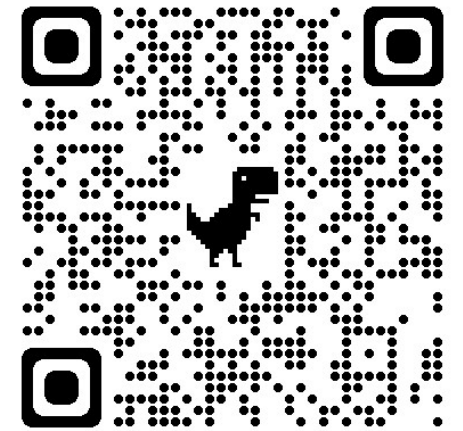




Bare Minimum Digital Marketing – Getting Started

Scan to Download
Class Materials:



Kat Hart

Program Director

970-667-4106

kat@lovelandbusiness.com

Kat Hart

- LBDC Program Director since fall 2019
- Consultant specializing in startup concerns & digital marketing lead generation
- Former entrepreneur
- Seamstress
- Lifelong student
- Colorado native
- Nerd



Intro to YOU!



- Name
- Business industry
- Business name (if you've got it)
- What you hope to learn most today

Who We Are & What We Do

The LBDC welcomes the opportunity to help you **start, grow** and **thrive** in your business endeavor.



FREE
Confidential
Consulting



Connection to
Business
Resources

High Quality
Business
Education



Our 2022 Results

264
Clients



617 Sessions



595 Hours



New Business
Starts



Capital Formation



\$32.4 M Sales

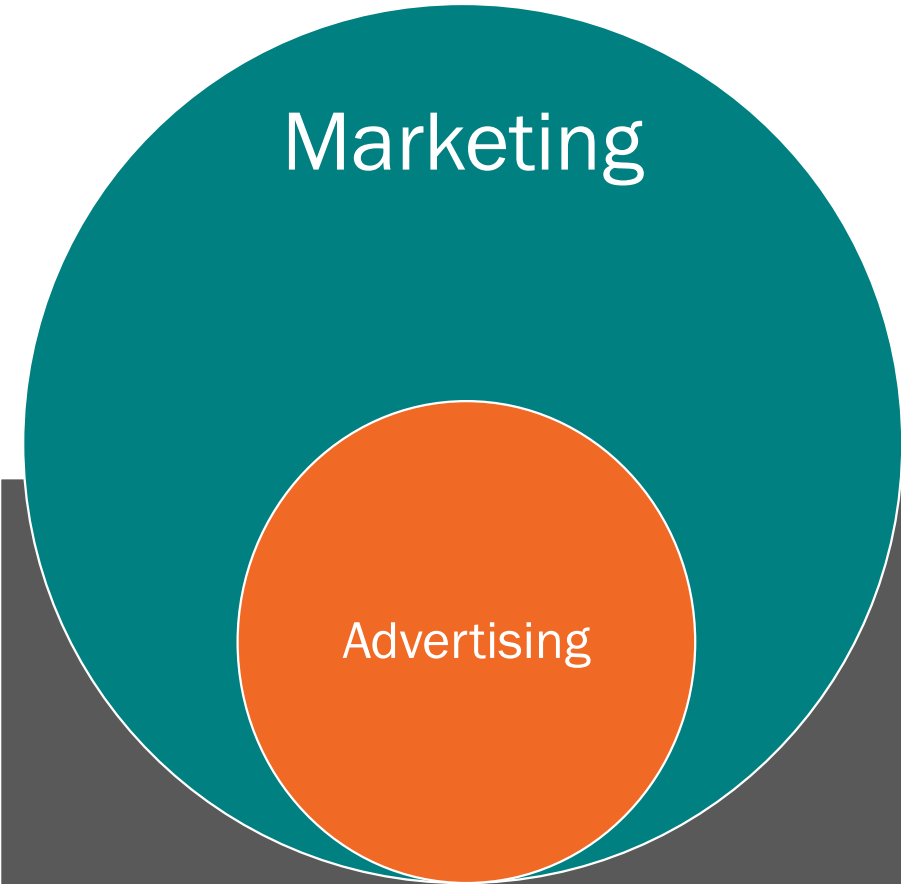
\$4.3 M Increased Sales



WHAT WE'RE COVERING TODAY

- Basics of Marketing & Advertising
- Marketing Mix Evaluation
- 5 Bare Minimum Tools
- Jump Starting Your Content Engine

