

**SMALL
BUSINESS
BRITAIN**

The Small & Mighty Enterprise Programme



Start date

18th September 2023

Module:2
Title: Digital
Engagement and
Opportunities
for Innovation

Trainers:

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Aubergine[®]

Oh So
Social.

What we'll cover today

Social Media and Threads:

- ✓ How to make the most of the latest social media updates
- ✓ What is Threads and how you can use it
- ✓ Updates on Facebook, Instagram, TikTok

Google, website visibility & user experience:

- ✓ Google Analytics becomes GA4 – explained
- ✓ Use data to innovate and seize opportunities
- ✓ Harness AI to your advantage
- ✓ What influences a website's ranking?
- ✓ Support your digital channels visitors

“Digital Engagement & Opportunities for Innovation”

**What, exactly
does that mean?**

Harness the power of web & social to give yourself the best chance of growing your business.

If you can't be found on Google or Social, you're nowhere.

Your business online



Google Analytics becomes GA4

Google's GA4 is designed to...

- ✓ Track user behaviour arriving from multiple platforms (web, social, apps)
- ✓ Track and report on user behaviour indicators
- ✓ Provide insight into user experience of your website
- ✓ Improve your knowledge of what works & what doesn't
- ✓ Give insight into improvements for your website, content and messaging.

Events are your key to learning about your website visitors' behaviours...



Before you do, know this....

- ✓ Google Analytics is free so you get what you pay for...
- ✓ There's no support
- ✓ Google is not interested in average users as you aren't making them any money

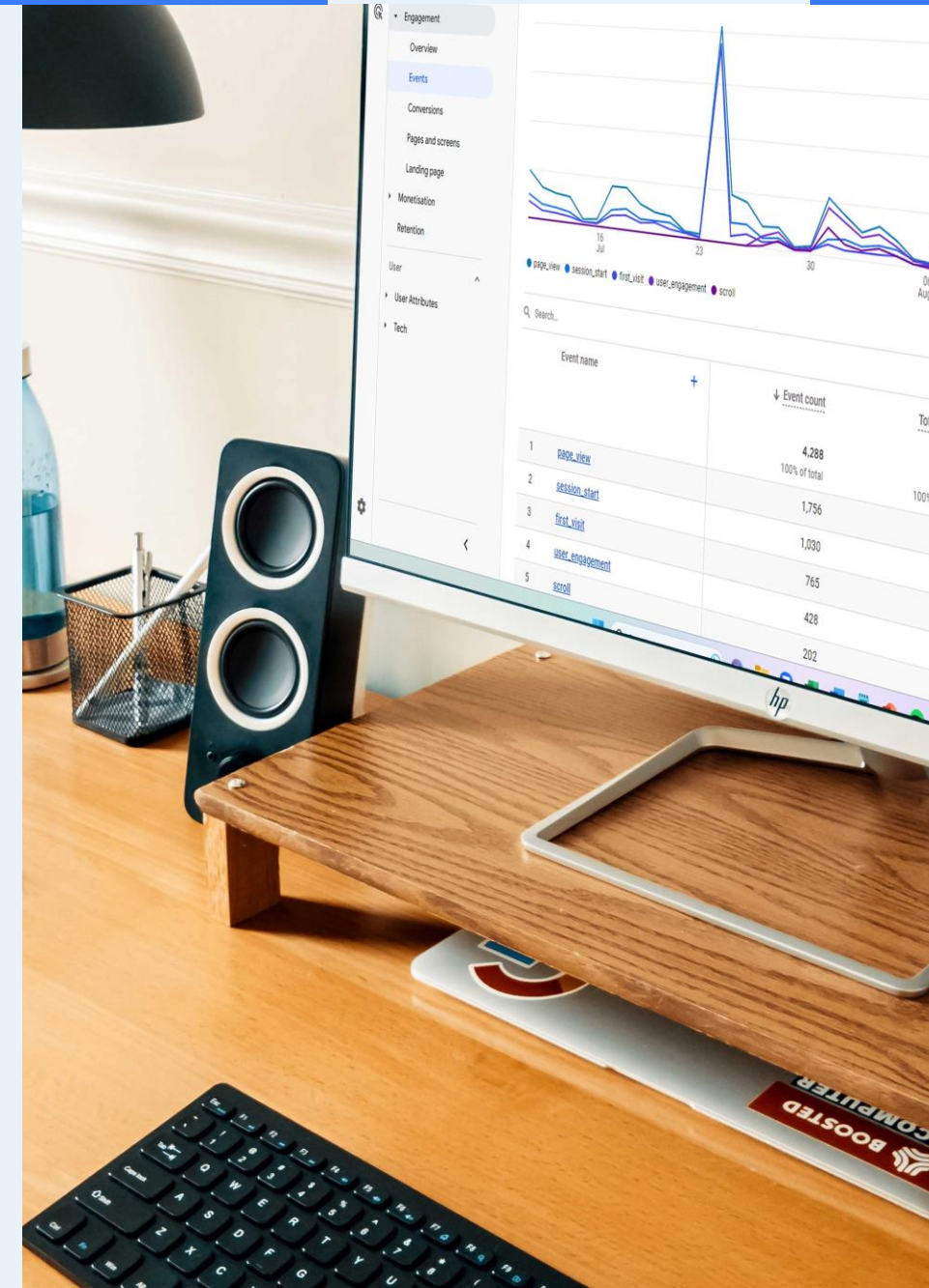
Key uses...

Events for non-ecommerce websites:

- ✓ See how many people start forms but don't complete
- ✓ Who downloads brochures/files
- ✓ Measure how far down the page (90% way down the page) people get
- ✓ When users clicks to off to social channels
- ✓ See what people search for when on site.

