

Webinar

15th Feb - 11am



Winter School: Stand Out Online With Digital Essentials



SKILLS FOR TOMORROW



SMALL
BUSINESS
BRITAIN

Aubergine[®]

Oh So
Social



SKILLS FOR TOMORROW



Your experts today

Katherine George from Oh So Social & Mark Tomkins from Aubergine.

In this highly practical session, social media & web experts, **Katherine George** and **Mark Tomkins** will give small business owners the key areas they need to focus on for 2022 to get their social media presence and website visibility to **stand out online** and attract more engagement and more customers.

These are tried & tested methods that anyone can follow, and no technical knowledge is required!

2022 - Let's go!





Show up and be visible



Share & be social



Focus efforts where your customer are



Keep an eye on the market



Takeaway toolkit

Show up and be visible

Key things to make sure you are there to be seen, both on social channels and Google

- ✓ Google My Business – Claim it, use it! - it's free, it will always get listed above natural results.
- ✓ Reviews - Facebook, Insta, Google, 3rd-party services. Do it as much as you can. Don't be afraid to ask.
- ✓ Be an expert - offer to run classes or webinars - teach people your skill. Your knowledge will sell you.
- ✓ A well-built site - good page meta, good content that's not spammy, not slow, no errors
- ✓ Core Web Vitals - Google's game, Google's rules - play by them. Page speed (big pics & vids too early)
- ✓ Mobile experience! The data doesn't lie...
- ✓ Page titles & meta

Show up and be visible

Key things to make sure you are there to be seen, both on social channels and Google

- ✓ Have correctly set-up business accounts which include clear Calls To Action (CTAs).
- ✓ Check your @handles and promote these – get your customers to follow you, engage with you and potentially create content for you.
- ✓ Show up – post regularly. Each platform has an ideal content level.
- ✓ Have good community management, reply to comments, questions and messages. It's just customer service in a more public way.
- ✓ Regularly remind your customers who you are and what you do, they follow thousands of people and will forget something about your offering, so remind them.

Share & be social

The old phrase of 'content is king' still prevails – make sure you're getting it out there!

- ✓ Blogs - expression of expertise, fresh, relevant content. Tell people what you do and how you do it. Have confidence & use links from social as the hook to get to your site.
- ✓ Auto posting content, time saving tools - stop. Quality, well written content needs to be shared manually where possible.
- ✓ Keywords - used in the right places, they are useful, but are no magic bullet.
- ✓ Write your web content for people using good grammar, don't write for bots!
- ✓ SEO myths - Fill a page with keywords? - **NO!** Outbound links? - **NO!** Social channel feed on a website? - **NO!**

Share & be social

The old phrase of 'content is king' still prevails – But remember conversation is queen.



Make your web content and blogs sweat – share it in different ways, with different hooks on different networks, and share it more than once!



Social proof – share User Generated Content (UGC) and don't be afraid to ask for it.



Engage with your customers! It's called social media because you have to be social! Build a community and they will become brand advocates and sell for you.



Social listening – listen to your what customers are saying online, run # searches and check Google. Create content accordingly.



Balance your content! All good social accounts have a balance of engaging, social and sharable content, as well as sales.

Focus efforts where your customers are

Right channel, right search phrases and say the right things

- ✓ Links! Good quality inbound links (contextual, relevant, **not bought, no directories**)
- ✓ If you serve locally, use Google Reviews as that will place you in the local search results before anyone else.
- ✓ PR! Use your blog, use your social channel - leverage your existing followers to tell them about what's going on with you.
- ✓ Talk to your customers – engage – use social channels to drive traffic into your website – they won't hang out on your website!

Focus efforts where your customers are

Right channel, right search phrases and say the right things

- ✓ Understand your customers - Why they are on social? What networks do they use? What do your customers use social for?
- ✓ Understand what motivates your customers and use this in your content. Social proof? Offers? FOMO?
- ✓ You don't need to be on every social media network, be where your customers are and focus your efforts. You are better off doing fewer social channels really well, than loads poorly.
- ✓ Use tools like hashtag searches and reporting to help your content reach your audience.
- ✓ Use your social to support all your marketing efforts; share your PR; thank publications; build relationships.

Keep an eye on the market

What's trending & what the market is telling you – Be topical, be relevant



PR! Use your blog, use your social channel - leverage your existing followers to tell them about what's going on with you.



Use Google Analytics to tell you what pages people use, what search phrases they use and what's popular – then share THAT socially



Make Landing pages that tell the complete story of a product or service – make it relevant to the search phrases that people use (not what you *think* they use) share that socially.



Calls to action – make sure you have them on all your web pages.

Keep an eye on the market

What's trending & what the market is telling you – Be topical, be relevant



Use a social media calendar to search for trending dates, events and National Days.



Look for trending hashtags and trending music across social channels. Can you embrace these in your content?



Check your analytics, what is working? What isn't? What type of content do you followers engage with?



What are your competitors doing?



What are the social networks planning? Do you need to prepare for a change? Use the available platforms tricks and make the most of the natural opportunities on platforms, like hashtags and Facebook groups.

Takeaway toolkit

If you do nothing, do these 6 things



Check your site speed on Google Core Web Vitals tool – Page Insights: <https://pagespeed.web.dev/>



Review your website's pages content – write for people, not bots & sort page meta



Google My Business – use it for reviews, populate it, claim it.



Don't be on every social media network, be where your customers are.



Be social! It's not all about sales, it's about engaging with your customers.



Show up! Pick the best channels, post regularly and have great community management.

Show up



Focus



Show up



Now, 2022
Let's go!