Marketing vs. Advertising

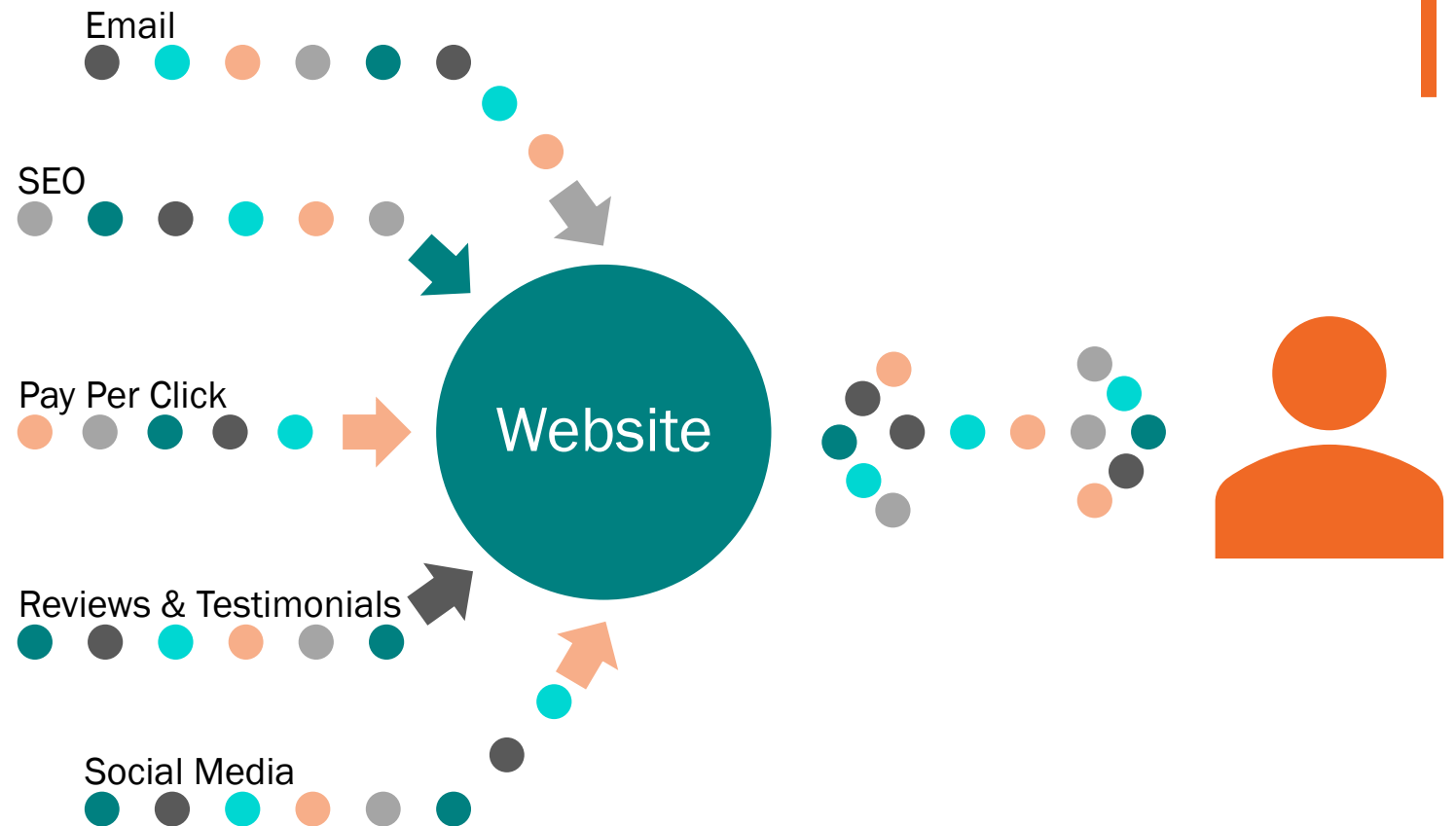


- About the *conversation* and *communication*
 - Helps you figure out *who* and *where* your customers are
 - Free and paid
- About *conversions* and *sales*
 - Helps you *bring* your customers *in*
 - Paid

Marketing Mix



Digital Marketing



Evaluating Digital Channels

Key Questions to Ask Yourself:

- Are my (desired) customers on this channel?
 - How do they prefer to communicate?
- How much time can I invest per channel?
- How much money can I invest per channel?
- What is my goal on this channel?

Tips for Good Marketing

Consistency

- Colors, language, and images
- Timing
- Channels
- Regular interaction

Goal Driven

- Data is everywhere! Use it!
- 6-8 points of contact to a sale

Adaptable

- Responsive to the current environment
- Honest/Authentic
- Still stays within brand identity

BREAK TIME



Give
Yourself
a Break

TIME FOR ACTION!



