

Keep It Simple, not Sexy

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OUTFITTER EXPO



Maximize your TIME



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Learning Objectives

- Learn to Apply Information from Other Marketing Sessions
 - Build a Branding Foundation
 - Build a Marketing Foundation Using the 80/20 Rule



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You Could Learn...

- Manage Your SEO
- Manage Your PPC
- How to Social Media



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It is not that easy!



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Where Should We Start?



Foundation



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Foundation



Brand Messaging



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What Problem Do I Solve?



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Answering the BIG Question



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Will I limit my Market Potential?



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What Problem Do I Solve?



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Purpose



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Homework

Use the provided Branding Sheet to develop a brand plan.



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Quick Stretch!



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Now What?



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What Digital Marketing Has Done...

It has allowed us to view all marketing as
local, destination marketing.



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Our Goal?

The 80 / 20 Rule



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Online DMOs

These tools help people to FIND YOU!



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Online DMOs

Google My Business

Yelp

Tripadvisor



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First...

- Make sure you own your business.
- If your business has multiple activities, make sure you can be found for all of them!
 - Confirm the information is correct.
- Upload 5 Photos utilizing the various photo categories if applicable



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Second...

- Post 1 new photo each week.
- Respond to at least 3 reviews / week.
 - Use "Posts" to share "News".
 - Double check your physical information at least once / month.



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Social Media

Or, as I like to call it...



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Repeat and Referral

Facebook
Instagram



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This is where you really use your Brand Messaging!



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First...

- Make sure your information is correct.
- For Facebook, if you have multiple locations / businesses, you will need a “Parent” page and then pages for each entity.
 - In your bio, use your brand messaging!



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Second...

- Post at least once / week using your brand messaging.
- Only put in a call to action every 5th post.
 - If people comment... REPLY!!!



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Key Takeaways

- Your Brand is “Why” not just “What”.
- The Digital Space is just an extension of the physical space—it makes all marketing, local marketing.
- If we provide this foundation, we can then utilize marketing organizations of exponentialize our growth.



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