

Top 7 ways to grow your digital presence during quarantine

In a time where it is more important than ever to grow your business online, I've laid out this freebie to give you immense value in the type of information it provides. As a business owner, please consider the time needed to add



these to your arsenal of marketing weapons. For marketing to be truly effective, it needs to be thought and planned out, then executed with knowledge. So instead of trying to tackle this in one day, add this thoughtfully to your marketing plan, a valuable tool you NEED to have for three reasons: It saves you money, saves time, and increases your marketing efficiency. If you do not have a marketing plan, check out my course for DIY marketers (my term for the brave biz owners that don't hire out all their marketing) to create your own plan for extreme growth. Click here for the course: [GROW! A Simple Marketing Plan System for Launching Your Business to the Next Level!](#)

Tip Zero - YOU NEED A WEBSITE - If you're online, you would be surprised how many people still aren't...if you aren't online you need to get online ASAP. If you have literally zero money to invest in a website right now, create a free website through weebly.com or a simple platform like that. If you have \$30+ get a custom domain and map it to that website and upgrade to paid hosting so it removes all of their branding. >> Yes, I'm a web designer/agency owner and should never recommend this considering my own business, but these are tough financial times and I would rather you have something basic that doesn't break the bank, than nothing { and then when you bounce back you can call me for your amazing custom website ;) } So, yes, I am recommending this! << I can't stress this enough....GET ONLINE. You can market the heck out of yourself online but if you don't have somewhere for a person to gather their final purchasing information and/or make their purchase, then how will they ever become your client/customer?

1

Optimize your website for content and responsiveness

Ok you have a website. 1st thing to check - it needs to be mobile friendly. That is what responsive means, that your website responds to which size screen it is displayed on. If your website isn't responsive and you are on a platform where you can make changes, try using the website tutorials to figure out how to make sure it is mobile friendly. Most of them now do this automatically, but also double check that it looks the way you want it to, because you can make adjustments.

Now, let's make sure your website is doing its job! Optimizing your website for content means that your website has the elements it needs to be shown to your potential customers, particularly for search engines. So if you are a kid's shoe store, you don't only use the phrase kid's shoes in your text, you'll have words like kid-friendly, adolescent, child, shoe, footwear, sandals, boots, kid's shoes, comfort, etc. used throughout different text in your website. Do a bit of keyword research, this means look to see what type of words people are using to search for websites like yours. A free tool is wordtracker.com , you can search by one keyword and it will show related ones, or you can search a website (such as a competitor) and see what



type of words they are ranking well in. While you're at it, make sure to include location type of information too, so people can find you when they search with a term like "near me".

Is this a little more detail-oriented and definitely difficult for some? Well, yes. This topic is an entire profession and people pay a lot of money for this...so yes it's not going to be SUPER easy. However, it is something you

can do to make a difference for your website. While you're at it, go into the seo section or page settings of your website, (if it's a DIY builder) and insert the keywords you've discovered, after your awesome research, into your meta description, tags, page description etc. You'll want to use the words generously, but not over the top. For a page description example, you don't want it to say:

shoes, shoes, kids, shoes, shoes, kids, shoes

Instead you want authentic, so you could put something like:

We are the best kid-friendly shoe store in central wisconsin, specializing in comfort and mobility for youth in Stevens Point, WI 54481 54482 We have child sized chairs and school shoes, sandals, winter boots and more for adolescents of all ages and sizes.

Throughout your entire website, make sure there is sufficient amounts of content as well. If there are only 6 words on each page, it doesn't look to google as if you have a lot to contribute. So at least a few sentences to a couple paragraphs on each page is best. Don't go the opposite way either and have an entire book on each page, this muddles things and looks like you're just throwing stuff in to look good. It's better to have different pages with different types of information on them, then search engines will send a person to the page with the best suited content based on their search. PHEW! I hope that was not too overwhelming, DIY marketing is hard work, but you're doing so great! I offer marketing coaching, to help guide you in all your efforts, for when you need that extra boost in your back pocket - book a free discovery call here: elefantoosh.com/book-a-discovery-call

2

Web Directories

As a business, your important business information is either already on a lot of websites, or it needs to be. It sounds simple, but think of it as hundreds of different phone books and you kind of want to be in all of them....and for all of them to be accurate. There are 2 ways to do this - you can pay someone to do this with a software tool. Possibly the actual phone book companies' representatives have told you about this already as many of them do it. Or you can find a marketing company (like Elefantoosh Marketing) and have them take care of it. Option 2 - which is ideal in a time of money saving, is to go through and put the information on each website yourself.... Or pay a teenager \$20 (or more? Not sure what the going rate for a teenage side jobs is these days) to do this, as its a bit tedious. If you go to scan.elefantoosh.com you can scan 20+ listings to check for accuracy and have a starting place of ones to fix. These little fixes can help you be found on search engines and sometimes there are websites that pull from really random other websites for your information so that can be a source of frustration for customers and you as well!



3

Reviews

Reviews are so important today! I don't have to tell you; you likely look at the number of stars a place has before calling them, or the ratings on an item before you purchase it... 97% of consumers use reviews as part of their decision making process when it comes to purchases. (Nope, not made up - actual study!) So yes, you need good reviews. It's time to reach out to your favorite/best customers/clients and ask them to review you on google. There are many other places/platforms to review someone and I recommend you get reviews on as many platforms as possible, including Facebook. BUT, Google is king. So number one to ask for is google - now is a good time to collect testimonials as well that can be used on your social media or website. Make sure to monitor these reviews as well. If you get any negative reviews, respond right away. DO NOT be defensive or blame the customer, try to seek a resolution - even if that means asking them to reach out to you directly to discuss the issue. Other people will see your response, so remember that when writing it!



