

How to Make the most out of Your Online Presence this Year



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*We understand the internet,
now you can too.*

It is a pleasure to be here!

I am a...

- SEO Expert
- Web Designer/Developer
- Content Developer
- Social Media Marketer
- Motivated Networker
- Teacher/Trainer/Educator

I am also a...

- Communication Junkie
- Laughter Addict
- Curious Seeker
- Out-of-the-Box Thinker
- An Extrovert that Scares other Extroverts
- Full-On Hugger
- Romantic Realist

Sarah Benoit

Director of Training-JB Media Group, LLC
Lead Instructor-JB Media Institute
President - Creative Original, Inc.



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Be Authentic
AKA Genuine, AKA Real



"I had no idea that being your authentic self could make me as rich as I've become. If I had, I'd have done it a lot earlier." - *Oprah Winfrey*

**The #1 Marketing Trend
in 2015 is...**
(drumroll please)
BE YOURSELF

**"ALWAYS BE A FIRST-RATE
VERSION OF YOURSELF,
INSTEAD OF A
SECOND-RATE VERSION
OF SOMEBODY ELSE. "**

- JUDY GARLAND

Create something at LiveLuvCreate.com



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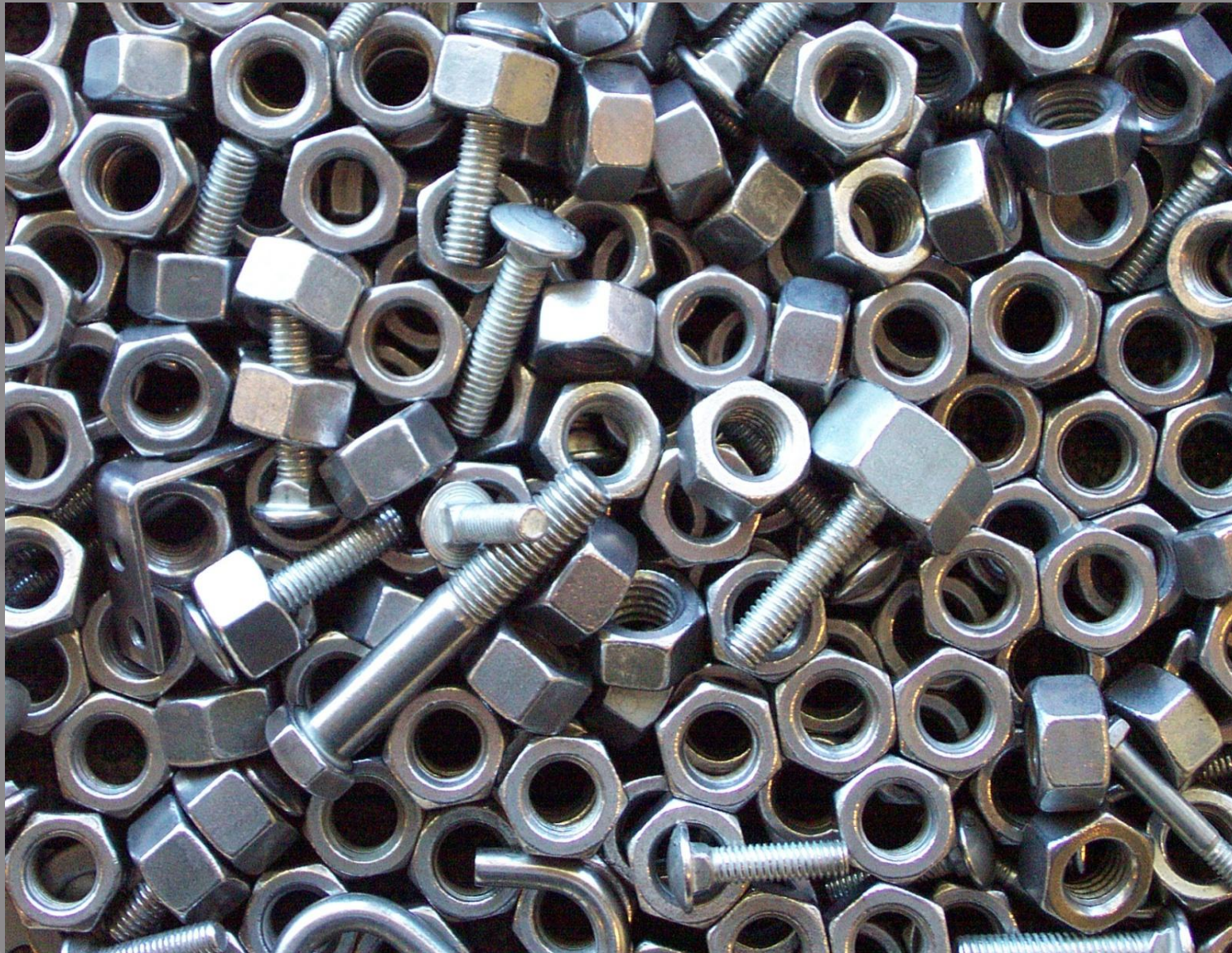
Authenticity

