

# 5 Essentials to Make YOUR Business's Online Strategy Sizzle



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## YOUR ONLINE STRATEGY

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This is essentially the combination of all your internet and social media efforts.

Contemporary websites offer more than just information about your company, contact information, and your product offerings. They now provide resources for solving customer problems, can be hubs for social activity, and, most importantly, are rich with fresh and engaging content that is regularly updated so that visitors will frequently return. Your online strategy then begins with the question: What's the point of your website?

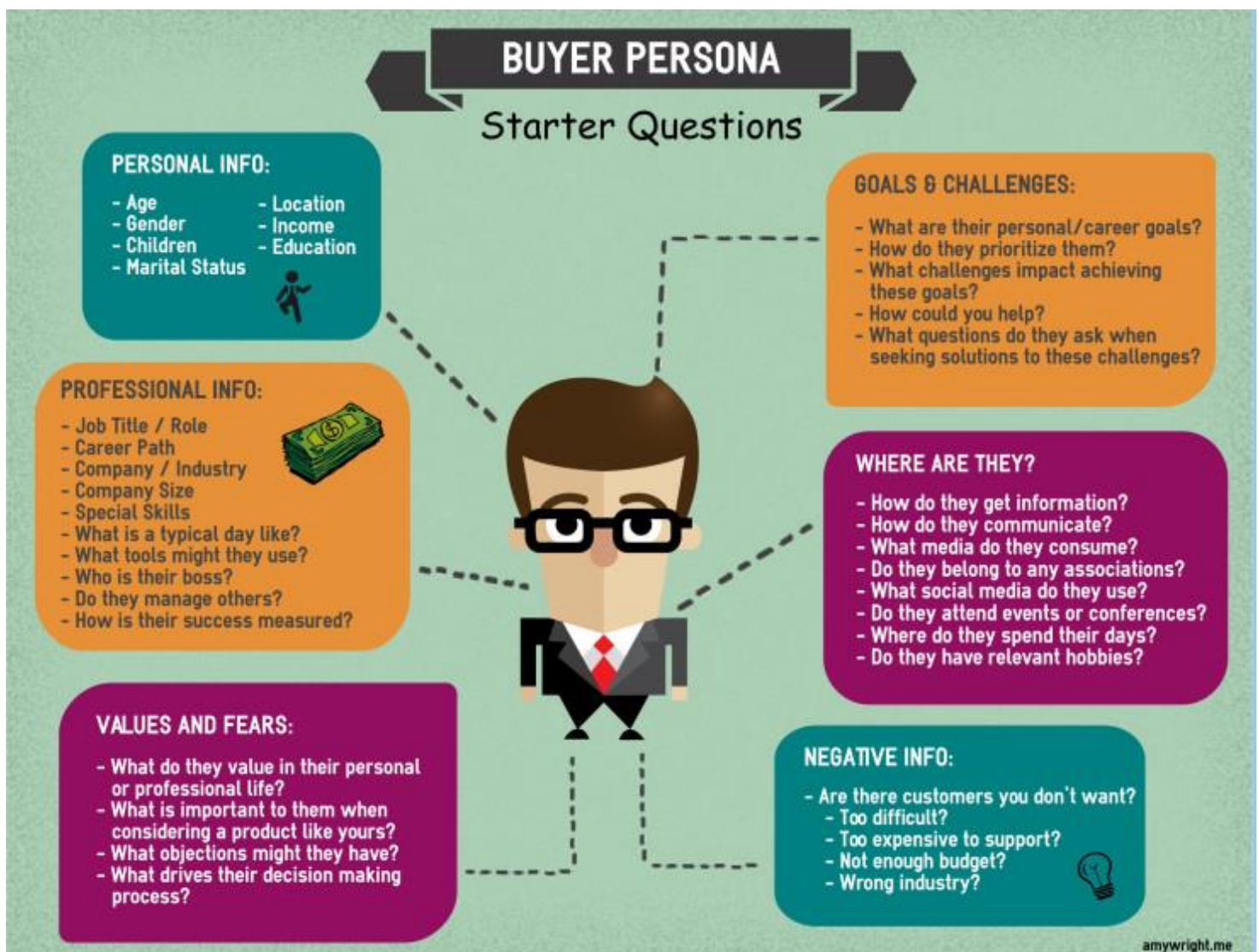
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### WHERE TO START?

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1. With your brand or Corporate Identity (CI): This could be as simple as generating a high-resolution logo. It's worth paying someone to do this for you. Get clear on your colours / fonts and other components of your brand identity as soon as possible.
2. Register a domain name: choose something that is easy to spell and easy for people to remember - don't use hyphens / numbers and cute spellings (z instead of s).
3. Your email: this should be linked to your domain to give you some credibility: don't use Gmail / Hotmail addresses for your professional entity (at the very least register your own name as a domain i.e. catrussell.co.za)
4. Your website: even if you haven't anything ready putting up a "coming soon" page with your contact details and some social media links is quick and easy to do - that way you will still generate enquiries and gather leads whilst your site is being developed.
5. Social Media: sign up for and register on the social media accounts you want to use as soon as you can (*see page 21 for more guidance*). Try and get all the names and handles (@yourcompany) as close to each other as possible. Start posting as soon as you can, even if its only teasers at this stage. You will start to generate interest and a following.

6. Think about your ideal customer / your niche: it's useful to get very clear on who your customers are. What age are they? What gender? What do they like to do / hang out etc. What are their aspirations / goals and challenges? There are various tools available to help you build up this this persona / profile (some people even name their ideal client) - this helps you to really think about them as people. See <https://www.elegantthemes.com/blog/resources/customer-persona-what-is-it-how-to-create-one>
7. Database: start getting together contact info and even purchase history for existing clients / customers (if you have them) in a spreadsheet; at the very least you will need names & email addresses. Signup for a free MailChimp account and upload this list of names. This way you can let everyone know when you are up and running online. No matter which mailing service you use make sure it has the option for them to opt-out from your communications (unsubscribe) or you will annoy people.



## 1. WEBSITES

There are several types of website that can apply to a small or medium sized business. Which type you select will all depend on the type of business you have, and ultimately what you want to accomplish with your online presence.