4

Email Marketing

Do you have an email list? If you already do, try crafting some emails to send out! These can be emails that promote a specific special/item, they could be a thank you for previous business, an update about what's going on with you, something fun, a giveaway, or some other value added information. Use these emails wisely, don't spam them, but send emails that have value, not only for you but for them too!



If you do not have an email list, now is the time to start growing one! You could put a sign up form on your website, perhaps even offering something to them in exchange for their email. Perhaps you want to tell them about your new sign-up or offer on social media and direct them to the website.

5

Social Media

This is far too big of a topic to cover in a paragraph or so. (Let's be honest, all of these 7 are too big to handle in a paragraph each!) But let's go over a few basics. 1st, you don't have to be on every single social media platform you've ever heard of. Use ones that make sense for your business. LinkedIn may be ideal for a B2B type of biz such as a marketing agency (like me), whereas that might not make sense for a small women's boutique retailer; they might be better suited to instagram. It's always valuable to be on the top 3 - Facebook, Instagram and Twitter are the most widely used social media platforms, but only take on what you can! If you don't use social media in your personal life and didn't have social presences before this, maybe take on just 1 at a time. If you are on IG, Twitter, FB, LI, Snapchat, TicToc, Youtube and 16 other platforms in your personal life, you can probably take on a bit more ;) Try adding one at a time and working on engaging that audience.



My strongest recommendation is, represent your business for what it is. If you're a mom and pop shop and you know every single customer's first name, don't use pictures that look like you're a giant conglomerate. Let your businesses personality shine through. Be real and authentic. I'm not saying you can't curate a beautiful photo and use that, you definitely can, but also add those beautiful bits of who you are into it as well. Make a video of the team, ask questions to your customers that are relevant, share what you are doing this season etc. Just be natural and don't overthink it. Posting something imperfect is better than nothing. Follow @elefantoosh for more tips on social media. And to save time and make social media easier, check out my favorite low-cost social media scheduling and reporting tool here!

Blog/Vlog

6 Remember that awesome website we've been working on? You can add a blog or vlog to it! For those that don't know, blog is a written set of articles, sometimes set like a journal, blog stands for web-log. vlog? Video web log; Make a series of videos! What could these be about? Its time to position yourself as the expert in your field. Share information about your business, how-tos, answer questions, explain how things work, show DIYs etc. If you need more ideas for blog topics, look through your keyword research you did in tip 1 - a lot of times there will be topics that pop out at you. For example, when looking for my shoe example, there was a keyword for "water shoes kids" I'm imagining a blog or video that explains all the different styles of water shoes and which are best for each kids type of activity level or type of activity.

For hundreds more ideas, check out answerthepublic.com and type in your keyword (like shoes or kids shoes) and tons of questions will pop up, showing you what people are looking for answers to. Answer one question for each blog or video. Host your videos for free on YouTube and record them on your laptop webcam or your smart phone (if you have either). If you don't, maybe ask your techy nephew to record you - free tech support! Or ask a neighbor, friend etc. Don't be shy, you're trying to help your business so you can in-turn contribute to the community. Check out my course *GROW! A Simple Marketing Plan System for Launching Your Business to the Next Level!* To learn more about how you can schedule out and plan content creation like blogs/vlogs.



Guest Post/Article On Other Sites/Press Releases

7 Ok, this is kind of a two-for, as guest posts and press releases are definitely different things. My point for this tip is to try to get your name, info, business etc on someone else's website.

Guest post/article - look for other blogs/vlogs that are similar to your business or come from a very complimentary industry that you can refer people back and forth. For example, (yep, were going back to our shoe store friend) a local kids shoe store might team up with a kids clothing shop, a toy store, a candy store (or even better, ALL of them). They reach out to each location and ask if those professionals would be interested in trading guest blogs/articles for each others websites. So a dermatologist writes an article about lip health on the dentists blog and links back to their website, then they also will tell their readers "check out my article about xxx on Dr. Tooth's website here" and then Dr. Tooth writes an article about whitening teeth on the dermatologist website and link back to theirs... are you catching my drift? It's a

little circle of reaching out to someone else's audience that is similar to yours. It makes your website perform better on search engines (bonus) plus may get you a few new admirers.

Press Releases - Do you have a new product, system, way of doing things etc. that you could write as a press release? Here's a made up thing about a dentist:

NEW Check In Technology at Dr. Tooth's Dental Clinic allows clients to inform the clinic they are present without touching a thing!

Doors will automatically open allowing them to walk into the clinic again without touching anything and gloves and masks are being made available right at the front as well....

Obviously that would be more informative (you can tell I am nowhere near the health field) but then send it over to a local radio station to put on their website, send it to a local paper that has a social presence or a website that reports news locally. You could also share that information with other websites that would have an interest in what you are sharing, and don't forget to post on social media too. It all comes full circle with digital marketing, what helps one area, usually contributes to another!

Wow! *Ok, this was one long free download... I didn't expect to get so wordy, but I didn't want to use "marketer speak" and leave you without the knowledge of what I was even talking about.*

I hope this has been valuable to you! I offer free 30 minute discovery sessions, so if you have any questions, please schedule a call here!

Also, if you appreciated this, please remember to share our social media with others so they may benefit too.

Stay healthy and safe,

*Stephanie Mueller
Elefantoosh Marketing*



Sending With Love