



Foundations of Digital Marketing Success

Review. Plan. Execute.



Turn your life around 180 degree class challenge

Consistent practice is the key to changing your life.

Complete 180 classes in 365 days, watch the transformation
and your next year of membership is only \$99 per month.



What I thought I'd look like doing yoga...






What I actually look like...





The perfect plan

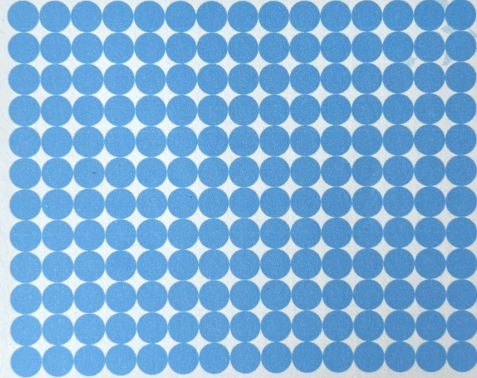


**WELLNESS
HOT YOGA**

Turn your life around 180 degree class challenge

Consistent practice is the key to changing your life.
Complete 180 classes in 365 days, watch the transformation
and your next year of membership is only \$99 per month.

Name _____ Start Date _____





Things don't always go according to plan



I review my progress month-to-month

September 2023

SUN	MON	TUE	WED	THU	FRI	SAT
27 ●●●	28 ●●●●	29 ●●●●	30 ●●●●	31 ●●●●	1 ●●●●	2 ●●●●
3 ●●●●	4 ●●●●	5 ●●●●	6 ●●●●	7 ●●●●	8 ●●●●	9 ●●●●
10 ●●●●	11 ●●●●	12 ●●●●	13 ●●●●	14 ●●●●	15 ●●●●	16 ●●●●
17 ●●●●	18 ●●●●	19 ●●●●	20 ●●●●	21 ●●●●	22 ●●●●	23 ●●●●
24 ●●●●	25 ●●●●	26 ●●●●	27 ●●●●	28 ●●●●	29 ●●●●	30 ●●●●
1 ●●●●	2 ●●●●	3 ●●●●	4 ●●●●	5 ●●●●	6 ●●●●	7 ●●●●

MONDAY 9/11/23

- 4:30 – 6:00 PM
7/28 (104/180) - 90 Minute Hot
Yoga Class at Wellness Hot Yoga



This process feels familiar



Review

Reviewing what's happening in her business and marketing regularly so she can adjust as necessary.

EP 24



MARIANNE MERNICK-SULLIVAN

**Get Personal and
Build Trust**



EP 21



NICOLE STEVENSON

**Transforming Marketing
from Obnoxious to Engaging**

Plan

She works with her team to break the plan down into smaller tasks.

Preferably things that can be completed in an hour or less.



Execute

Tamika knows you need to schedule the work you care about.

EP 1

TAMIKA CATCHINGS

**Building a Business by
Building Community**

Let's cover...

- Reviewing your online marketing approach and tools
- Planning marketing efforts to support goals
- Executing simple actions to boost marketing productivity



Latest research shows

2024 State of marketing:

- 56% have an hour or less to spend on marketing
- 73% feel iffy about their marketing strategy
- 52% procrastinate on marketing

Small Business
NOW

Reviewing your online marketing approach and tools



Setting the GPS



Word of mouth happens online

Dave Charest
January 18 at 9:28 AM · 🌐

Friends! I've launched a new podcast for [Constant Contact](#). Check out the trailer below. The first episode features WNBA Hall of Famer Tamika Catchings. If you know any small business owners/marketers, feel free to share with them! Link to listen in the comments.



Play
1:05 / 1:06
Apple Podcasts Spotify Google Podcasts

Maurisa Rose Charest, Jen Samatis Kennedy and 31 others
9 comments

is looking for recommendations.
January 14 at 1:29 PM · 🌐

Any recommendations for someone to hang a suspended ceiling?

5 comments

Like Comment

Most relevant ▾

Dom DeCarli
Up here or down there?
Like Reply 1w
↳ Sharon Bennett replied · 1 Reply

Jay Croteau
Cornerstone Services all anytime
Like Reply 1w
↳ Sharon Bennett replied · 1 Reply

Cathy Calandriello
Hey my boyfriend dan do that. Joehandynh
Where are you living?
Like Reply 1w

Write a comment...

