



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.



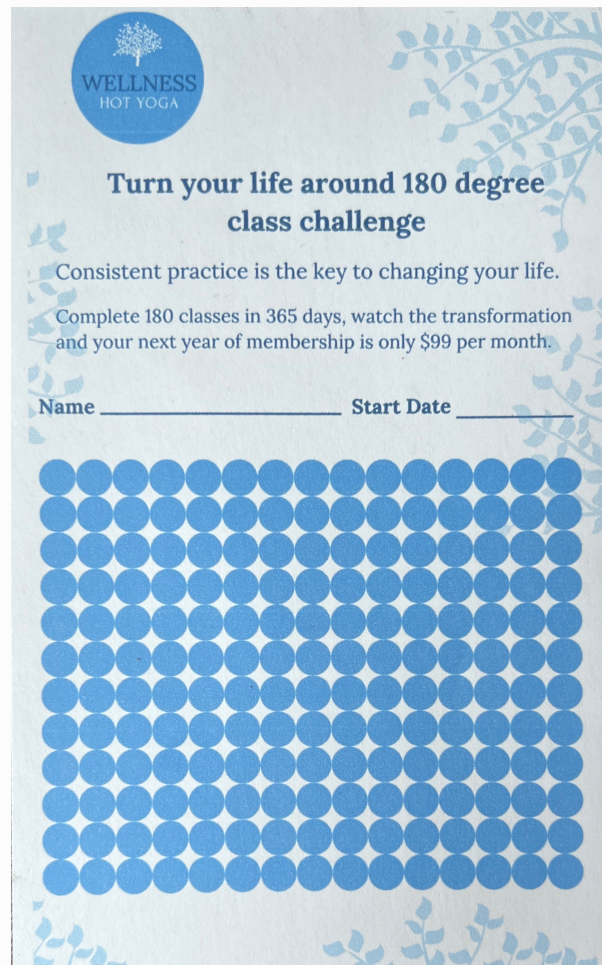
What I thought I'd look like doing yoga...





What I actually look like...







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 ●●● |
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| 24 ●●● | 25 ●●● | 26 ●●● | 27 ●●● | 28 ●●● | 29 ●●● | 30 ●●● |
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MONDAY 9/11/23

● 4:30 – 6:00 PM

7/28 (104/180) - 90 Minute Hot
Yoga Class at Wellness Hot Yoga



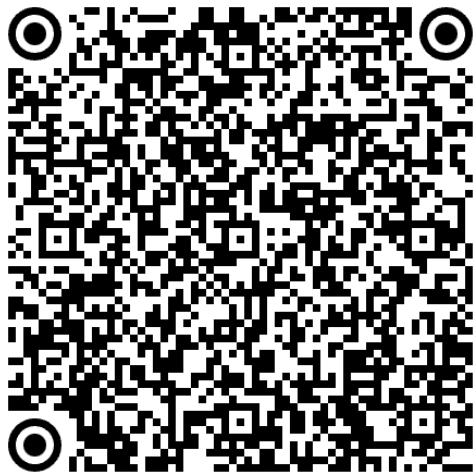
This process feels familiar



Webby Awards Honoree Podcast!

**Find out what it really takes
to market your business!**

Even if marketing's not your thing.





Review



Reviews business and marketing regularly to adjust.



Plan

Breaks plan into tasks to complete in an hour or less.





Execute



Schedules the work she cares about.

Here's what we'll cover...

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



Your marketing coach



Dave Charest

Director, Small Business Success

Host, Be a Marketer podcast

Constant Contact

Let's connect on LinkedIn!



Latest research shows

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

 davecharest



Be A Marketer
WITH DAVE CHAREST

[View insights](#) [Boost post](#)

❤️ 16 💬 2

 Liked by constantcontact and others

davecharest New year, refreshed show art! New episodes of the Be A Marketer podcast start tomorrow! Will you be listening?

1 response · Vote
January 8

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

Any recommendations for someone to hang a suspended ceiling?