DISCLAIMERS

- The following section contains screenshots from various programs and websites. While we try to keep them up to date, sometimes the tools are updated and we can't always get new screenshots.
- Likewise, pricing is always subject to change, investigate for yourself before selecting a tool.
- While we recommend the following tools because they are free or low-cost and easy to use, this is not a specific endorsement of any tool.

5 BARE MINIMUM DIGITAL MARKETING ACTIONS

1

Google Business

<https://business.google.com/create>

Why: Google is THE search engine used by most customers

Benefit: Control more of what your customers see about your business, improves SEO



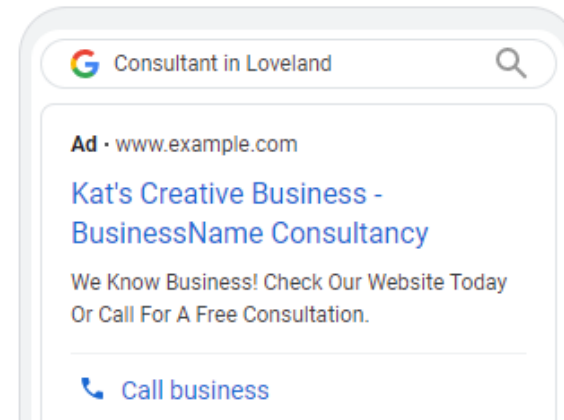
5 BARE MINIMUM DIGITAL MARKETING ACTIONS

1

Google My Business

← Claim your \$100 free advertising credit

Start advertising your business with Google Ads



Skip

Claim your credit

5 BARE MINIMUM DIGITAL MARKETING ACTIONS

1

Google Business

The screenshot shows the Google My Business interface for a business named 'Kat's Creative Business'. The left sidebar contains a navigation menu with options: Home, Posts, Info, Insights, Reviews, Messages, Photos, Products, Services, Website, Users, Create an ad, Get custom Gmail, Add new business, and Businesses. The main content area features several action cards: 'Keep customers up to date' with a 'Get Started' button; 'Stay connected during COVID-19' with links to 'Update business hours' and 'Post your COVID-19 update'; 'Get your first review' with a 'Share review form' button; and 'Claim your \$100 free advertising credit' with a 'Claim your credit' button. There is also a section for 'Get custom email you@yourbusiness' with a 'Get started' button. The top of the dashboard includes the Google My Business logo and a search bar.

Google My Business

Kat's Creative Business
5400 Stone Creek Circle Suite 200
Loveland, CO 80538

Home

Posts

Info

Insights

Reviews

Messages

Photos

Products

Services

Website

Users

Create an ad

Get custom Gmail

Add new business

Businesses

Keep customers up to date
Answer a few questions and update your business on Google Maps and Search with your latest info.
[Get Started](#)

Create post | Add photo | Create ad

Stay connected during COVID-19
Let customers know about any changes to your business due to COVID-19. [Learn more](#)
[Update business hours](#)
[Post your COVID-19 update](#)

Get your first review
Share your Business Profile and get new reviews from customers
[Share review form](#)

Celebrating Black-owned businesses

Claim your \$100 free advertising credit
Consultant in Loveland
Ad - www.example.com
Kat's Creative Business - BusinessName Consultancy
Getting started is simple - we walk you through every step. Set your own budget and only pay when people click your ad. [Learn more](#)
[Claim your credit](#)

Get custom email you@yourbusiness
Give everyone on your team a professional Gmail address with Google Workspace. [Learn more](#)
[Get started](#)

5 BARE MINIMUM DIGITAL MARKETING ACTIONS

1

Google Business



Loveland Business Development Center

[All](#) [Maps](#) [Images](#) [News](#) [Videos](#) [More](#)

[Tools](#)

About 2,020,000 results (0.49 seconds)



Your business on Google

902 views this month



Edit profile



Read reviews



Messages



Add photo



Performance



Advertise



Edit products



Edit services



Booking



Calls



Q & A



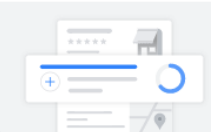
See call history

See calls from customers on Google



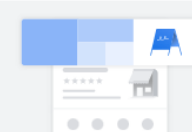
Turn more views to customers

Complete your profile to convert your 478 monthly views into customers



Add exterior photo

Help customers locate your storefront



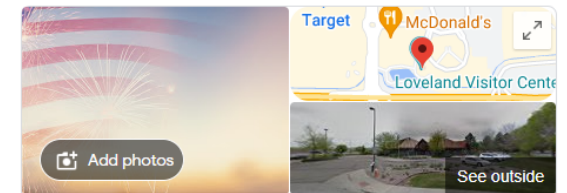
Only managers of this profile can see this

<https://lovelandbusiness.com>

[Loveland Business Development Center – Helping your ...](#)

The mission of the **LBDC** is to provide Loveland citizens and existing businesses with free one on one consulting services, sophisticated training seminars ...

