

# MARKETING FOR EXPORT: PROMOTE & SELL YOUR PRODUCTS ONLINE

GUAM STATE TRADE AND EXPANSION PROGRAM (STEP) TRAINING SERIES



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# TRAINING AGENDA

- What is branding and online presence
- Why it matters to manage and monitor your company's brand
- How to find out what people are saying about your company
- Evaluate which digital marketing channel works best for your business
- Managing customer reviews and testimonials
- Maintaining your website and social media
- Using third-party marketplaces
- Tips to develop your digital marketing plan

## GETTING TO KNOW YOU...

- Where can customers find similar product(s) or service(s) you sell?
- Where can customers find you online?
- Have you searched your company on Google?
- Does your company have a social media profile?
- Does your company have a website?

## WHAT IS BRANDING?

- Creating a distinct identity for a business in the mind of your audience
- What customers think and say about your company
- First impression a customer gets when they see your name
- Logo, visual design, tone of voice
- Based on the experience(s) customers have with you
- What you do vs. what you say
- Help your customers understand what you offer and how



# WHAT IS ONLINE PRESENCE?

- The ease of finding information about a brand or company online
- Helps to build your company's reputation
- Gain trust and credibility with your customers
- Increases brand awareness
- Provides visibility of your products or services when customers are searching for related keywords
- Website, search results, customer reviews
- Social media mentions, news and PR, online ads



# WHY IT'S IMPORTANT TO MONITOR AND MANAGE YOUR ONLINE PRESENCE

- Monitoring helps you maintain brand integrity
- It's important to know how your brand is perceived in the community
- Resolve any issues with dissatisfied customers early on
- Respond to positive reviews from customers to let them know you care

97% of consumers  
use the internet to  
find a business.

-TripAdvisor

More than four negative  
reviews can decrease a  
company's sales by 70%.

-Spiegel Research  
Center





🔍 guam cookies

🔍 guam cookies - Google Search

🔍 guam cookies recipe

🔍 guam chamorro cookies recipe

🔍 guam rosketti cookies

🔍 meskla guam cookies

🔍 guam girl scout cookies

🔍 honolulu cookies guam

🔍 crumbl cookies guam

🔍 american cookies guam

🔍 sugar cookies guam

Sponsored · Shop guam cookies :



Guam  
Chamorro...

**\$30.00**

eBay

🚚 Get it by ...



The RAIZE  
Pack | Two...

**\$58.00**

RAIZE

**\$20 off \$100+**



Guam  
products, ...

**\$32.00**

Etsy

Free shipping

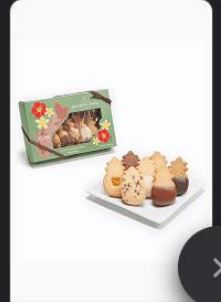


Sugar cookies  
with flag of...

**\$39.06** ~~\$46~~

Zazzle

30-day returns



Guam Window  
Box (7 pc)

**\$11.95**

Honolulu Co...



Chamorro Chip Cookies

<http://www.chamorrochipcookies.com> :

## Hafa Adai from Guam

We have been making Chamorro Chip **Cookies** for 30 years! Which Chamorro Chip **Cookie** is your favorite? Even famous people love them like ... Are you on **Guam**.



## People also ask

Where can I buy Chamorro chip cookies?

What is the most eaten cookie?

Feedback



Gerard Aflague Collection

<https://www.gerardaflaguecollection.com> › Food

### Chamorro Chip Cookies, 8 oz Bag

Chamorro Chip **Cookies** are made in **Guam** and are probably the most addictive and favorite **cookies** of the island. It's so popular that it was served as a snack ...

\$8.95 · In stock



Pinterest

<https://www.pinterest.com> › pquinene › chamorro-reci...

### Chamorro Recipes: Guam Cookie Recipes - Pinterest

Feb 8, 2020 - A collection of popular **Guam cookie** recipes including guyuria, roskette or rosketti, and "Crown Bakery" chocolate cookies.



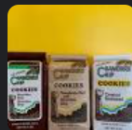
Facebook

<https://www.facebook.com> › ... › Cafe › Coffee shop

### Chamorro Chip Cookies / Chamorro Chip Cafe - Facebook

Chamorro Chip **Cookies** / Chamorro Chip Cafe, Tamuning, **Guam**. 2501 likes · 1 talking about this · 249 were here. meltinyourmouthcookies@yahoo.com. Message...

★★★★★ Rating: 4.2 · 5 votes



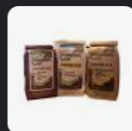
eBay

<https://www.ebay.com> › itm

### Guam Chamorro Chip Cookies Assorted Flavors | eBay

Find many great new & used options and get the best deals for **Guam Chamorro Chip Cookies Assorted Flavors** at the best online prices at eBay!

\$59.00 · \$15.50 4-day delivery · In stock



## Videos



### Chamorro COOKIE Recipe | Guam Food | Chamorro Recipes

YouTube · Guam Mama Cooks

Dec 1, 2011



4 key moments in this video



### Crown Bakery CHOCOLATE COOKIE | Guam Food | Guam ...

YouTube · Guam Mama Cooks

Nov 27, 2011



6 key moments in this video



### GUYURIA Cookie 1/2 | Guam Food | Chamorro Recipes

YouTube · Guam Mama Cooks

Feb 1, 2010



6 key moments in this video

Feedback

View all →



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CONTENT YOU  
CREATE

VS.