is not something we have or don't have. It's a practice -- a conscious choice of how we want to live. Authenticity is a collection of choices that we have to make every day. It's about the choice to show up and be real. The choice to be honest. The choice to let our true selves be seen.

Brene Brown

In order to craft a successful brand **you must tell an authentic story that is relevant to people and makes them feel connected to what you do, to your mission or vision.** This is how you attract the most qualified audiences.

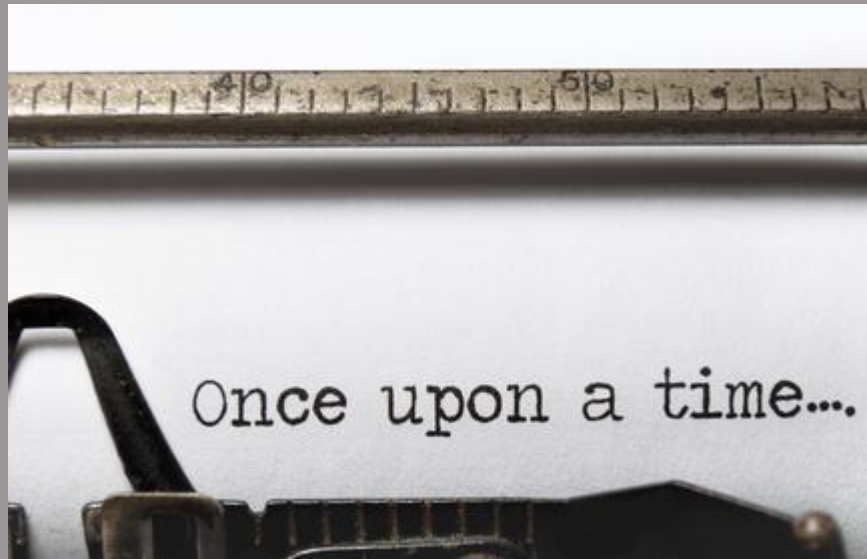
Let's Get to the Nuts & Bolts



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3 Secrets to Internet Success



**Tell
Your
Story**



**Prioritize User
Experience**



**Tracking
and
Reporting**



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Secret #1: STORYTELLING



Stories have been told by humans for thousands of years...
both true and imagined tales.



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Different Types of Stories

The “Story of Self”

What desires motivate you? What experiences inspired you to work in your field or pursue your line of work. What values do you have as a professional and why? Where did those values originate from? What lead you to this moment?

The “Story of Us”

Are you part of a community or team that shares your values? How do you work together towards a common goal? How can others work with you? What kind of experiences challenges, and resources do you all share?

The “Story of Now”

Is there an urgent challenge to face that is calling you and your team or community to action? What path will we take to achieve our goals? What can people do in the moment? What will the outcome be if people act now?

<http://workshops.350.org/toolkit/story/>



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The 30/30/30 Rule of Content Development

30%

Talk about and share your services, products, expertise, success stories, authority, and competitive edge.

30%

Talk about and share relevant stories, content, and visual graphics and videos created by partners, affiliates, industry leaders, media, and other organizations and businesses that share your target audiences.

30%

Have no sales, marketing, advertising, or customer service agenda - simply be HUMAN. Inspire, connect, live, dream.

Tell Your Story with the RIGHT Tools

~ Choose Wisely ~



Tools are only worthwhile when they can streamline your work and make marketing and communications more efficient and effective. .



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Be Strategic

Not every tool will work for your company or organization.

You are not responsible for doing EVERYTHING you hear about. You are ONLY responsible for getting front of qualified existing or potential audience members, as well as building long lasting relationships with clientele and referral partners or collaborators.