[Workshops & Events](#)



Loveland Business Development Center



[Website](#)

[Directions](#)

[Save](#)

[Call](#)

5.0 ★★★★★ 17 Google reviews

Business management consultant in Loveland, Colorado

[You manage this Business Profile](#)

Service options: Online appointments · Onsite services

Located in: Foxtrail Office Park

Address: 5400 Stone Creek Cir, Loveland, CO 80538

Hours: Open · Closes 3PM

Phone: (970) 667-4106

Appointments: lovelandbusiness.com

[Providers](#)

[Edit your business information](#)

Questions & answers

[Be the first to ask a question](#)

[Ask a question](#)

[Send to your phone](#)

[Send](#)



5 BARE MINIMUM DIGITAL MARKETING ACTIONS

2

Facebook for Business

https://www.facebook.com/pages/creation/?ref_type=launch_point

Why: Facebook has 233M users in the U.S. alone!

Benefit: It's free and another way to direct traffic to your business



5 BARE MINIMUM DIGITAL MARKETING ACTIONS

2

BUT WAIT – Why Not a Personal Page?

- ⊗ It's a violation of their terms & conditions
- ⊗ You risk getting shut down and having to start building your following from scratch
- ⊗ Sorting out personal and professional contacts is a pain if you ever stop operating your business
- ⊗ You lose valuable analytics & tools



5 BARE MINIMUM DIGITAL MARKETING ACTIONS

2

Facebook for Business

Pages › Create a Page

Create a Page

Page Information

Page name (required)

Use the name of your business, brand or organization, or a name that explains what the Page is about. [Learn More](#)

Category (required)

Choose a category that describes what type of business, organization or topic the Page represents. You can add up to 3.

Description

You can add images, contact info and other details after you create the Page.

Create Page

Desktop Preview

Page Name

Category

Home About Photos Videos More ▾

Like Message

About

Description

Create Post

Photo/Video Tag People Check in

5 BARE MINIMUM DIGITAL MARKETING ACTIONS

2

Facebook for Business

The screenshot displays the Facebook Business Manager interface for the 'Loveland Business Development Center'. The left sidebar contains a 'Manage Page' section with options like 'Page', 'Updates', 'Manage Shop', 'Inbox', 'Business App Store', 'Events', 'Resources & Tools', 'Manage Jobs', 'Notifications', 'Insights', 'Publishing Tools', 'Ad Center', and 'Page Quality'. The main content area is divided into three columns. The first column, 'Free Facebook Business Tools', lists 'Sell Your Products', 'Add Appointment Bookings', and 'Showcase Your Menu'. The second column, 'Insights', shows data for the last 28 days (Jan 26 - Feb 22): 485 People Reached (19% increase), 76 Post Engagements (25% increase), and 3 Page Likes (40% increase). The third column, 'Set Your Page up for Success', shows a progress bar for 11 of 13 steps completed, with the first step 'Establish Your Page's Identity' marked as 'COMPLETED'. On the right, there are two posts. The top post is titled 'Learn How to Protect Your Businesses and Yourself from Unemployment Fraud' and includes a 'Calendar' image. The bottom post is titled 'Unemployment Insurance Fraud Webinar' and includes a 'Boost Post' button. The bottom of the interface features an orange bar with a small logo.

Manage Page
Loveland Business Development Center

Free Facebook Business Tools

- Sell Your Products**
Put your products in front of millions of potential customers across Facebook.
- Add Appointment Bookings**
Display your services and availability so that people can book an appointment.
- Showcase Your Menu**
Make it easy for people to browse your menu and order on Facebook.