For eCommerce sites:

- ✓ Adds to baskets
- ✓ Selects product variations (sizes, colours etc)
- ✓ Checks out
- ✓ Signup to newsletter at checkout
- ✓ Adds to basket but doesn't check out



Engagement

Overview

Events

Conversions

Pages and screens

Landing page

Monetisation

Retention

User

User Attributes

Tech

Q Search...

Event name

Event count

Event name	Event count
page_view	4,288 100% of total
session_start	1,756
first_visit	1,030
user_engagement	765
scroll	428
	202

Getting started

- ✓ Log in & make sure you follow the **‘get started’** button in the top bar
it may still say **‘Complete GA4 Set up’** in a red button. **Do this.**
- ✓ Use a plugin because manual route is too complex
- ✓ Shopify – use their option to connect analytics:
<https://help.shopify.com/en/manual/reports-and-analytics/google-analytics/google-analytics-setup>
- ✓ WooCommerce – use the Google Tag Manager plugin
example plugin: <https://wordpress.org/plugins/duracelltomi-google-tag-manager/>

Then...

- ✓ (in GA dashboard): Enable **data stream enhanced data collection**
to get more event tracking info.



Analytics | All accounts > www.aubergine262.com | http://www.aubergine262.c... | Try searching "property ID"

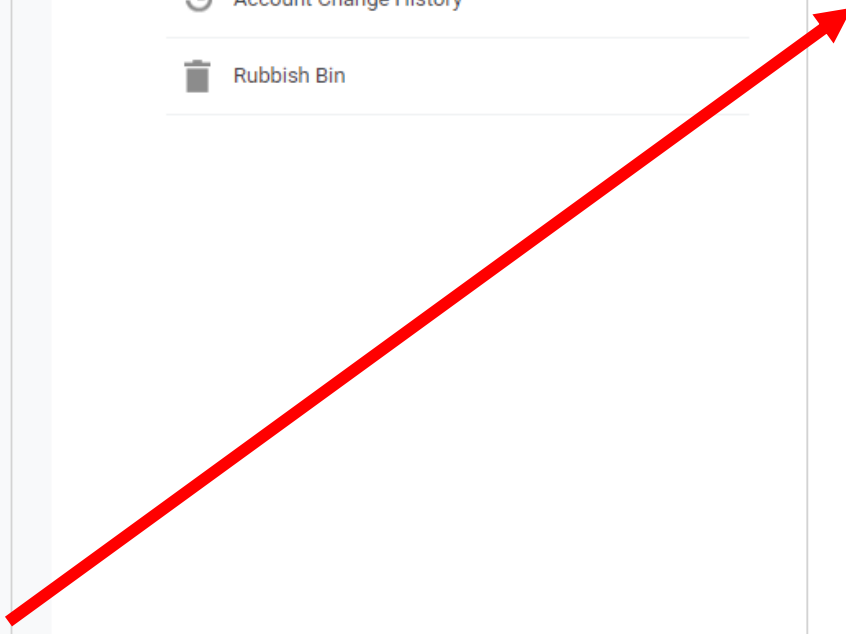
ADMIN USER

Account **+ Create Account**
www.aubergine262.com

- Account Settings
- Account Access Management
- All Filters
- Account Change History
- Rubbish Bin

Property **+ Create Property**
http://www.aubergine262.com - GA4 (388072554)

- Setup Assistant
- Property Settings
- Property Access Management
- Data Streams
- Events
- Conversions
- Audiences
- Custom definitions
- Data Settings
- Data Import
- Reporting Identity
- Attribution Settings



Enhanced measurement

Save

Page views
 Capture a page view event each time a page loads or the website changes the browser history state. Optionally turn off browser history-based events under advanced settings.

[Show advanced settings](#)

Scrolls
 Capture scroll events each time that a visitor gets to the bottom of a page.

Outbound clicks

Capture an outbound click event each time a visitor clicks a link that leads them away from your domain(s). By default, outbound click events will occur for all links leading away from the current domain. Links to domains configured for cross-domain measurement (in Tagging Settings) will not trigger outbound click events.

Site search

Capture a view search results event each time a visitor performs a search on your site (based on a query parameter). By default, search results events will be fired any time a page loads with a common search query parameter in the URL. Adjust which parameters to look for under advanced settings.

[Show advanced settings](#)

Form interactions
 Capture a form interaction event each time a visitor interacts with a form on your website.

Video engagement

Capture video play, progress, and complete events as visitors view embedded videos on your site. By default, video events will be automatically fired for YouTube videos embedded on your site with [JS API support](#) enabled.

File downloads

Capture a file download event each time a link is clicked with a common document, compressed file, application, video or audio extension.

	Event name +	Event count ↓	Total users
		483,332 100% of total	17,527 100% of total
1	page_view	111,336	17,485
2	session_start	107,813	17,511
3	first_visit	102,808	17,410
4	user_engagement	89,022	13,418
5	form_start	17,708	3,966
6	form_submit	16,254	3,727
7	scroll	14,633	5,278
8	experiment_impression	5,644	2,708
9	view_search_results	3,809	1,078
10	click	3,689	1,583
11	file_download	2,086	1,257
12	page_view_membership	1,835	628
13	page_view_contact	1,183	383
14	advice_form	787	331
15	purchase_made	776	613
16	purchase_successful	766	590
17	page_view_register	743	226