It is better to do a limited # of things really well then many things poorly!

Are you going to manage social media, search engine optimization, online Public Relations, advertising, website tracking, etc.? More specifically are you going to use Facebook, Twitter, Instagram, Google search, blogging, e-newsletters, etc.?

<https://newsroom.fb.com/>

<https://blog.twitter.com/>

<https://business.twitter.com>

<https://business.pinterest.com/en>

<http://blog.linkedin.com/>

<https://www.tumblr.com/business>

<https://www.youtube.com/channel/UCK8sQmJBp8GCxrOtXWBpyEA>

<https://business.instagram.com/>

<http://blog.business.instagram.com/>

<http://moz.com/>

<http://searchengineland.com/>

<http://www.searchenginejournal.com/>

<https://www.seroundtable.com>

<http://contentmarketinginstitute.com>

<https://www.youtube.com/user/Google>

<http://googleblog.blogspot.com/>



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Secret #2: Care about the User Experience

A customer or client's journey with you starts the very first time they encounter your company info whether that is online, in person, in print, in the media, etc. It must be seamless and simple, as well as easy to understand and navigate.



Consistency

Be clear about who you are, what you do and what you offer. Have a plan for visuals, colors, fonts, and more.



Quality

The quality of the content you create affects your authority, credibility, and relevancy.



Care

Customer Service is part of sales and marketing. Be there for your clients or customers.