👍 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 · 🌐

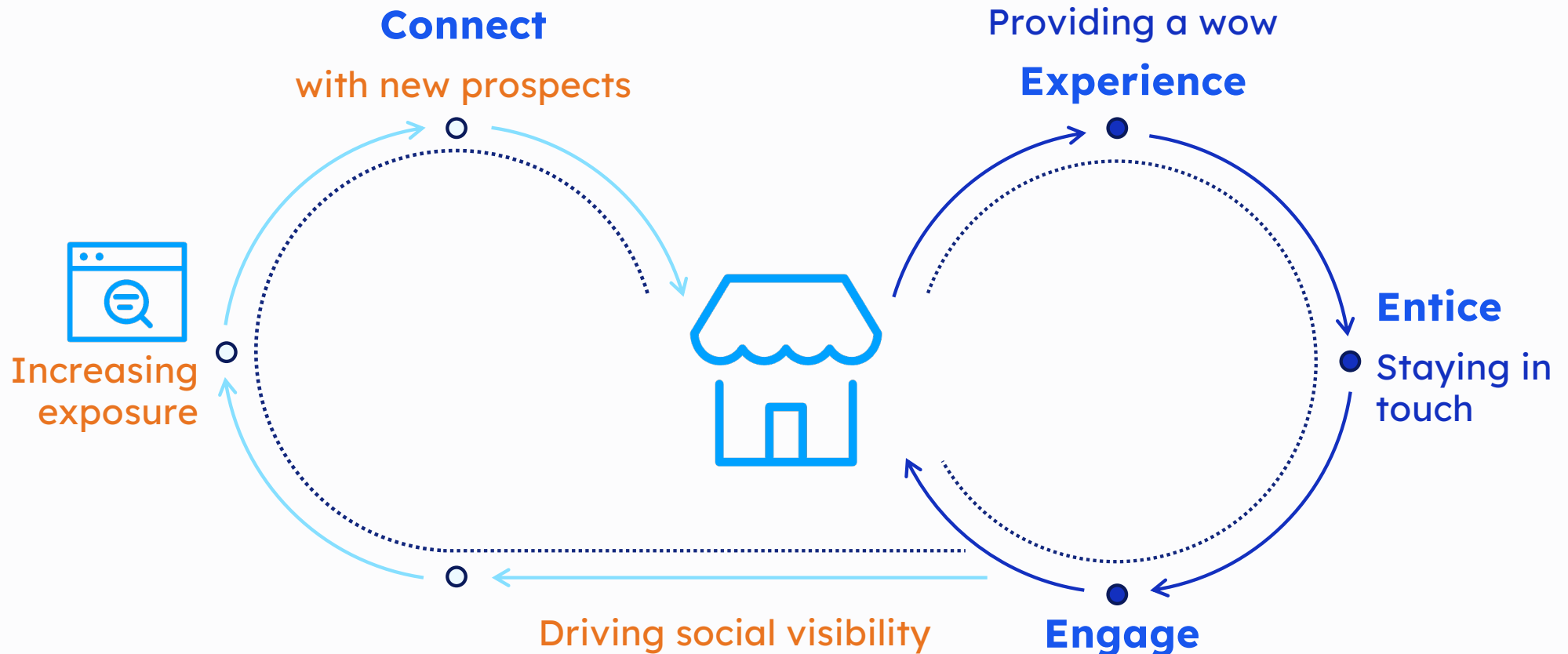
Half cord delivered, spent the day stacking... so worth it!!!



👍❤️ 34 4 comments

👍 Like 💬 Comment ➦ Send

Stay top of mind and increase word of mouth





We'll focus on three tools today



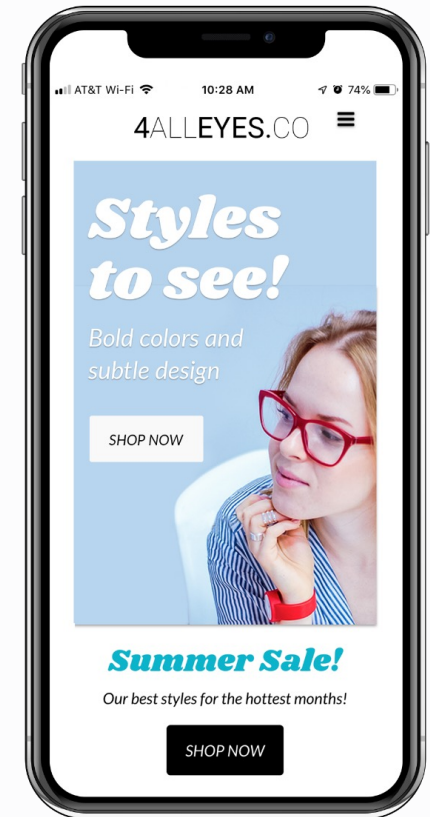
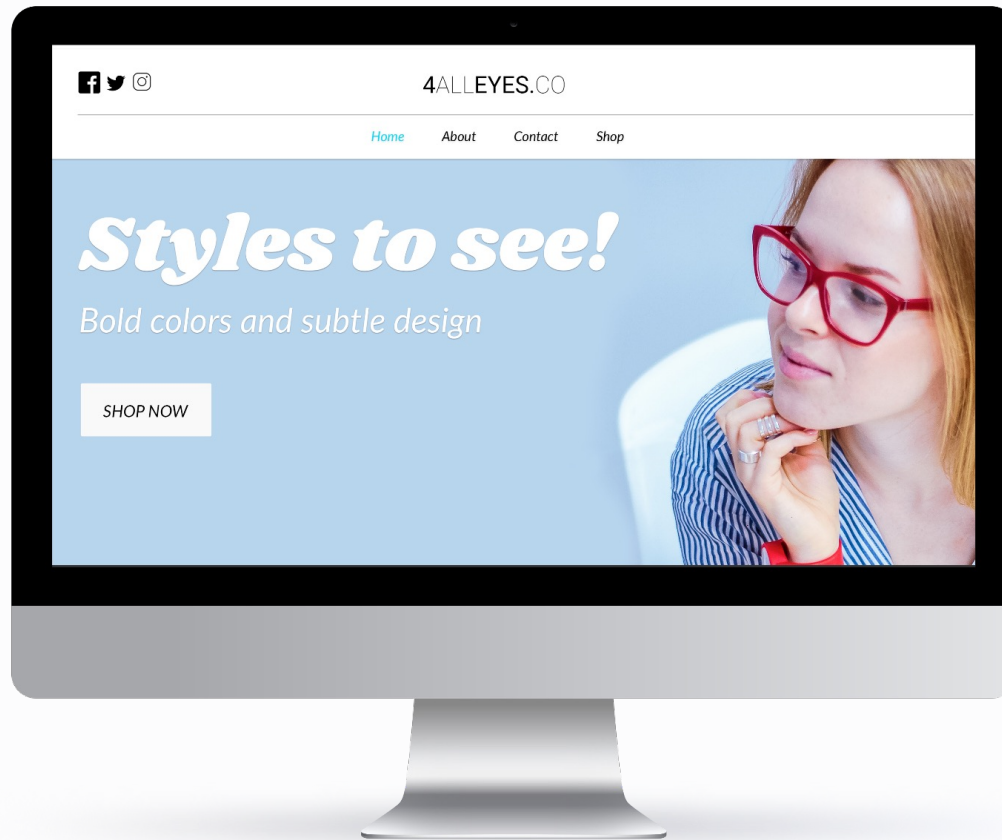
Social Media: Engage and reach new people

