

**Realise**  
Business

## Learn How To Build Your Brand Online



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Are YOU set up for online success?

And what does it look like online?

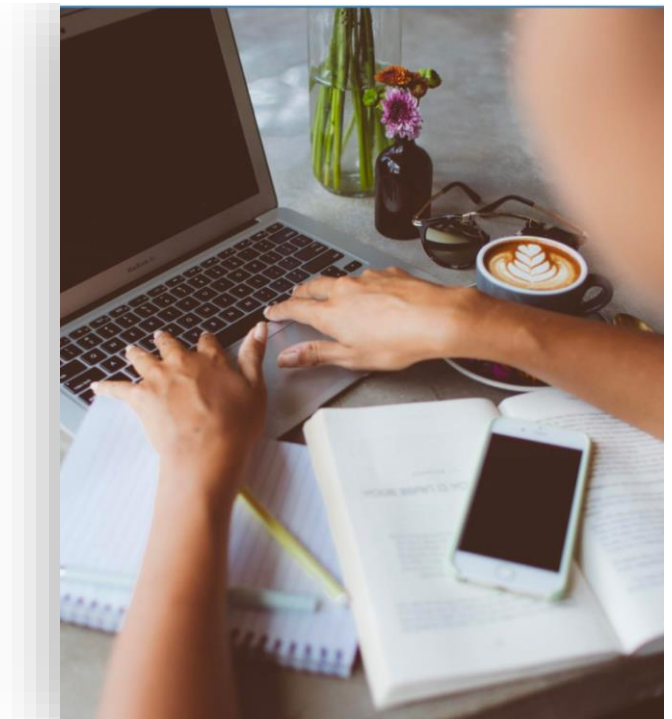
Brands are expected to have an online presence to serve their digitally savvy customers.

A website and social presence is important.

You want to attract your target customer to your activity.

Then plan ways to connect and develop a relationship, engage and build trust.

Start conversations, provide helpful information & sell products.



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## Your Online Plan

- Target Customer
- Search
- Display
- Website
- Content
- Social
- Email
- B2b



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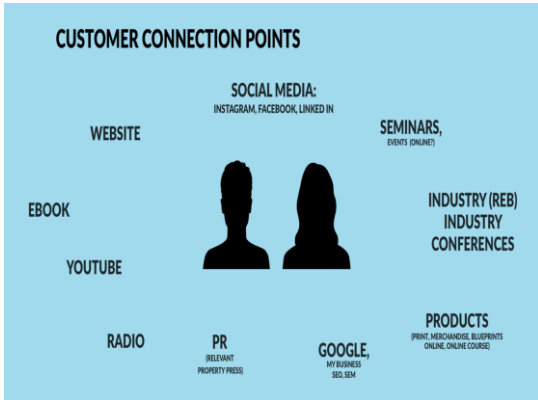
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Target  
Customer

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Do you have a position your customers mind and world yet?

## Multiple Platform = Multiple Opportunities To Connect



Our lives are busy in today's multi-platform digital world...

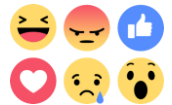
Your BRAND positioning must be **UNIQUE** and **RELEVANT**, **CLEAR** and **CONSISTENT** across all touchpoints.

**TARGET** a POSITION in your **TARGET CUSTOMER'S** mind?



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## Brand Value To The Customer Target A Position In Your Customer's Mind



YOUR STORY	
Why do you exist?	
How do you ADD VALUE to your users and customers?	
What do you provide - products, services, physical and emotional? Features?	
Your character? Personality and Values	
WHAT PLACE DO YOU HAVE IN CUSTOMERS MIND	
Points of Differentiation? Stand out VS. competition?	
Benefits (vs Features)	
Reasons To Believe why customer should BUY from you ( Trust, Meaningful)	
CUSTOMER VALUE PROPOSITION	
The BRAND adds value to the (Customer Target) by providing or doing (XXXX)	

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# Understand Your Customer

Name:

Age:

Write a few lines to describe your customer

A day in the life of .....

.....

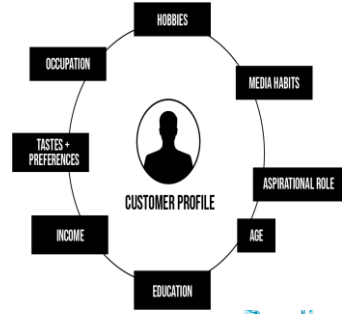
.....