2d · 🌐

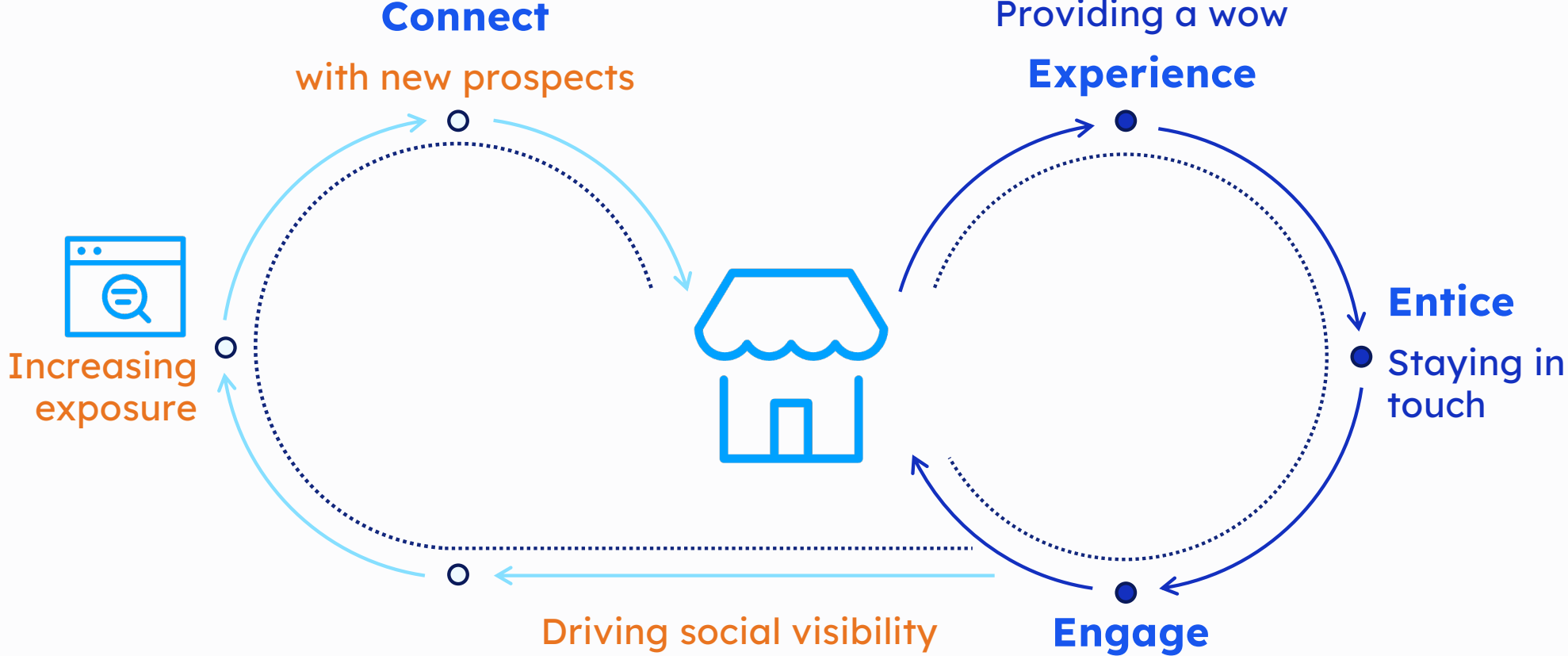
Half cord delivered, spent the day stacking... so worth it!!!



34
4 comments

Like Comment Send

Increase word of mouth for your business





We'll focus on three areas today



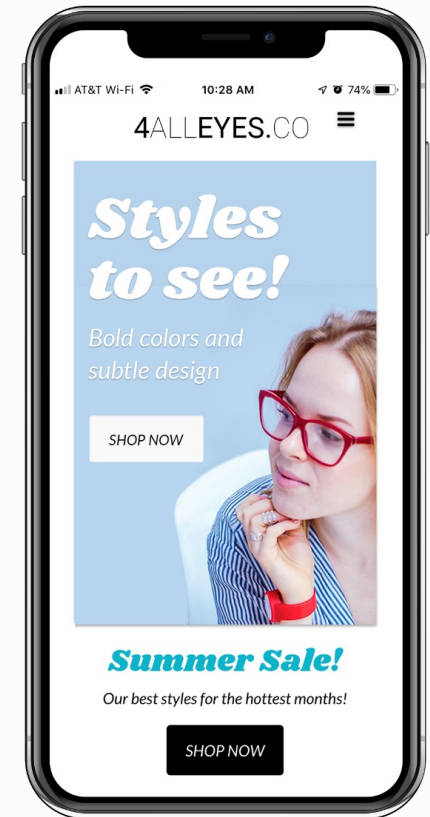
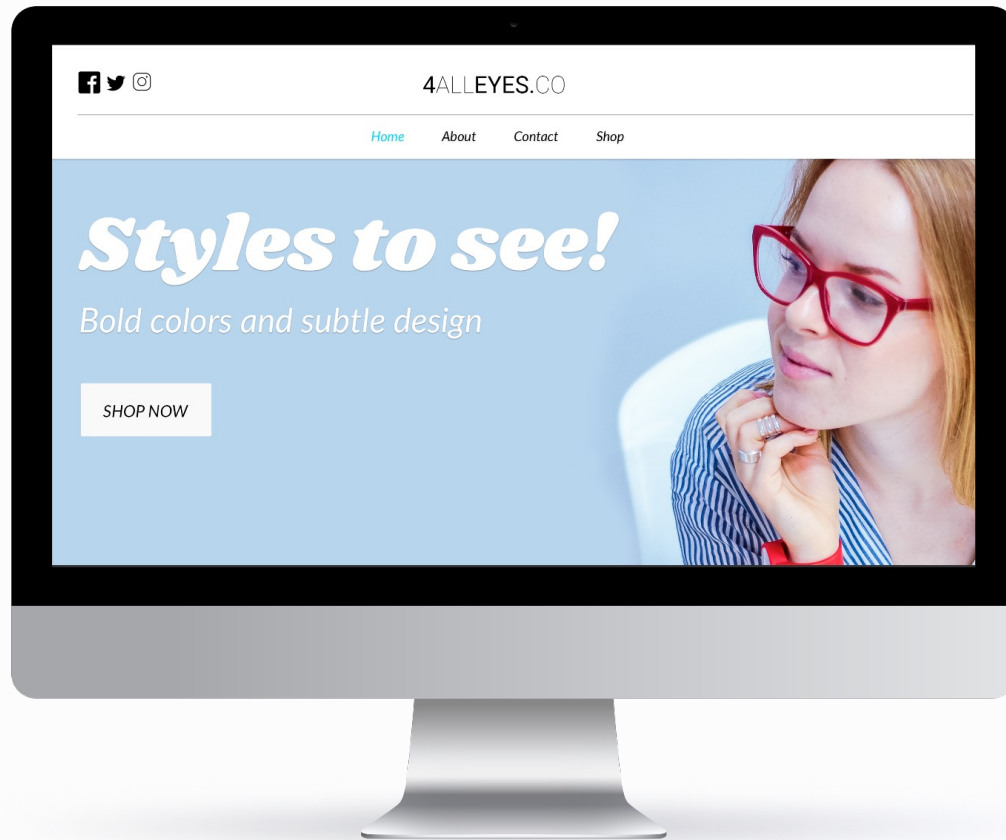
Social Media: Engage and reach new people