CONTENT  
CREATED  
ABOUT YOU

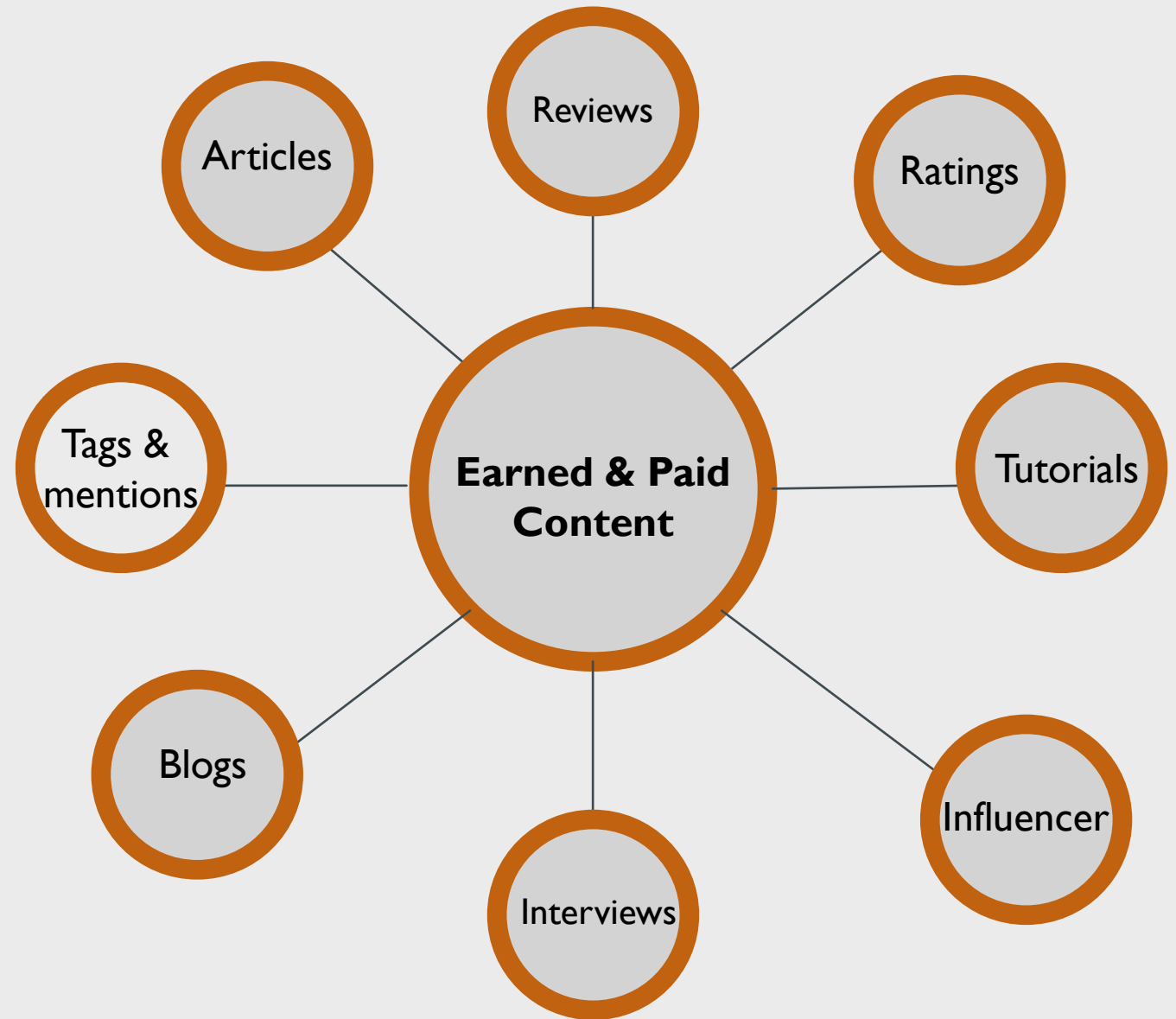


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CONTENT YOU  
CREATE

VS.

CONTENT  
CREATED  
ABOUT YOU



# HOW TO FIND OUT WHAT PEOPLE ARE SAYING

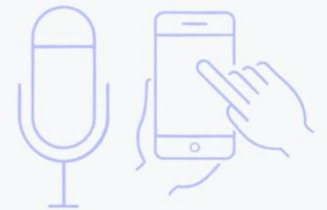
- Run a search of your company in Google or any of the top search engines
- Ask Alexa, Siri, or Google
- Search your company by name or related keywords
- Run a search of top management for any interviews or PR
- Include a search for all types of content (video, images, blogs, audio, etc.)
- Run a search of your company or related hashtags in social media

OBERLO

**Voice Search More  
Popular Than Typing**

**71%**

of consumers prefer to  
conduct queries by  
voice instead of typing.  
(PwC, 2018)



# MONITOR THE CONVERSATION WITH GOOGLE ALERTS



1. **Go to [google.com/alerts](https://google.com/alerts).** Choose the Google account you want to use.
2. **Choose your keywords.**
3. Select how often you want to **receive notifications**.
4. **Choose the media sources** you want to monitor. (News, blogs, videos, books)
5. **Choose the region or location** you want covered. If you have multiple offices in other states or regions, this is where you would indicate that.
6. **Choose between “only the best” or “everything”.** Do you want to track everything, or will you let Google choose the most important ones?
7. Select the **email address** to receive notifications.

# MANAGING YOUR WEBSITE - DESIGN

## Appearance is everything

- 75-94% of people will make a snap decision on the credibility of a business based solely on design
- They will do it in 0.5 seconds
- Stock photos vs. actual photos of the business
- Use of outdated links that leads to error pages
- Clear calls to action
- Timely information is easy to find
- Organization of content on your site affects search rank

“If we perceive a website as **unappealing**, we are *less likely to trust it*, and **more likely to leave** it in favor of others.”



**HARVARD**  
UNIVERSITY

# MANAGING YOUR WEBSITE - DESIGN

## What is good design?

- Clear name: logo and domain
- Colors: consistent and strengthens brand cohesiveness
- Visuals: fonts, high resolution, images evoke the vibe you're going for
- Optimized for viewing on mobile devices
- Personality: tone of voice
- Values your brand holds
- Audience: Find your niche. Appealing to everyone can lead your brand to be vague



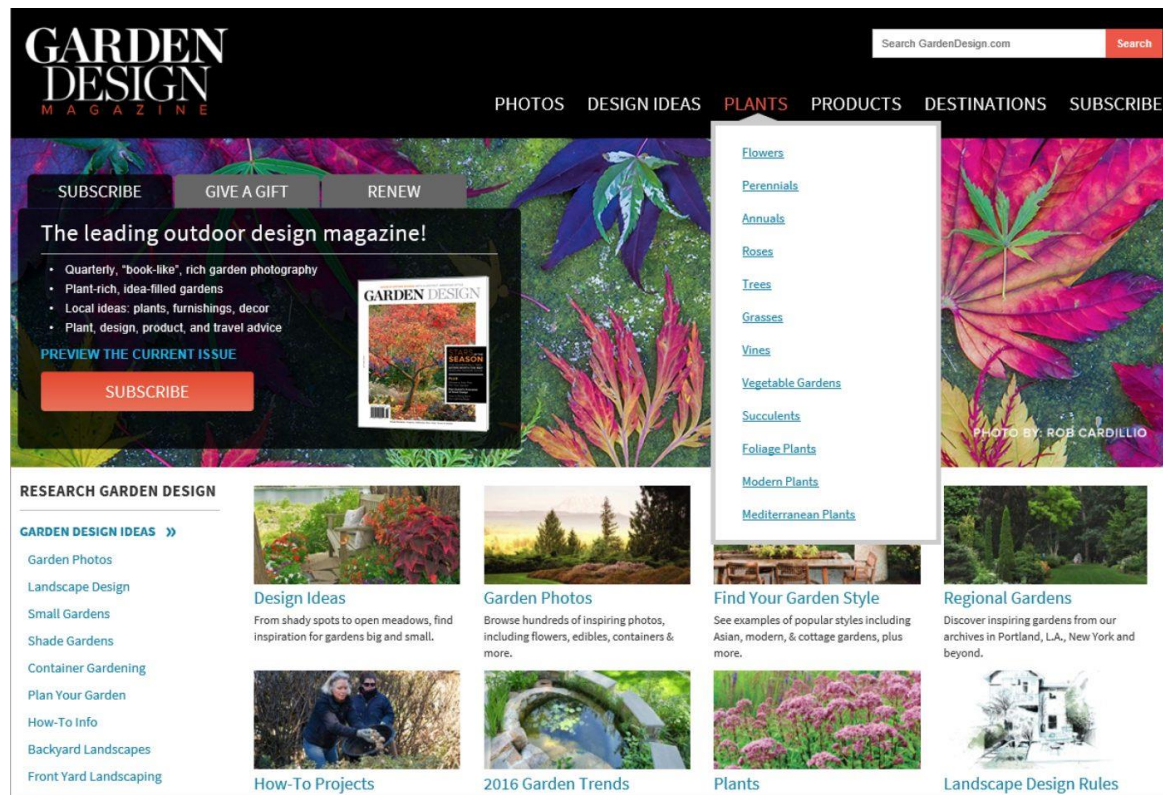
“**Brand** is the promise, the big idea, **the expectations** that reside in each **customer's mind** about a product, service or company. **Branding** is about making an **emotional connection**.”