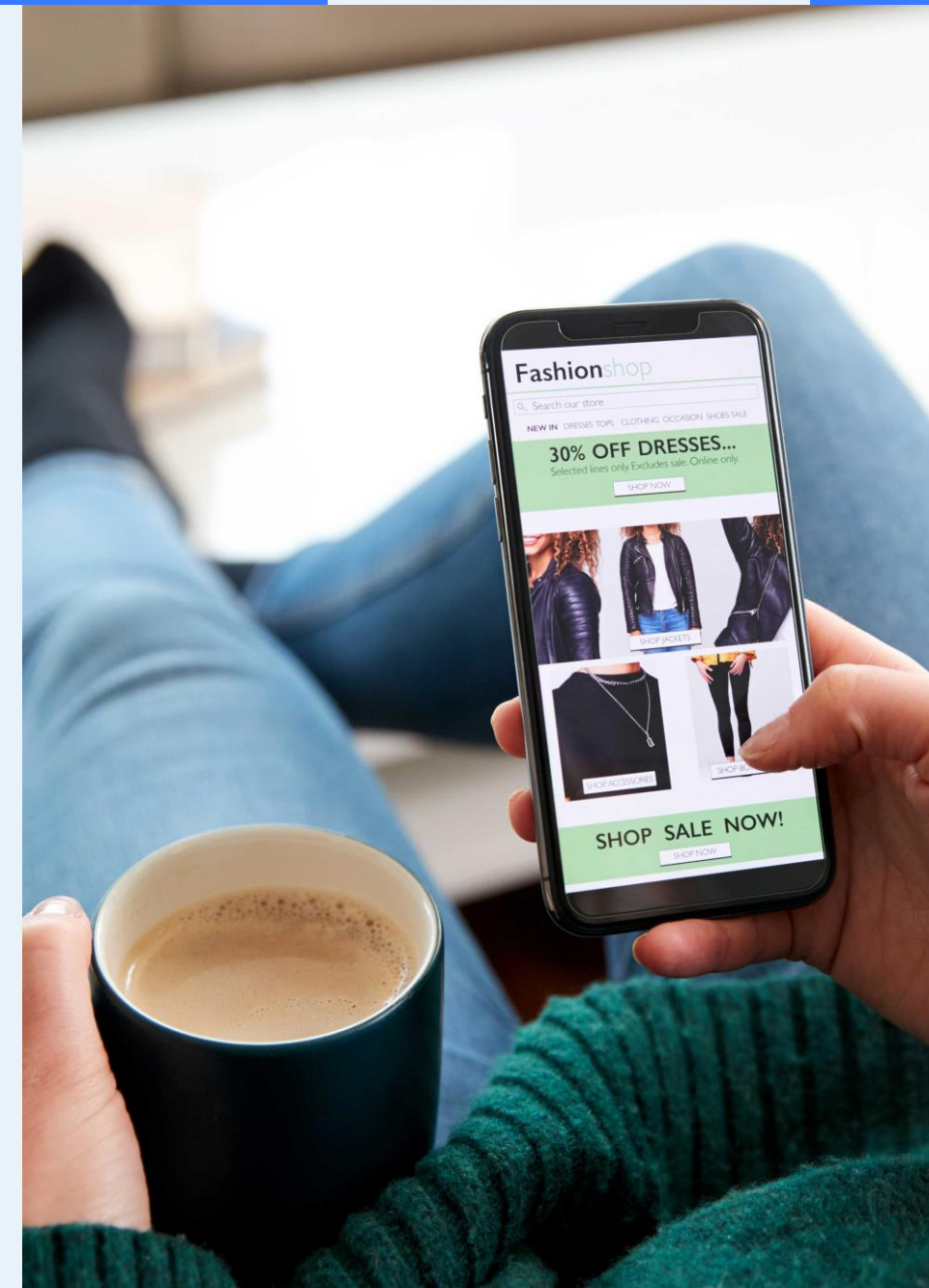
Analysis = knowledge

- ✓ Better cross-platform tracking = better understanding of behaviours
- ✓ Better understanding of behaviours = more info to improve the experience
- ✓ Better experience = increase in sales and conversion