Engagements are algorithm-driven, constantly changing, and you don't own the connections.





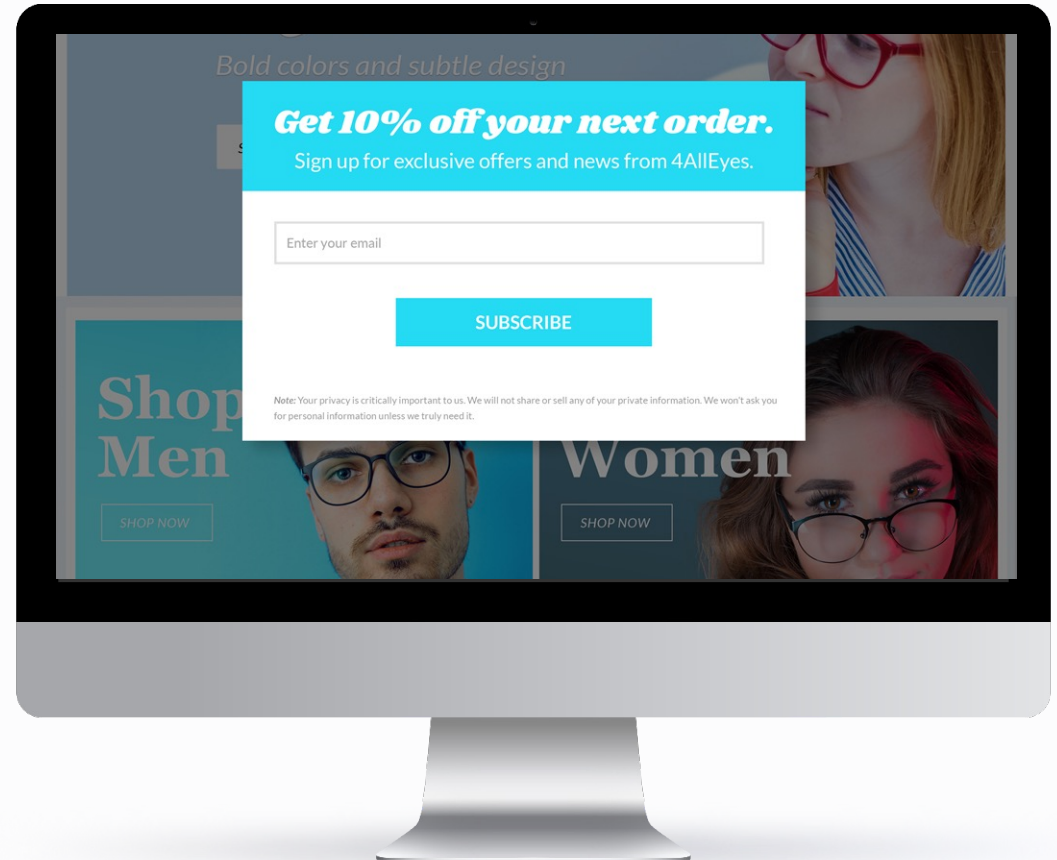
A mobile-responsive website: Your online hub