– Alina Wheeler

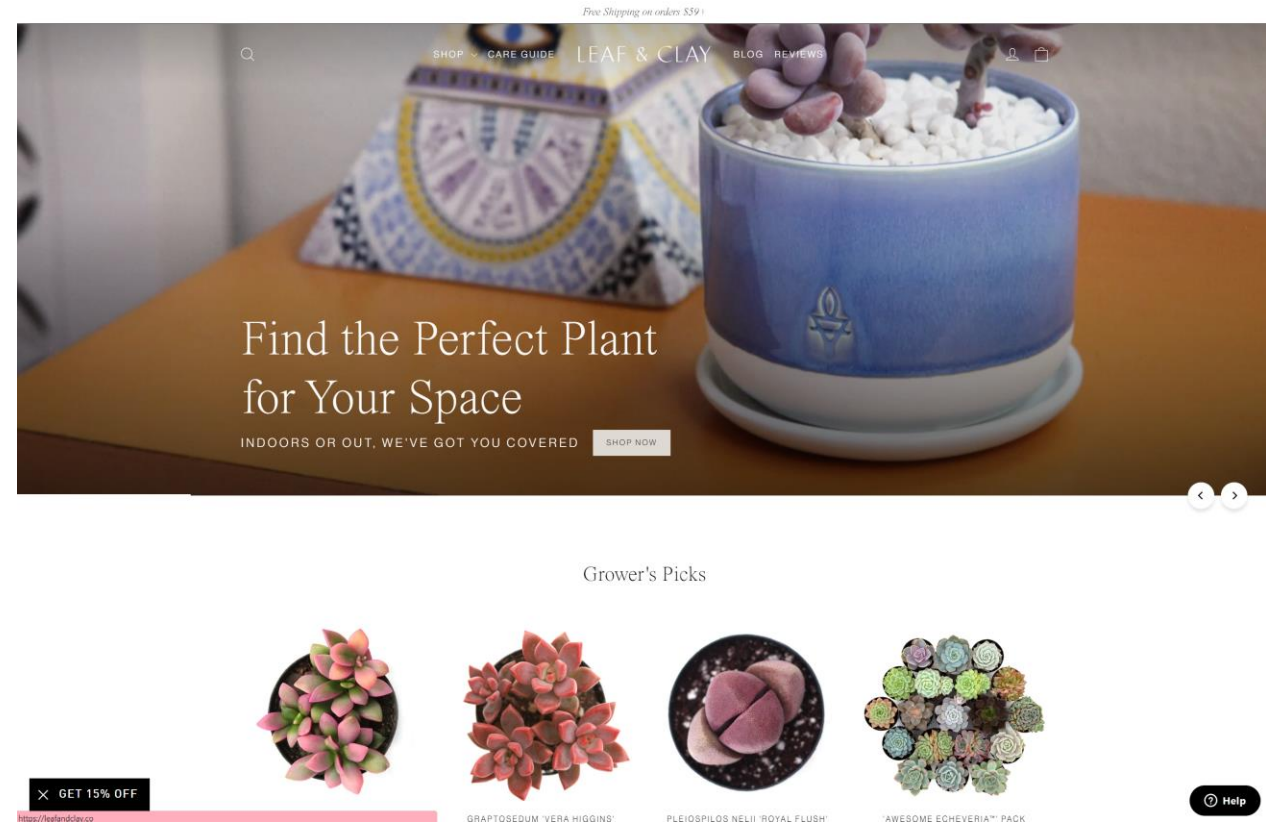


# MANAGING YOUR WEBSITE

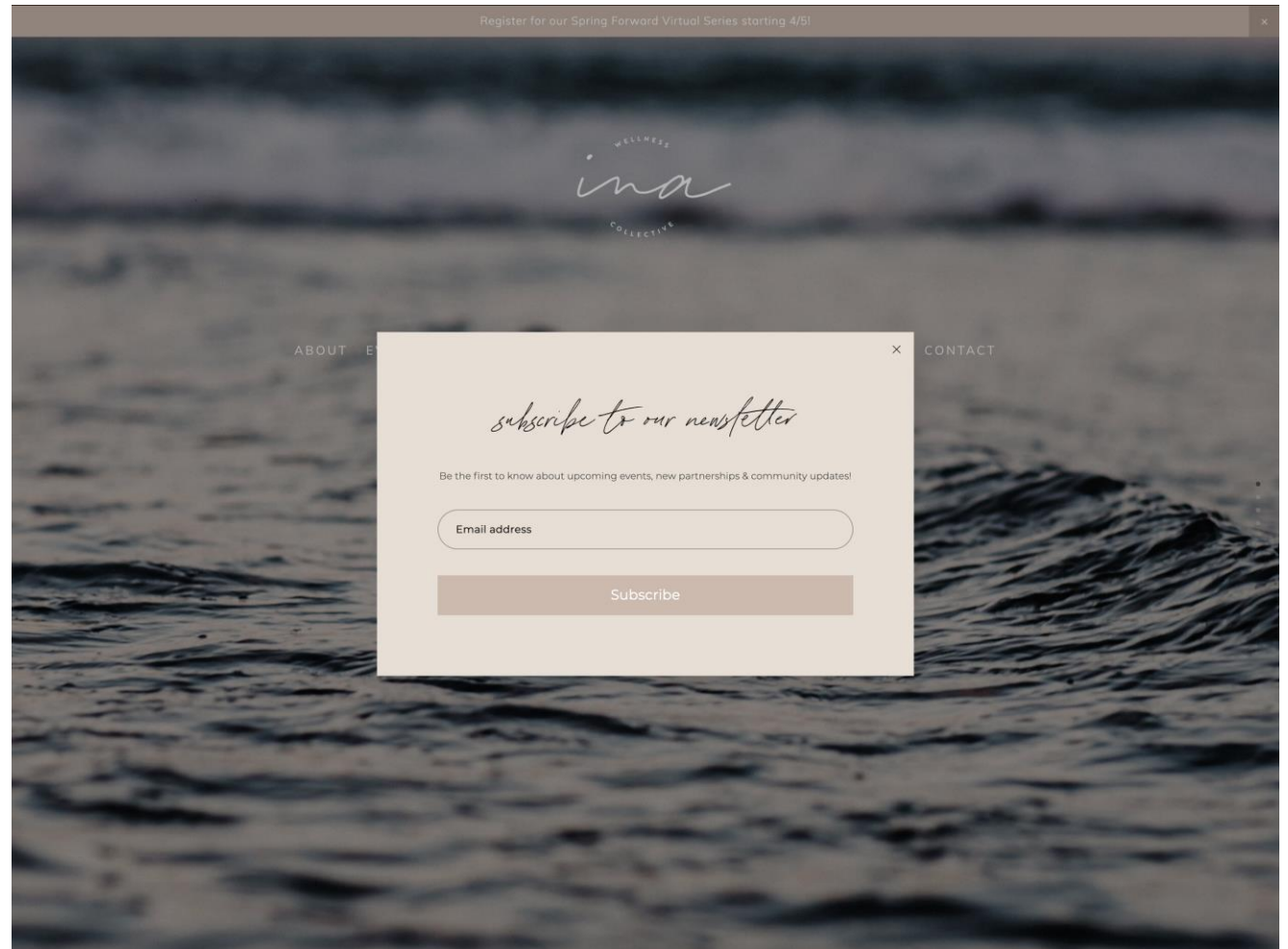
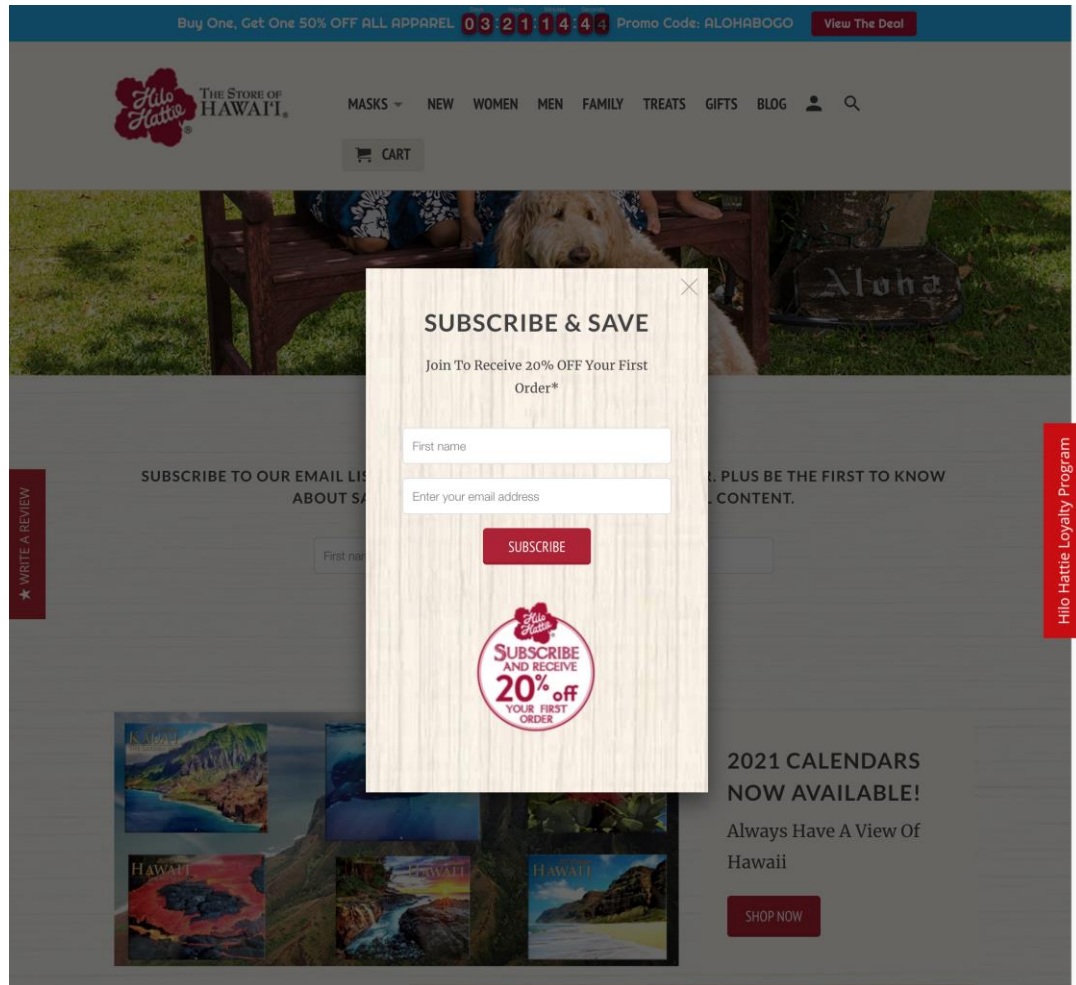
## Needs Improvement