Insights [See All](#)
Last 28 days : Jan 26 - Feb 22

Metric	Value	Change
People Reached	485	19%
Post Engagements	76	25%
Page Likes	3	40%

Set Your Page up for Success
Finish setting up your Page so people on Facebook know you're a credible business.
11 of 13 steps completed

COMPLETED
Establish Your Page's Identity

Published by Reanna Philpot · Yesterday at 9:32 AM ·

Learn How to Protect Your Businesses and Yourself from Unemployment Fraud.
As many as 400,000 Coloradoans have been affected by fraudulent unemployment claims during the COVID-19 pandemic.
Join us to learn how to protect yourself and your employees from unemployment fraud and what to do if you have experienced it. ... [See More](#)

Calendar
FORTCOLLINSOCOC.WLIINC31.COM
Unemployment Insurance Fraud Webinar
© 2011 - 2019 Fort Collins Area Chamber of Commerce. All Rights Reserved.
Site by Old Town Media, Inc. 225 South Meldrum, Fort Collins, CO 80521 • (970) 482-3746 • email:

Reach More People With This Post
Promote your Page by boosting this post so more people can see it: "Learn How to Protect..."

30 People Reached 0 Engagements [Boost Post](#)

[Like](#) [Comment](#) [Share](#)

Loveland Business Development Center
Published by Hootsuite · February 19 at 9:35 AM ·

All Loveland Restaurants are encouraged to apply for the Loveland Patio Program, as it is designed to assist with costs related to having to use outdoor operations. These costs can include things like: tents or other structure, outdoor heaters, propane tanks, and other expenses included with outdoor dining.
First come, first serve, so apply early!
<https://downtownloveland.org/patioprogram>

5 BARE MINIMUM DIGITAL MARKETING ACTIONS

2

Facebook Meta for Business

The screenshot displays the Meta Business Suite dashboard for the 'Loveland Business Development Center'. On the left, a sidebar menu includes options for Home, Notifications, Inbox, Planner, Content, Ads, Insights, and All tools. The main content area features a large cover photo of sunflowers on a wooden background. Below the cover photo, the page name 'Loveland Business Development Center' is shown, along with links to 'Manage Facebook Page' and 'Go to Instagram'. A 'Trends' section provides reach data for the last 28 days: Facebook reach at 225 (up 74%) and Instagram reach at 36 (up 29%). At the bottom, a 'To-do list' section prompts the user to check unread messages and other items requiring attention.

Meta Business Suite

Loveland Business...

Home

Notifications

Inbox

Planner

Content

Ads

Insights

All tools

Loveland Business Development Center
Manage Facebook Page | Go to Instagram

Trends Last 28 days

Platform	Reach	Change
Facebook	225	↑ 74%
Instagram	36	↑ 29%

To-do list
Check unread messages, comments and other things that may require your attention.

5 BARE MINIMUM DIGITAL MARKETING ACTIONS

3

Create an Email List

Why: Your email contacts are yours

Benefit: Direct communication with your customers



5 BARE MINIMUM DIGITAL MARKETING ACTIONS

3

Create an Email List

MailChimp

- Free up to 2,000 contacts
- Limited reporting and tracking
- Their branding is required at the bottom of the email



mailchimp

5 BARE MINIMUM DIGITAL MARKETING ACTIONS

3

Email Best Practices

Do's

- ASK people before adding them to your list
- Include a popup on your website that links to your email list
- Set clear expectations for signups on how many messages they'll receive
- Regularly clean up old emails from your list

Don'ts

- Auto-add or purchase emails
- Re-add unsubscribes
- Send a bunch of emails and then nothing for a long time

5 BARE MINIMUM DIGITAL MARKETING ACTIONS

4

Easy Graphic Creation

Why: Helps with consistent branding and image sizes

Benefit: Speeding up graphic creation saves time



5 BARE MINIMUM DIGITAL MARKETING ACTIONS

4

Easy Graphic Creation

Canva

- Pre-sized image templates for most social media
- Customizable to your brand colors
- Easy to use, low learning curve
- Stock images and icons included
- Also includes some basic animated social graphics
- Good for basic print media too!



5 BARE MINIMUM DIGITAL MARKETING ACTIONS

4

Easy Graphic Creation



Home Templates ▾ Features ▾ Learn ▾ Pricing ▾

Try "Website"

Recommended for you

All your designs

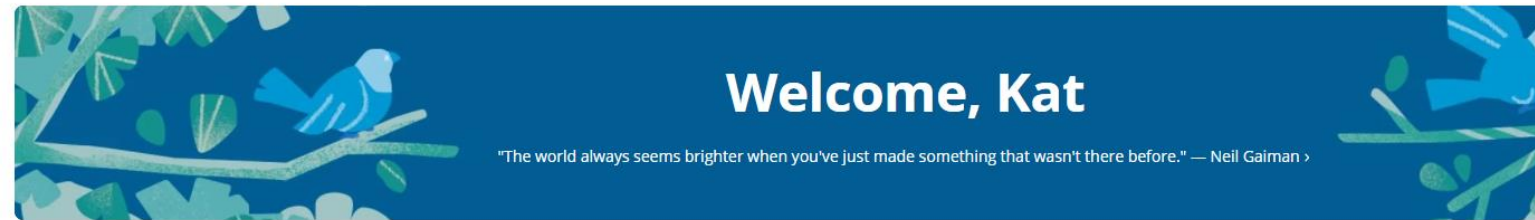
Shared with you

Brand Kit

Create a team

All your folders

Trash



Recommended Social Media Events Marketing Documents Order Prints Video School Personal