Email & Text marketing: Reach customers directly

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





Use these tools to bring people closer



The Party Principle





Social

**The Big
Party**



Email

**The After
Party**



SMS

**The VIP
Party**





Harness the strengths of each channel

Social Media

Awareness

- Public actions
- Engagement
- Reach a new audience



Email

Relationships

- Direct connection
- Build loyalty
- Drive sales



SMS

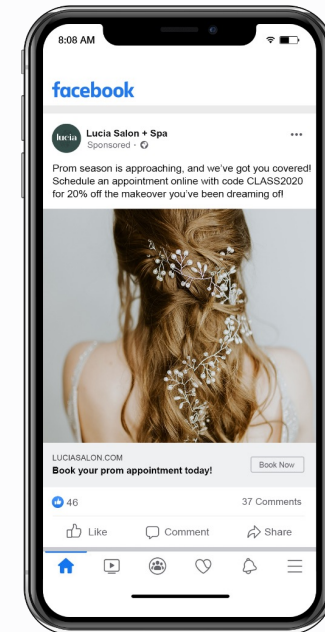
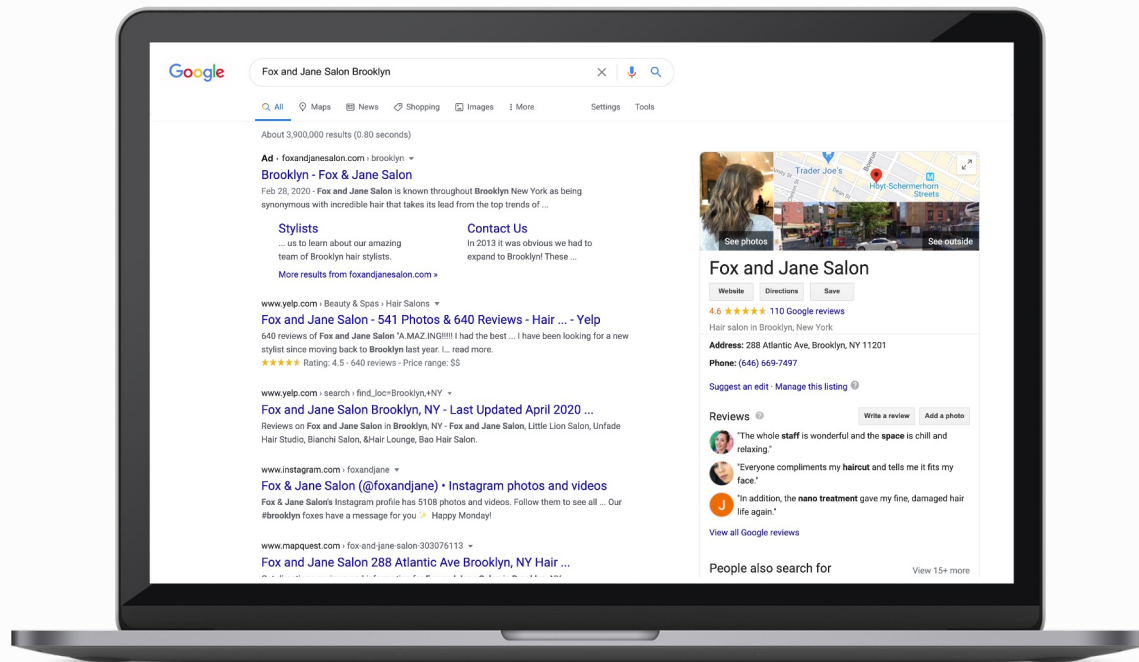
Instant access

- Timely
- Relevant
- Exclusivity





Then you can pay to amplify your efforts





How are you doing?

- Is one social channel performing better than others?
- Am I moving people to my owned channels?
- 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?



Remember

- Use the right tools to communicate and engage
- Bring people closer to your business
- 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 online sales
- Increase donations



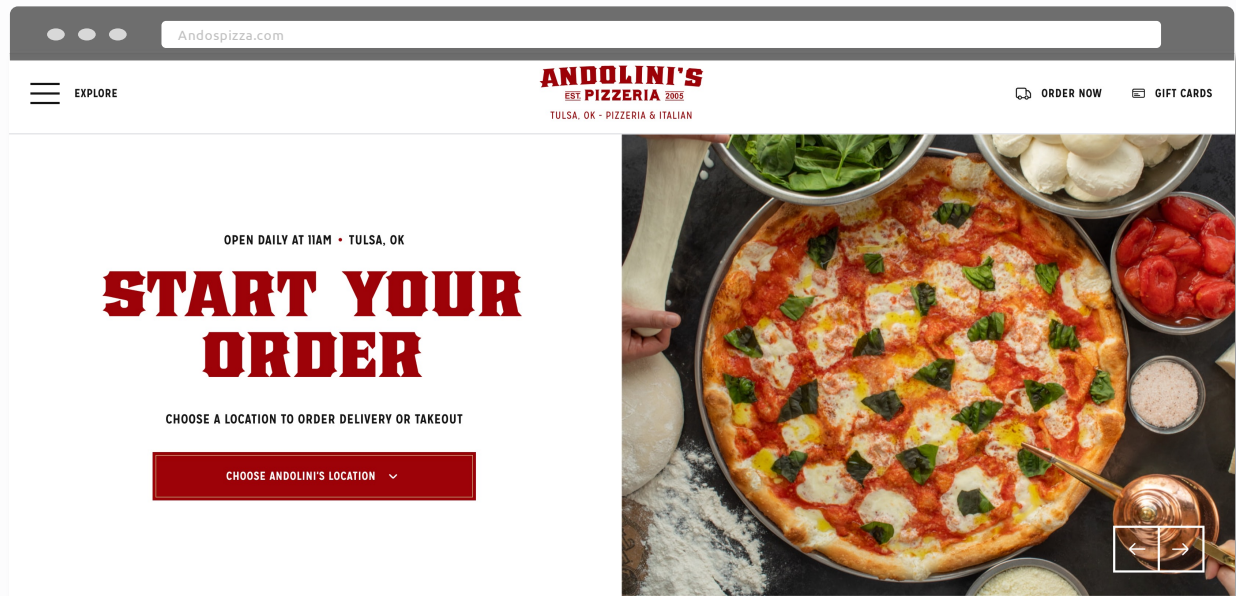
Things you should plan on



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?





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 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

ANDOLINI'S
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.

Cashier, enter code: F3KFEL92.