Understanding customers =>

Improved messaging =>

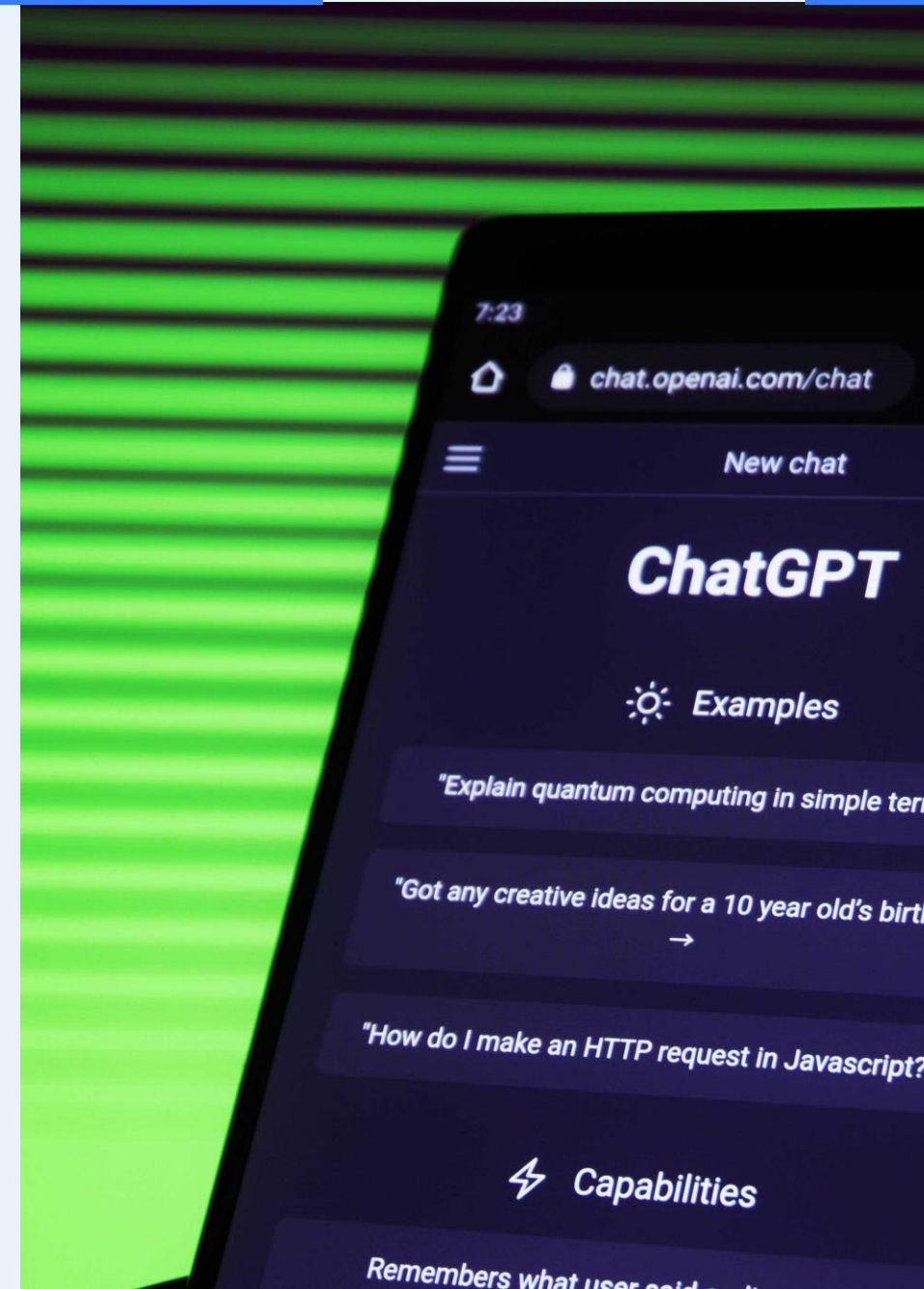
More online sales & enquiries



Can I use Chat GPT, Bard or AI to write website content?

- ✓ Yes, Why not! Check for accuracy and back up any claims
- ✓ It's all about the prompts
- ✓ It's a 'fast start' but needs real life detail adding
- ✓ Use it as a time-saver, not a person-replacer
- ✓ Use it now – how websites are ranked has changed.

BUT More than ever...



AI prompts

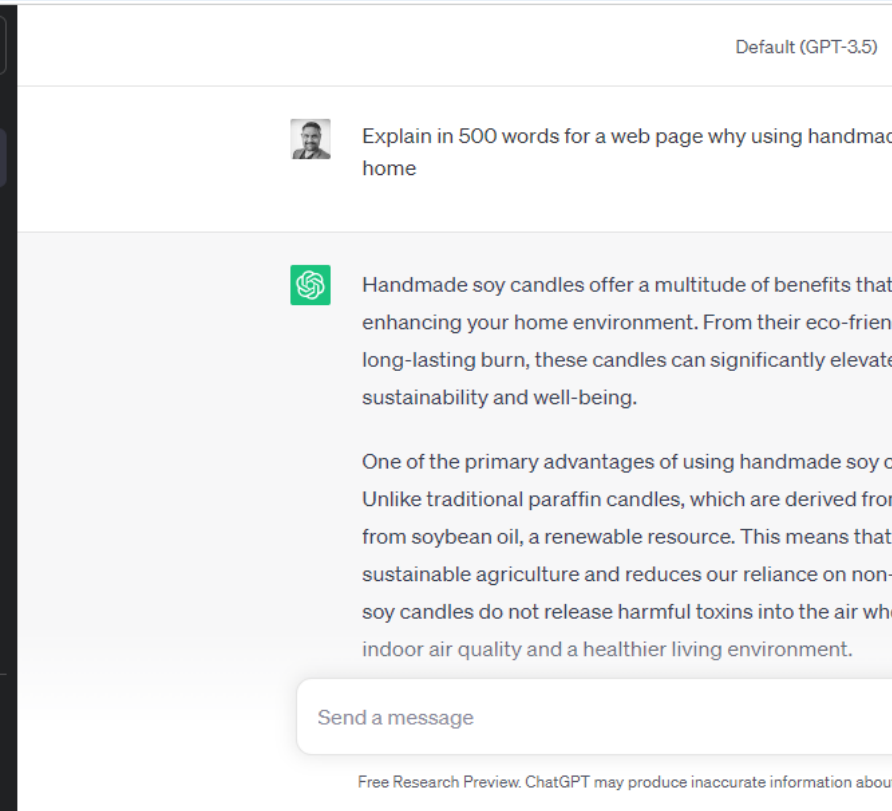
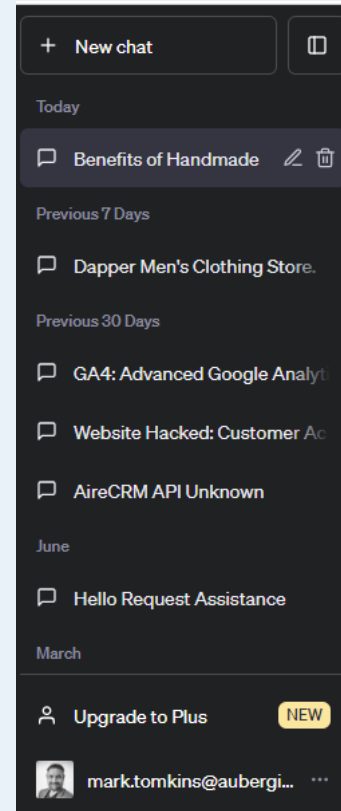
- ✓ Prime it first 'don't write yet' then ask...
- ✓ 'do you know about...?'
- ✓ Set some context

- ✓ Explain in 500 words for a web page why...
- ✓ In 25 words describe **XXX**

- ✓ Explain the difference between x & y in 250 words and include salient bullet points for each

- ✓ Write a 100 word product description for my....**XXX**

- ✓ Write an article for my blog about...**XXX**



It's about...