## Good design



# WEBSITE CTA'S



# MANAGING YOUR WEBSITE – SITE PERFORMANCE

## Responsiveness and Site Speed

- Is your website mobile friendly?
- Mobile optimization is when the website will adjust to fit the screen size of a mobile device
- Customers doing search on mobile are showed local search results first
- Local results show map, company contact information, and hours of operation
- After 3 seconds, 53% of people will click the back button
- 47% of people expect a web page to load in 2 seconds or less

**82% of customers** use their mobile phones while making a decision about purchasing in-store.

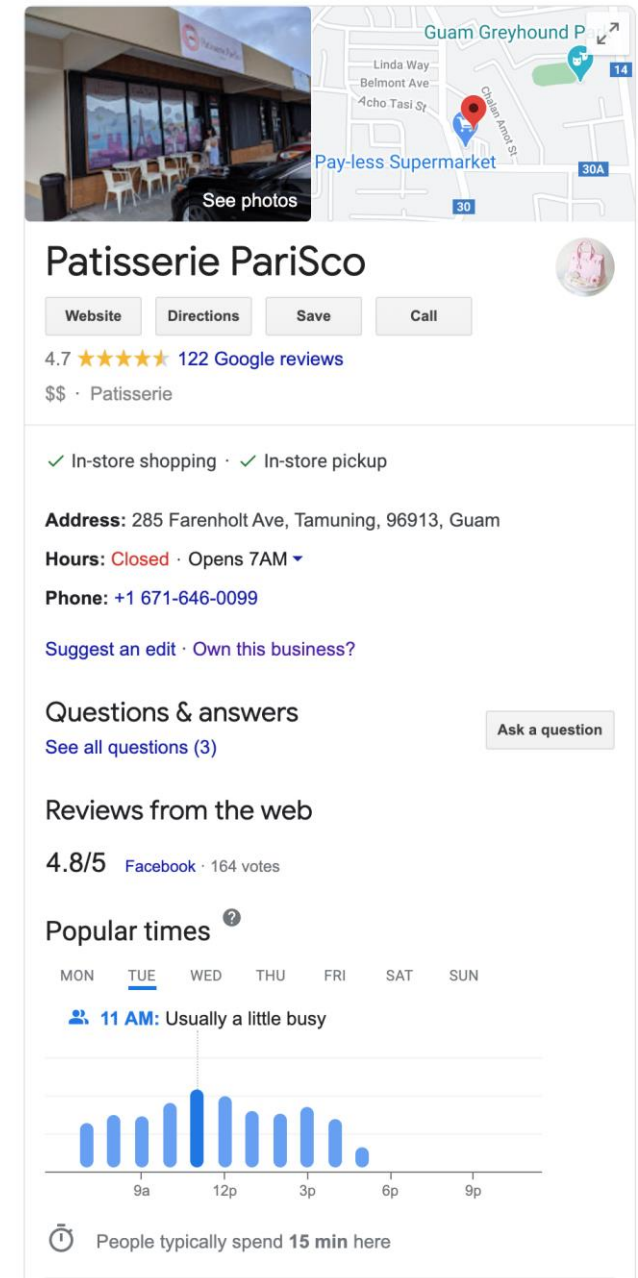
What do you think they are searching for?



# MANAGING YOUR WEBSITE - LOCAL SEO

## Update company contact information

- Keep your Google Business Profile updated
- 8 out of 10 customers searched for a local business on a mobile device and called or visited the business within 24 hours
- Updated hours of operation, contact information and claim your business
- Do a local search of your business in Google and it will likely show up even if you did not put it there

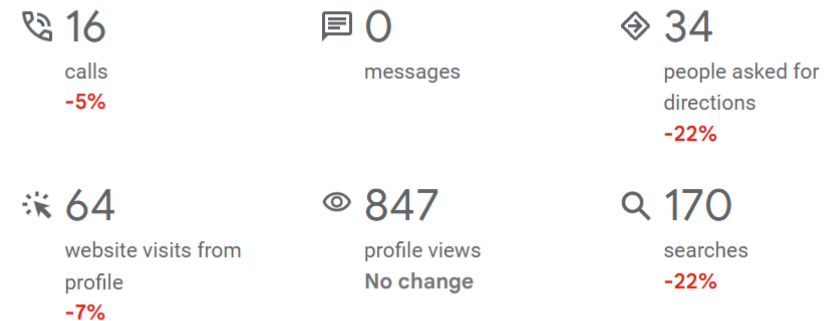


# MANAGING YOUR WEBSITE – LOCAL SEO

## What does the data tell us?

- Number of people searching for your business on Google
- Top keywords for search
- Actions users took when they viewed the Google My Business profile
- Metrics show if there was an increase or decrease in a specific action
- What people are saying about you and your average star ratings

### Your performance at a glance



*\*An interaction is when a customer calls, messages you, makes a booking, is sent to your website, or requests directions from your Business Profile.*

### Top search terms

1	guam businesses	2	sbdc	3	sbdc guam
	41		35		32

# Consumer Data Protection

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- Users can opt in or out to use cookies
- Users can opt to have the site or app not track their activity
- Consumer data protection more scrutinized – GDPR, CCPA
- How does your company protect consumer data?
- Site terms and conditions
- SSL certificate (Secure Sockets Layer)
- Use data protection software
- Update your software, templates, plugins



# SEO VS. SEM

## Search Engine Optimization (SEO)

- Improves organic search engine results
- Evaluates how content is written, types of content, and backlinks to your website
- A combination of on-page SEO, technical, and off-page SEO
- Results take time
- Ad shows to anyone

Helpful tools: SEMRush, Keyword Planner, WordTracker

## Search Engine Marketing (SEM)

- Paid strategy to improve search engine results
- Increase search visibility
- Pay-per-click (PPC) marketing
- Only pay when a user clicks on the ad
- Keyword research and testing
- Ad shows to a specific target audience

**Expand your product reach with E-commerce Keywords Analytics**

Assess the efficiency of e-commerce keywords with insights from top retailers' domains.