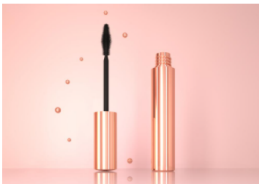


Engage at key moments

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.](#)





Don't forget these 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!](#)

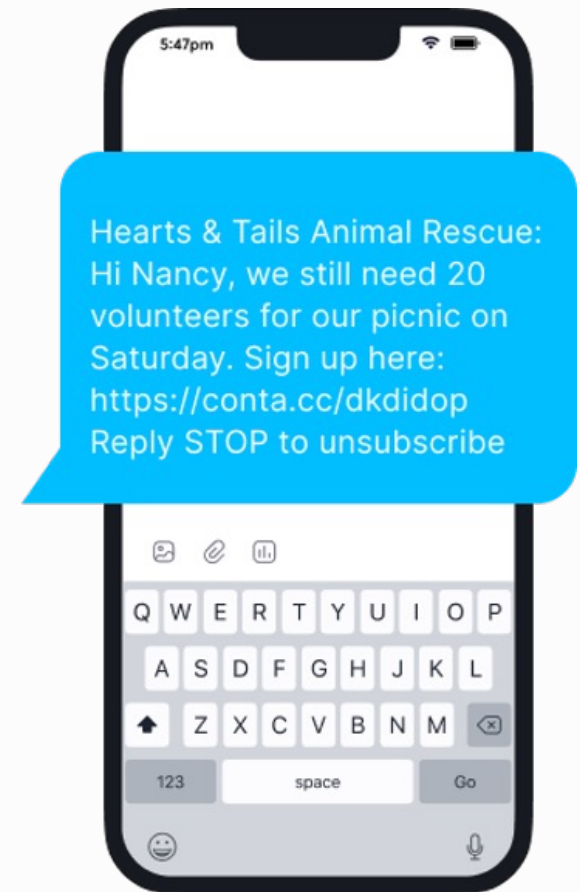
Use promo code: **TAKE10**





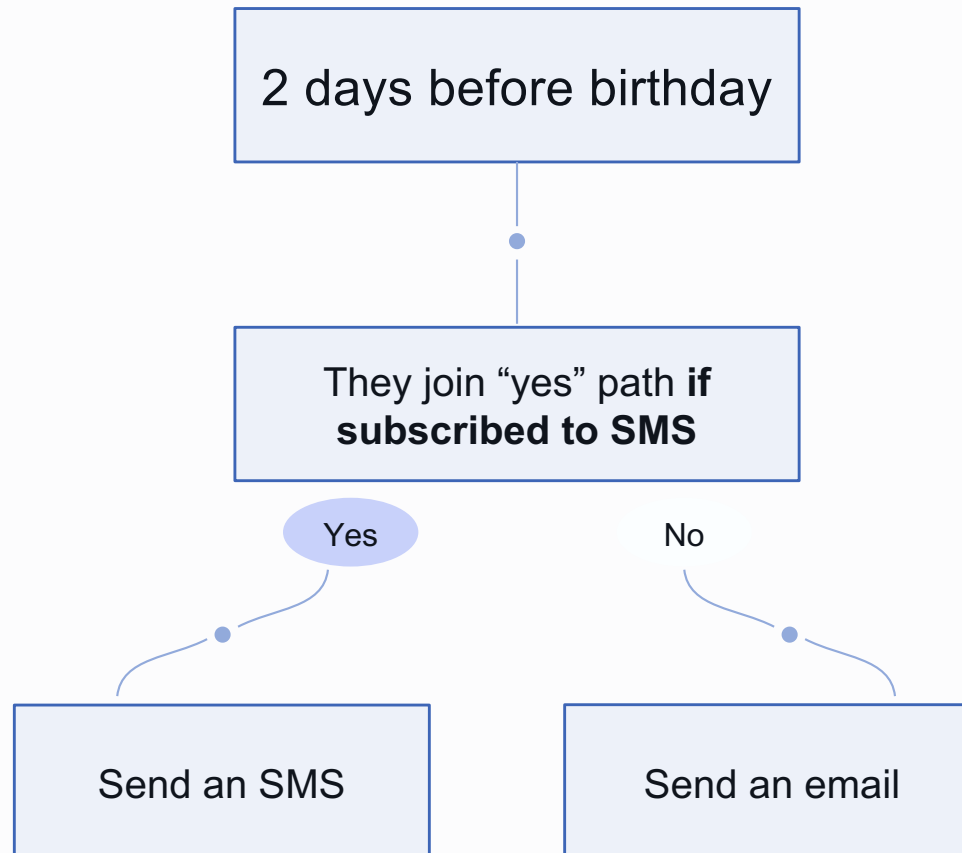
When is a text better suited?

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





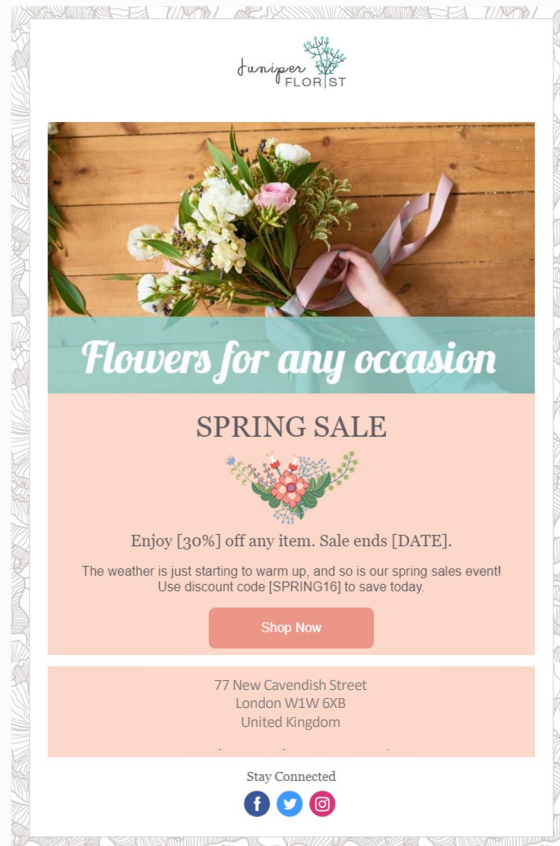
Is a text message better suited? (aka SMS)





Include two types of emails in your strategy

Promotional



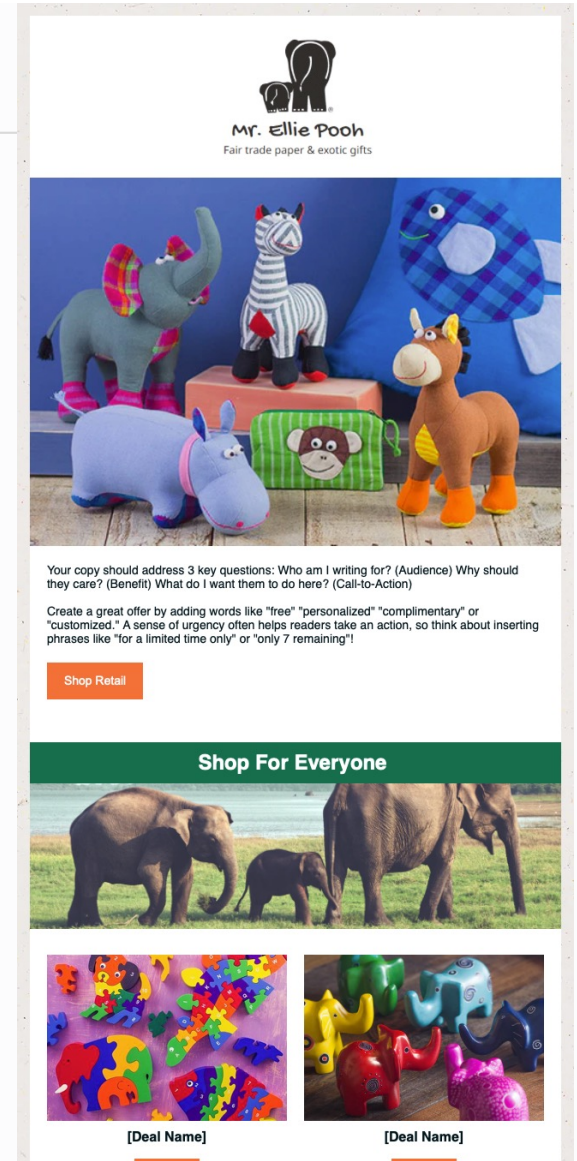
Non-promotional





Use newsletters to your advantage

- Send on a regular schedule
- Make your intro personal
- Keep it to three topics
- Encourage engagement





How often should you send?

Answer: It depends



Determine ***YOUR*** best send frequency

- Consider the audience
- 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
Small Business Digital Marketing E
[View my newsletter](#)
3w · Edited ·

Looks like the TikTok ban could really

What does it mean for small business ov

[Megan DeWaele Bieber](#) and I share som

Essentially, if you're relying solely on soc now is the time to rethink your strategy. engagement, the reality is you don't owr

This is your opportunity to shift focus to

The old saying is true: "The money is in gives you a direct connection to your au change can take away.

In 2025, you may want to ask yourself:

- ✓ Am I giving my email list enough atte
- ✓ Am I using it to its full potential?

Make this the year you focus on growing audiences. Instead of just showing up or That's where long-term success lives.

Comment if you'd like the full conversati

New feature

TRIVIA QUESTION 2
What is the term for a score of one under par on a hole?

Par

Birdie

What brought you to our site?

Recommendation

Advertisement

Travel Planning

Sign up for our newsletter!

Name

Email

☐ Yes, I have read and agree by the Terms and Conditions

Turn followers into contacts

Create and manage a lead magnet to survey followers and capture contacts.

...

into munity.

class

map

Bootcamp

Talk



Want to grow your list? Just ask.

List growth is customer growth. Make it part of your process.

In-person

- At checkout
- While helping a customer
- At events



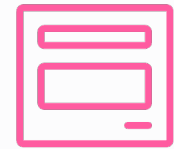
Print materials

- Signage
- Flyers/brochures
- Direct mail



Online

- Your website
- Social media
- Email signature
- Landing pages



Marketing shouldn't feel like guesswork. Let's make it make sense.

Join *Be a Marketer*, my newsletter designed for people who don't have time to figure it all out. Every other week, you'll get clear, practical advice you can actually use to get results.

Enter your email *

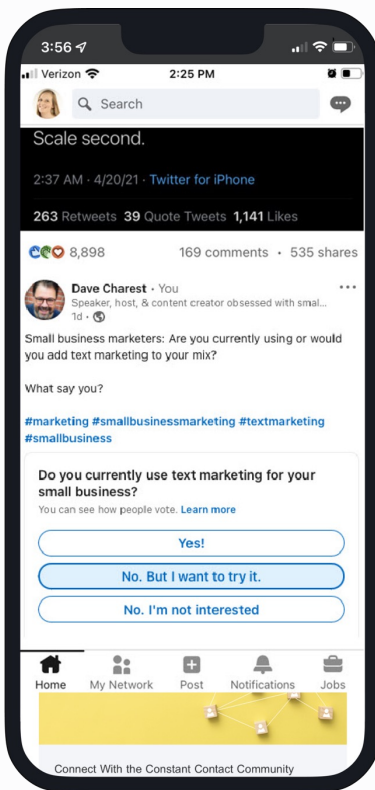
Yes, I want better marketing results!



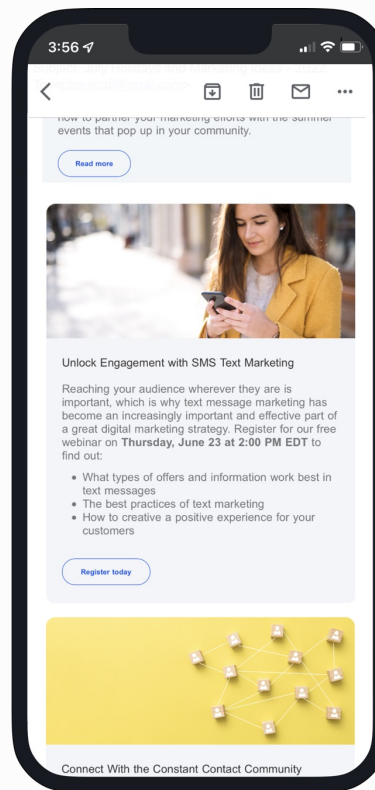


Use these channels to support each other

Social

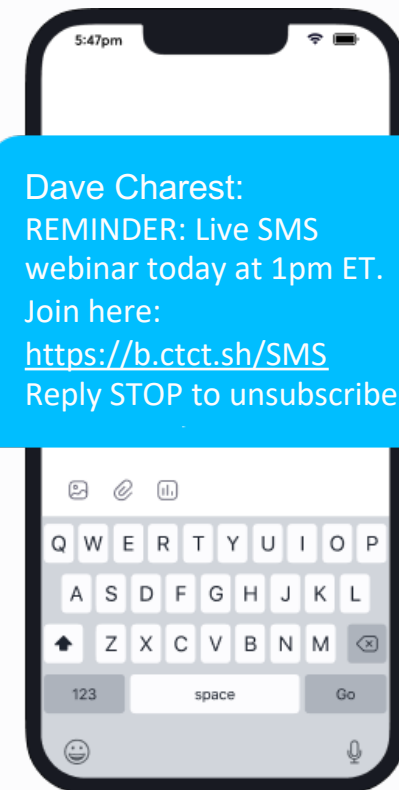


Email



Text

Dave Charest:
REMINDER: Live SMS
webinar today at 1pm ET.
Join here:
<https://b.ctct.sh/SMS>
Reply STOP to unsubscribe.





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



HomeMarketing campaigns ▾Contacts ▾ReportingTools ▾

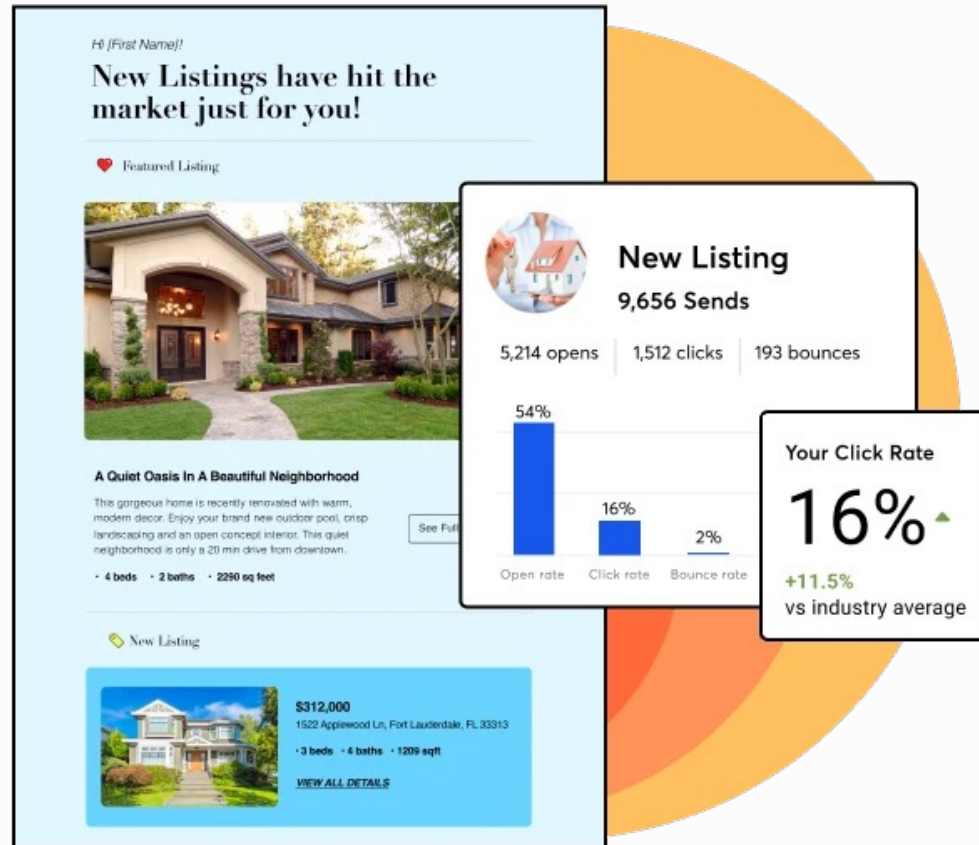
Contact usHelp🔔Dave ▾

| 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





Use technology to boost your productivity

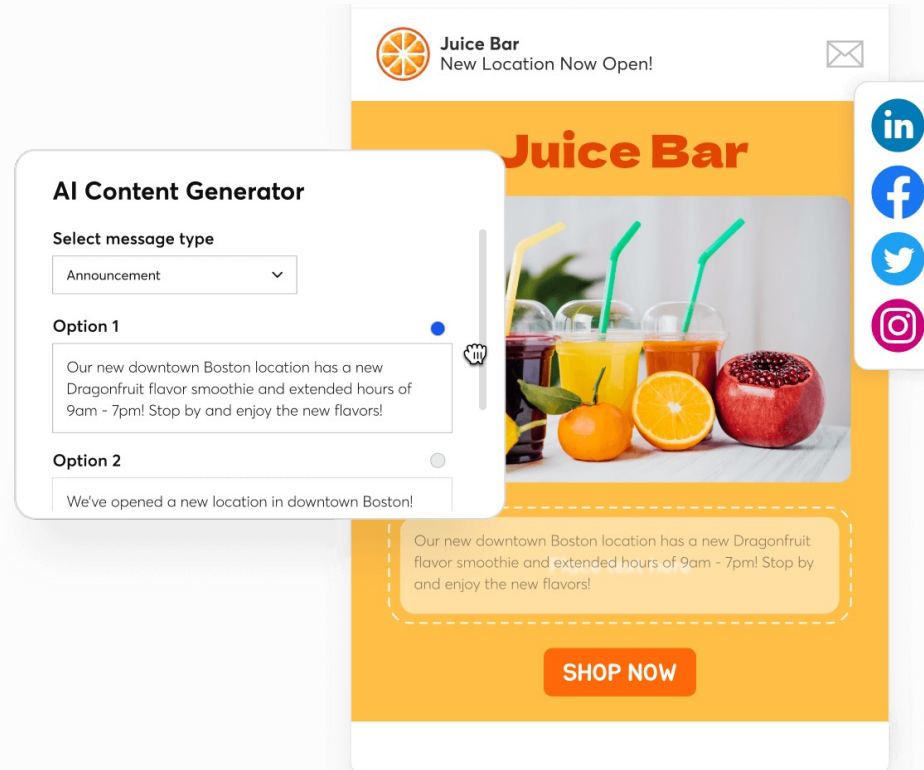


Integrate your tools to streamline your efforts





Create content faster for social, email, and texts





Get a multi-channel campaign in just a few clicks.

 **Constant Contact**






Let's Go!





Automate impactful marketing communications


HomeMarketing campaigns ▾Contacts ▾ReportingTools ▾Contact usHelpDave ▾

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](#)



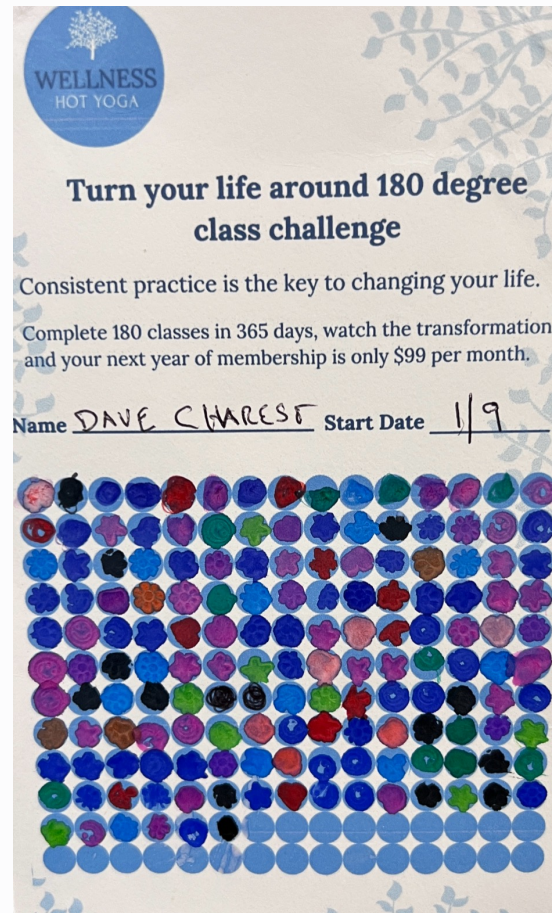
It's grow time!

- 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.



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



Thank you!