- ✓ Engagement >
 - ✓ User experience >
 - ✓ Third-party verification >
- and we're back to **trust**, again.



Website speed influence

Does speed still matter?

- ✓ Yes, speed is a key factor to website ranking – why?
- ✓ That's what users want
- ✓ 75%+ all surfing from a phone
- ✓ The mobile experience is fundamental to improved sales & conversions
- ✓ Phones don't process websites as quick as computers – it's that simple
- ✓ Phones has a much smaller space to get the same message across
- ✓ Simplify!
- ✓ Make faster!
- ✓ Remove unnecessary barriers
- ✓ Consider choosing a template that doesn't have large header images



Good housekeeping...

- ✓ Use **Yoast SEO** for Wordpress to **add page meta**
- ✓ Page structure – **use headings with descriptive titles** – we all skim!
- ✓ Text volume – find the balance
- ✓ Images with **ALT text**

Finger in the wind...

- ✓ DA – **Domain Authority** is a rough guide
- ✓ Use **Moz Bar** to track DA changes
- ✓ Use **Moz.com** or **Semrush** to assess site SEO & link quality
- ✓ Use **Google Console** to disavow missing pages & bad links

Website Live chats

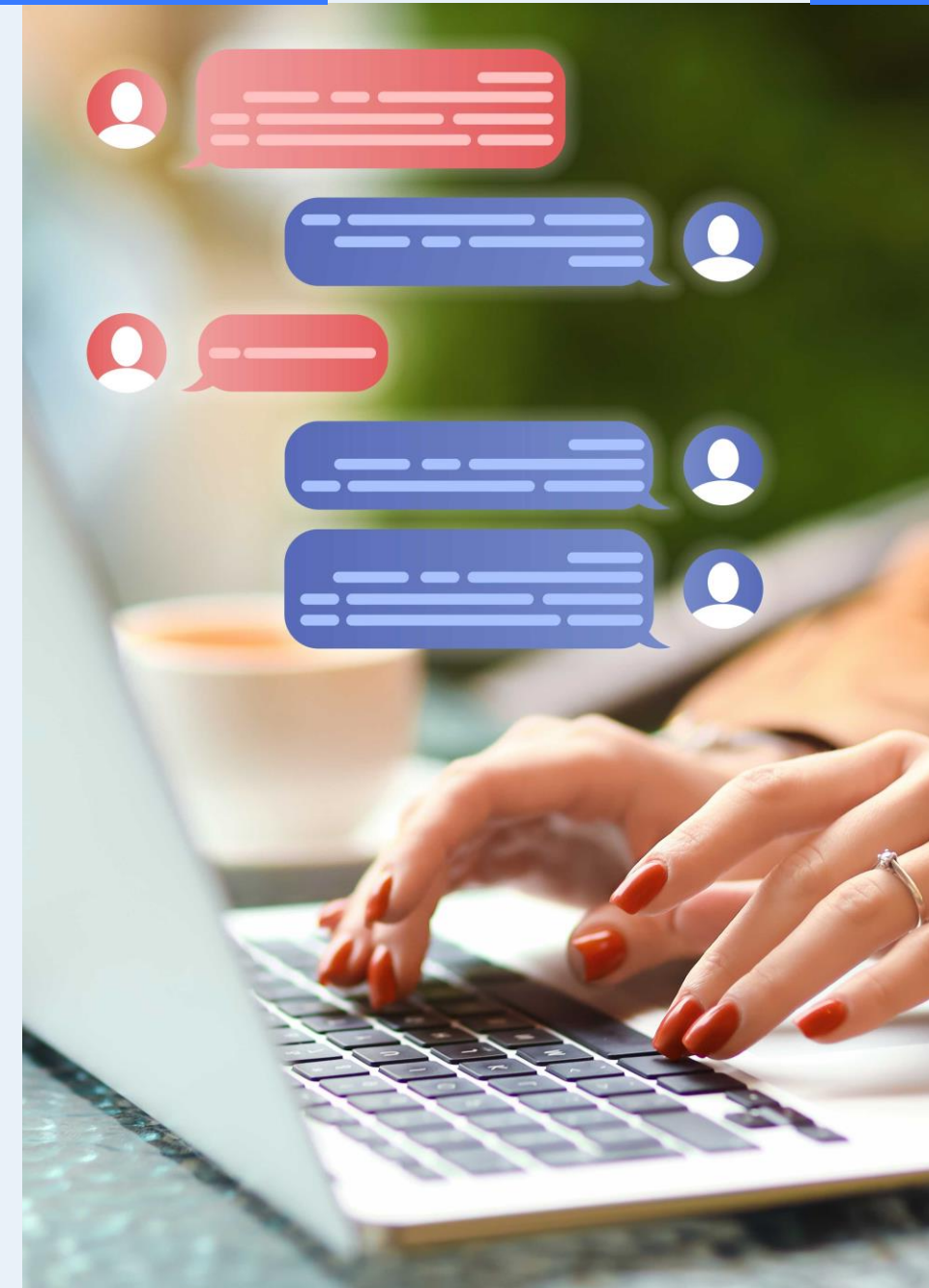
Do they help improve conversions?