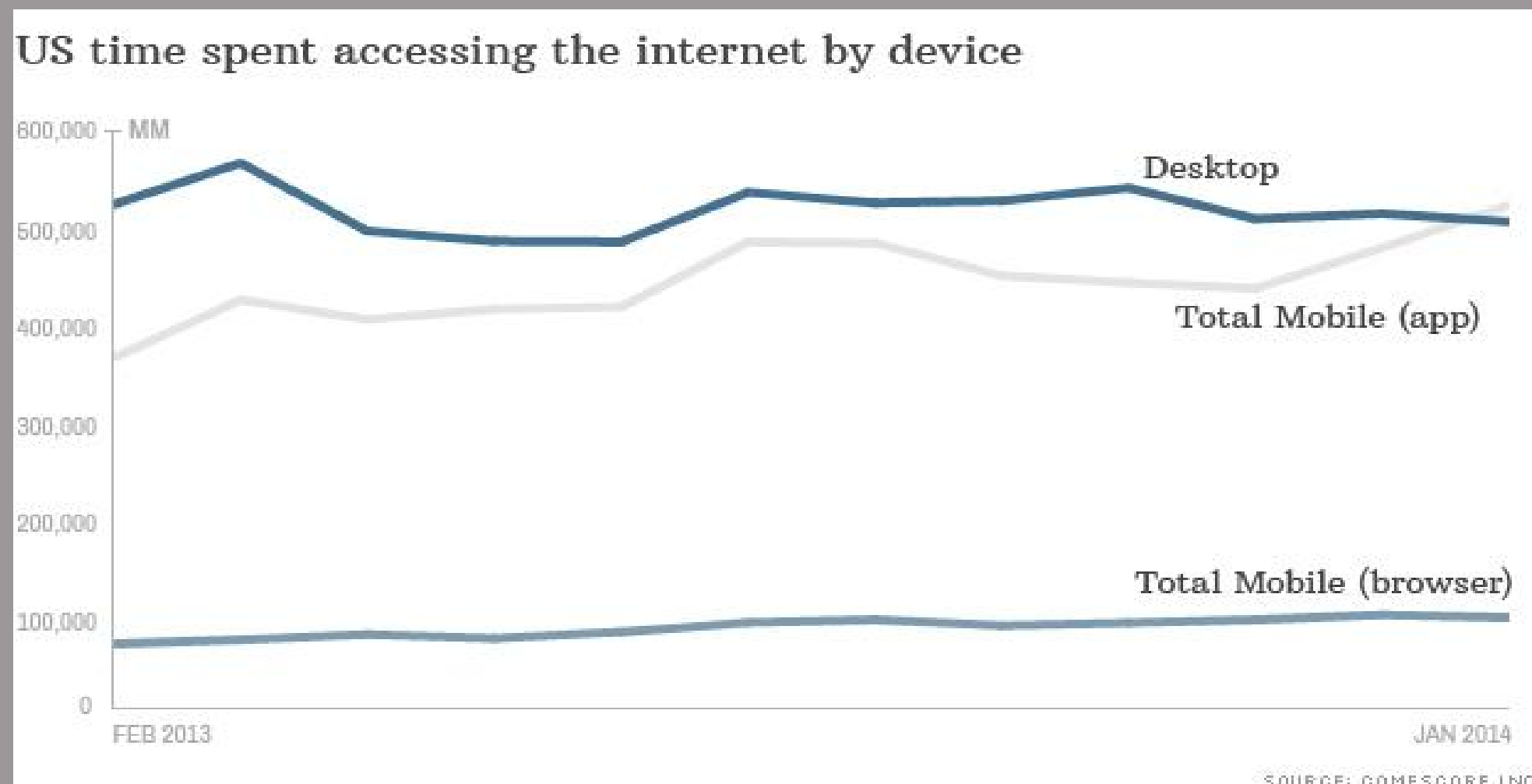


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So, what big change happened in 2014?

In January 2014 mobile devices accounted for 55% of Internet usage in the United States, while computers only accounted for 45%. Mobile apps made up 47% of Internet traffic and 8% of traffic came from mobile browsers.

source: comScore, cited by research firm Enders Analysis.




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Responsive Web Design

Google has started to prioritize responsive web designs are the most user-friendly mobile option. You can test your site here:

<https://www.google.com/webmasters/tools/mobile-friendly/>.

Google Developers

Mobile GuideGet StartedDocumentation ▾Mobile-Friendly Test

Mobile-Friendly Test 8+1

This test will analyze a URL and report if the page has a mobile-friendly design.

Learn more about the mobile-friendly criteria and how it may affect Google's search results by reading our [blog post](#).

To learn more about mobile website design and how to make your site meet the latest standards visit Google's Mobile SEO developer's website:

<https://developers.google.com/webmasters/mobile-sites/mobile-seo/?hl=en>

Watch a Google Expert explain how small businesses can make their site mobile-friendly on the Google Webmasters Youtube Channel:

[https://www.youtube.com/watch?](https://www.youtube.com/watch?v=6qpntnNAcqU&list=PLKoqnv2vTMUMfEllSZcwCYfBV5b_-q_wY&spfreload=10)

[v=6qpntnNAcqU&list=PLKoqnv2vTMUMfEllSZcwCYfBV5b_-q_wY&spfreload=10](https://www.youtube.com/watch?v=6qpntnNAcqU&list=PLKoqnv2vTMUMfEllSZcwCYfBV5b_-q_wY&spfreload=10).



Local SEO

Local Citations

Local listings can be created on a wide variety of sites. Google+ now generates verified local listings for brick and mortar locations, as well as Google Maps listings. Check out this list: <http://moz.com/learn/local/citations-by-category> and this one <http://moz.com/learn/local/citations-by-city>.

NAP - Name, Address, Phone

Make sure your business or organization name, phone number, and physical address are consistent and the same on all sites, including your own.

Better Mobile Results

Google+ Business Pages are now displayed in many Google Apps search results with clickable Click to Call, Website, and Directions buttons.



Secret #3: Tracking and Reporting

“ 70% of content marketers are creating **more content** than they did one year ago...

... but only **21%** say they are **successful** at tracking ROI

source: <http://www.marketingprofs.com/chirp/2014/26391/b2b-content-marketing-trends-for-2015-infographic>

AdamSinger – Analytics Advocate, Google

In 2015...“An ever-expanding mix of devices and channels is creating even greater pressures for digital teams to quantify their efforts, but the technology is here and the market demand for talented analysts & data-savvy marketers has been in place long enough that 2015 is the year digital measurement finally comes of age.”

source: <http://www.toprankblog.com/2014/05/digital-marketing-2015/>

Every business must create benchmarks and set goals.