Here is a brief comparison of the main types of websites you will find nowadays.

| Type                               | Main Features  | Benefits   | Drawbacks   |
|------------------------------------|--|--|---|
| Static HTML                        | Typically contains the following:<br><ul style="list-style-type: none"> <li>- About us</li> <li>- Contact us</li> <li>- FAQs</li> <li>- Our products or services</li> </ul> Mainly used as an online brochure to share information one-way.<br>Pages seldom updated. | Very easy to create and maintain<br>A static page is better than no page<br>Cheap to host  | Low ranking with search engines<br>Boring for visitors  |
| Database driven or dynamic website | Built using a content management system (CMS) like WordPress<br>Contains both static pages and more dynamic content including blog* / news items   | Contain a lot more information.<br>Content is contained within a theme allowing for easy updating without "breaking" the design.<br>Allows for a lot more functionality like capturing user data or displaying a full catalogue of products. | Needs more hosting than static.<br>Takes longer to develop overall.<br>Needs to be assigned to someone for updating of content. |
| E-commerce                         | Can be built with or without a CMS system, used to offer users the ability to purchase goods or services online and pay in several ways  | Increases sales and allows companies to target larger markets  | Needs to be well maintained to ensure user security.<br>Takes longer to develop.  |

**what is a blog?** A blog is normally a sub-section of a website dedicated to regularly changing content. These entries are called posts as opposed to the more static pages. Blog posts are created when required via CMS and keep the site fresh and up to date with changing and dynamic content.

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## **BLOGGING FOR BUSINESS**

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Blogs have long been associated with personal websites, but more and more they are becoming an accepted addition to corporate websites.

What are the advantages of blogging for a business?

- Blogging creates useful content that attracts potential customers.
- Blogs attract inbound links and therefore increase ranking with search engines (good if you want to be on the 1st results page).
- Blogging helps to shape a company's reputation and build brand awareness.
- Blogging can be a good way to share your knowledge and expertise with your customers thereby gaining their trust.

Create, promote and optimise your blog content to increase site traffic. Do research into the kind of information your customers are looking for, and then blog frequently on these topics. A good place to start is with questions received via email or post, or comments on other blog articles. Posts don't have to be long essays – short, timely, informative articles will be well received.

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## **WEBSITE GUIDELINES**

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10 things you should have on your website

1. Clear contact details: preferably your phone number in the top right corner on every page
2. Your value proposition at the top (above the fold) of the home page. Using a hero image here behind the text is fine as long as people can work out straightaway what you do.
3. A clear landing page for each & every product or service. These should be separate and non-distracting. All your keywords and descriptions should be unique for each page and relevant.
4. Testimonials: build credibility and trust by sharing client reviews. People feel reassured reading real people's points of view.
5. Social media follow buttons: these also allow people to engage with your company easily. From your social media presence visitors can also see how you handle yourself online.



6. Social media share links: allow people to share content they loved with their friends and family. This is how you build traffic.
7. Newsletter subscription box: make sure you know who is visiting your site by getting them to subscribe for regular updates. Best way – write an eBook or use another giveaway in exchange for their signup. Make sure to nurture these leads by talking to them regularly with relevant content.
8. Google Analytics tracking: know how your site is performing and who is visiting.
9. Facebook tracking pixel: if you are using Facebook at all for your business then this free pixel is well worth installing.
10. A section with regularly updated content; be that a blog or portfolio section. People don't want to see your last update was in 2004.

And 10 things to avoid on your website:

1. Flash: the odd banner is fine but please don't build your entire site on flash. It can't be indexed by search engines, and anyone using a screen reader (people with visual or other impairments) will not be able to "see" your site either.
2. Sliders: yes, they are cool, for about 3 seconds. But they are also distracting, disruptive and confusing.
3. Too many fonts or fonts that are too small / decorative or difficult to read. Keep the copy clean and clear.
4. Very bright or distracting backgrounds or too much contrast. Black text on an orange background makes everything hard to read. Don't make your visitors work.
5. Too much text, no paragraphs, no bullet points, no images. People are lazy, don't make them work hard to find the info they need or the product they want to buy.
6. Contact forms that go nowhere: if you opt for contact forms make sure someone is reading the submissions. Same goes for group email addresses (info@ etc.)
7. Comment or forum areas that are unmoderated: these can get ugly quickly as people review / vent or rant about your products / articles or each other. Close comments on older articles after 30 days or whatever. Review all comments and reply if necessary (to good and bad).

8. Too many ads. This is a personal thing but don't clutter up all your website real estate with ads by Google. Yes, you may make a few bucks but you may also annoy people with irrelevant, irritating content.
9. Too many popups; asking for signups or newsletter subscriptions is fine but handle these with discretion, an exit popup is the least annoying. Also, have a way for people to escape these or not be bugged again for a certain number of days (use a cookie).
10. Duplicate content or confusing navigation: people need to be able to use your site and find the info they want. Keep the menu clear and obvious, and avoid duplication. If you aren't sure ask a friend or family member to test your site and give you feedback. It should be easy for everyone!

#### Other items you cannot ignore

- a. Mobile friendly design – in this day and age it is given that people will browse and even shop from their phones. Make sure your site works on all screen sizes.
- b. Page speed – people are in a hurry. If your site is slow to load they will move onto another. Regularly checking your page speed and optimising this via caching and other tools is vital.
- c. Optimised images – don't go throwing that 4mb file up as a hero image. Page loading times also depend on the size of the graphics on the site. Optimising & compressing these for the web is another thing you must not overlook.
- d. https or SSL – Google is pushing us all to build a more secure internet. How? By penalising those who do not have encrypted websites. If your hosting company is not offering you an easy way to enable SSL on your site perhaps it is time to move hosting companies. Scary but entirely possible.

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## READY TO BUILD?

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Next you need to get your thoughts, concepts and most importantly CONTENT together for your web designer. Please also make sure you have identified or at least considered your budget. Yes, you can build your own site for free, but like anything in life you get what you pay for...and isn't your time better spent on the things you are good at?

