

Digital and Social Media Marketing: Tips for Growth

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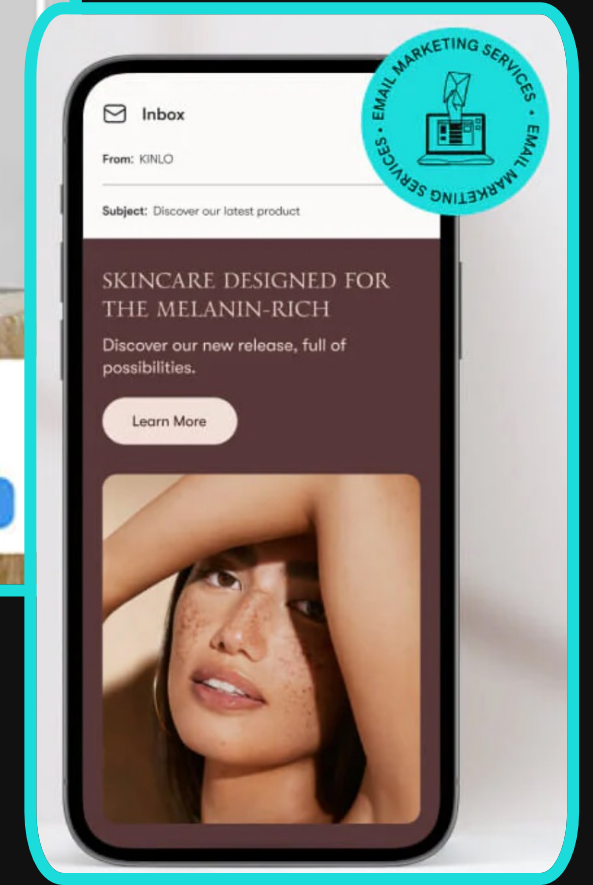
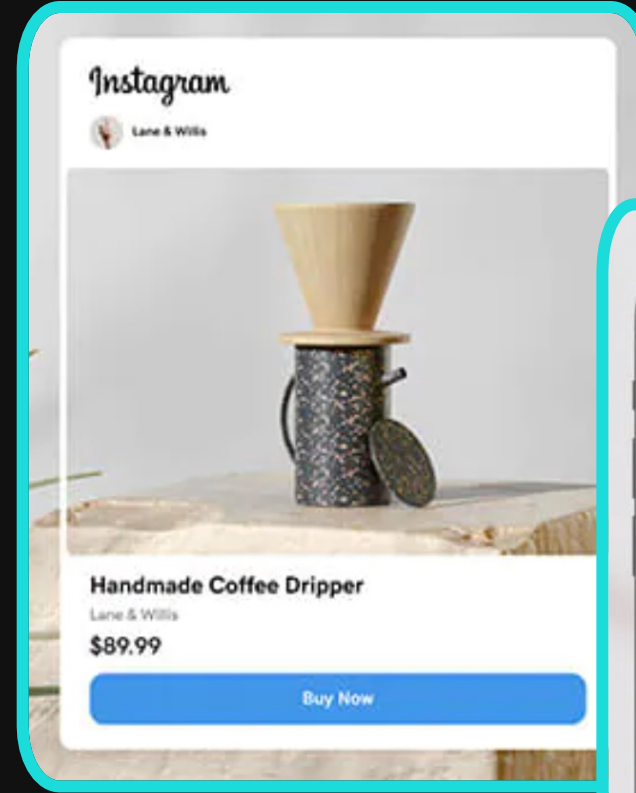
Agenda

- Be your best marketer
- Begin with the (digital) basics
- Create scroll-stopping social content