Poster



Flyer (5.5 × 8.5 in)



Infographic



Presentation



Resume
8.5 × 11 in

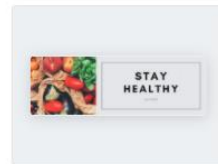


Logo



Newsletter

Your designs



Flying Apps Email Header
Edited 8 months ago



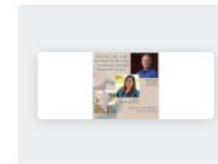
Untitled Design
Edited 8 months ago



Do you have cash flow pro...
Edited 9 months ago



Red and Cream Christmas ...
Edited 10 months ago



Untitled Design
Edited 10 months ago



Untitled Design
Edited 10 months ago



Untitled D...
Edited 10 months ago

Try Canva Pro



5 BARE MINIMUM DIGITAL MARKETING ACTIONS

5

Use a Scheduling Tool

Why: Helps with time management as you take care of multiple areas of your business

Benefit: Consistent communication with your customers



5 BARE MINIMUM DIGITAL MARKETING ACTIONS

5

Use a Scheduling Tool

Pros

- Bulk schedule content
- Not all platforms have their own scheduling tool – this solves the problem
- Consolidated analytics

Cons

- You still have to engage with your audience!
- Algorithm can decrease your reach with a scheduler
- Stay aware of your content in case the environment changes

5 BARE MINIMUM DIGITAL MARKETING ACTIONS

5

Use a Scheduling Tool

Remember – Time is an Asset



- Evaluate your channels thoroughly before committing to them
- Most scheduling tools will offer a free trial – Use the time to see what works for YOU

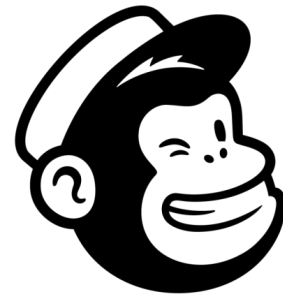
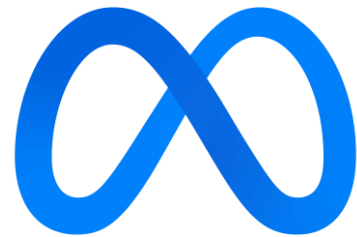
5 BARE MINIMUM DIGITAL MARKETING ACTIONS

5

Some Tools Out There



YOUR TOOLBOX



mailchimp



BREAK TIME



Give
Yourself
a Break

TIME FOR A JUMPSTART



Multipurpose Your Content



Multipurpose Content Planning – Sample 1

- Multipurpose your content

- Create a video/reel



- Audio from a video can become a podcast



- Transcription of the podcast can become a **blog post**



- Highlights from the blog post can go on a graphic for **social media**



Multipurpose Content Planning – Sample 2

- Multipurpose your content

- Create a **blog post**



- Highlights from the blog post can go on a graphic for **social media**



- Use as inspiration for a **video/reel**



- Use questions generated from social media for a **podcast interview**



Video Is Important But...

- Not all content has to have a video element
- Video can be hard to do well and intimidating
- Whatever content you produce should be authentic to YOUR business
- Don't let PERFECTION stop PROGRESS

Content Categories



- Jokes
- Viral content shares
- Memes
- Contests



- Inspirational quotes
- Beautiful images
- Success stories from your business



- You or partner resources
- Research & facts
- Tips & tricks
- Answer FAQs

Content Categories



- Caption “this” photos
- Polls
- Advice
- Questions



- Behind the scenes
- Photos of YOU as the face of your business
- Features of your staff



- How to contact you!
- One product/service featured
- Give details

Make Them Smile



 The Flipside is with Downtown Loveland.
5d · 🌐


★★★★★ "The cleanest, coolest looking arcade•bar [on Earth] I've been to yet! Awesome drink selection." ~Hailey



H THE FLIPSIDE
HISTORY.