You don't own those connections,
and they're all algorithm-driven and
changing all the time.





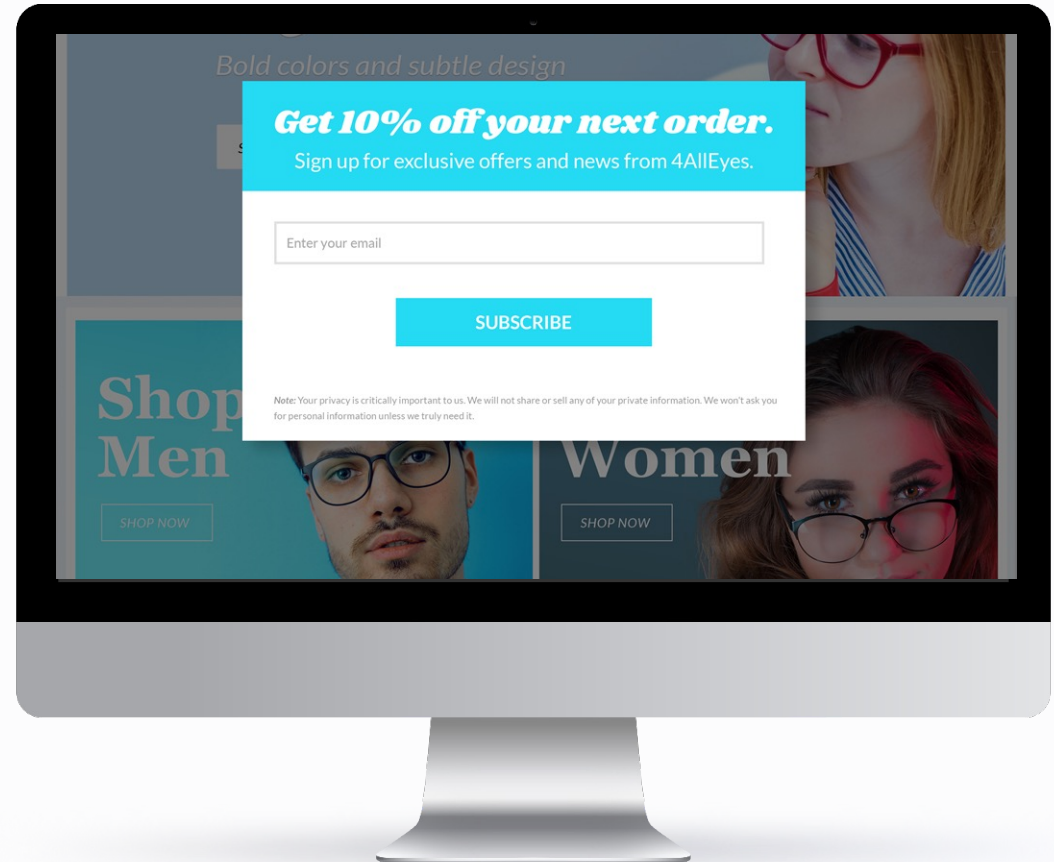
A mobile-responsive website: Your online hub





Email and text marketing: Reach customers directly

Collect email and mobile numbers to contact people on your terms.





Use these tools to bring people closer



Harness the strengths of each channel

Social media

- Public actions
- Engagement
- Reach a new audience



Email

- Reach audience directly
- Robust messages
- Provide more detail



Text

- Time-sensitive
- Exclusive
- Short message





How are you doing?

- Is my website mobile-responsive?
- Are people taking the next step?
- Am I sending emails/texts regularly?
- Are people taking the actions I want them to take?
- Is one social channel performing better than others?
- Am I moving people to my owned channels?