[Check out E-commerce Keyword Analytics](#)**Keyword Overview: hot sauce world** ⊕🔄 Update metrics 0/250📄 Export to PDF🇨🇦 Canada 🖥️ Desktop 📅 Mar 12, 2023 💵 USD[Overview](#) [Bulk Analysis](#)

Volume

**40** 🇨🇦

Keyword Difficulty

**60%**

Difficult

You will need to have 65 referring domains and optimized content to compete here.

Global Volume

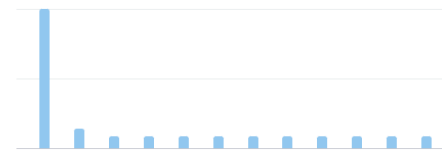
**540**

<span>🇺🇸</span> US	<div><div></div></div>	170
<span>🇨🇦</span> CA	<div><div></div></div>	40
<span>🇦🇷</span> AR	<div><div></div></div>	20
<span>🇦🇺</span> AU	<div><div></div></div>	20
<span>🇩🇪</span> DE	<div><div></div></div>	20
<span>🇩🇰</span> DK	<div><div></div></div>	20
Other	<div><div></div></div>	250

Intent

Navigational

Trend



Results

**182.0M**

SERP Features

☆ 🔗 ? +4

CPC

**\$0.87**

Com.

**1.00**

PLA

**0**

Ads

**1****Keyword ideas**

Keyword Variations

**300** Total volume: **3.9K**

Keywords	Volume	KD %
<a href="#">hottest hot sauce in the world</a>	720	51 <span>🔴</span>
<a href="#">worlds hottest hot sauce</a>	590	53 <span>🔴</span>
<a href="#">world's hottest hot sauce</a>	210	53 <span>🔴</span>
<a href="#">the hottest hot sauce in the world</a>	110	45 <span>🟡</span>
<a href="#">spiciest hot sauce in the world</a>	90	45 <span>🟡</span>

[View all 300 keywords](#)

Questions

**28** Total volume: **380**

Keywords	Volume	KD %
<a href="#">what is the hottest hot sauce in the world</a>	90	57 <span>🔴</span>
<a href="#">what is the world's hottest hot sauce</a>	30	n/a <span>🟡</span>
<a href="#">what's the hottest hot sauce in the world</a>	30	n/a <span>🟡</span>
<a href="#">what's the spiciest hot sauce in the world</a>	30	n/a <span>🟡</span>
<a href="#">how hot is the hottest hot sauce in the world</a>	20	n/a <span>🟡</span>

[View all 28 keywords](#)

Related Keywords

**264** Total volume: **53.2K**

Keywords	Volume	KD %
<a href="#">hottest sauce</a>	140	58 <span>🔴</span>
<a href="#">hottest hot sauce</a>	480	56 <span>🔴</span>
<a href="#">hottest sauces</a>	140	59 <span>🔴</span>
<a href="#">hottest chili sauce</a>	90	57 <span>🔴</span>
<a href="#">hottest hot sauce ever</a>	40	48 <span>🟡</span>

[View all 264 keywords](#)

Topic Research: guam foods

Content Ideas

Favorite Ideas

guam foods

United States

Search content on domain

Get content ideas

Favorite Ideas

Cards

Explorer

Overview

Mind Map

Top 10 Headlines by backlinks

Best Guam Cookbook and Chamorro Recipes

Denanche: Sun-ripened Hot Pepper Drizzle in Guam USA

A Brief, 500-Year History of Guam

16 Mouth-Watering Chamorro Food Recipes on Guam

Kelaguen

Culture of Commonwealth of the Northern Mariana Islands

Culture of Guam

10 Most Popular Guamanian Dishes

Chamorro Estufao Recipe

CHAMORRO DISHES

10 Interesting Questions

What is the most popular choice of meat in Guam?

What is the signature or unique food/dish of Guam?

Is it good to eat the seeds of peppers?

Do people from Guam know that they live in Guam?

What is your favorite dish unique to Myanmar?

What are some of the best traditional Hawaiian foods?

What is your favorite Jamaican food and why?

What is a good itinerary for a first visit to Guam?

What is it like to move from the U.S. to Guam?

What are some good condiments to go with tamales?

Top subtopics

Volume

Difficulty

Topic Efficiency

Top

Trending

Coconut Milk

Volume: 60.5k

16 Mouth-Watering Chamorro Food Recipes on Guam

10 Most Popular Guamanian Dishes

Vegan Tinaktak

Show more

Soy Sauce

Volume: 40.5k

16 Mouth-Watering Chamorro Food Recipes on Guam

Finadene Sauce Recipe

Chamorro Finadene Sauce

Show more

Local Foods

Volume: 33.1k

10 Most Popular Guamanian Dishes

5 Foods You Must Eat on Guam

Where to Get Chamorro Food in Guam

Show more

Top 10 Related searches

guam coconut milk

authentic finadene sauce

Warm and cozy restaurants near Guam

guam food recipes

authentic chamorro red rice recipe

chamorro food near me

guam dipping sauce

guam foods products

671 chamorro recipes

Late night food near Guam

Topic Research: guam cookies

Export topic to XLSX

Order content writing

Content Ideas

Favorite Ideas

guam cookies

United States

Search content on domain

Get content ideas

Favorite Ideas

Cards

Explorer

Overview

Mind Map

Top 10 Headlines by backlinks

Find A Location

Crispy Chocolate Chip Cookies

Meskla Chamoru Fusion Bistro

Gerard Aflague Collection

Roskette

Chamorro Guyuria Recipe

Chamorro Roskette

Guyuria - Who brought it to Guam?

Crunchy Macadamia Nut Chocolate Chip Cookies

Guam Rosketti Cookie Recipe

10 Interesting Questions

Can I eat coconut during a dog bite?

Why were Matilda's parents so mean to her in the movie?

What ingredients are used to make fettucine noodles?

How does Noodles and Company prepare their food so quickly?

How to live in another place than our home?

Why did Girl Scouts change the name of Samoas?

Are people from Guam Polynesians?

Do I need to declare food at US Customs?

Which is better to live in, Hawaii or Guam?

What is a good itinerary for a first visit to Guam?

Top subtopics

Volume

Difficulty

Topic Efficiency

Top

Trending

Coconut Milk

Volume: 60.5k

Chamorro Guyuria Recipe

Vegan Tinaktak

Guyuria

Show more

Guyuria Cookies

Volume: 20

Chamorro Guyuria Recipe

Guyuria - Who brought it to Guam?

