
- 5. The Granddaddy of Digital
- 6. The Best Bang for Your Buck











"Just Google It!"

 70% of people research future purchases through Google, BUT...

"The best place to hide a dead body is on page 3 of Google search results!"

 Reaching page 1 of Google is likely to be one of the biggest investments you can make in your business..... But that would cost a fortune, right?!



Is Social Media Dead?

Yes

8

No

Organic reach down to <5% average

Audience is more distracted & cynical

Engagement is critical to increase reach

New tools inc Groups and Stories

Consolidation means less platforms to use

More 'hacks' & apps than ever to manage

So, What

- 1. Come to my workshop tomorrow!
- 2. Do fewer platforms but do them well
- 3. Plan, prep and schedule in advance
- 4. Pay to boost key posts
- 5. Use Stories to 'beat' the algorithm
- 6. Spend 15 minutes each day 'engaging'
- 7. Use free apps to improve content
- 8. Network!





Personalisation & Segmentation

Relevant Content

Automation

Get More Bang For Your Buck

- Work out who you need to reach, where you can find them and what they want to see
- Prioritise the channels which will deliver the HIGHEST number of THE RIGHT people
- Plan, schedule, and automate your digital marketing using the tools available
- Outsource things you can't manage, set time aside for the things you can.

Tools to Make Life Easier

Tool	What it Does	Cost
Pixlr X	Easily edit photos to resize them, crop them or airbrush them	Free
Canva	Simple design program for banners, postcards, flyers, posters	Free (+ paid options)
Hootsuite	Schedule and manage social media across all platforms	\$129 per year
Mailchimp	Manage your database of emails, create and schedule email newsletters easily	Free (+ paid options)

