

# Developing Your Online Presence

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A GUIDE TO WEBSITES, EMAIL MARKETING AND SOCIAL MEDIA



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# What we're going to be learning ...

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- ❖ Why it is important to have an online presence.
- ❖ The role of Branding in your online presence.
- ❖ How Websites work.
- ❖ How Social Marketing works.
- ❖ How to use Email Marketing.

# Why is all this important?

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- ❖ Your website is where people get to know you.
- ❖ Almost everyone will research a company online before they interact or as a follow up to an introduction.
- ❖ Your website and your social media are your link to turning potential customers into clients through social proof.

STRATEGY →

Marketing

BRANDING



← ← ← ←  
Brainstorming

MANAGEMENT  
↓

ACTION

# Branding

The way you relate to your target market.

# Let's start at the end ...

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What do you want your customers to think, feel, have, believe, create, or do at the conclusion of their buying experience with you?

# Branding Mistakes

## Inconsistence

- Does the experience match at all touch points?
- FIX IT: Match the experience across all platforms.

## Inauthentic

- Are you trying to be something you're really not to match or exceed a competitor?
- FIX IT: Embrace your true essence!

## Too Inclusive

- Is your target market too broad?
- FIX IT: Make your message clear to a specific audience and watch it appeal to the broader audience with ease!



**WWW**



# Website 101

Your home base in the online world.

# Speaking Geek

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## Domain

- Your dot com
- Separate from hosting
- Stays with your company - you register it like a business name
- Renewed annually or biannually (sometimes longer)

## Hosting Company/Account

- The company who leases you a place on the web to house your data.
- May or may not be the same company that takes care of your domain registration.

## WordPress

- An online service for hosting blogs and related websites. Think of it like a piece of software.
- Can be installed on your website through your hosting company OR obtained thru a FREE account.

**Wix – Weebly - SquareSpace – Showit**

## Shopify

## Parts of your website ...

A HOME page that offers all the information a prospective customer needs to make a purchase decision.

An ABOUT section that tells your compelling brand story.

A SERVICES or PRODUCT section that explains what you sell, the options, and the BENEFITS of your offering.

Multiple ways to contact and stay in touch including a response form, a sign up for your email database and links to your social media.

If you want to sell products or services online, you will need a store front as well.

Do you have a logo?

Do you have a clear idea of your brand?

Do you have imagery and written content that match your brand and are in context with where your customers are right now?

Do you have product imagery?

Do you have a way to do business in place? (ie, collect money, process taxes, take phone calls, etc.)

# Website Checklist

Are you ready to build a website?

# Elements of a good website ...

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Mobile responsive.

Educational and inspirational with a clear call to action.

Visually dynamic with rich content.

Easy to find contact information.

Fresh, relevant content added regularly.

Branded to match your marketing.

# What is SEO and why should you care?

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SEO is Search Engine Optimization

It is the way Google (and other search engines) help your customers find you in a search. It is also one of the ways algorithms determine who to show what on social media.

The components of SEO are Keywords, Titles, Tags, Links and Fresh Content.

SEO is important, but it is far from the top consideration you should have when crafting content for you website.

# SEO Salespeople...

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**DON'T FALL FOR THE SNAKE OIL!**

# Getting your website up and running.

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❖ Do it Yourself

Pro: Save \$\$

Con: Takes time and knowledge you may not have.

❖ Hire a Pro

Pro: Professional from the start

Con: Costs \$\$

❖ Co-creative - Hire a pro who will train you, too.

Pro: You have control.

Con: You still spend time away from your business.

# Working with a Professional

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## ❖ Interview

- ❖ Make sure you like the designer's previous work.
- ❖ Choose a designer who will LISTEN to you and your needs.
- ❖ Choose a designer who is knowledgeable about your business if possible.

## ❖ Communicate clearly

- ❖ Provide samples of marketing concepts you like (and some you don't like) with specifics. (ie, I like this BECAUSE \_\_\_\_\_)
- ❖ Speak passionately, but make a point.

## ❖ Be clear about deadlines

## ❖ Follow up

# Resources to find designers...

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- ❖ Network - Chambers, SCORE, KCSourceLink, Events, Expos, etc.
- ❖ Google
- ❖ Attend workshops and classes
- ❖ SBC, SBTDC
- ❖ ASK your friends.

# Who not to hire ...

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- ❖ Your kids
- ❖ Your {insert relative or friend} who is good with computers
- ❖ Your significant other who is NOT your business partner
- ❖ A college student
- ❖ People who are “thinking” of “starting” a web design business.



# Social Media

Spreading the Word

# It's about creating and nurturing relationships ...

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Marketing today is about building relationships.

Social Media Marketing is about nurturing those relationships before, during and after the sale.

# How to Become an EXCELLENT Social Marketer

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- ❖ Create a WOW EXPERIENCE for your customers.
- ❖ ENCOURAGE those customers to stay in contact with you via social and email.
- ❖ ENGAGE them with good, relevant content.
- ❖ EQUIP them with the ability to provide social proof by reviews, shares, and comments.
- ❖ Do it all over again with their referrals & connections.

# Remember ...

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- ❖ Marketing is not about YOU and your business, it is ABOUT YOUR CUSTOMER!
- ❖ Authenticity is a key to building long lasting relationships.
- ❖ Algorithms control the flow of information, keep things relevant to keep the information flowing.
- ❖ Most social channels work in a similar way, but consumers show up to them differently – a good understanding is the place to start.



## What channels are right for you?

Find the perfect channel – the one where your customer is present and you like the format of communication!

# Getting started...

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- ❖ Complete ALL the boxes and descriptions.
- ❖ Connect all the lines to your other online presences and your email database.
- ❖ Invite your customers to join you.
- ❖ Keep them engaged with relevant and fresh content.

# Trends in Social Media Marketing

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- ❖ Pay-to-Play model is a necessity to develop reach and impact.
- ❖ Short form video is getting the most traction right now.
- ❖ QUALITY and RELEVANT Content is a must.
- ❖ Engagement is a key factor in a post's success or failure.



# Email Marketing

The way you close the deal!

# We're not talking about gmail here!

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- ❖ You need a professional tool for professional strength marketing.
- ❖ Stay on the right side of SPAM compliance.
- ❖ Communicate effectively with AI and Automated funnels.
- ❖ Create action in your customers.
- ❖ Track and analyze responses.

# Why is email important?

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- ❖ Lots of physical, measurable response
- ❖ 4x the ROI of direct mail\*
- ❖ Helps to measure and monetize social media
- ❖ Authentic engagement with a one-to-many tool
- ❖ EVERYBODY has email!

# The goal of email marketing ...

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- ❖ Is to create a way to consistently provide relevant content to your customers, enriching their lives in context to your business and providing them with inspiration to continue to do business with you.
- ❖ The number one reason people unsubscribe from your email list is due to irrelevant content. **DO NOT BECOME IRRELEVANT!**
- ❖ Email marketing is one of the best ways to move a potential consumer into a customer.
- ❖ Email marketing is one of the best ways to nurture the relationship you have with current customers.

# Getting started ...

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Pick an email marketing service provider:

- New and small: Constant Contact
- Growing and ready to use more automation: Keap
- Growing rapidly and ready to fully embrace automation: Infusionsoft

Create a lead magnet — something you will give in exchange for an email address.

Create an automated set of emails that guide a prospect into becoming a customer.

Make a plan to communicate with FRESH, RELEVANT content every two weeks to nurture your current customers.



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