- ✓ In principle, yes – helps cart loss
- ✓ Provides a better user experience
- ✓ Adds a layer of professionalism
- ✓ Good for customer service

BUT

- ✓ Be available – just like social channel messaging...
- ✓ Make sure the mobile experience is good (and actually works!)
- ✓ Have a back-up – always make sure your forms work

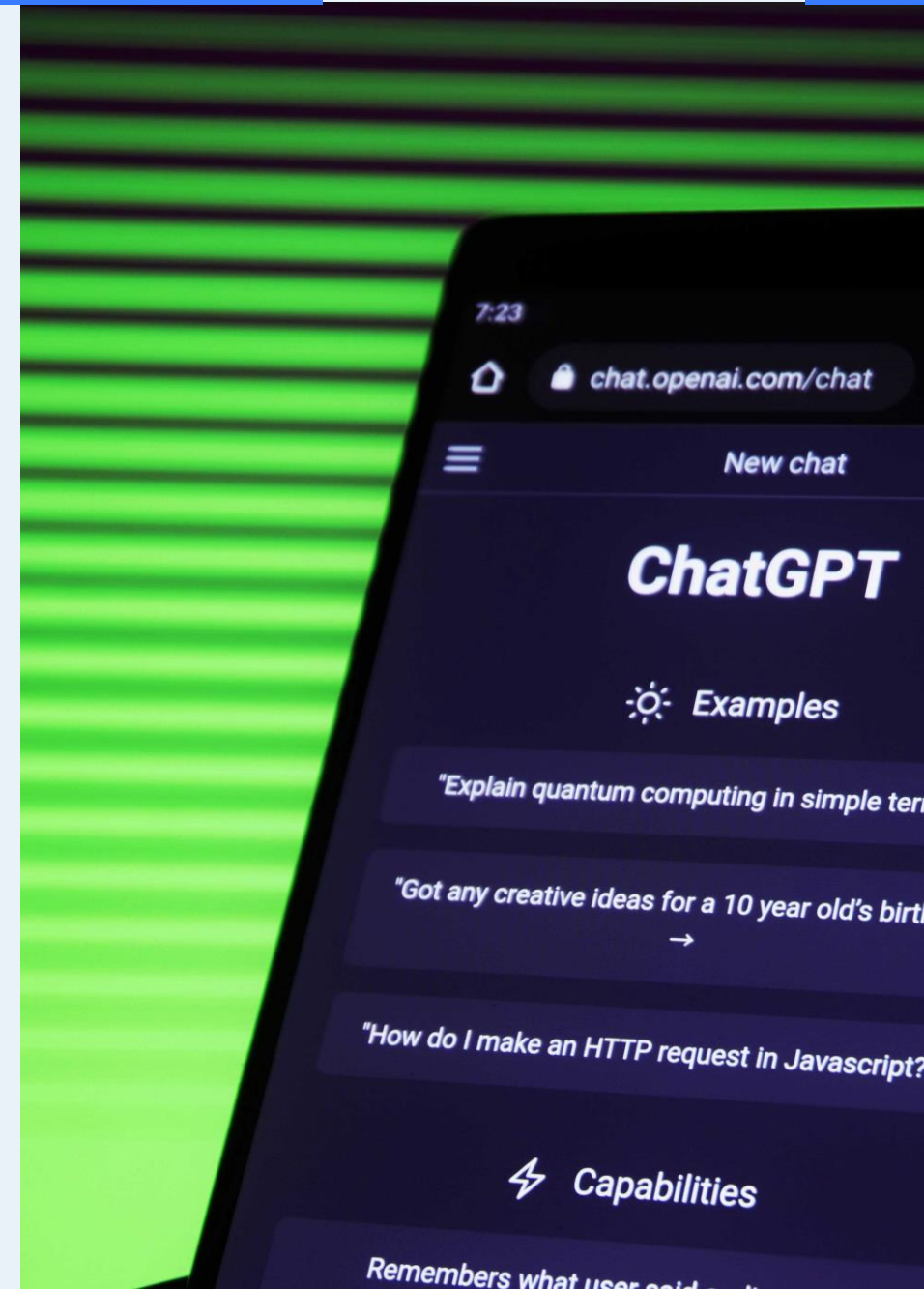
Live chats are the last chance saloon to save an enquiry or sale...



Can I use Chat GPT, Bard or AI to write social content?

- ✓ Yes, same rules apply for web content
- ✓ Length is important, social posts don't need to be long
- ✓ Copy edit and add personality
- ✓ AI doesn't understand platform best practice
- ✓ Don't be afraid to make it try again
- ✓ Platforms and scheduling software have inbuilt AI


As with web, the Prompts are important




AI prompts for social content

Remember, if you are a small business, you will need to tell the AI about your brand.


- ✓ Be specific
 - ✓ Organic or paid
 - ✓ Platform
 - ✓ Number of words
 - ✓ Who you are targeting
 - ✓ Key features and selling points
-
- ✓ Write a **platform** ad promoting **XXX** targeting **XXX**
Write a Facebook ad promoting an afternoon tea at XXX focusing on a key feature.

 Experience the Art of Wine:

Raise a glass and sample the Isles of Scilly's finest wines. Explore vineyards that flourish in the island's unique microclimate, producing exquisite vintages that captivate the palate. Immerse yourself in wine tastings, learn from passionate winemakers, and toast to unforgettable moments. 🍷🍷

 Indulge Your Sweet Tooth:


Satiate your sweet tooth with delectable treats crafted with love. From creamy homemade ice cream to delicate pastries and sumptuous chocolates, the Isles of Scilly will delight your senses with every sugary temptation. Treat yourself to a dessert journey like no other. 🍦🍫

 Stunning Views, Unforgettable Flavors:


Relish each meal with breathtaking ocean views as the backdrop. Dine al fresco on picturesque terraces, overlooking golden sandy beaches and swaying palm trees. Immerse yourself in the island's natural beauty while savoring culinary masterpieces that will leave you longing for more. 🌊🍽️

 Book Your Foodie Break Today:

Don't miss out on this epicurean adventure to the Isles of Scilly. Book your foodie break now and experience a symphony of flavors in a paradise setting. Unleash your inner foodie and create memories that will tantalize your taste buds for years to come! 🍴🌟

 Visit our website or call us at [Phone Number] to learn more and book your foodie break to the Isles of Scilly. Bon appétit awaits! 🌟

 [Website URL]

 [Phone Number]

#IslesOfScilly #FoodieBreak #CulinaryDelights #SeafoodLovers #FarmToTable

#WineTasting #SweetIndulgences #BreathtakingViews #BookNow

Rege

Bard vs Chat GPT vs platforms

Bard

Bard also gives additional recourses & details such as images to use and handy links.