Guyuria

Show more

Guam Cookie Cutter

Volume: 20

Cookie Cutters and Decorating Supplies

Cookie Cutter Stamps

Tribal Guam Seal Resin Cookie Cutter Stamp

Show more

Top 10 Related searches

guam coconut cookies

guam cookies

guam cookies recipe

chamorro chip cookies price

chamorro chip cookies for sale near Texas, USA

great american cookie number

chamorro food and spices

chamorro chip cookies for sale

tsubaki tower guam

guguria

cookies

×


Search

Projects > Keyword Overview

Keyword Research course

User manual

Send feedback



Expand your product reach with E-commerce Keywords Analytics

Assess the efficiency of e-commerce keywords with insights from top retailers' domains.

Check out E-commerce Keyword Analytics

×

Keyword Overview: cookies +

Update metrics

Export to PDF

Japan

Desktop

Mar 12, 2023

USD

Overview

Bulk Analysis

Volume

40.5K

Keyword Difficulty

65%

Difficult

You will need to have 16 referring domains and optimized content to compete here.

Global Volume

1.6M

US

368.0K

FR

135.0K

IN

135.0K

BR

60.5K

ID

60.5K

JP

40.5K

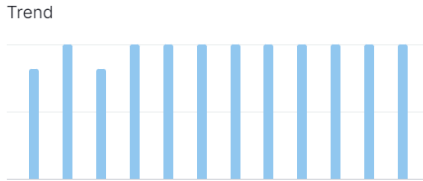
Other

810.5K

Intent

Informational

Trend



Results

17.1B

SERP Features

☆ ↻ ? +4

CPC

\$0.11

PLA

0

Com.

0.03

Ads

0

Keyword ideas

Keyword Variations

32.9K

Total volume: 450.2K

Keywords	Volume	KD %
cookie とは	40.5K	47
cookies	40.5K	65
cookie clicker	18.1K	46
cookie 削除	12.1K	53
cookie 設定	8.1K	54

View all 32,867 keywords

Questions

713

Total volume: 7.4K

Keywords	Volume	KD %
who took the cookie	210	26
how to make cookies	140	71
what are cookies	140	71
can you freeze cookie dough	90	54
can you use instant oatmeal for cookies	90	43

View all 713 keywords

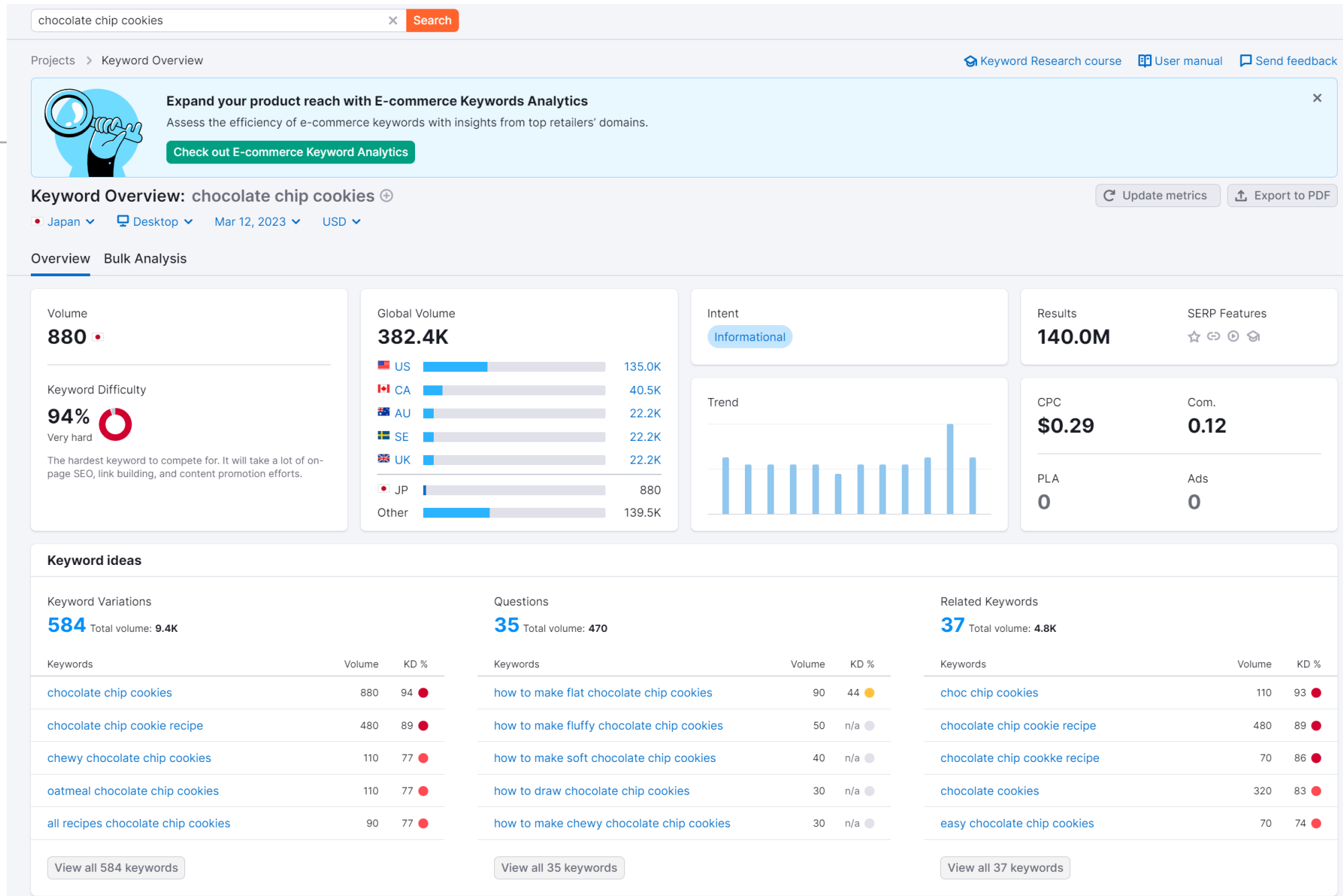
Related Keywords

475

Total volume: 725.6K

Keywords	Volume	KD %
cookie	1.0K	57
web cookies	140	57
ウェブサイト クッキー	110	51
cookie とは	40.5K	47
cookie の使い方	70	35

View all 475 keywords





Keyword Planner

×

Google Ads

Keyword plan

Search

Reports

Tools and settings

Refresh

Help

Notifications

407-829-4606

angelica.camacho671@gmail...

! Your account isn't active - Your ads aren't running because your account has been cancelled.

Hide

Learn more

Reactivate

Keyword ideas

Forecast

Keyword plan

Saved keywords

Negative keywords

🔍 table cloths, houseware, kitchen decor, guam designs, guam tablecloth, guam seal

📍 California, United States, + 3 more

🌐 English

🔗 Google and search partners

📅 Mar 2022 - Feb 2023

Download keyword ideas

Broaden your search:

+ decor

+ outdoor kitchen

+ room decor

+ kitchen

+ wall decor

+ home decor

+ designs

🔔

Exclude adult ideas

Add filter

4,331 keyword ideas available

Columns

Keyword view

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
Keywords that you provided								
<input type="checkbox"/> table cloths	10K – 100K	0%	0%	High	—	US\$0.42	US\$4.26	In Plan: Saved
<input type="checkbox"/> houseware	1K – 10K	0%	0%	High	—	US\$0.21	US\$2.00	In Plan: Saved
<input type="checkbox"/> kitchen decor	1K – 10K	0%	0%	High	—	US\$0.19	US\$1.04	In Plan: Saved
<input type="checkbox"/> guam designs	10 – 100	0%	0%	High	—	—	—	In Plan: Saved
<input type="checkbox"/> guam seal	1K – 10K	0%	0%	Medium	—	—	—	In Plan: Saved
Keyword ideas								
<input type="checkbox"/> christmas tablecloth	1K – 10K	-90%	0%	High	—	US\$0.24	US\$0.71	<div>Location</div> <div>Enter a location to target</div> <div><div>Targeted locations (4)</div><div><div>California, United States state</div><div>64,900,000</div></div><div><div>Germany country</div><div>88,100,000</div></div><div><div>Guam country</div><div>268,000</div></div><div><div>Hawaii, United States state</div><div>2,530,000</div></div></div> <div><div>Reach</div><div>🔗</div></div>