ONCE THE CAPITAL OF THE GALACTIC REPUBLIC, CORUSCANT WAS HOME TO THE ORIGINAL FLIPSIDE IN THE USCRU ENTERTAINMENT DISTRICT. ON EARTH, THE FRANCHISE OPENED IN MULTIPLE LOCATIONS, INCLUDING ON THE NORTH AMERICAN TECTONIC PLATE BUT WITHOUT THE GAMBLING, FUGITIVES AND INTRIGUE. MUCH LIKE THE NEIGHBORING MOSHI TAVERN ON CORUSCANT, THE FINEST BEVERAGES ARE SERVED WITH GAMES AND LAUGHTER ALL AROUND.



 Downtown Loveland is at The Foundry Project Downtown Loveland.
6d · Loveland · 🌐

Don't forget that your pups are always welcome to join the party in the plaza 🐾🐾




   Kimberly Foster, Kirsten Renee Designs and 36 others



Inspiration Abounds



 Axon Martial Arts Academy
10h · 🌐

"Understand that the essence of martial arts is not the strength, not the art, but that which is hidden deep within yourself." Gogen Yamaguchi

Martial arts are like any other skill or trade, meaning they can never truly be mastered. There are masters, but they too know there is always something else to improve on.


<https://www.axontkd.com/>



“

"UNDERSTAND THAT THE ESSENCE OF
MARTIAL ARTS IS NOT THE STRENGTH,
NOT THE ART, BUT THAT WHICH IS HIDDEN
DEEP WITHIN YOURSELF."
GOGEN YAMAGUCHI



 Meals on Wheels of Loveland and Berthoud
24 followers
2d · 🌐

+ Follow

Supporters like you make it possible for Meals on Wheels of Loveland and Berthoud to provide daily nutritious meal deliveries and caring conversation through our dedicated volunteers. ...see



Educate and Inform



Global Justice
4d · 🌐

75 years of partition and India-Pakistan tensions. Human rights advocates are troubled by Canada's euthanasia laws. Donald Trump does not oppose US bid to unseal Mar-a-Lago search warrant. House Is Set to Pass Climate, Tax and Health Care Package. Read the Global News at: <https://globaljusticeonline.org/globalnews> #india #pakistan #partition #humanrights #euthanasia #canada #Trump #maralago #climate #globalnews #GlobalJustice

15m
APPROXIMATELY
people were uprooted and were forced to move

2m
APPROXIMATELY
people died in the violence during migration

Indian refugees crowd onto trains as a result of the creation of two independent states: India and Pakistan.

Hindu and Sikh women and children arriving from Pakistan at Bombay on a British-India liner.

GLOBAL JUSTICE
MICAH K.B.

Orion's Apothecary is at Artisans Kitchen.
July 14 · Loveland · 🌐

Orion's Apothecary is "Sirius" about Wellness. All of our products are handcrafted in Loveland, CO. Fire cider can be taken daily to help with congestion, digestion, inflammation, and immunity. This tonic is made by infusing 25 ingredients into apple cider vinegar, including love. Fire cider is great taken daily as a tonic or added to your favorite salad dressing, marinade, or in your meat smoker.

Elderberry syrup mix makes just the right amount of Elderberry Syrup for ... [See more](#)

Fire Cider
A WELLNESS TONIC MADE WITH LOVE AND "EVERYTHING BUT THE KITCHEN SINK". TAKE 1-3 TSP PER DAY FOR OPTIMAL HEALTH.

Elderberry Syrup Mix
USE EVERY FEW DAYS TO BOOST YOUR IMMUNE SYSTEM. WHEN ILL, USE FOR THE FIRST 3-5 DAYS.