Remember

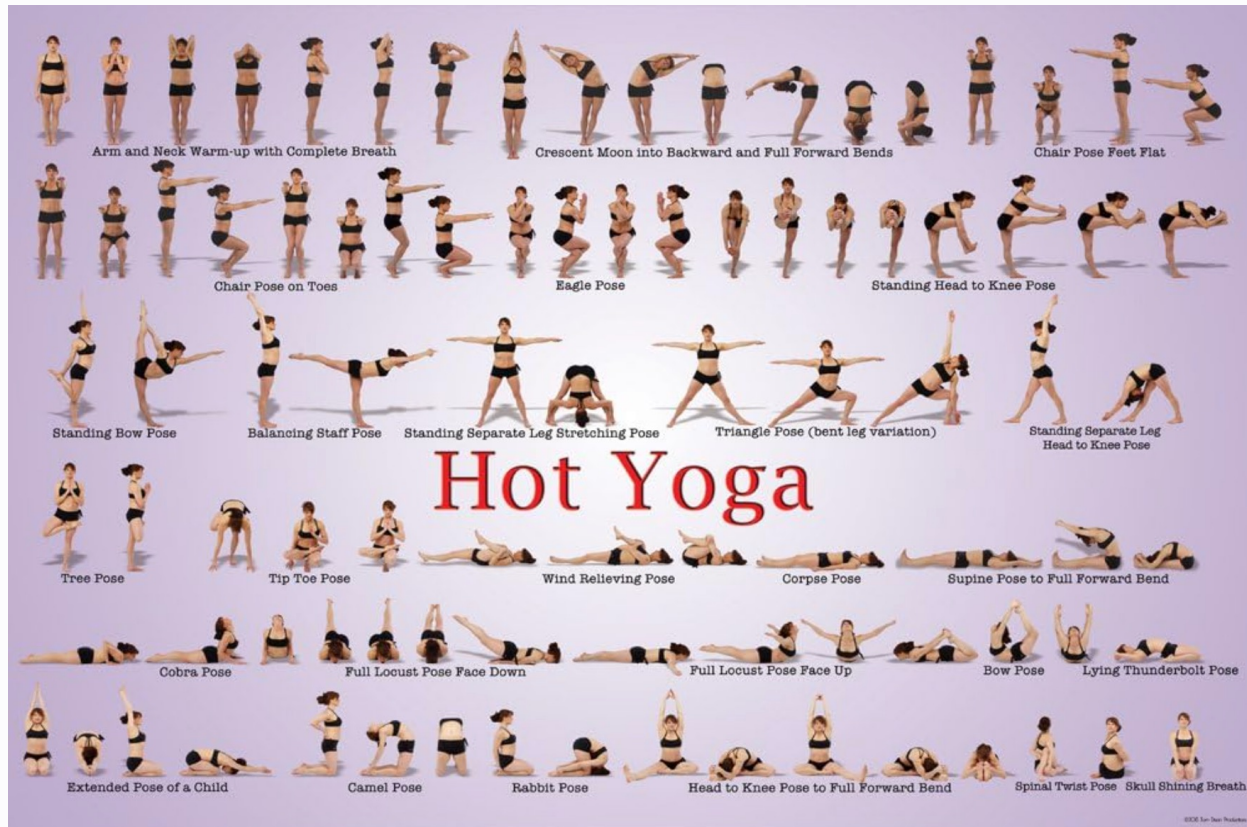
- Bring people closer to your business
- Use the right tools to communicate and engage
- Review how your efforts are working together



**Planning marketing
efforts to support your
goals**



26 Postures, 2 breathing exercises





The tools are the same.
How you use them changes.



Your goals set the strategic plan

B2C

Open new location

- Reach out to local press
- Partner with local businesses
- Plan a grand opening event
- Get the word out
- Capture RSVPs

B2B

Launch an event

- Send out a save the date
- Collect payments
- Capture interest
- Automate communication with prospects
- Automate with registrants

NP

Bring in new donors

- Create donation page
- Ask for help spreading the word
- Create a social campaign
- Automate follow-up with new donors



What do you need to support your goals?

Two questions to ask...

1

Are there things I need to implement?

"I need to...update my website; Pick a focus social channel, automate some marketing..."

2

Are there things I can improve?

"I need to... grow my contact list, capture more sales from my online store, get more year-end donations."