Some idea of the type of content and info you will need to give your developer can be found on my blog: <http://vinefruit.net/15-content-items-you-will-need/>



My favourite projects are those where my client knows what they want and are willing to do the work required to generate content. Below I have included the questions I ask when starting any web design project.

If you would like to complete this form online so that we can work together, please go to <http://vinefruit.net/projects/> and do so at your convenience.

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## BUSINESS SNAPSHOT

1. What is the name of your company?
2. Do you already have a website? What is the URL?
3. What does your company do? What are the products / services that you offer?
4. Who are the decision makers for this project?
5. What is your project timeline / go-live date?
6. Anything that might impact this date?

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## BUDGET & CURRENCY

1. What is your budget and currency for this project?

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## WHAT ARE WE DOING?

What are your main reasons for building this website? It's helpful to set SMART goals as it keeps all of us on the same page and moving in the same direction. IE: Goals that are specific, measurable, achievable, relevant and time-bound.

With this in mind - what are the top 5 business needs of your new website?

*For example: a 20% increase in sales in 6 months, a 30% increase in membership this year, reduce admin costs by 15% in 3 months*

1. Goal #1
2. Goal #2

3. Goal #3
4. Goal #4
5. Goal #5
6. Anything about your current website that serves you well and if so, why?

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## WHO ARE WE DOING THIS FOR?

1. Tell us about your ideal customer. Who are they? How old are they? What gender are they? Where would they hang out online? What are their interests?
2. What are the top 5 reasons your ideal customer will visit your website?  
*EG: to research product info, get contact details, ask questions about services, to buy something*

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## DESIGN

1. How do you want people to feel when they interact with your brand? Safe and secure, edgy and excited, exclusive and cool, like they belong?
2. Do your competitors have websites? If so, list them here so we can make sure yours is better :)
3. Tell us about your competitors. Who else is competing for the attention of your ideal customer and what are they doing that you think is working?
4. Are there any other websites that you like the design of? Why?
5. What call to actions should be on the site? (*call, email, signup, visit, buy*)
6. What type of functionality would you like to see? (*blog, events, gallery*)
7. How many pages in the initial development? (*home, contact us, services etc.*)
8. Will you or one of your staff manage the site?
9. If yes to #8, what's your (or their) technical skill level?

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## WHAT DOES SUCCESS LOOK LIKE?

1. If we were to be celebrating a successful website strategy in 12 month's time, what would that have to look like? How many website visitors? How many leads? How many sales? Be as descriptive and specific as you possibly can be.
2. Anything else you want us to know?

## 2. SEARCH ENGINE OPTIMISATION (SEO)

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### RECOMMENDATIONS

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1. Sign up with Google Search Console (the old Webmaster tools) for the domain in question – this allows you to set your target audience and business type / location etc. Make sure you set both URLs (with and without the www and then set your preferred one)  
<https://www.google.com/webmasters/tools/home?hl=en>
2. Register or claim your local business listing on Google  
<https://www.google.com/business/>
3. Sign up for Google Analytics – this will allow you to track where traffic to your site is coming from, what search terms people are actually using to find you and so on.  
<https://analytics.google.com/>
4. Add the tracking code for GA to your website, and link the Search Console profile with the Analytics one in Analytics.
5. Set up a monthly report on Google Analytics showing how you are doing in terms of Google and visitors. Set this using a comparative setup so you can see how you are improving (or not) month on month.

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### KEYWORD RESEARCH

1. Do some keyword research using the Google Adwords Keyword Tool.  
<https://adwords.google.com/KeywordPlanner>  
Here you will enter the keywords or phrases (one per line) and which version of Google you want to use as a basis (.com or .co.za). Also you can filter by category and location.

What you want to find are low competition keywords (less than 0.5) that have high search volumes (a couple of thousand for example) – this highlights phrases that are searched more often but have lower matches.

This starts to give you an idea of what people are searching on (from the suggestions) and where to aim your keyword optimisation.

2. Now you have a better idea of what people are searching on start to think about blog posts around these areas.
  - top 10 yoga moves for a healthy, easy pregnancy
  - my 3 favourite green products.
  - Why is organic food better?

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## PUTTING IT ALL TOGETHER

In the old days people would just stick a bunch of keywords into a website page and hope for the best. Nowadays Google and other search engines have become wise to this.

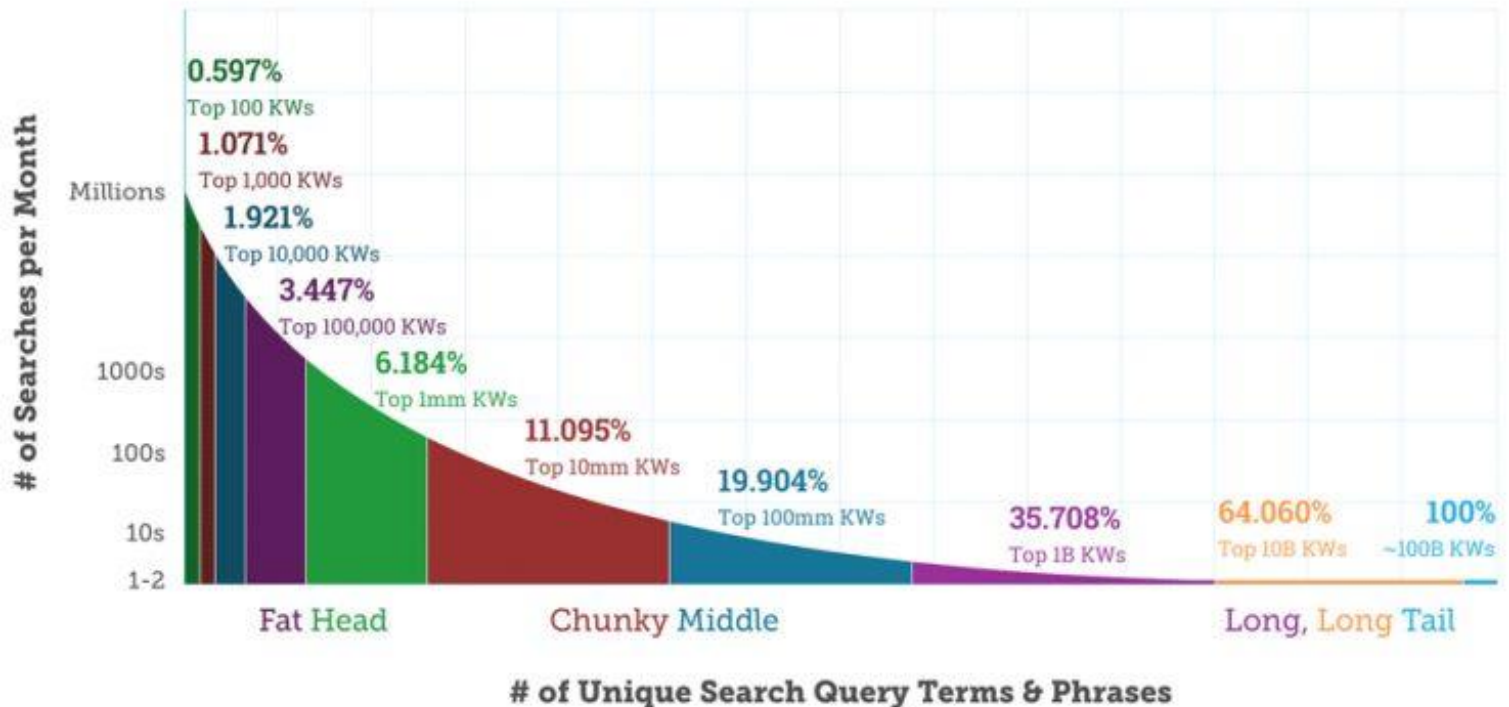
It's more important to keep your end reader / user / customer in mind.