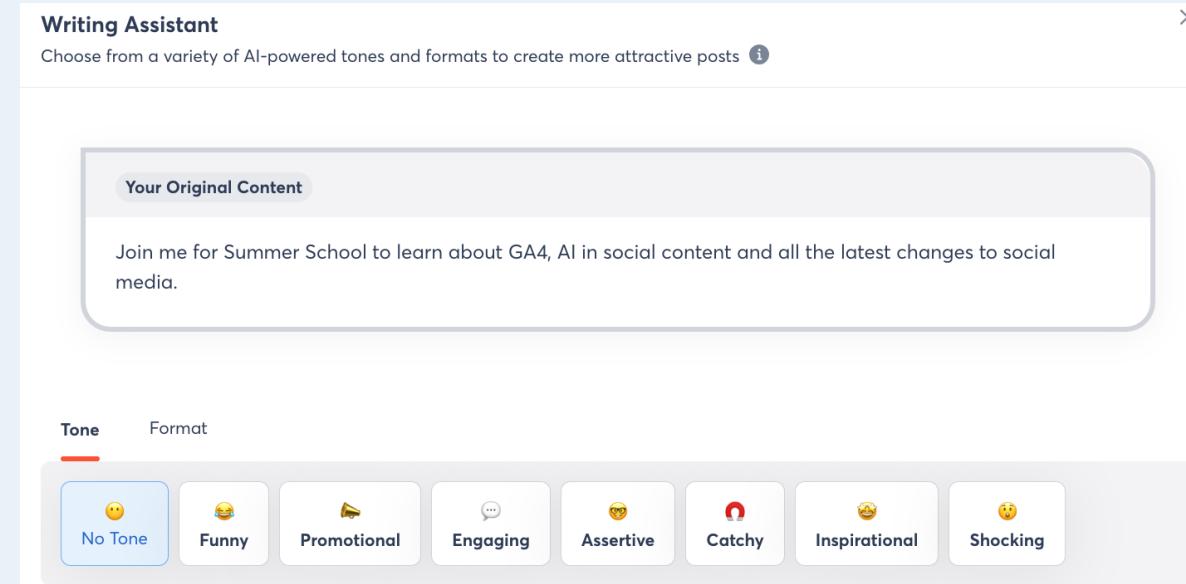
Chat GPT

Gives lots of different options so you can pick & choose, or my personal favourite bring them together.

Platforms & scheduling software

Still work in progress, some are better than others. Some are free (LinkedIn) some are paid for extras (AgoraPulse)

There is no right or wrong! Use the one you like the most and that makes your life easier.