☐ kitchen wall decor	1K – 10K	0%	0%	High	—	US\$0.21	US\$0.96	
☐ table cover	1K – 10K	0%	0%	High	—	US\$0.26	US\$5.11	
☐ round table cloth	1K – 10K	0%	0%	High	—	US\$0.29	US\$1.83	
☐ linen tablecloth	1K – 10K	0%	0%	High	—	US\$1.22	US\$4.58	
☐ cloth napkins	1K – 10K	0%	0%	High	—	US\$0.27	US\$1.57	
☐ dining table cover	100 – 1K	0%	0%	High	—	US\$0.21	US\$2.17	
☐ white table cloth	1K – 10K	0%	0%	High	—	US\$0.33	US\$1.64	
☐ vinyl tablecloth	1K – 10K	0%	-90%	High	—	US\$0.32	US\$1.03	
☐ plastic tablecloth	1K – 10K	0%	0%	High	—	US\$0.31	US\$1.03	
☐ black table cloth	1K – 10K	0%	0%	High	—	US\$0.38	US\$2.55	
☐ oilcloth tablecloth	100 – 1K	0%	0%	High	—	US\$0.30	US\$0.86	
☐ wipe clean tablecloth	10 – 100	0%	0%	High	—	US\$0.11	US\$0.85	
☐ farmhouse kitchen ...	100 – 1K	0%	0%	High	—	US\$0.24	US\$1.00	

Refine keywords

Expand all

Brand or Non-Brand

Non-Brands, amazon, target, ikea, floor and d...

Product

tablecloth, napkins, table runner, cutlery

Color

white, black, blue, red, green

Material

fabric, plastic, vinyl, metal, wood

Others

christmas, dinner, accessories, plaid, simpleh...

📍

Highlighted areas represent places advertisers can target or exclude with Google Ads location targeting. [Learn more](#)

## DECIDE WHICH SOCIAL MEDIA CHANNEL WORKS BEST FOR YOU



Identify the platforms your targets use



Coordinate and schedule tasks



Consistency – messaging and frequency



Keep you on track with company promos and events



Budget and manage your ad spend

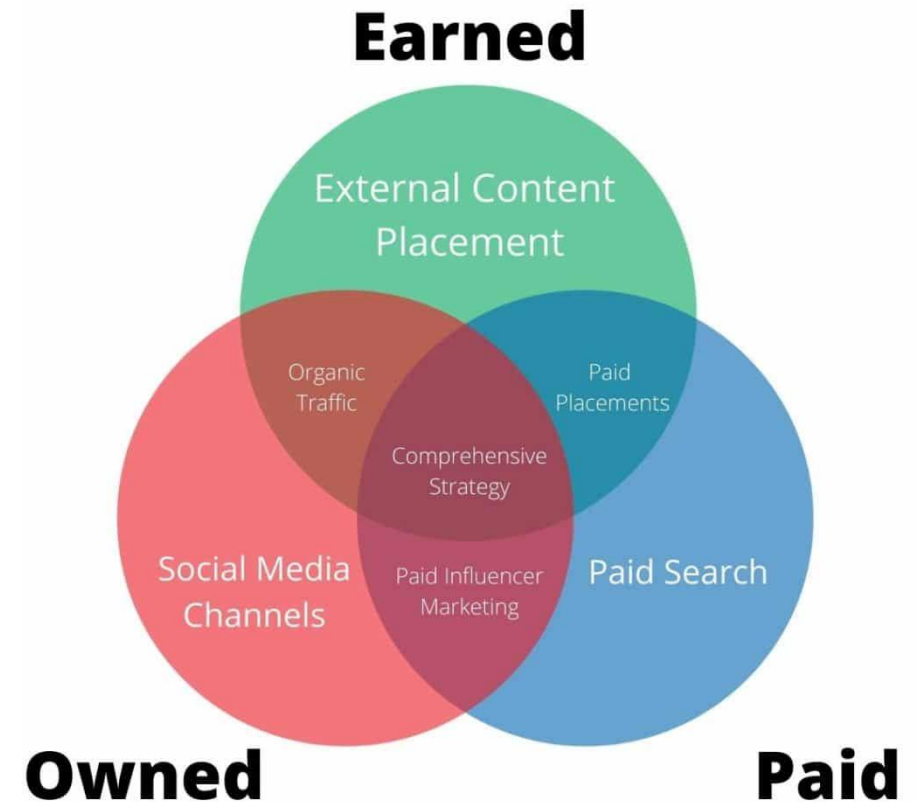


Track your results and adjust as needed

# MANAGING SOCIAL CHANNELS

## Tips to grow your brand on social media

- Use content building tools like Canva to develop social media templates / kits
- Stock images v. Real photos
- Consider partnering with brand ambassadors
- Use long-form and short-form content
- Try a variety of content posts on multiple social media channels (stories, reels, memes, lives, highlights, tutorials)
- Take a strategic approach and balance by using owned, paid, and earned content



# YouTube in Japan

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- Most used social media platform in Japan
- Ranks 3rd place globally for the number of YouTube visitors
- Roughly 75% of the population aged 16-64 use the platform in some capacity—primarily on smartphones
- Influx of Japanese celebrities, television personalities and comedians
- Brands should be prepared to face language and cultural barriers.
- Translation of all ads, posts, and website content should be developed by local market experts.



# Instagram in Japan

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- Popular amongst a younger demographic ages 18-29
- Users spend over 100 million hours a month
- Great for brands to use influencer marketing
- Japan ranks #1 in the world for the number of daily stories; roughly 7 million per day
- Japanese influencers have high engagement rates in every influencer category.

# Social Media use in Canada

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- 80% of online Canadian adults have a Facebook account
- Facebook advertisers have a potential reach of 63.2% in Canada
- 40% of Canadians aged 16-64 watch tutorials, how-to, or other educational videos
- Pinterest adoption is highest among Canadians with lower incomes, but visit frequency is stable among all income levels (24-29%)
- Advertising reach on LinkedIn is 61.3% in Canada
- 76% of Canadians aged 18-24 have a TikTok account
- Advertising reach on TikTok in Canada is currently 36.1%



## Review the data

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- Tool available to any admin of company page once over 30 fans
- Data for FB ads, page engagement
- Metrics about your posts to view content performance
- Demographics for followers and fans
- Location breakdown
- Create lookalike audiences
- Analytics for ad spend, cost per click, types of ads run, and performance data