Tracking, Reporting & Evaluation

Use the tracking tools that are most logical based on your goals and plan. Here are some examples:

Google Analytics - see data on your website's performance <http://www.google.com/analytics>

Google Webmaster Tools Search Console - see SEO stats and diagnostics for your website <http://www.google.com/webmasters/tools>

Facebook Insights - simply log-in to your page and click "Insights" from the tabs across the top

Twitter Analytics - log into <https://analytics.twitter.com> using your Twitter username and password

Pinterest Analytics - first verify your website which shows that your company is the official owner of the account then gain access to your analytics, instructions here: <http://bit.ly/1l7gamR>

Instagram Analytics - available through Iconosquare <http://iconosquare.com/>

LinkedIn Company Page Stats - [view analytical data](#) and [explore the Analytics tab](#)

Tumblr Analytics - [NUMBLR](#)

Youtube Analytics - <https://www.youtube.com/analytics>

Learn Google Tools

Set Up Google Analytics

<https://support.google.com/analytics/answer/1008080?hl=en>

Set Up Your Search Console

<https://support.google.com/webmasters/answer/6001104?hl=en>

<https://support.google.com/webmasters/answer/34592?hl=en>

How to Connect the Search Console to Analytics

<https://blog.serps.com/how-to/connect-google-analytics-with-webmaster-tools/>

What is the Google Tag Manager

<https://www.google.com/tagmanager/>

Set Up Google Ecommerce Tracking

<https://support.google.com/analytics/answer/1009612?hl=en>

Set Up Google Analytics Goals to Track Conversions

<https://support.google.com/analytics/answer/1012040?hl=en>



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Additional Tools

Social Tally

<http://sharetally.co/>

Bit.ly

<http://bit.ly/>

Follow.net

<http://follow.net>

Sprout Social

<http://www.sproutsocial.com>

SpyFu

<http://www.spyfu.com/>

Social Mention

<http://www.socialmention.com/>

SimilarWeb

<http://www.similarweb.com/>

Topsy

<http://topsy.com/>



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Most Importantly...



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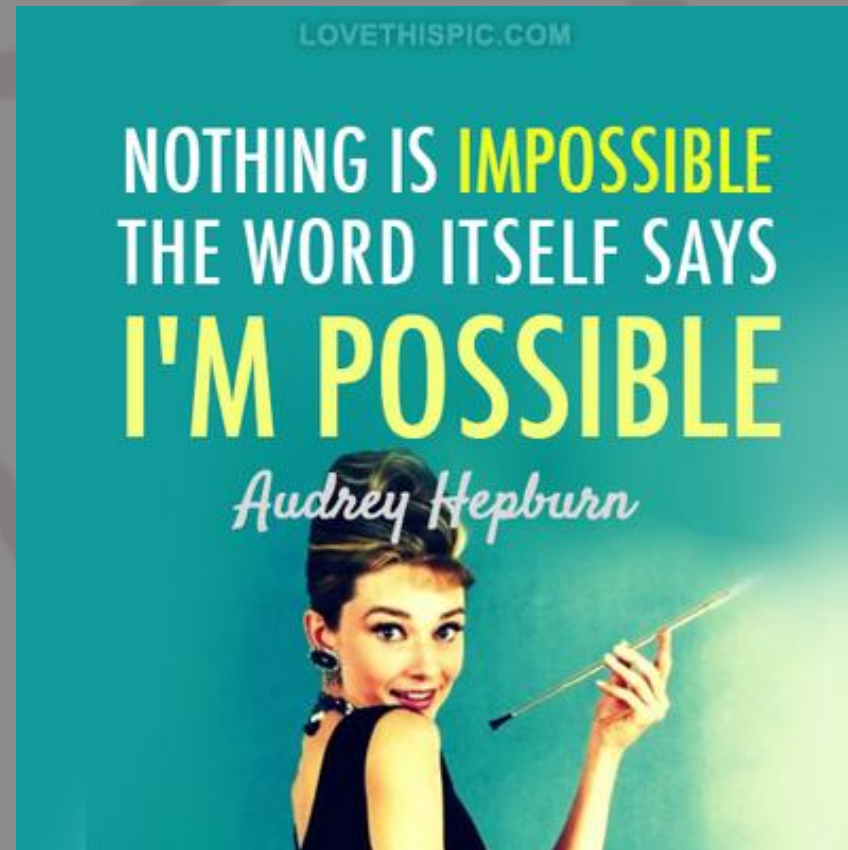
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<http://www.twitter.com/SarahDBenoit>

<http://www.linkedin.com/in/SarahDBenoit>

<http://www.google.com/+SarahBenoitavl>



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jbmediainstitute.com



Sarah Benoit

sarah@jbmediagroupllc.com
www.JBMediaGroupLLC.com
(828) 242-0277

Thank you for
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