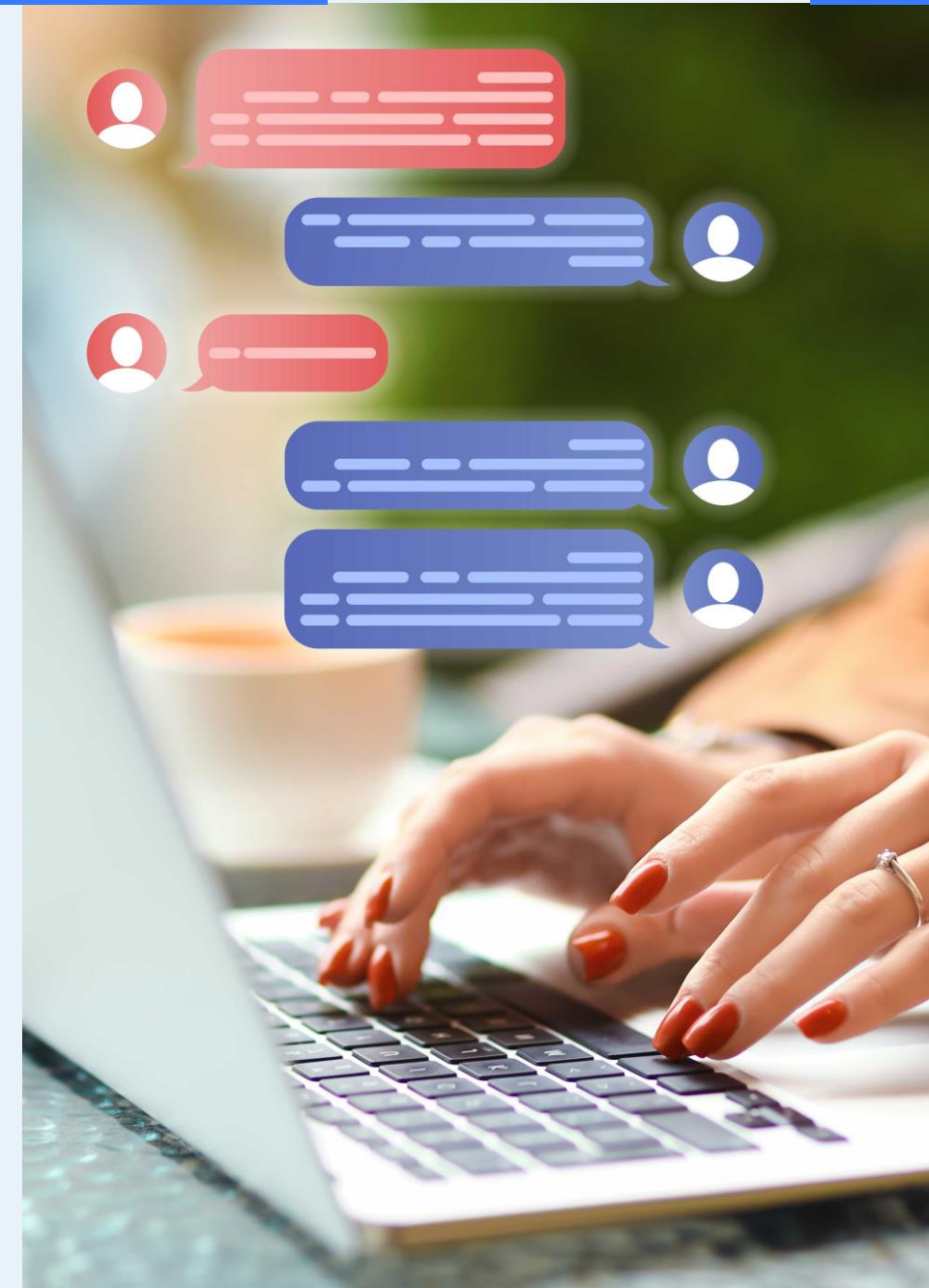
Live chats via Social

Connect chats to where people chat

- ✓ Connect to Facebook, Instagram, What's App
- ✓ Can be automated with apps like ManyChat
- ✓ FAQs and automatic messages
- ✓ People don't like talking on the phone any more

BUT

- ✓ Facebook connection is much trickier with the new page experience
- ✓ Make sure you have a good flow of questions
- ✓ Set boundaries and out of hours messages
- ✓ X (formally known as Twitter) is no longer a platform for messaging



X

The platform formerly known as Twitter

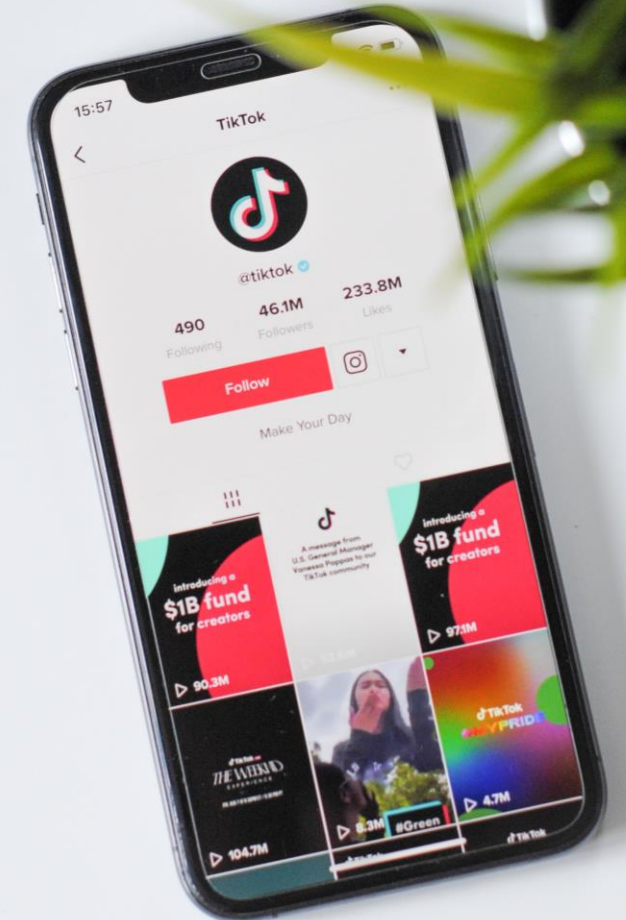
- ✓ Many things have changed, but the network is still a microblogging site
- ✓ Scheduling and multi-account management is now a nightmare!
- ✓ Tweetdeck is now a paid tool
- ✓ Verification
- ✓ Changes to message DMs
- ✓ Creator pay out programme reduced to 5 million impressions
- ✓ Can't link to threads
- ✓ Users are still there and people are still using this platform



TikTok

What's happening now

- ✓ Users will soon be able to switch off “recommendation algorithm” in Europe. Instead users will see “videos from both the places where they live and around the world”.
- ✓ Captions expanded to 4,000 characters – great news for TikTok search!
- ✓ Text only posts in Stories.
- ✓ Shops continue to be a growing focus.
- ✓ TikTok are starting to tell people it's time to start thinking about Q4 and Christmas sales.



Instagram

What's happening now

- ✓ Collaboration posts! Now up to four users per post
- ✓ Global subscriptions
- ✓ Templates with extra elements such as text
- ✓ Increased Reels ad options
- ✓ Larger focus on content creators and Influencers
- ✓ Verification



Facebook

What's happening now

- ✓ Verification
- ✓ Professional mode for creators
- ✓ New page experience
- ✓ Tools for Reels and inspiration hub
- ✓ Changes to cookie rules mean social retargeting is becoming more important to ads
- ✓ Reduction in ads targeting options



Threads

What are threads and what do we do?

- ✓ Meta's rival to Twitter
- ✓ No hashtags
- ✓ Can only search for people, not words or phrases
- ✓ Posts can be 500 characters long including links, images & videos
- ✓ Connected to Instagram accounts
- ✓ New content discovery

Strategies are currently in two options

“wait and see if the network is right for you”

or

“throw stuff at the wall and see what sticks”