- what are they likely to be looking for?
- what value can you offer them?
- think about what makes YOU share an article with friends. Are you writing content that is shareable and interesting?
- what phrases are people likely to actually be using – think about the way you search for things on Google.

Long tail keywords (“the best tailor in London”) vs (“tailors London”) is more likely to have low competition but high relevance. Think about how you can structure your blog posts to incorporate long tail keyword phrases that people are likely to be actually searching on.

## The Search Demand Curve in 2016

(data sourced from clickstreams of ~1,000,000 US, Google.com searchers, summer 2016)



Created by Rand Fishkin & Russ Jones of **MOZ**

### SHARE, SHARE, SHARE

Once you have written your article / post the most important thing is to share it

- post to your Facebook page
- tweet your link
- put it on LinkedIn

The other thing that Google ranks you well for is popularity – so you want people clicking on your link from various places.

Another good way is to write a guest post on a popular blog in your field – that links back to your site.

Start offering prizes to the 100th person that comments on an article or the 1,000th like on Facebook etc.

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## OTHER THINGS TO REMEMBER

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- use the ALT tag when putting images in your post (this can be seen by the search engines whilst the graphic can't be).
- use relevant and catchy titles (relevant to the article body). Use the CoSchedule headline analyser to see how your Blog or Newsletter Title would perform - <http://coschedule.com/headline-analyzer>
- when linking to your own content use interesting words for the link itself (so the link text could be "my top 10 locations for outdoor yoga" vs "click here").
- modern search engines ignore keyword density for the most part – the practise of including a keyword over and over on a page doesn't make it rank well. Write normal, interesting articles for real people.

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## DO

- use the keyword in the title (and try and only have one keyword you are focusing on per page / post).
- use the keyword / phrase at least 3 times in the body content itself.
- have the keyword in bold or a heading at least once.
- use a unique long-tail keyword for each image ALT tag in your post or product
- use your keyword at least once in the "excerpt" and "meta description" tags (whilst search engines don't really use these to rank you they do show in the snippet on the search results, people are more likely to click on a snippet that shows relevance to their search term) > limit this to around 160 characters (that is all that will show).
- put the keyword in the first part of the title along with your brand.
- use descriptive URLs for your content (it's the link to your article or slug that shows just below the title when you create a new post); omit joining words (and, the, a).
- use short URLs (this is important as when they are shared via FB / twitter as long URLs will be trimmed).
- use a hyphen instead of spaces in a URL.
- submit an image sitemap to Google and other search engines



## DON'T

- use the focus keyword for the article as anchor text for a link on the same page which points to another page on your blog, this is conflicting.
- use titles longer than 70 characters.
- use ALT tags for images that are used for decoration (backgrounds / icons) as this is sometimes seen as over-optimisation by the search engines.

### 3. CONTENT OPTIMISATION

Now start by thinking about what you want to accomplish with your website? **What does your customer NEED vs what you want to provide them?**

1. Some basic uses for your site (*one or more may apply*):
  - a. Funnelling users to your conversion pages on your website (via your site content itself or if visitors are arriving from social media or search engines)
  - b. Providing info to solve tough customer problems or answer questions
  - c. Positioning your organisation as the trusted expert in your industry

Whilst keyword research identifies what customers are searching for your website needs to provide the answers to those searches / questions. Have a landing page per keyword / search term to make sure visitors reach the info they need quickly and easily. This will improve conversions & lower bounce rates

*Bounce rate*: when people land on your website and leave immediately – normally due to:

- the content not being a match for their query
- the page being distracting or cluttered and they can't find the info they thought they would (you have less than 2 seconds to grab their attention)
- 404 errors when the page or info not found (you have rearranged things)



#### 2. Measurable Goals & Objectives

How will you know you have been successful?

Look at macro (whole site) and micro (specific page / post) level - are you:

- Developing and increasing your brand awareness?

- Generating traffic to your site and gathering new leads?
- Enhancing your online reputation?
- Encouraging natural links and good search engine rankings with your content?
- Increasing your competitive advantage?

Each post should address one or two of these; your whole site should cover them all.

When developing new content, or sharing on social media also check:

- Will this content position my company as a thought leader?
- Does it help solve my customer's challenges?
- Will it generate qualified traffic to my site?
- Is it better or different to what my competitors are offering?

### 3. Create mind share and branding

Your branding lives in the content. How much talk or sharing will it generate (mindshare)? Provide valuable content and this will happen.