# Customer reviews & testimonials

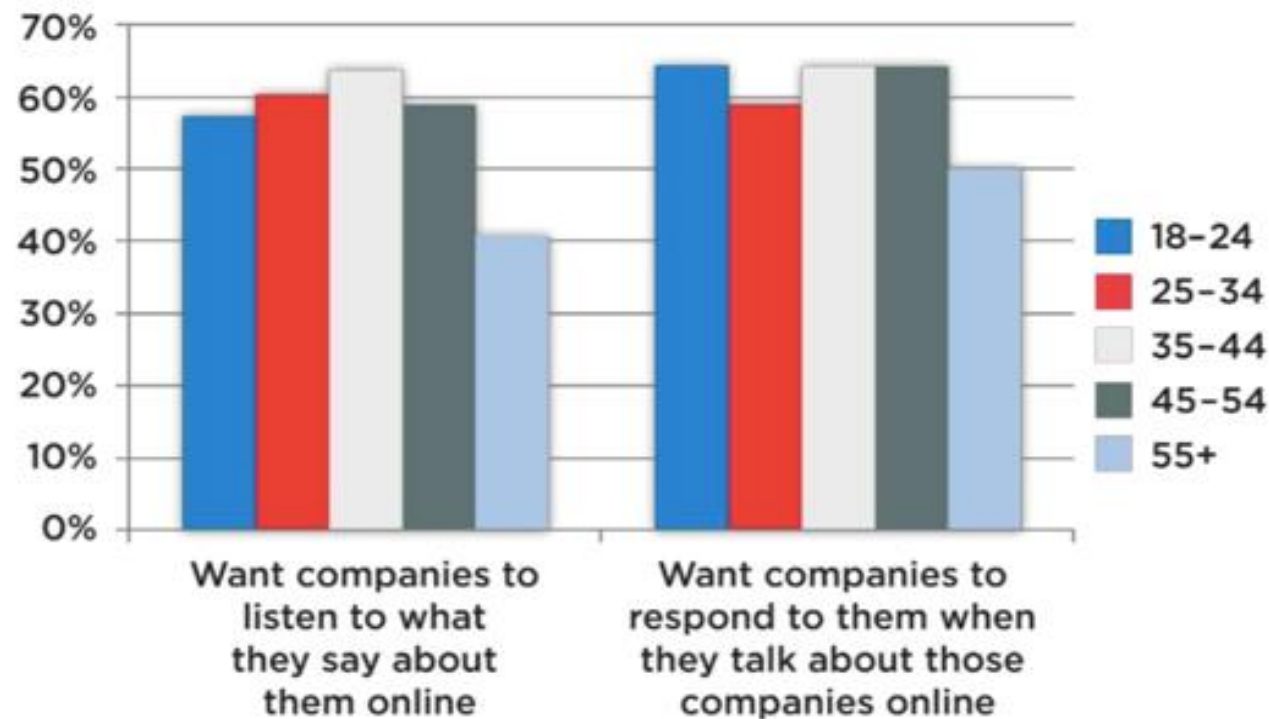
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- Are you responding to customer comments and reviews?
- Responsiveness shows you value your customers
- Addressing issues early on prevents bad reviews from lingering online
- Let customers know you care about their experience
- Let customers know you value their business
- Good testimonials and reviews can be great for marketing
- User generated content helps to improve your search ranking
- Encourage customers to share their experience with you



# Respond to comments in a timely manner

Consumers Expect Companies to Take the Social Voice Seriously



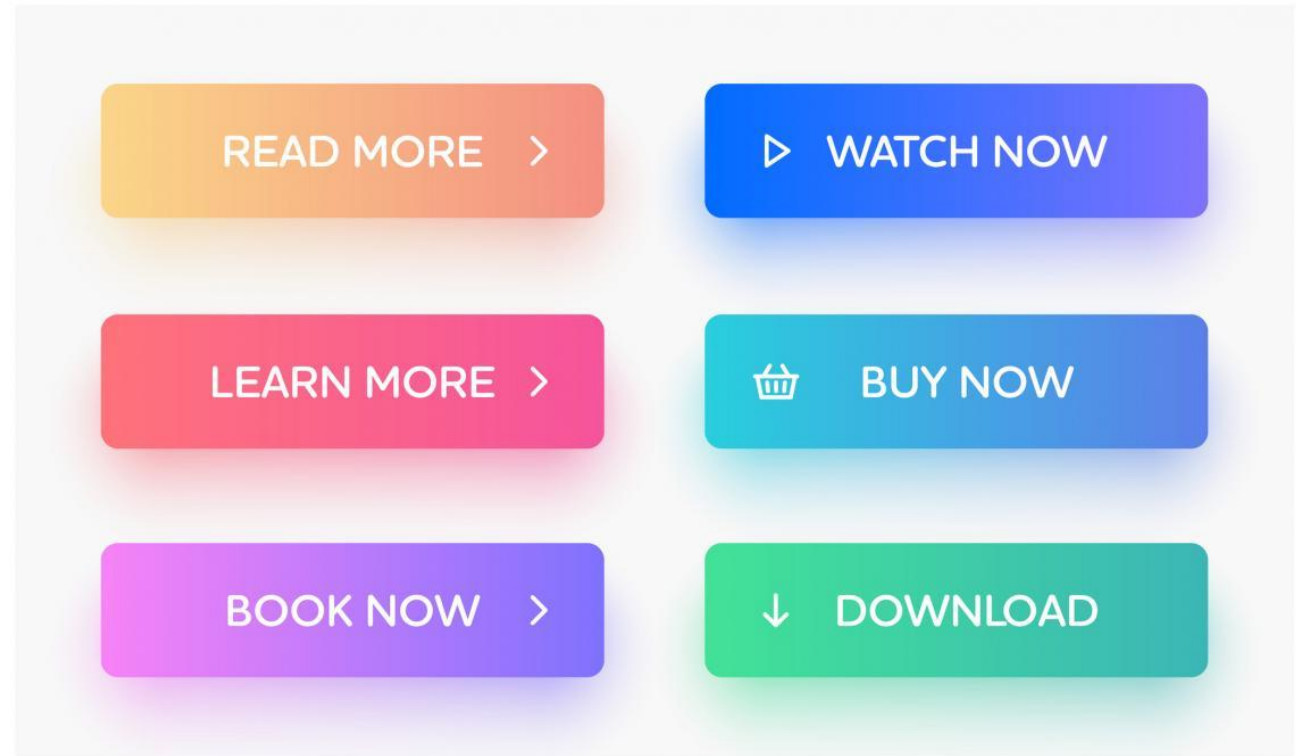
# Local Media Coverage

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- Adds some level of validation as a trusted source
- Google loves local media links
- Submit press releases to local media or get featured coverage
- Have a good distribution and following
- Industry publications or member sites are good options for exposure
- The more external links and content about your company, Google gives more points and improves rankings

# MAINTAIN YOUR WEBSITE & SOCIAL MEDIA

- Detailed product and services descriptions
- Store policies are up to date
- Tell your customer what they need to know
- Use banners to communicate most important information or latest updates
- Update, repurpose, and create different types of content



# CROSS PROMOTE YOUR BRAND

- Site on print materials (business cards, packaging, letterheads)
- Trade publications
- Opt-in ads to receive store updates, sales, promos, new products
- Follow-up emails with a coupon for a discount or sale items
- Social media to drive traffic and get engagement



## CONSIDER THIRD PARTY MARKETPLACES

- Search capability on platform
- Listing fees
- Inventory Management
- Fulfillment and shipping
- Sales reports and tracking
- Mobile platform availability
- Access to wider buying audience
- Ad space for similar products

amazon.ca

ebay

Gmarket

AUCTION

Etsy

AliExpress™

Rakuten

alamy

envatoelements

udemy



# Tips to develop your digital marketing strategy



- **Know your customer** – Develop different buyer personas based on the markets you're selling in
- **Identify your goals and the digital tools you'll need to achieve it.** – Be specific so you can measure the impact of your marketing tactics.
- **Consider the big picture.** - Evaluate your digital channels and assets.



# Tips to develop your digital marketing strategy

- **Try different posts** and various content types. (A & B testing)
- **Measure your performance and adjust.** – Run reports to compare engagement, reach, and conversion.
- **Revisit your brand as it evolves.**



# SIYU'US MA'ASE



Questions?



Please give us your feedback by filling out the post-training survey. Check your inbox!



Need more help? Counseling services are free! Scan the QR code to sign up today.