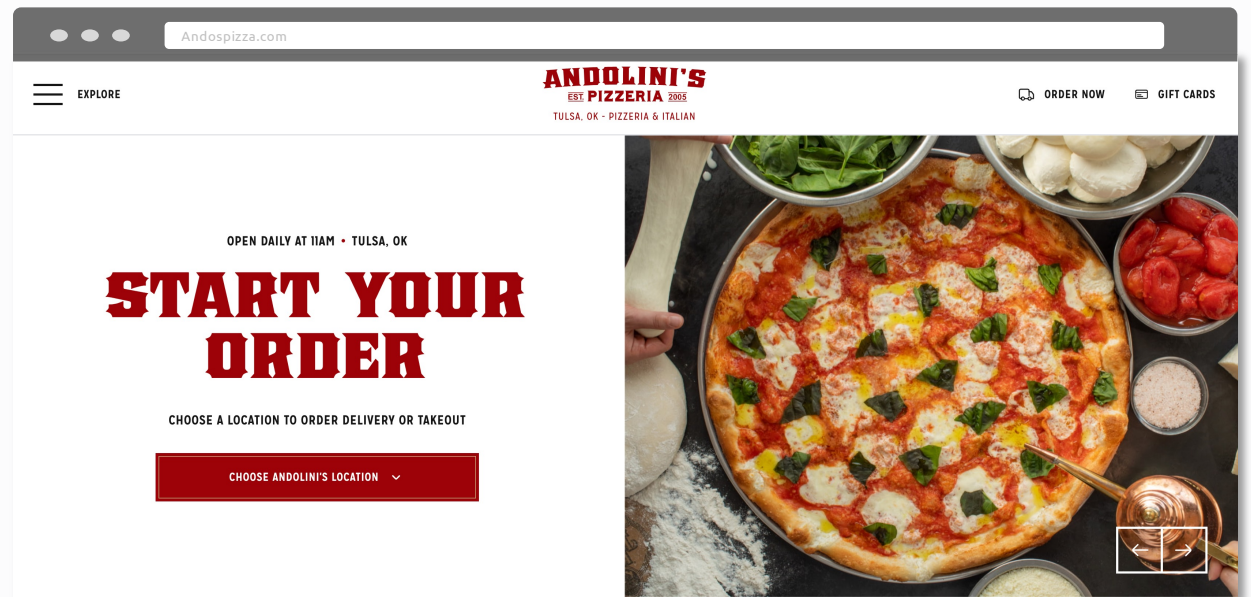
Things you should plan on



A mobile-responsive website: Homepage

Answer four questions:

1. What is it?
2. Who is it for?
3. So what?
4. What should they do next?





Use sign-up forms to entice them to provide contact info



Promotions & discounts



Exclusive content



Show support

Want some free garlic knots?

Sign up for Emails on Deals, Giveaways and Updates!

* Email

By submitting this form, you are consenting to receive marketing emails from: Andolini's Pizzeria, 1546 e 15th St, Tulsa, OK, 74120, US, <http://www.andolipizza.com>. You can revoke your consent to receive emails at any time by using the SafeUnsubscribe@ link, found at the bottom of every email. Emails are serviced by Constant Contact.

SIGN UP



Greet new contacts with an automated welcome email

Automations are always working for you

- Send immediately after someone signs up
- Allows you to engage new subscribers on their schedule automatically
- Consider a welcome series to start building relationships

EST. PIZZERIA 2005

YOU DID IT! And no, we're KNOT kidding.

(See what we did there, we made the word knot (a food item) be used in the context of not (the adverb).)

What did you do you ask? You signed up for the Andolini's email list that gives YOU prime access to: Giveaways, News, Discounts, Event Info, and more. Here's a coupon for some FREE Knots just to say "thanks."




Just print this coupon or present it to your server on your smart phone to redeem.
Limit 1 per table, per visit.




Engage at key moments

Automate based on dates & shopping cart integrations



*Happy Birthday!
Let's celebrate YOU!*



As a thank you for being a valued customer, here's a gift to help make your birthday even more special.



Redeem it any time during your birthday month!

Place your next order online to receive a free trial of our new mascara!


Enter code: "Birthday2021" at checkout.

[claim your gift](#)

Have questions? [Get in touch.](#)



Here's to another year of beauty!




We love that you've been a member of our SF Beauty program for a while! Take some time to celebrate, eat some cake, and take **10% off** your next order.



Place your next order online to receive **10% off your next order.**

Enter code: "Celebrate2021" at checkout.

[get your goodies](#)




Have questions? [Get in touch.](#)




You accidentally left some great items in your cart.

You've got great items waiting in your cart and they belong in your closet. Finalize your purchase and we'll give you 10% off your order.



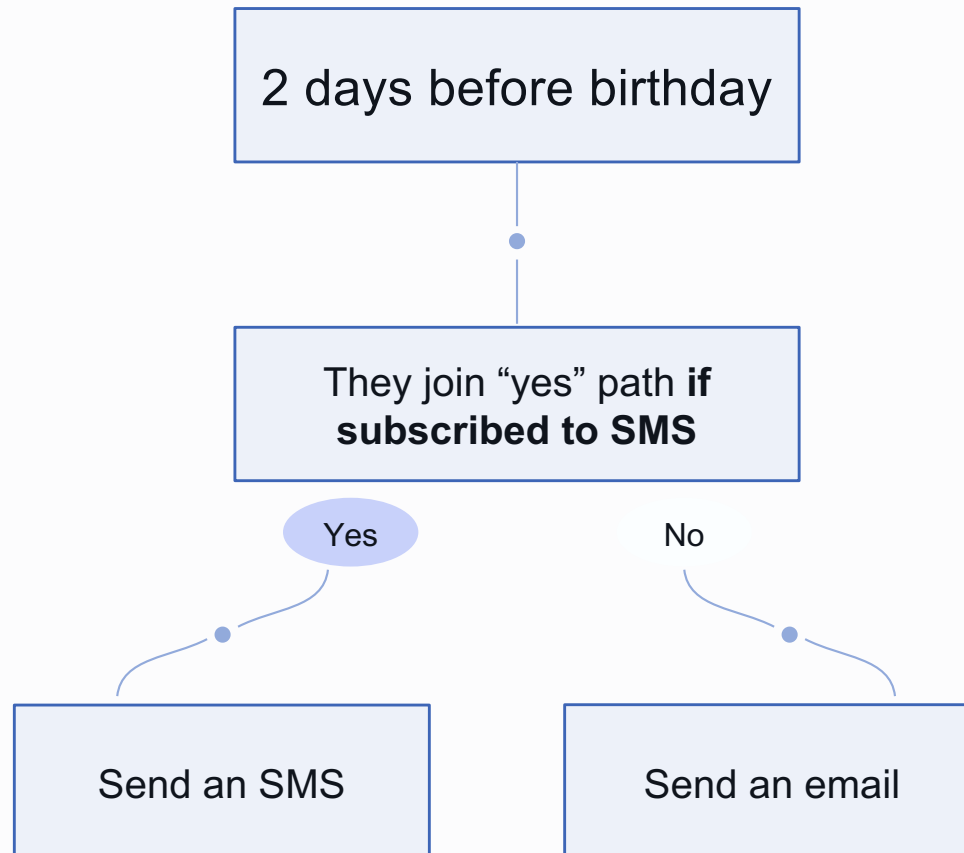
[Let's do this!](#)

Use promo code: TAKE10





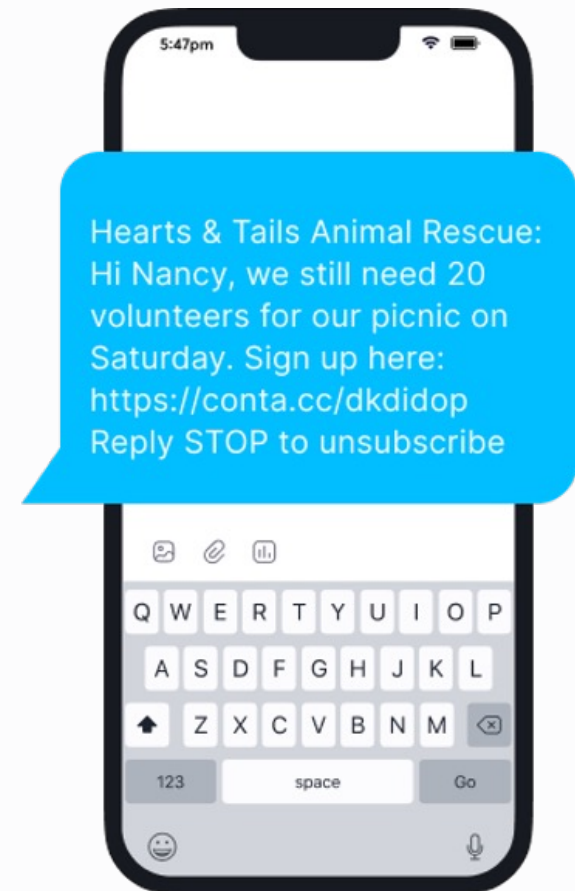
Is a text message better suited? (aka SMS)





When is a text better suited?

- Is it timely?
- Is it of interest?
- Does it feel personal?
- Is it conversational?





Include two types of emails in your strategy

Promotional

Juniper FLORIST

Flowers for any occasion

SPRING SALE

Enjoy [30%] off any item. Sale ends [DATE].

The weather is just starting to warm up, and so is our spring sales event!
Use discount code [SPRING16] to save today.

[Shop Now](#)

Stop in to shop
1234 Main St.
Waltham, MA 01234

Monday - Saturday 8:00 am to 6:00 pm

Stay Connected

Non - promotional

Juniper FLORIST

4 Tips to Make Your Flowers Last Longer

Greetings!

No one likes to see dead flowers. At the shop, we take measures to ensure your flowers last as long as possible. But there are a few things you can do once you have your new bouquet home. Check your pantry and try one of these 4 tips to make your flowers last even longer.

- 1. Use a clear soda** - Pour about 1/4 cup into the water in your vase. The sugar makes the blossoms last longer. We suggest a clear soda like Sprite or 7-Up.
- 2. Apple cider vinegar** - This type of vinegar seems to be the cure-all for a lot of things! That includes your cut flowers. Mix 2 tablespoons of apple cider vinegar and 2 tablespoons sugar into the water in your vase before adding the flowers. Change out the contents of the vase every few days (including the vinegar and sugar) to make them last even longer.
- 3. Vodka** - Preserving flowers means minimizing the growth of bacteria in the water. Hello vodka! You can add a few drops of vodka into the vase water along with 1 teaspoon sugar, changing the water and vodka mixture each time.
- 4. Bleach** - Another way to keep your flowers alive is to add 1/4 teaspoon bleach per quart of water in your vase.

Add one of these items to your new bouquet next time. Keep the beauty alive for several more weeks. Check out the new arrangements on our website for



How often should you send?

Answer: It depends





Determine *YOUR* best send frequency

- Consider the audience
- Frequency should match the need
- Send at least once a month
- For promotional emails:
 1. Announcement
 2. Reminder
 3. Last-chance reminder





Match your approach to the social channel

Focus on one channel at a time



Friends,
family, and
news



Highly visual



Visual tips
and ideas



Professional
networking



Public news –
what’s
happening
now



Quirky video
content



Focus your social efforts

Spend time on:



Driving awareness



Providing customer service




Getting people to engage





Move people to your owned channels

 **Dave Charest** · You
Your small business marketer. Speaker, host, & content creator obsessed ...
3d · 🌐

Exciting news! (Or scary depending how you look at it.)

I suppose I'm both excited and scared.

I'm launching a new biweekly email newsletter tomorrow (Sunday) at 5 am ET!

Did I mention I'm starting from scratch?

I'm going to be putting some best practices to the test and sharing what I learn along the way.

Whether you're a seasoned small business marketer or just starting out, I invite you to join me on this journey.