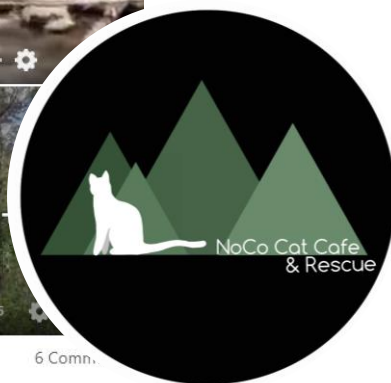
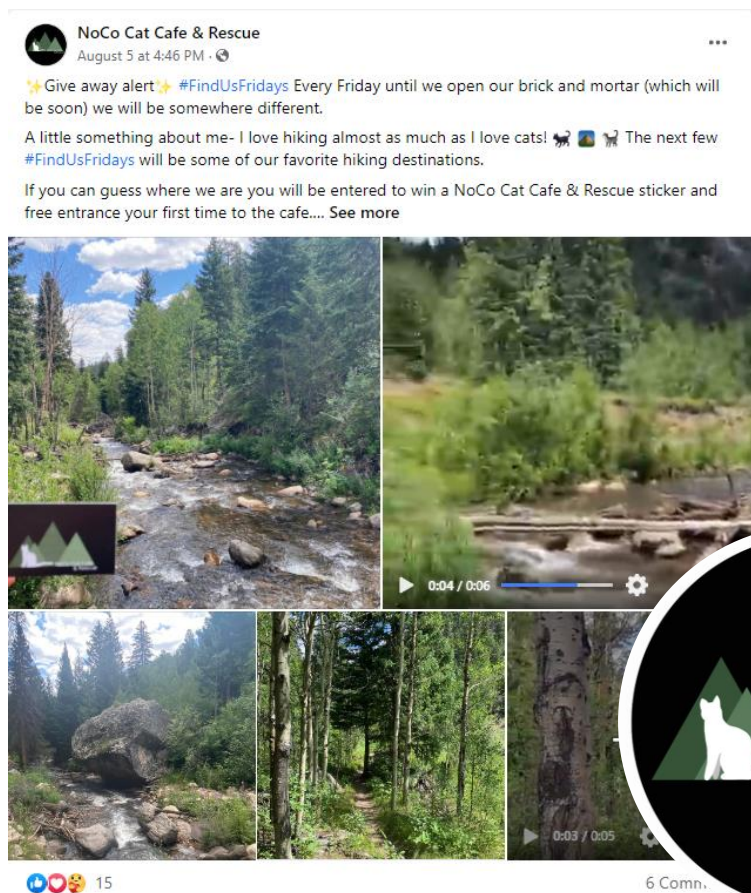
Restful Tea
CHAMOMILE, VALERIAN, KAVA KAVA AND LAVENDER WILL SEND YOU OFF TO DREAM LAND.

Want to carry or product?
LET'S CHAT

ORION'S APOTHECARY

Eric Sudhalter and 26 others · 1 Comment 3 Shares

Start a Conversation



Connect with Them



Artworks Center for Contemporary Art is at Artworks Center for Contemporary Art.
8h · Loveland · 🌐

ARTIST TAKEOVER!

August 31st we will have one of our emerging artist walk you through his work and life here at Artworks Loveland. August Dallabetta has been in studio since 2021 and has grown up in the art world and continues to explore new techniques and mediums.

Keep an eye out for more work by Dallabetta at the end of this month. ... See more



👍❤️ Alyson Kinkade Fine Art and 1 other



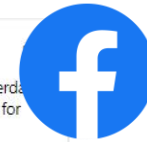
NOCO Style is at desk chair.
4d · Loveland · 🌐

Help us wish our incredible intern, Belle, the best of luck starting the new school year! Yesterday was her last day in the office and we are so thankful for all the amazing work she has done for NOCO Style ❤️

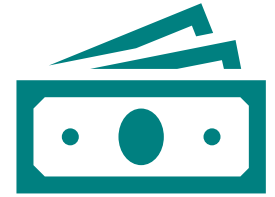
#nocostylemagazine #nocostyle #northerncolorado #noco #bestofnoco #meettheteam
#womeninbusiness #lovelandcolorado



**NOCO
STYLE**
NORTHERN COLORADO'S PREMIER MAGAZINE



Hey, You're Here to SELL!



Loveland Chamber of Commerce

1d · 🌐

Accepting Applications for Leadership Loveland class 2023!!!

Leadership Loveland is designed to develop emerging leaders in order to supplement and encourage high-quality local leadership. Through the involvement of business, civic, and community leaders, the Leadership Loveland program addresses these basic goals:

- * To identify, motivate and develop community leaders
- * To assist future leaders in identifying issues and problems facing the community and to develop possible s.... [See more](#)



LEADERSHIP
— CLASS  2023 —
Loveland



LOVELAND
CHAMBER of COMMERCE

Fringe is in!

The county fair starts this week and just in time for all our fabulous fringe that has arrived!
From skirts to jackets to dresses, we have it all! Shop online or in downtown Loveland!




El Paso Suede Skirt

\$48

[Add to cart](#)

[View product](#)




XOXO Set

\$73

[Add to cart](#)

[View product](#)



Nashville Fringe Dress

\$118

[Add to cart](#)

[Reply](#)



THANK YOU



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Program Director

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www.LovelandBusiness.com



Hope Hartman
Executive Director

hope@larimersbdc.org
970.204.8600
www.LarimerSBDC.org

Connect for Help

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Class Materials:

