

Deciphering What It Means to Have An Online Business Presence

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Today's Session

- What Are The Benefits to Using Digital Marketing and Social Media For Your Business?
- How Do You Decide What Platforms to Use?
- How Do You Get Started and Find Value For Your Business?
- Practical Tips, Tricks and Tools to Help Your Efforts



STOP

So Why Should
I Use It?

What Are The Benefits to Using Digital Marketing and Social Media For Your Business?

- Accessibility
- Immediate Engagement
- Potential Audience/Customer Base
- Stronger Relationships

Stats to Back It Up



<https://www.youtube.com/watch?v=1qpcdywb6Hw>

How Do You Decide
What Platforms to
Use?

Questions to Ask Yourself

- What is Your Business Use Case?

Business Use Cases

- Brand Awareness
- Lead Generation
- Online Sales
- Customer Service
- Community Growth
- Competitor Analysis (Share of Conversation)
- Industry Analysis (Share of Voice)

Questions to Ask Yourself

- What is your business use case?
- Whose Your Audience?

Your Audience

Demographics

- Location
- Age Range
- Identifying Gender
- Relationship Status
- Children?
- Education Background
- Income Level

Psychographics

- Personality
- Values
- Opinions
- Attitudes
- Interests
- Lifestyles

Example Audience

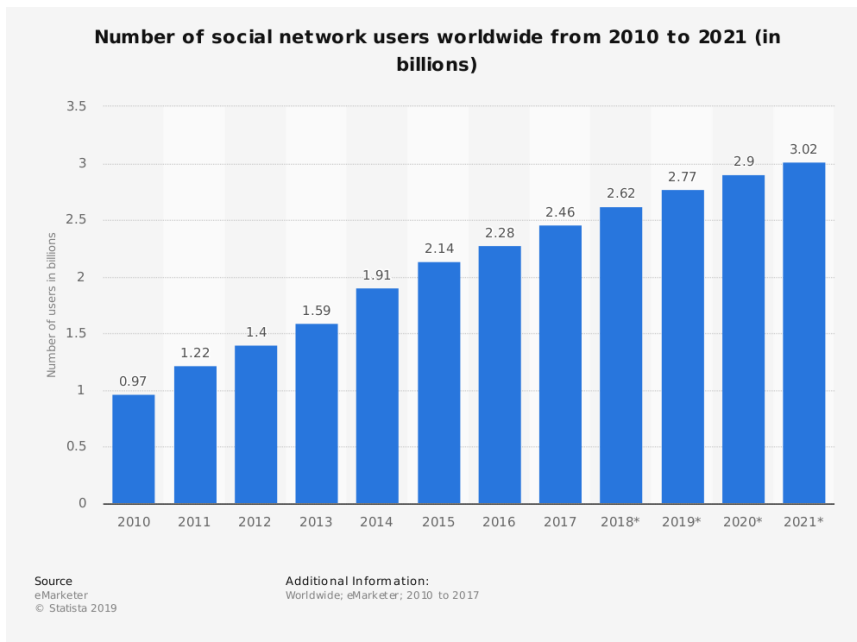
Demographics

- Location: St. Stephen
- Age Range: 30 - 45
- Identifying Gender: Female
- Relationship Status: Married
- Children?: Yes
- Education Background: University Degree
- Income Level: Middle Income

Psychographics

- Fitness
- Healthy Lifestyle
- Organized
- Community Involvement

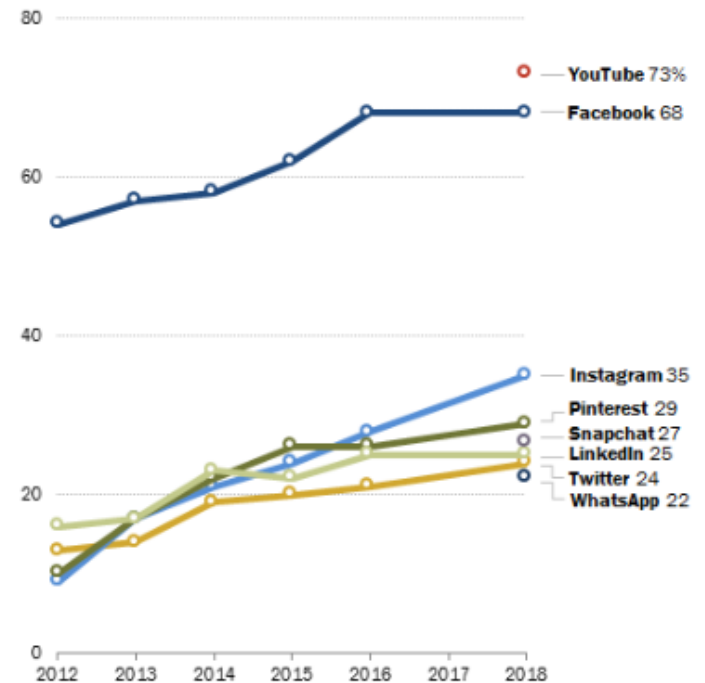
Look At Audiences Using the Platforms



<https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/>

Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone



<https://www.pewinternet.org/2018/03/01/social-media-use-in-2018/>

Questions to Ask Yourself

- What is Your Business Use Case?
- Whose Your Audience?
- What is Your Investment to Use the Platform?

Investments You Might Need To Make

- Your Time
- Training Costs
- Professional Assistances
- Hiring A New Employee
- Costs for Videos, Images or Other Content Creation

How Do You Get
Started and Find Value
For Your Business?

Getting Started

1. Search Yourself

- Google
- Social Media Platforms

2. Gather Your Information

- Bio's
- Images
- Logos
- Brand Colours
- Fonts

Getting Started

3. Create A Content Calendar

- Think of 4 Things You Want To Say
- Create 5 Ways of Saying It

Monday	Tuesday	Wednesday	Thursday	Friday
1.a		2b		2c
2.a		1b		3c
3.a		3d		1c
3b		2d		1d

Getting Started

4. Invite Your Current Customers, Friends and Family
5. Be Consistent

Finding Value

- Remember the Objectives of Your Business Use Case
- Track Your Progress
- Re-evaluate After 6 months
- Walk Away If You Need To

Practical Tips, Tricks
and Tools to Help
Your Efforts

Canva



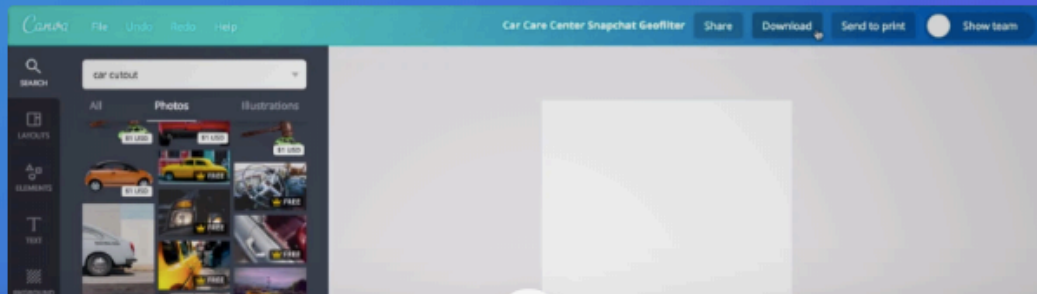
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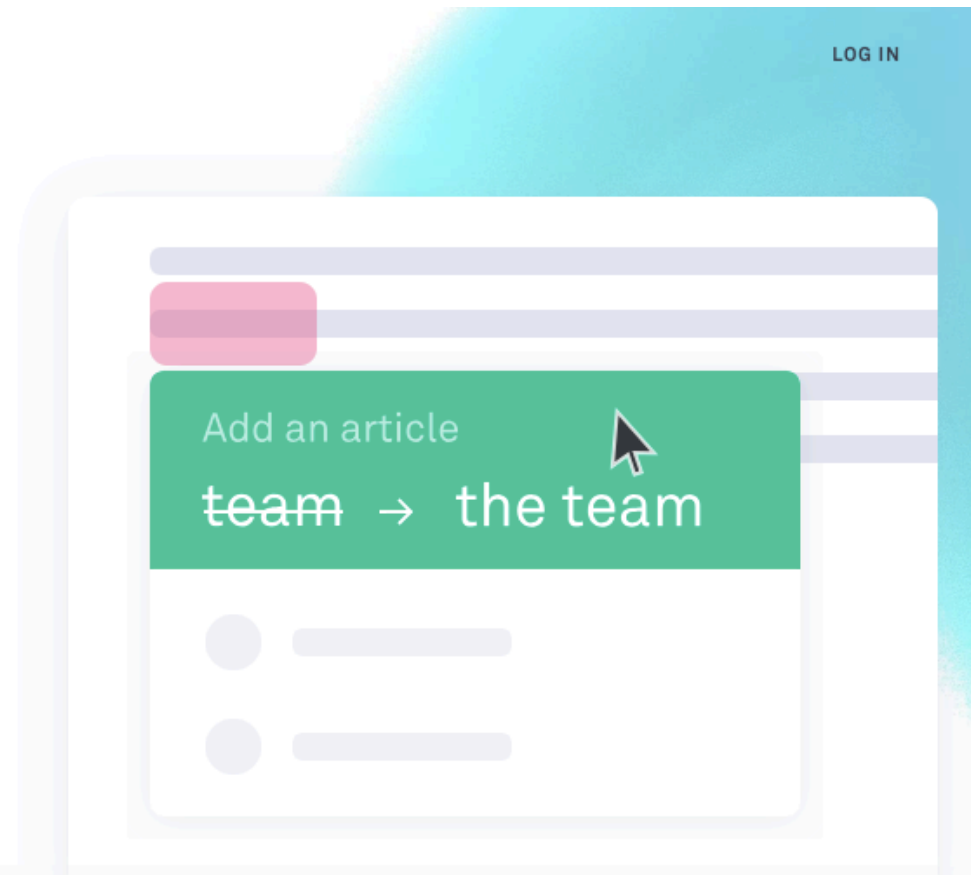
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Engagement

Be Transparent

Be Keep In Mind Confidentiality

Internet Lines Are Blurry

Correct Mistakes

Talk About What You Know

Give Credit Where Credit is Due

When In Doubt, Ask

Be Respectful

Take The High Road

Share Enthusiasm and Have Fun

QUESTIONS ??

THANK YOU!

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