I have one subscriber so far, (yep, you read that right) and I'd love for you to be the next one.


Plus, you'll get to meet Hermes, my digital carrier pigeon.

Click the "Tips for small biz marketers" link in my profile to sign up and let's figure some stuff out together!


Please share if you know someone who may be interested.


Thanks!

[#smallbusiness](#) [#email](#) [#emailnewsletters](#)

 Caitlin Forni and 38 others





3 comments



**dear
handmade
life**


@dearhandmadelife
Events, Educations & Community for Creatives

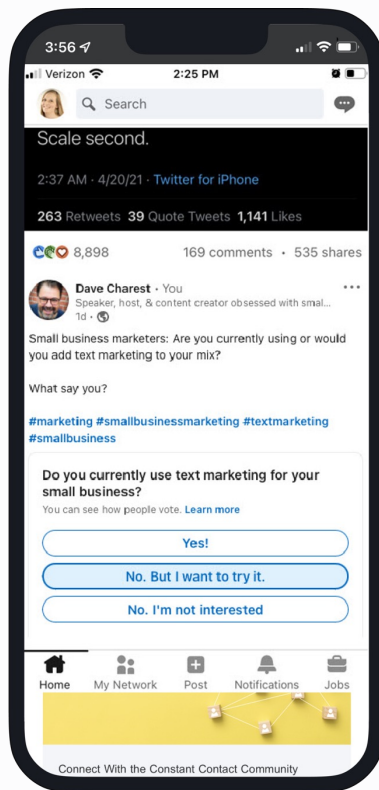
👉 **Our events & more!** 👈

-  Patchwork Show: Makers Market & Community Festival - SPRING DATES!
-  Patchwork Show Vendor Info & Applications
-  DearHandmadeLife.com
-  Newsletter Sign-Up

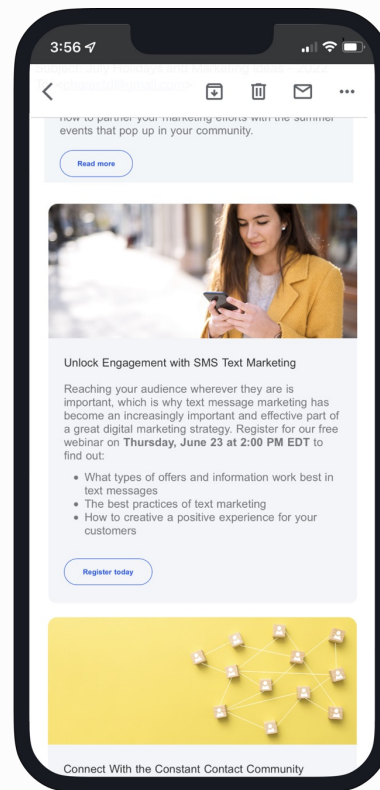


Use these channels to support each other

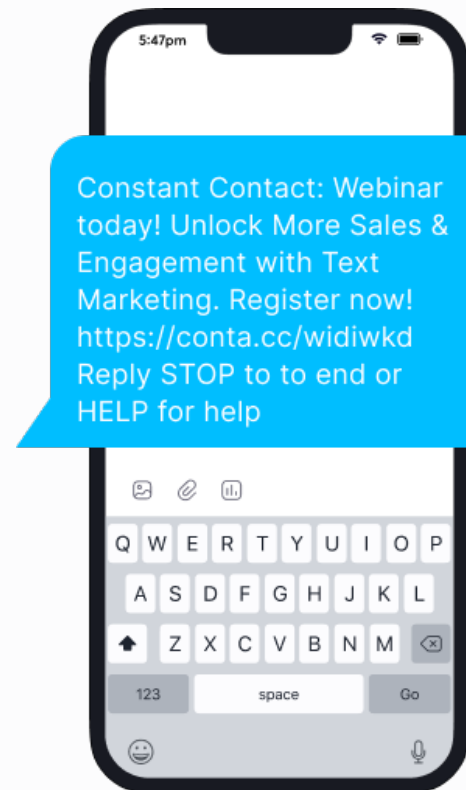
Social



Email



Text





Remember

- Goals set your strategic plan
- Capture email addresses/mobile numbers
- Communicate regularly: social, email, text



**Executing simple actions to
boost your marketing
productivity**



The first step: auto-asana



Write down three marketing goals to focus on

1.

2.

3.

Example goals:

- **Website:** Optimize for mobile
- **Email/Text:** Add 100 new subscribers
- **Social:** Create a consistent social media calendar



Choose one. Make a plan.



Use your calendar to prioritize the work

Home Marketing campaigns Contacts Reporting Tools Contact us Help Dave

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31 New Year's Day (observed) New Year's Eve	Jan 1 New Year's Day
2	3	4	5 Draft 1. Announce offer4	6	7	8
9	10	11	12 Draft 2. Reminder email	13	14	15
16	17 Martin Luther King Jr. Day	18	19 Draft 3. Last-chance remi... ail	20	21	22
23	24	25	26	27	28	29


Feedback



Review your reports to track your progress


Hi (First Name)!
New Listings have hit the market just for you!