Family? Young or old

- \*
- \*

Hobbies/Interests

- \*
- \*
- \*



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# Understand Customer Mindset

What is she/he searching for?	Quickly tell her what you do
She wants it now...	Be specific and give her something relevant
She's lazy and not sure if she can be bothered	Give her easy ways to find information and give something for free
She will look at your competitors	Make sure you stand out and meet her needs better
She's wondering if she can trust you?	Give her reasons to trust you
She wants to know what's in it for her?	Talk about benefits and outcomes, experiences, make her feel good



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# Search

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## You Cannot Beat Google So Work With Them

1. Google's Hummingbird algorithm is based on **USERS**
2. **NATURAL** User language and actions are rewarded
3. **THINK LIKE A CONSUMER** not a product seller
4. **ACTIONS** → click, call, like, share, swipe, photos, videos, stories, emoji, key words, expressions
5. Provide **QUALITY AND USEFUL CONTENT** - help & inform
6. **USE Google Tools and free support** - Google My Business, Google Adwords, Pay Per Click, Google Analytics
7. Google guarantee your lead result or you don't pay
8. DON'T get lost in SEO...
9. **PLAN** for success with relevant (Search) content & easy to use websites

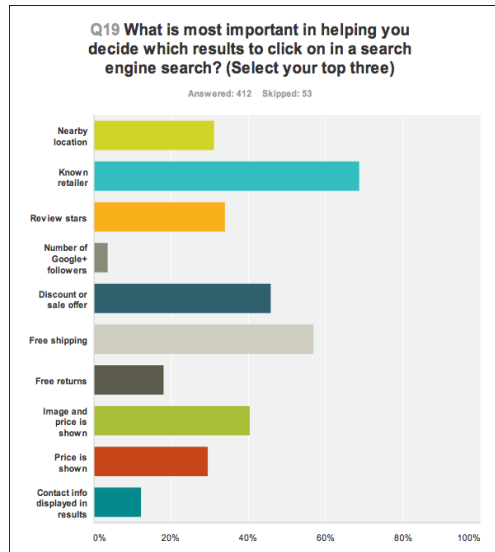
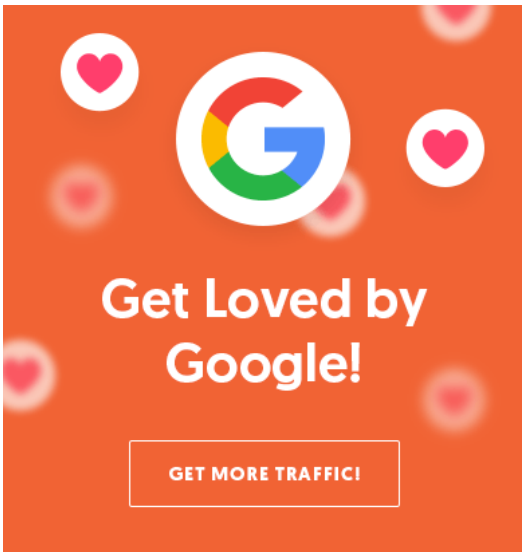


Google Ads



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## Lets All Search Like A Consumer

List some keywords or phrase they search in your industry or sector?  
\*  
\*  
\*

What information can we provide -  
\*  
\*  
\*

Where can my customers find my brand?  
\*  
\*  
\*

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# Display

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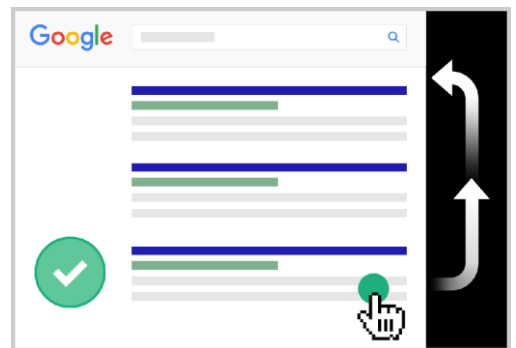
## Circle which result would you rather click on?

Option A:  
*Digital Marketing Agency Austin (700+ Clients Served)*

Option B:  
*Digital Marketing Agency Austin*

Option A:  
*Bluetooth Noise Cancelling Headphones*

Option B:  
*Bluetooth Noise Cancelling Headphones [Free Shipping]*



Think about your headlines for your brand or business  
Think like a consumer  
What is relevant?  
What stands out and gets noticed?

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# Website

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## Website First Impressions & Content On The 1<sup>st</sup> Screen

It takes about

**0.05  
SECONDS**

for people to form an  
opinion about your website.

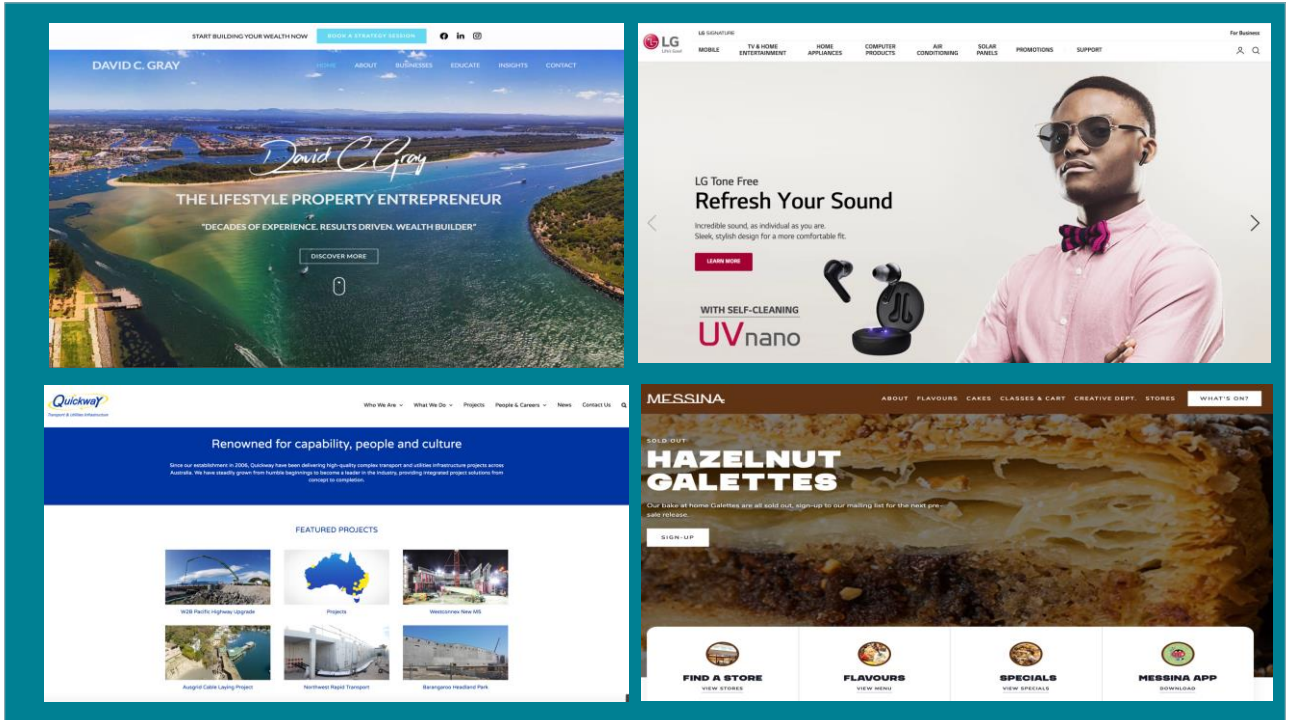
(8ways, 2019)



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# What do you remember?



# What stood out?

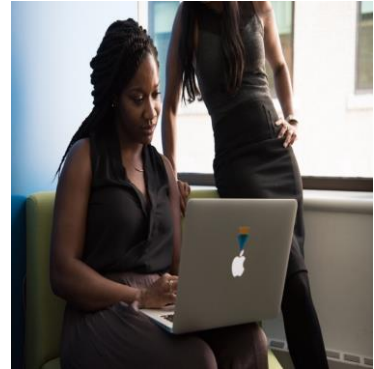


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# The Aida Principle

<b>ATTENTION</b>	<ul style="list-style-type: none"> <li>Standing out + get noticed</li> <li>Compelling headline + image</li> <li>Tell your customer what they get</li> </ul>
<b>INTEREST</b>	<ul style="list-style-type: none"> <li>Clicks to videos and buttons, products</li> <li>Demonstrations</li> <li>Testimonials</li> <li>Free downloads to learn more, receive information</li> <li>Build interest (calls to action)</li> </ul>
<b>DESIRE</b>	<ul style="list-style-type: none"> <li>Specific search for an item to get the best deal</li> <li>Search for information</li> <li>Free shipping</li> <li>Buy 2 and get a discount</li> <li>Earn rewards</li> </ul>
<b>ACTION</b>	<ul style="list-style-type: none"> <li>Call to find out more</li> <li>Buy or Join a mailing list and get a discount for visiting</li> <li>Ask a question</li> </ul>



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# Review Your Current Website

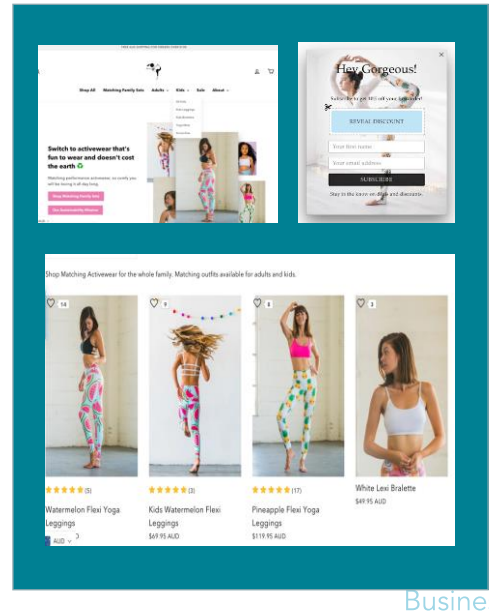
Fill in the blanks boxes to reflect your current website

<b>TOP OF PAGE</b> – Write your value proposition	
<b>CONTENT</b> – List the type of content that can be found on your website	
<b>EASY TO USE &amp; NAVIGATE</b> – Describe the look of your website	
<b>CALLS TO ACTION</b> – List your calls to action	
<b>GIVE AND YOU WILL RECEIVE</b> – List your offerings	
<b>LINK</b> – List the social media platforms you’re using for your business	
<b>GATHER EMAILS</b> – How many clients do you have on your database?	

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## E Commerce Tips

1. Make the checkout process **EASY FOR CUSTOMER**
2. Have **multiple payments**
3. Make it secure with your SSL certificate
4. **FACT:** More than 60% abandon before finish
5. Set up abandonment campaigns
6. **FOLLOW UP & RE-MARKET** with emails and Facebook ads specifically about the product they were looking to buy
7. **PHONE** number should be everywhere
8. A high percentage of people still want to talk to someone before they buy
9. Chatbox is a nice but it does not beat a **conversation!**
10. Continue to retarget and follow up and create value to encourage all visitors back



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# Content

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B = Be Direct

R = Relevant to your customer

A = Authentic (Walk the Talk)

N = Nurture relationships

D = DNA consistent code



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## Content Must Be Specific & Targeted

Your brand value proposition tells a customer the number 1 reason why a product or service is best suited for that particular customer.



GENERAL	DISCRIMINATING & TARGETED
Yoga Teacher	Yoga for Mums and professional women Anti-Anxiety Yoga practice and resources
The End-to-End Property Guy	The lifestyle property entrepreneur teaches you how to build wealth and lifestyle with property.
A Zoho Partner	A suite of online business applications to help small business transition online and be more productive
Roof Anchors	Products designed to keep you SAFE when working on roofs and heights at home and in construction
National Technical Electricians	Partners delivering technology solutions with excellence for business and government

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# Social is Social

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## "Are My Social Media Efforts Successful?"

SOCIAL is SOCIAL

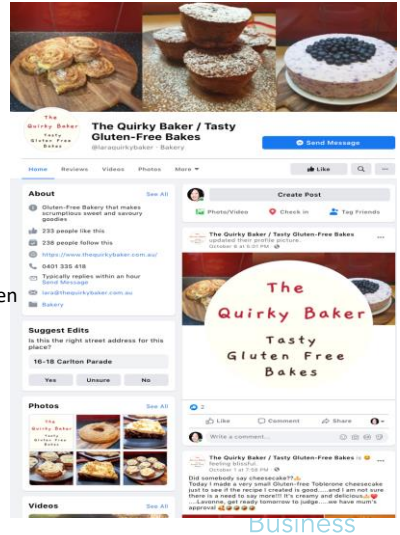
- ✓ Friendly companionship or relations
- ✓ People are social beings
- ✓ A social club and way of belonging

1. Have a plan
2. Determine your goals – what is the objective of Social media
3. Ignore 'vanity metrics' like views or large number of followers
4. Track and measure engagements, shares, likes, actions, calls, website visits, sales, baskets
5. SMART - Specific, Measurable, Actionable, Realistic, Timed
6. Build relationships with followers – start conversations, thank them, ask Q's
7. Focus on quality, not quantity
8. Be authentic and real with your followers to build trust

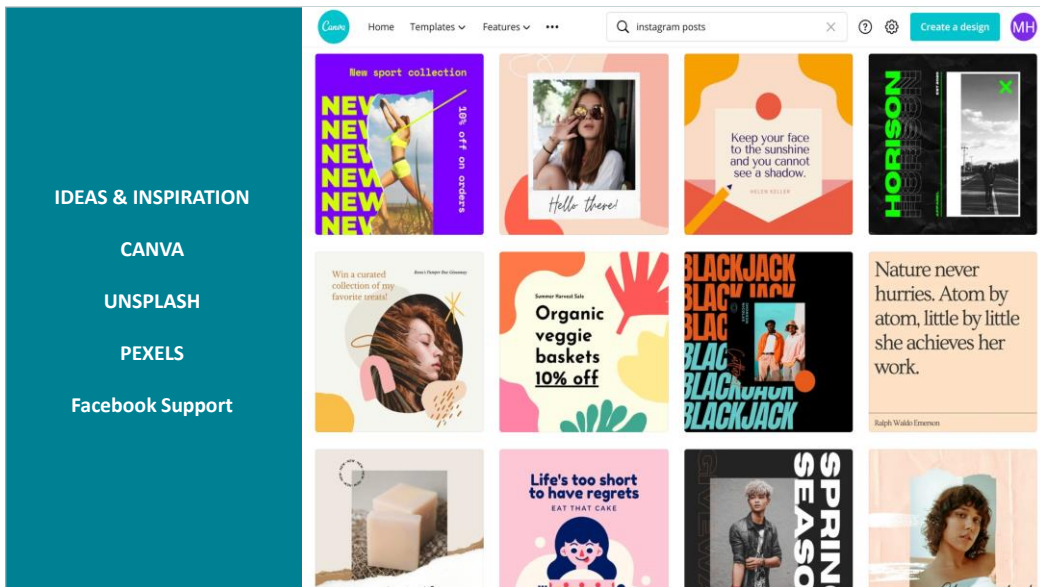
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# Social is Social

- Short and concise headlines
- Build and nurture relationships
- Social is about family, friends
- Mini Stories – 1 idea per story
- Engage with Brand Advocates - thank and PM them
- Ordinary buyers who like products/ services are happy to share
- We all trust family and friends more than traditional advertising. (online reviews get rated higher than banner and other ads)
- Invite customers to leave reviews, testimonials and feedback on various sources and then reward them
- Ask Q's – What do you think? How would you feel?
- Interviews with customers and case studies is a great way of turning loyal clients into brand ambassadors.
- Entertain with video
- Nurture with Introductory Offers, Promotions, Contests



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## Social Set Up Reminders

- Link social media to your brand website
- Create Business Brand Pages
- Link Facebook and Instagram
- Post in Google Posts and help your Google rankings
- Add visually attractive posts
- Videos and images are 5x more likely to be shared
- Carousel ads get 7X more engagement – swipe
- Instagram is the fastest growing for business promotion
- Facebook Pixel on website if e-commerce site
- Follow a social content plan
- Test and Learn with Facebook Ads
- Load in your email database into Ads Manager and create look-a-like target
- Re-target & Re-market