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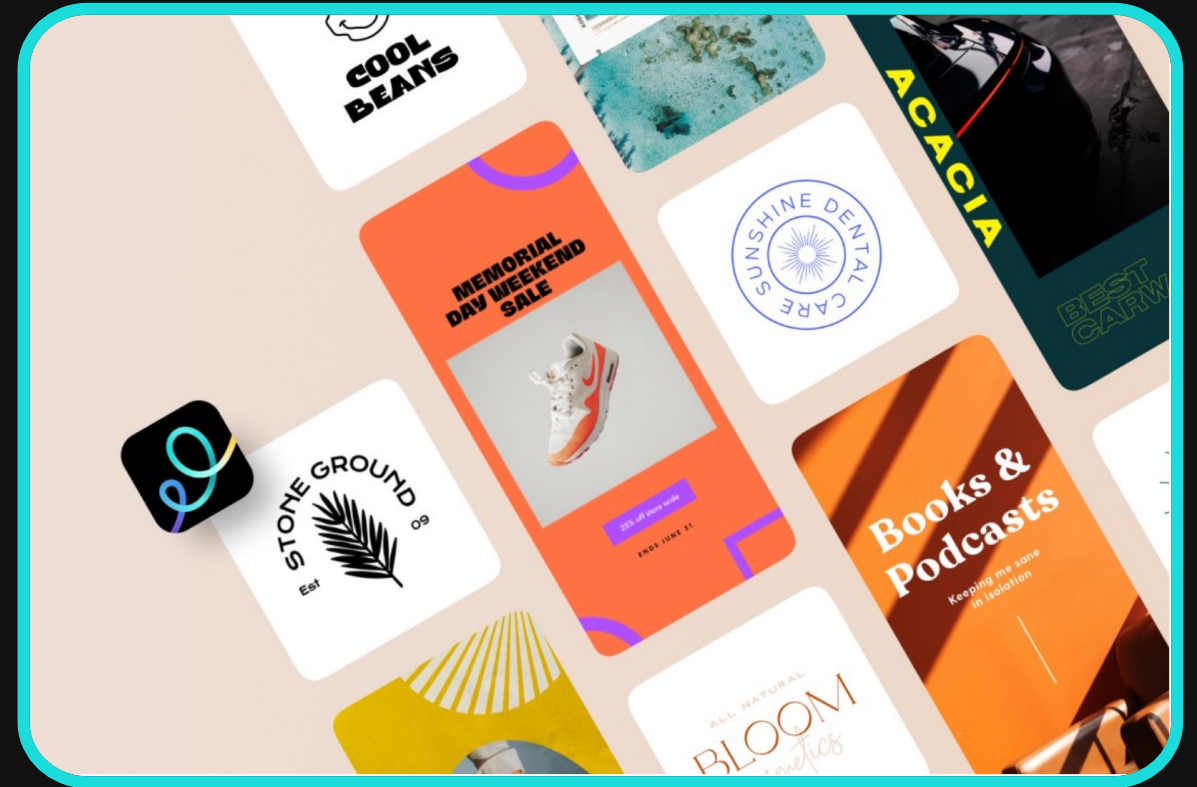
Understanding in-bound and out-bound marketing

- In-bound marketing focuses on creating quality assets to attract people's interest
 - Websites
 - Blogs
 - Social media
- Out-bound marketing focuses on efforts to reach out and connect
 - Email
 - Cold calling
 - Direct mail



Diving into digital and social marketing

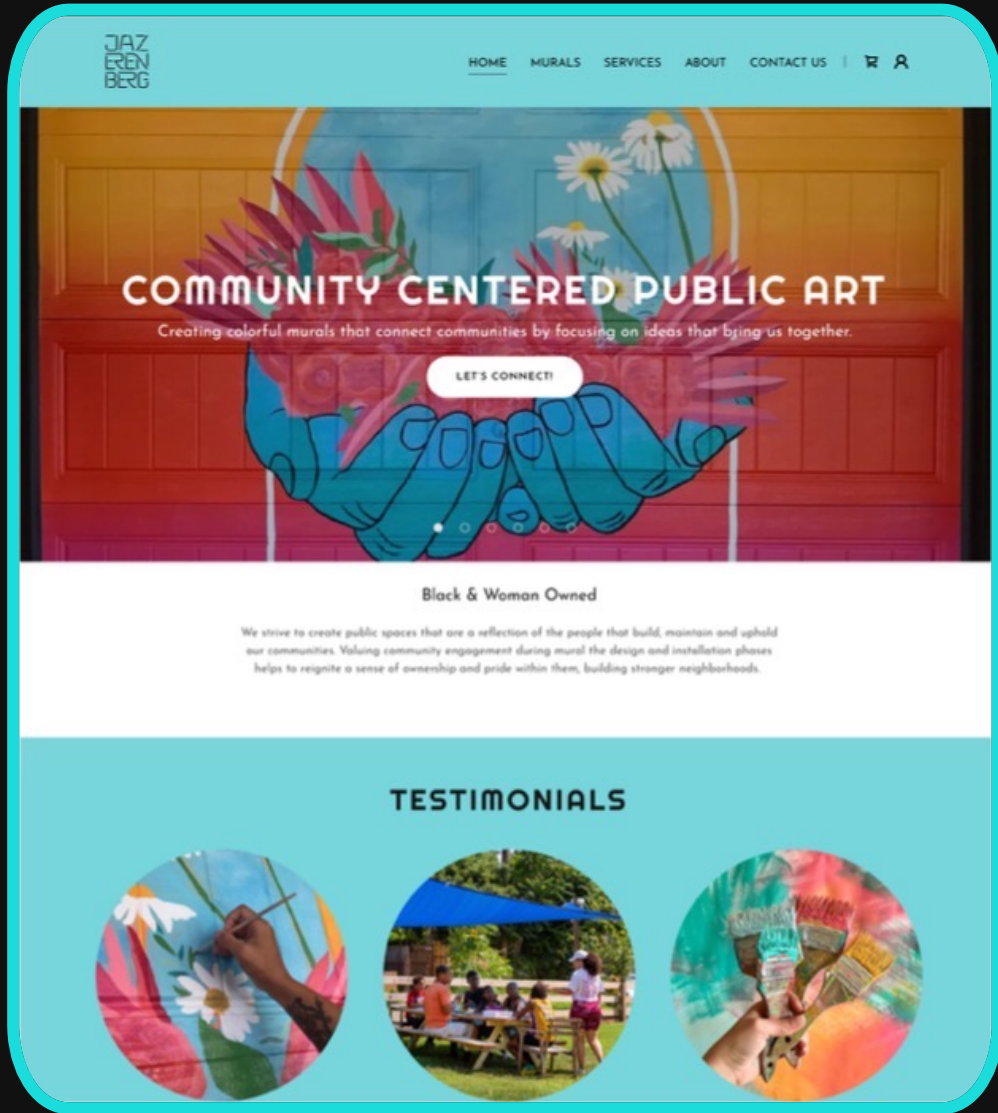
- Digital marketing applies to all online marketing efforts, including social
- Social marketing is creating a strategy that works for each social platform, such as:
 - Facebook
 - Instagram
 - LinkedIn
 - Snapchat
 - Twitter
 - TikTok



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A is for Audit

- Fill out all profile fields
- Include keywords used to search your product or service
- Use consistent branding (logo, images, colors, etc.) across platforms
- Consider your voice and tone



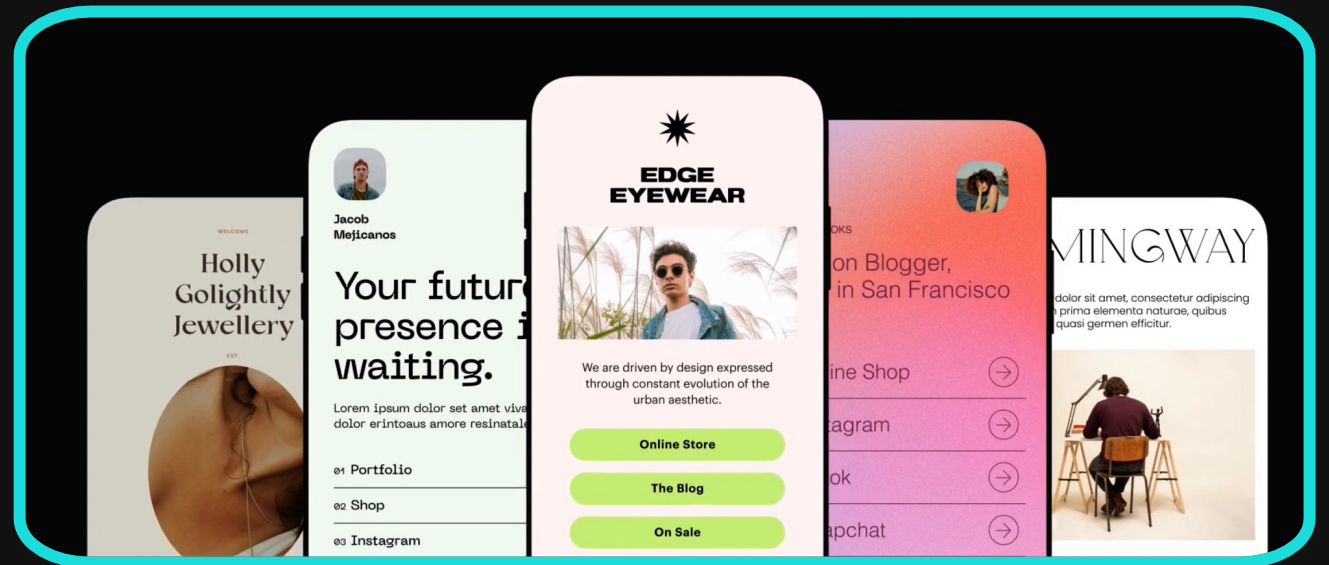
Utilize a Link in Bio

It's a space saver

- One short link
- Multiple online platforms
- Connects your presence

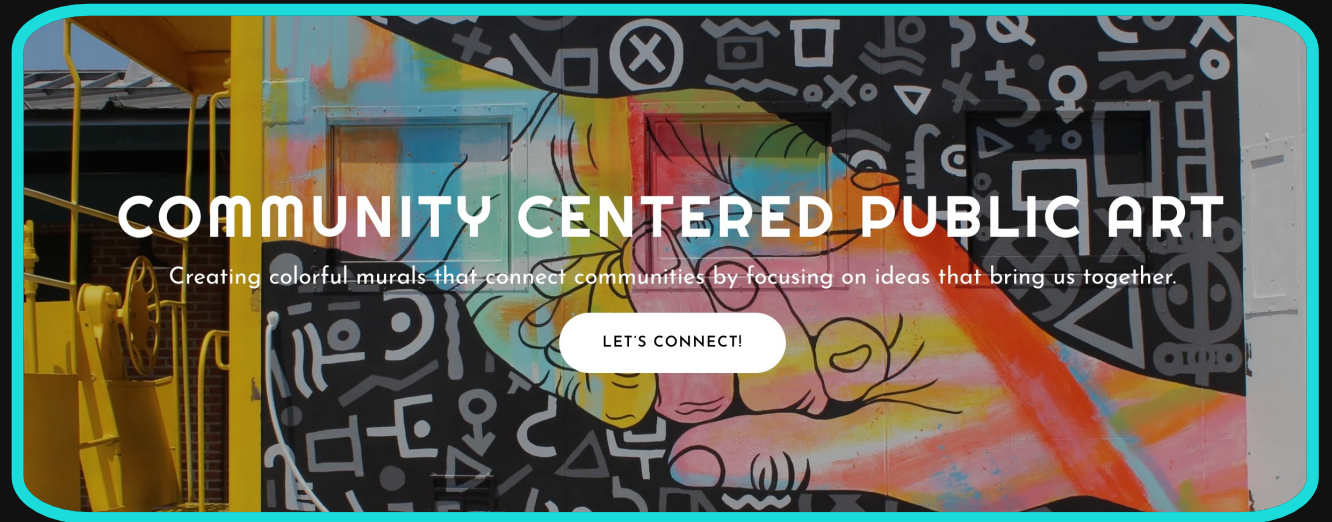
It's universal

- Use it on Instagram, TikTok, Twitter, Facebook, email, or even text



Call to Action

- Motivate your audience to take the next step
- Be clear, concise, and catchy
- Short and sweet (3 to 5 words)