Featured Listing



A Quiet Oasis In A Beautiful Neighborhood
This gorgeous home is recently renovated with warm, modern decor. Enjoy your brand new outdoor pool, crisp landscaping and an open concept interior. This quiet neighborhood is only a 20 min drive from downtown.
• 4 beds • 2 baths • 2280 sq feet

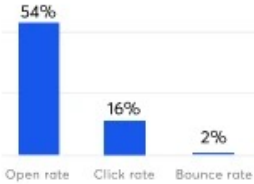
New Listing



\$312,000
1522 Applewood Ln, Fort Lauderdale, FL 33313
• 3 beds • 4 baths • 1209 sqft
[VIEW ALL DETAILS](#)

New Listing
9,656 Sends

5,214 opens | 1,512 clicks | 193 bounces



Metric	Value
Open rate	54%
Click rate	16%
Bounce rate	2%

Your Click Rate
16%
+11.5% vs industry average



Use technology to boost your productivity



Integrate your tools to streamline your efforts





Create content faster for social, email, and texts

The image shows a digital interface for creating content. In the background is a social media post for 'Juice Bar' with the text 'New Location Now Open!'. The post features a vibrant orange header, a photo of various juices and fruits, and a 'SHOP NOW' button. A vertical stack of social media icons (LinkedIn, Facebook, Twitter, Instagram) is on the right. Overlaid on the left is the 'AI Content Generator' panel. It has a title, a 'Select message type' dropdown menu set to 'Announcement', and two content options. Option 1 is selected and contains the text: 'Our new downtown Boston location has a new Dragonfruit flavor smoothie and extended hours of 9am - 7pm! Stop by and enjoy the new flavors!'. Option 2 contains the text: 'We've opened a new location in downtown Boston!'.

Juice Bar
New Location Now Open!

Juice Bar

AI Content Generator

Select message type
Announcement

Option 1
Our new downtown Boston location has a new Dragonfruit flavor smoothie and extended hours of 9am - 7pm! Stop by and enjoy the new flavors!

Option 2
We've opened a new location in downtown Boston!

Our new downtown Boston location has a new Dragonfruit flavor smoothie and extended hours of 9am - 7pm! Stop by and enjoy the new flavors!

SHOP NOW







Build multi-channel campaigns in minutes with AI

The screenshot displays a 'Campaign Builder' interface. At the top, the title 'Campaign Builder' is centered in a light blue header. Below this, the instruction 'Select your goal' is followed by four selectable options arranged in a 2x2 grid. Each option consists of a blue icon, a text label, and a dotted line underneath. The options are: 'Attract' with a magnet icon, 'Inform' with a megaphone icon, 'Promote product' with a box icon, and 'Promote service' with a gear icon. A blue 'Build Campaign' button is positioned at the bottom right of the selection area.

Campaign Builder



Select your goal

-  **Attract**
-  **Inform**
-  **Promote product**
-  **Promote service**

Build Campaign




Automate repetitive marketing communications

Home Marketing campaigns ▾ Contacts ▾ Reporting Tools ▾ Contact us Help  Dave ▾

Create custom path

Build from scratch




Select triggers and actions to build a path just the way you want.

[Get started](#)

Welcome: SMS

Email and SMS




Reach out to your new contacts through the method that works best for them.

[Preview](#)

Anniversary: SMS

Email and SMS




Send an email or text message to your contacts on or before their anniversary.

[Preview](#)

Birthday: SMS

Email and SMS




Send an email or text message to your contacts on or before their birthday.

[Preview](#)

Welcome: Basic

Nurture new subscribers




Say hello to your new contacts and give them more information or a deal.

[Preview](#)

Anniversary: Basic

Congratulate your contacts




Send a note, offer, or reminder to your contacts on or before their anniversary.

[Preview](#)

Birthday: Basic

Let them know they're important




Send a greeting or special offer to your contacts on or before their birthday.

[Preview](#)


Abandoned cart: SMS

Email and SMS




Add the power of text messaging to get your customers back to their carts.

[Preview](#)




Win-back series

Target inactive customers



Reconnect with your customers who haven't purchased in a while.

[Preview](#)





It's grow time!


- Decide to focus
- Use your calendar to prioritize the work
- Use technology to save you time



Final thoughts



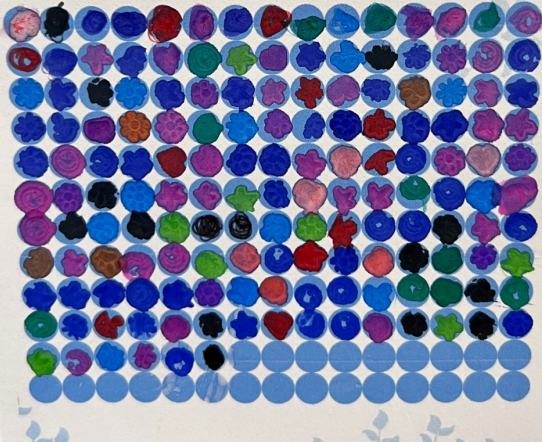
Keep marching toward those goals



Turn your life around 180 degree class challenge

Consistent practice is the key to changing your life.
Complete 180 classes in 365 days, watch the transformation and your next year of membership is only \$99 per month.

Name DAVE CHAREST Start Date 1/9





Turn your life around 180 degree class challenge

Consistent practice is the key to changing your life.

Complete 180 classes in 365 days, watch the transformation
and your next year of membership is only \$99 per month.



**Consistent marketing is the key
to changing your business.**



Thank you!