Generate and distribute meaningful content. Most importantly **talk AS yourself but not about yourself.**

### 4. Generate traffic, leads and sales

Traffic reinforces brand recognition but it's not the be all and end all (unless you have ads on your page). You want to generate sales or other leads.

Funnel your traffic to your conversion page (depending on what you want people to do) – this could just be a contact, subscribe or purchase page.

Content must be relevant, timely and engaging to add value and “go viral”.

When content is engaging bounce rates go down.

<http://searchengineland.com/two-simple-rules-for-fixing-high-bounce-rate-pages-35125>

Increased traffic + increased conversion = strengthened brand

## 5. Manage your online reputation

Generate quality content that reinforces your image and keeps you on page 1 of search results, this means you don't give bad publicity a chance to rank highly.

Content must be distributed through multiple channels to achieve this. Social media allows you to engage with your customers and manage communication that flows to them. Also by knowing who your customers are you can keep them updated (always make sure they subscribe to your newsletter so you can chat to them later).

Look at mainstream social media, LinkedIn and then any industry specific tools.

## 6. Content for search engine ranking

Consider Search Engine Optimisation (SEO). Keep best practices in mind to ensure your site is in the best condition to rank well. Algorithms change regularly so by sticking to best practices your site will stand the test of time.

Search engines love new content: they will crawl your site more frequently and are more likely to rank your pages higher if you continue to have content updates. These new pages will provide new places for people to link back to as well.

<http://moz.com/beginners-guide-to-seo>

## 4. SOCIAL NETWORKING

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You may have a Facebook account in your personal capacity, but why would your business need a Facebook page? And what about a LinkedIn page? And what is twitter anyway? Lastly, how often should you communicate with your followers?

If these questions sound familiar, then you are not alone. Whilst most of us recognise that Facebook is a way to stay in touch with friends and family, we aren't sure how it applies to our businesses.

In short - social media affords you a way to reach communities that have large user bases, allows you to attract people that may be interested in your goods or services and helps you achieve your business objectives, which ultimately is growing the business.

There seem to be hundreds of ways to communicate with your audience these days, with more popping up all the time. How do you know which one to focus on? Well, think about where your customers are likely to be, and the type of business you are in. You don't have to do them all, pick one or two that are most relevant, and go from there.

1. **Blogs**, once specifically for personal websites, are being incorporated into corporate sites more and more. Why? Google loves updated, fresh, **relevant** content and this is an easy way to keep Google happy. A great way to share your expertise with your customers and build a reputation. All great for organic search results.

*Update frequency: one or twice a week*

2. **LinkedIn** is a business-to-business (B2B) oriented networking site that helps business owners build both personal and business credibility through answering questions and sharing profiles. Great for sharing your expertise on a more technical level with interested groups.

*Update frequency: one or twice a week*

3. **Facebook** fan pages allow businesses to build a community of potential or existing customers and share multi-media content. It is a way to drive people to your website where they may purchase something or join your newsletter. If you have a physical location visitors can check-in and share reviews with friends.

*Update frequency: every other day.*

4. **Twitter** enables succinct and text-only interactions that make talent recruitment, business collaborations, and information sharing timely and effective.

*Update frequency: less than once an hour.*

5. **Pinterest** offers a virtual pin-board where things (images and videos) you like can be “pinned” for other users to see. Individual boards, or the user as a whole, can be followed. Shown to be MORE effective than Facebook in driving business to your site - you can’t afford to ignore this one.

*Update frequency: as often as you want.*

6. **Google+** is Google's answer to Facebook. Google+ Business pages allow you to share content and links with your followers and circles. This activity does help your ranking in Google searches so certainly worth doing. Don’t forget to list your business via <https://www.google.com/business/> as well for extra oomph!

*Update frequency: every other day*

7. **Email Newsletter services** like MailChimp allow your customers to join your tribe\*\*, and give you permission to contact them when there are important targeted updates you would like to make. Great for feedback on new concepts or ideas. Email is still the best and most reliable way to get people to read your content.

*Frequency: no more than once or twice a month, must always include the option to unsubscribe.*

*\*\* What is a tribe? Seth Godin refers to a tribe as a community of people that has given you permission to talk to them and is interested in what you do.*

8. **YouTube or Live options** (new on Facebook and Twitter) allows you to share video, or in the case of LIVE real-time video shown to your page / fans / followers.

*Frequency: YouTube is as and when but for LIVE that would depend on your audience, but less is probably more.*

Social media in all its forms allows you to find and build your community. It allows you to listen to them, find out where they are and what they want. Most importantly you need to encourage them to join your mailing database, just so you know who they are. Lastly don't forget to incorporate social media buttons on your website to allow your readers to



easily share relevant content with their friends straight from your website, driving more traffic to your site. All important for generating leads and growing your business.

Social media has had an enormous impact in today's digital marketing landscape.

In 2016, the social media sphere  
has continued to rise with more...

**2.3 BILLION**  
ACTIVE USERS



and more than  
**1.9 BILLION** ACTIVE MOBILE  
SOCIAL USERS

In return, **83% of all marketers** have already taken advantage of social media marketing to increase their sales and boost their brand identity.

## 5. SOCIAL MEDIA OPTIMISATION

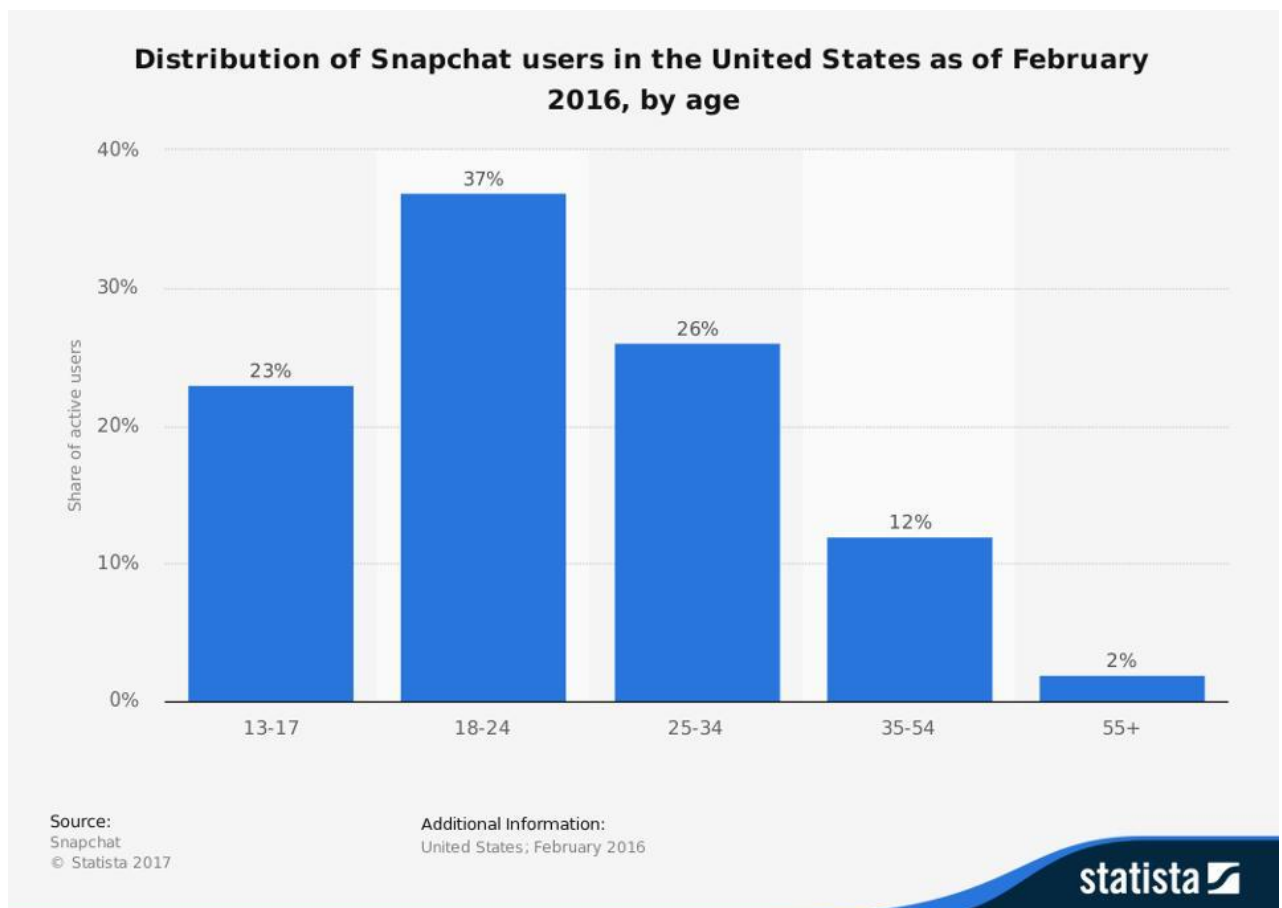
Once you are clear on who your ideal customer is (*see page 3*) you will be able to choose how to engage with them. This will include having a presence on the social media networks that they like to hang out on, and sharing content that will interest them.

Finding where your company fits on this spectrum, and spending majority of time on the two or three platforms that will yield the best results, is a far more advantageous option than trying to capitalize on all platforms and getting mediocre results.

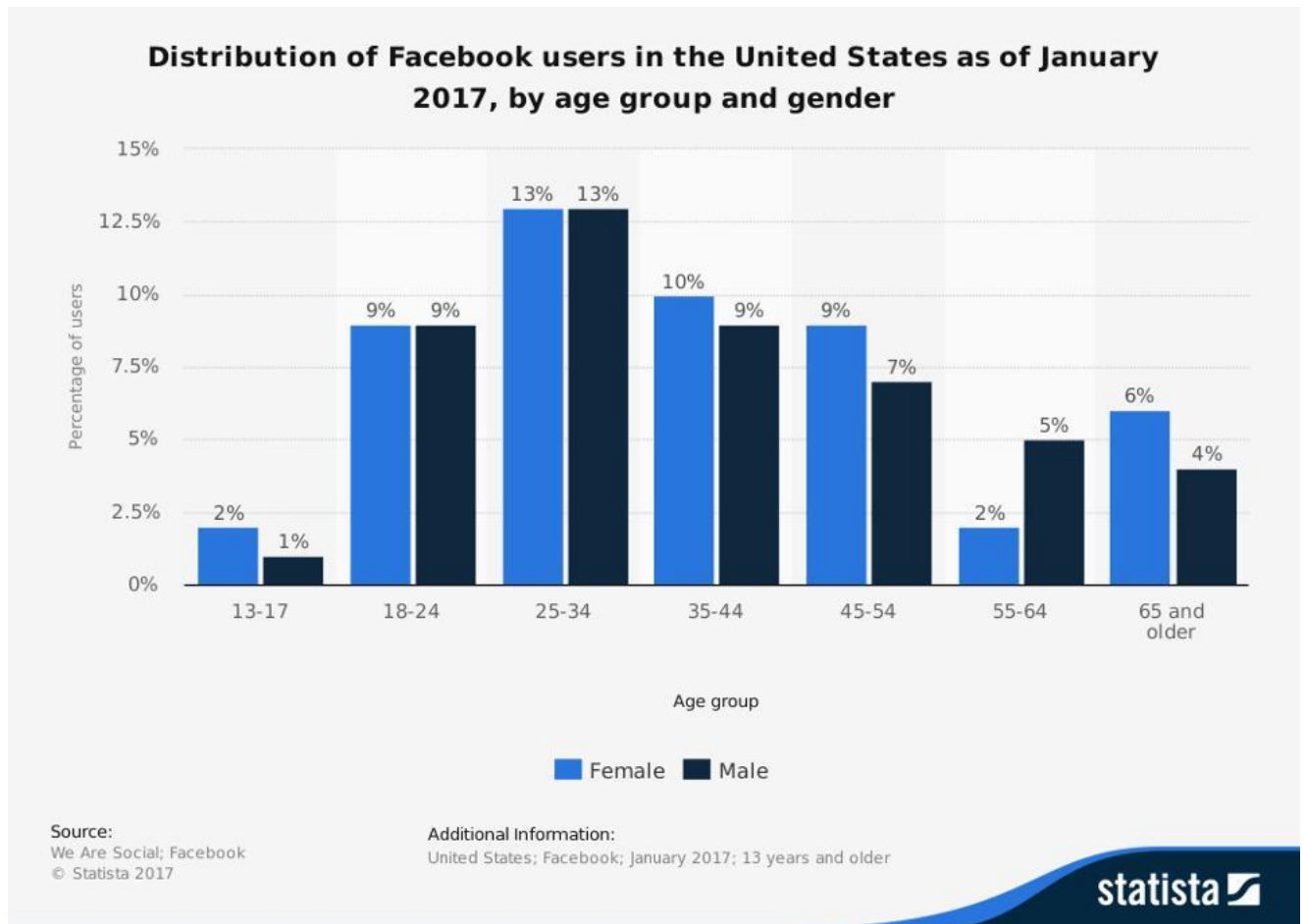
<https://www.forbes.com/sites/jiawertz/2017/02/18/which-social-media-platforms-are-right-for-your-business>

In a nutshell (the main ones):

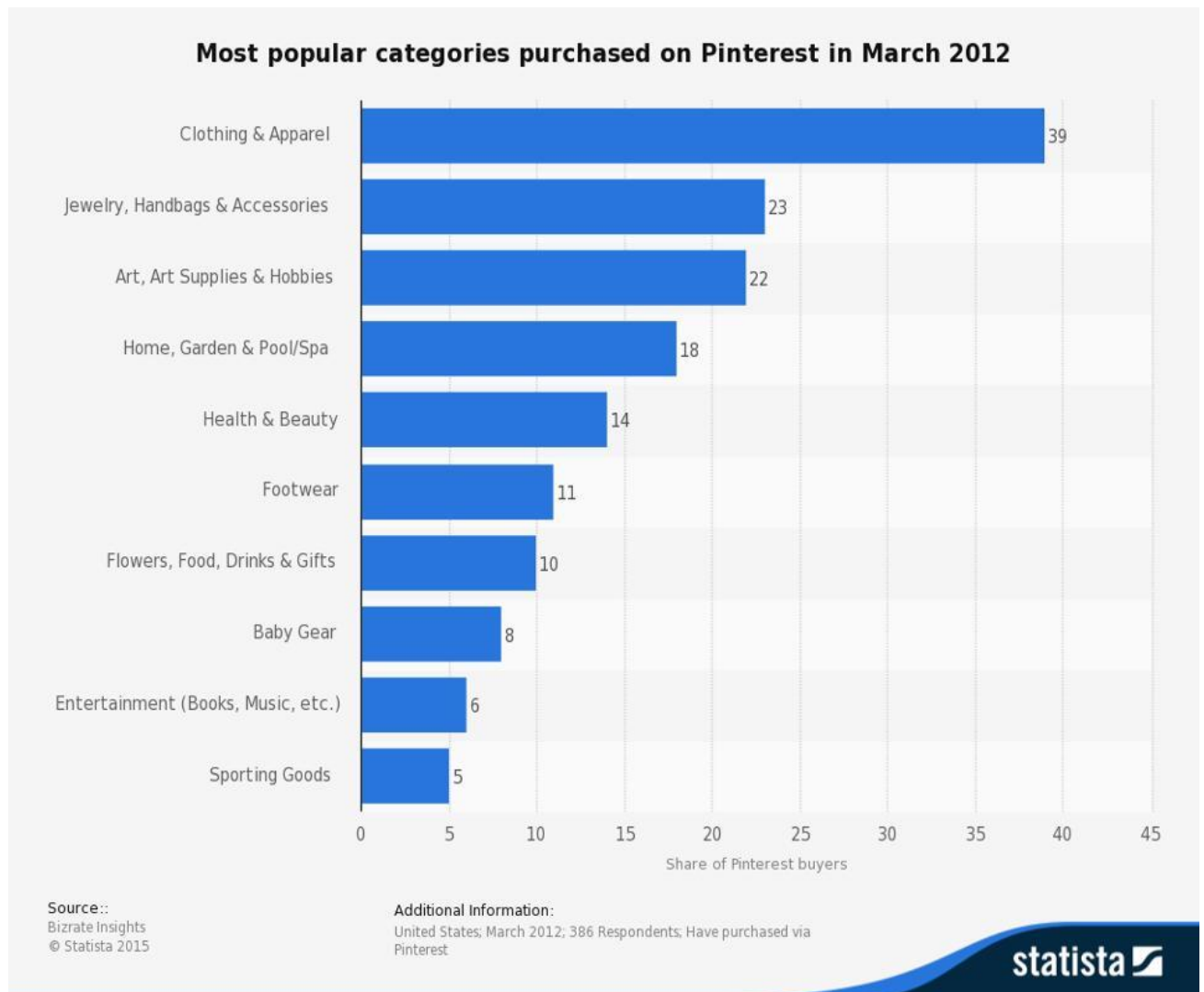
1. Snapchat: 60% of users in the USA are under 24 (and 86% under 34yo). Biggest network for millennials. 100 million users consume 30 mins of content every day.



2. Facebook: Men and Women between 25-54 make up 32% and 29% of users (in the USA). Only 9% of users between 18-24. 44% of users check Facebook once or more a day.



3. Instagram: 500 million users on the app and 59% check this network every day. No clickable links on image so doesn't drive traffic back to your site well.
4. Pinterest: significant reach among women; 42% of online women use Pinterest! 34% of users are between the ages of 18 - 29 and 28% are between 30 - 49. The Pinterest Buy button makes it easier than ever to use as this network as an effective marketing tool.



- Google+: whilst this platform seems largely ignored it has 375m active members and 27m UNIQUE visits a month. 28% of people between 15 & 34 use this network. Most users are in fact male (73% vs 26% of women). It also cannot be ignored if you want better search results in Google. Create a business page and share like you would on Facebook.

<http://www.statisticbrain.com/google-plus-demographics-statistics/>

Don't forget to claim your free local business listing on Google via <https://www.google.com/business/> whilst you are at it.

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## SOCIAL MEDIA SETUP

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Once you know which networks you are going to focus on it is important to set these up correctly.

A few pointers:

- Setup a proper business page wherever possible and customise it with tabs (Facebook), boards (Pinterest) and other info that is appropriate to your visitors
  - Welcome tab
  - Newsletter signup tab
  - Menu / products or store tab
  - About info and your service offerings / description
- Set your page's URL or handle to your company name (www.facebook.com/YourBusiness)
- Share your social media page links on your website / email signatures etc.
- Create a FB or Google place so that your customers can "check-in" and even review you if appropriate
- Encourage your friends & family to like and share your social media accounts. Ask existing fans & followers to share your content - people will usually do what you ask them to (if you are nice)

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## STRATEGY & GUIDELINES

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- What to post:
  - Video or post live
  - Exclusive deals (Facebook) or other special offers
  - Behind the scenes content
  - Dish / deal of the day
  - Specials
  - Ask questions / do a poll or survey
  - Daily quote
  - Photos of any events
  - Product changes
  - Local events
  - Replies and comments

- With Social Media Ads: Create audiences from existing database of customers and even existing website visitors (using a tracking pixel on Facebook or Tag on Twitter for example) – this makes it easier to target people who have already interacted with your website via custom ads - nice graphics do wonders here.
- Always measure your success and track your return on investment with paid ads
  - Track Coupons
  - Exclusive FB deals
  - Ask people how they heard about you
- Setup and Track Goals on Google Analytics or with Google Tag Manager

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## FOR LIVE BROADCASTS

1. You do need to prepare a little before unleashing yourself on the world, namely:
  - Have a focus for your broadcast
  - Create a compelling title (if one is required) – this should relate to the focus of your broadcast
  - Strive for great audio – best to use a headset
  - Use both front and back cameras
  - Acknowledge your audience and address any comments during the broadcast in real time if necessary.
  - Test different broadcast lengths (anything from 5 to 20 mins) and time of day to find the sweet spot for your audience.
  - End with a call to action.
  - Be selective – no need to broadcast everything.
  - Edit afterwards if you can – select the thumbnail you want to use, select the category and then add the call to action and URL.
  - Promote your video
  - Repurpose by embedding in a blog post or sharing in other places (again relevancy).
2. Best uses:
  - Give people a peek at who you are outside work;
  - Show people some behind the scenes stuff (something fun and relevant)
  - Q&As – let people know you will be live at x time and you will answer questions. Even better, have them prepare and send you the questions in advance.
  - How-to's: simple steps on how to do something relevant to your business



- Product demos
- Breaking News

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## FACEBOOK / GOOGLE+ GUIDELINES

### 1. Respond and be Transparent

Answer all comments and address any concerns. Don't delete negative comments or complaints, deal with them.

### 2. Educate your fans

- Showcase your products or services, explain your philosophy or why you do things a certain way. Shoot videos of your staff or yourself in action. Or share relevant videos from YouTube, they don't have to be about your business just relevant to what you offer.
- Explain the provenance of your supplies or how your items are prepared. What are your unique selling points?

### 3. Show off your goods

Share great pictures of your products (via Instagram or Pinterest even). Make sure the images look interesting and appealing. Sometimes you don't need a picture, just a good description will be enough.

### 4. Don't just sell - be interesting.

No one wants to hear you talk about yourself all the time. Think about your brand and then try to find the right mix of promotions and special offers, education, customer service, engagement, etc. Use a diverse set of content to establish and build your brand.

Motivate your customers to promote you via word of mouth by treating them well, listening to their concerns, talking to them, informing them and being interesting or engaging.

### 5. Share your good press

Encourage bloggers to write about your food and share those posts. If you get good reviews on external sites share those as well. Press releases, magazine articles and any other publicity should be shared with pride.

6. Be consistent online and offline

What's said on Facebook and Twitter should match what is said in person. Info should be accurate. People get frustrated with inconsistency.

7. Don't give away too much

A once-in-a-while promotion that isn't too generous — like a Social Media Monday word of the day for 20% off — keeps people coming back week after week without giving too much away. Plus, you'll get a sense of your social media influence if you offer a code or buzzword on Facebook or Google+ for in-store redemption. Experiment with different timings or offers to see which make the most sense for your business.

Buy one, get one frees cost less than just pure giveaways.

8. Be Charming

Let the human behind the online voice come through. People want to be delighted.

9. Respect and appreciate your team

Positive comments on your page about someone on the staff should be passed on, and the commenter should also be thanked. Everyone feels good.

If someone complains and you need to take this off the main wall explain it to the person who complained and ensure you deal with it whilst respecting your staff.

10. Keep Facebook / Google+ and Twitter separate

Posts on FB don't always work on Twitter and vice-versa. Keep them separate as far as possible to be more authentic.

11. Use Facebook, Twitter or Google Ads to target consumers

Maximise your ad spend by targeting people in your area.

## WHAT DO I OFFER?

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I don't just build websites - I create a digital extension of your business, and show you how to use it effectively. I work mainly on CMS-based sites (like WordPress) and e-commerce sites using WooCommerce, Shopify or similar.

My packages are calculated on the size of the website, and the functionality required. I also offer several add-on packages for extra features or specific needs. The additional value I bring includes:

- Keyword analysis and optimisation to improve your organic search results;
- Setting up your Google Analytics tracking code & reports so that you can see how your site is performing;
- Setting up and integrating a Facebook pixel.
- Teaching you how to use your new website, AdWords, Social Media or Newsletter account.
- Ongoing advice on any edits or maintenance going forward.
- Provision of all logins on handover so you remain in control of your digital IP at all times.

If you need assistance with Web Development, Search Engine / Social Media or Conversion Optimisation, eCommerce or ongoing Website Care please schedule a discovery call with me at <http://vinefruit.net/schedule> or complete a project enquiry form at <http://vinefruit.net/projects> to get the ball rolling.

I look forward to working with you.

Cat Russell

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