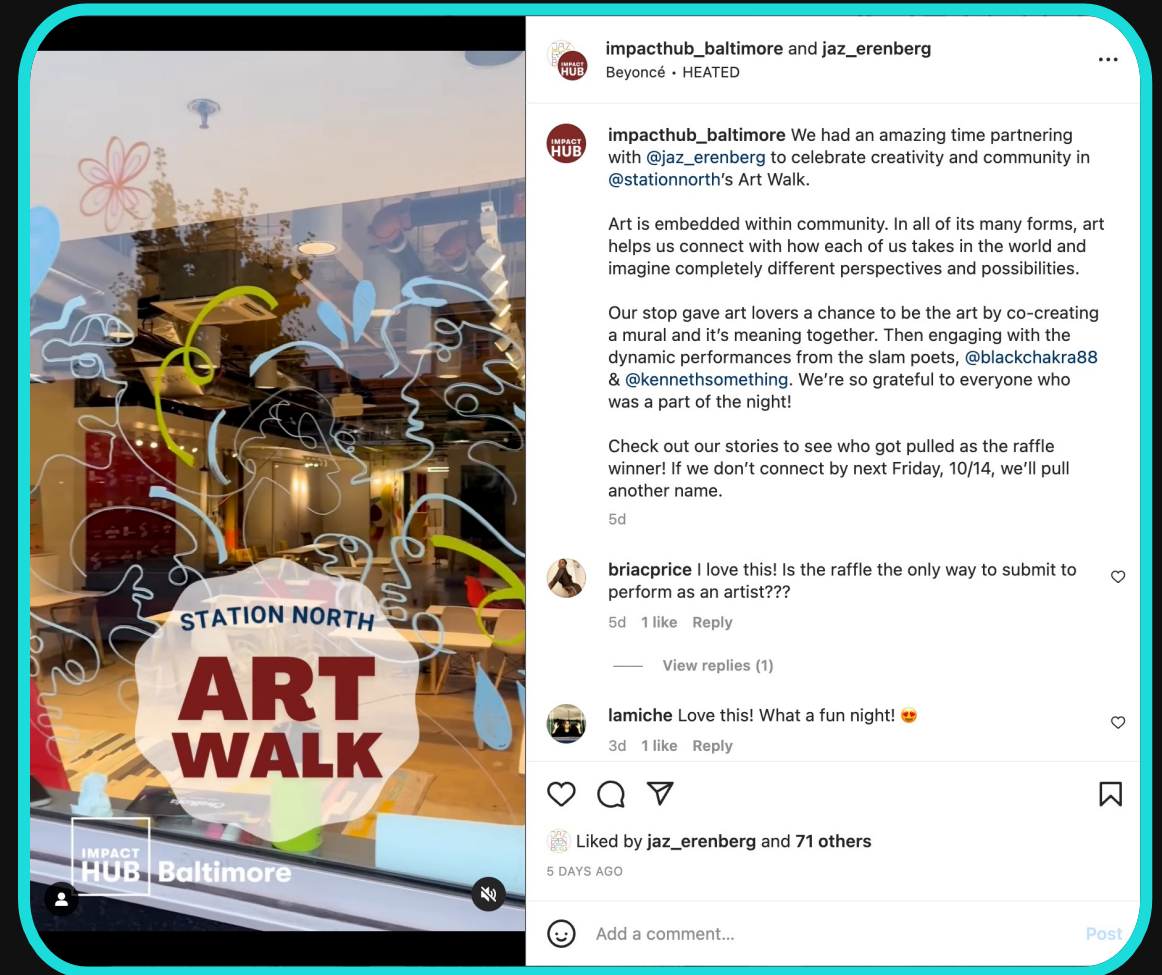
Design for learning styles

- Appeal to predominate learnings styles:

- Visual
- Auditory
- Read/Write
- Kinesthetic

- Leverage your creative assets

- Photography
- Copy
- Videos



Experiment with messaging

- Feature benefits or ways your product or service can be used
- Share positive reviews or unique stories from your customers
- Peek behind the scenes of how your product or service is crafted



Be Elexible

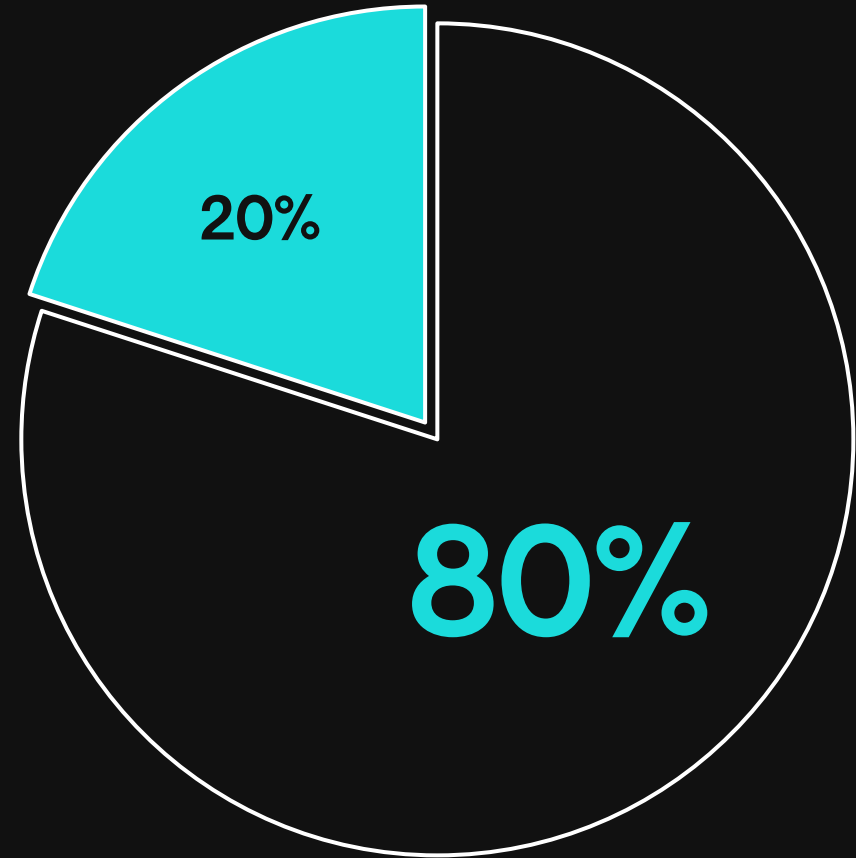
- Hop into a viral conversation or trend
- Stick to what's relevant for your business



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Determine the Right Mix

- 80% of your posts should inform, educate, or entertain your audience, relevant to platform
- 20% can directly promote your brand



Determine the Right Frequency

- Don't post too much or too little
 - 2 times a day MAX
 - Except for Twitter and Pinterest (10)
 - 3 to 5 times a week MIN
- Overall posting across platforms should be between 3 to 5 a day



Post 3-5 times a week



Post once a day



Post 3 tweets a day



Post 2 times a week



Post once a day



Post once a week



Create a Content Calendar

- Identify special days or holidays
- Pay attention to seasonal changes
- Keep the customer in mind

The screenshot displays the GoDaddy Marketing Planner interface for a user named Chelsea. The top navigation bar includes links for Dashboard, Website, Store, Appointments, Marketing (selected), Connections, and Settings. A 'Next Steps' button is also present. The main heading is 'Marketing Planner', with a subtitle: 'A list of upcoming holidays, topics, and prompts to help inspire your social posts and related marketing campaigns.'

Next Week
AUG 15 - AUG 21

Put this on your radar: Women's Equality Day.
Women's Equality Day commemorates the passage of the 19th Amendment to the U.S. Constitution, granting the right to vote to women. It's often commemorated by events, speakers, employee spotlights, or even fundraisers.

DATES OF INTEREST

Holiday	Date	Details
National Relaxation Day	Sunday, August 15	Details
National Rum Day	Monday, August 16	Details
National Fajita Day	Wednesday, August 18	Details
World Fashion Day	Saturday, August 21	Details

Create Social Post

August 2021

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

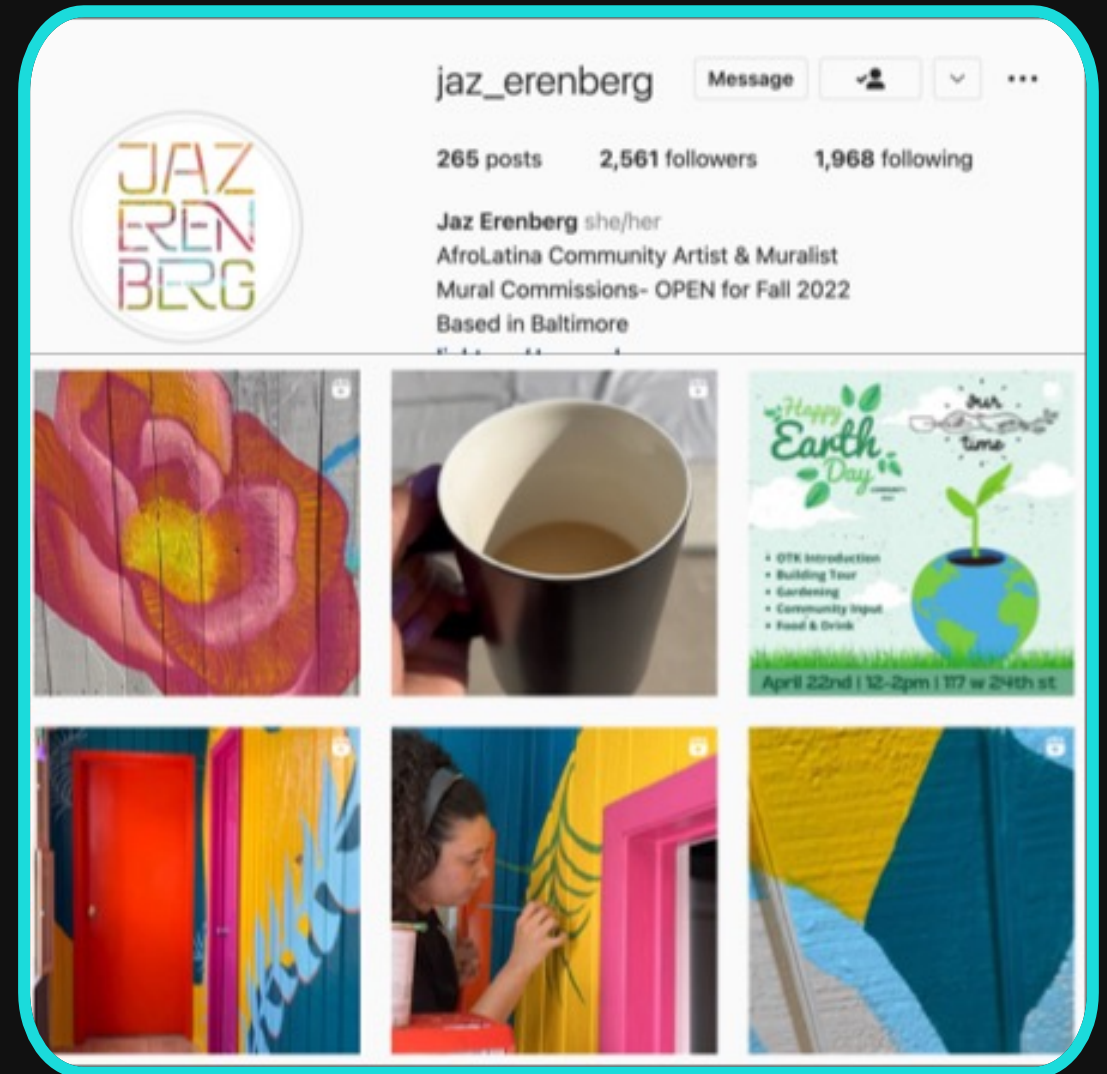
SCHEDULED POSTS

Post	Date	Time
labor day!	Sat, Aug 14	@ 3:13pm
labor day!	Sat, Aug 14	@ 3:13pm
labor day!	Sat, Aug 14	@ 3:13pm
Test	Mon, Aug 16	@ 3:19pm
Test	Mon, Aug 16	@ 3:19pm

[View all of my scheduled posts](#)

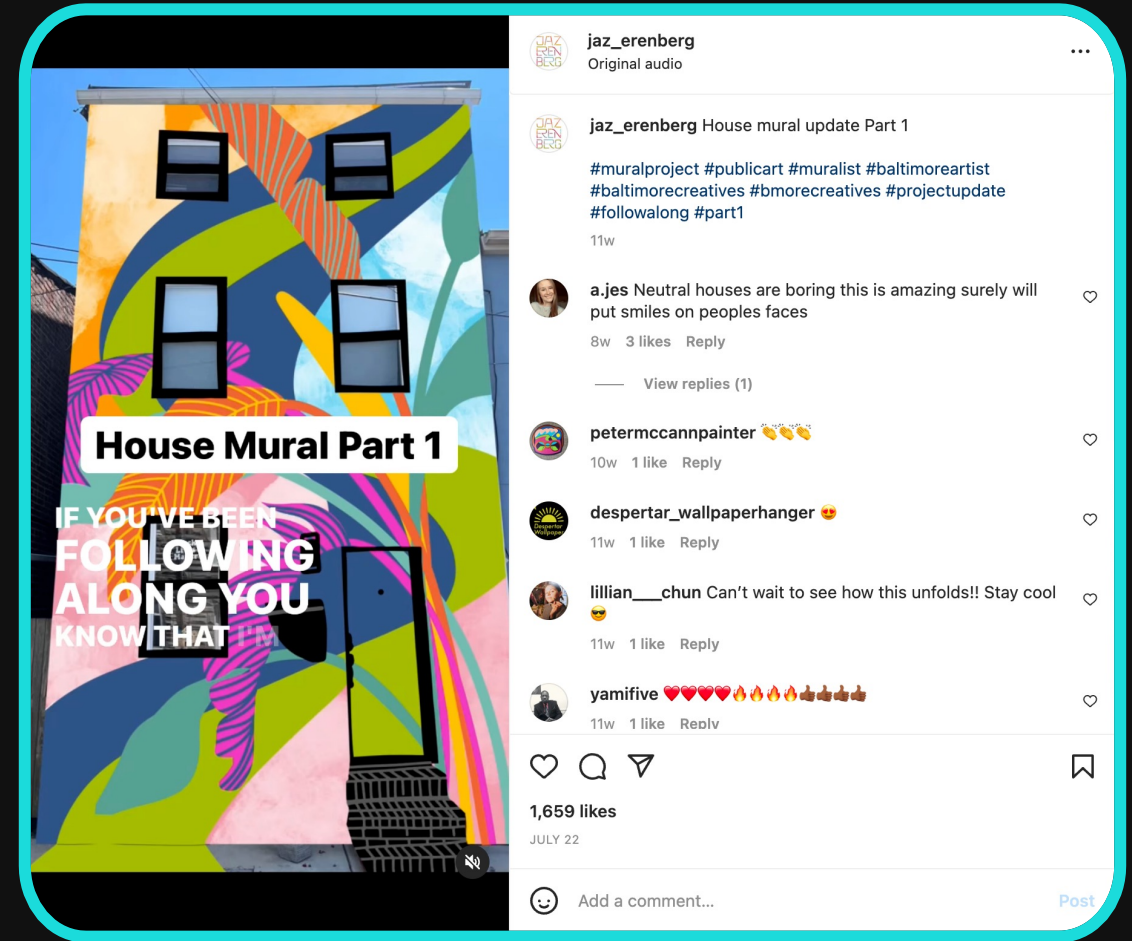
Choose relevant events

- Lean-in on events that tie directly to your business & mission
- Get ideas from planning tools like GoDaddy Marketing Planner



Boost your content

- Ensure you are reaching your target audience
- Track posts that are getting good organic engagement and boost



Find your target audience

- Demographics
- Professional details
- Psychographics
- Goals
- Challenges
- Influences
- Buying process



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**Exciting things
are happening in
Baltimore.**



**Scan this code to
join the Baltimore
Community Group.**

- Learn and connect while you grow your businesses.
- Jump in and share your latest success or challenge.
- Meet others in the Baltimore business community.

Tag @GoDaddy with all your favorite moments.

 **GoDaddy** OPEN

 **Baltimore**

Q&A



Thank You.