ARIZONA COMMERCE AUTHORITY

Converting Your Offline Business to Thrive Online #CTAVIA

PRESENTED BY: ANDRAE L. JONES

CEO OF OCTAVIA SOCIAL MEDIA STRATEGIES, LLC

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Social Media Strategies

Webinar Series Information

SURVIVING THE PANDEMIC: WHAT YOU CAN DO NOW TO PREVENT YOUR **BUSINESS FROM BECOMING A STATISTIC**

- Session 3: Deepening Your Relationship with Customers and Employees – August 5th, 2020
- Session 4: How to Run a (More) Virtual Business
 - August 12th, 2020



Let's Get Started -Introduction



Introduction of the Speaker

- Name: Andraé L. Jones
- Born: Tucson, Arizona
- CEO of Octavia Social Media Strategies and six other businesses.

Introduction To Octavia Social Media Strategies

- In response to the growth of digital marketing and digital strategy.
- "... a full-service marketing firm that specializes in the design and development of engaging Content Marketing, Social Media Marketing, and Video Production by combining storytelling and marketing strategy to ensure our customers will Be Seen! Be Known! and the Expert in their field."



Introduction to this Webinar

- This will be an interactive webinar!
- I will ask folks to raise their hands.
- ▶ We will be creating something together!

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PART 1 – ASSESSING YOUR BUSINESS

Pivoting Your Offline Business

- Huge buzz word right now is **Pivot**.
- Define: "To pivot is to make a fundamental change to your business AFTER determining, through research, that your product isn't meeting the needs of its intended market."
- Markets are constantly changing.
- Requires continuous research on
 - Customers' buying habits
 - Predicting their purchasing patterns.

Assessing Your Business

- What are your customers current needs?
- What product or service can meet that need?

Assessing Your Business

- Revisit your digital presence.
- Google your business & personal name and analyze results.
- Answer the question: "How am I being found online?"

Assessing Your Business

- Compare what others are doing.
- Create a plan for what you need.
- Answer the question: "What online tools/platforms do I need to use to transform my offline business to an online business?"
- Then ask: "What is the first step?"

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PART 2 – SELECTING A PLATFORM TO RUN YOUR ONLINE BUSINESS

Online Platforms To Use - Products

- Depends on your product and customer base.
- What are you offering?
- We will go over a few platforms you can use.
- Let's start with products for sale.

Shopify = (www.shopify.com)



eBay = (www.ebay.com)



A message to our community about COVID-19 Learn what we're doing to navigate this unprecedented situation.

Read more →



AMOZON = (www.amazon.com)

amazon

Sell 🗸

Fulfill 🗸

Pricing ~

Learn 🗸

Sign up

Q

COVID-19 update:

Visit the Day One blog for daily updates on how Amazon is responding to the crisis. Sign in to Seller Central for additional updates specific to Amazon sellers.

Grow ~

SELL

How to start selling on Amazon

Whether you've already got an established ecommerce business, a great idea for a new product, or you just have a passion for selling, here's how to take that next step with Amazon.

Read the beginner's guide to selling on Amazon \rightarrow



Your Website



The Online New Shopping Experience

- Not everyone will want to leave home to go shopping.
- Online shopping is the new norm.
- You need to find and target these new online shoppers.
- Be open and flexible to their needs.
- Get feedback from customers and clients on their shopping experience.



M-commerce share of total digital commerce spending in the United States from 2nd quarter 2010 to 1st quarter 2017

Note: United States; 2nd quarter 2010 to 1st quarter 2017

The New Online Shopping Experience

Online Platforms To Use - Services

- Different platforms are needed for service providers.
- People may not be comfortable with in-person visits.
- ▶ Be flexible in how you communicate and provide services.

G Suite = (gsuite.google.com)

🙆 Google	Cloud								Admin console
G Suite	Overview	Features 🔻	Pricing	Enterprise	Security	Resources 🔻	Support	Contact sales	Get started
			We	e're here to help d	uring this chall	enging time. See ou	ir tips for working from home with G Suite, including video meetings. LEARN MORE $ ightarrow$		
	Make it with G Suite.								
					Ge	et Gmail, Docs, D	Drive, Calendar, Meet and more for business.		
							GET STARTED		

Calendly = (www.Calendly.com)

C calendly

Features Pricing Integrations Solutions



Calendly will support free integrations with video meeting tools, Zoom and GoToMeeting, through June, to help make connecting during the <u>COVID-19</u> quarantine easier.

Calendly helps you schedule meetings without the backand-forth emails

Enter your email	Sign Up
Get started for free. No credit car	d required.

For Teams

Acuity Scheduling = (www.acuityscheduling.com)

ACUITY SCHEDULING	HOME	PRICING	HELP	LOG IN	TRY IT NOW
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"When I first started I had new clients come to me not because of my experience, but because I was the easiest to schedule with."

- KIM, PEACE AND HEALING FOR WOMEN



HUbSpot = (www.hubspot.com)

English Contact Sales			۹ (Go to my ac	ccount	Get HubSpot free	
HubSpot	Software 🔻	Pricing	Resources	s 🔻 Pa	artners 🔻	About 🔻	

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There's a better way to grow.

Marketing, sales, and service software that helps your business grow without compromise. Because "good for the business" should also mean "good for the customer."

Get HubSpot free

Get started with FREE tools, and upgrade as you grow.

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PART 3 – DIGITAL MARKETING STRATEGY REVIEW

Redefining Terms

- Digital Marketing: The spending of advertising dollars for running digital ads such as Facebook/Instagram Ads, Google Ads, or email marketing campaigns.
- Digital Strategy: The strategy/plan to get results (sales/new customers/clients) from your digital marketing efforts. Consists of planning, evaluating, and executing your marketing efforts.

Effective Digital Marketing

- Questions to ask yourself:
 - What is your story?
 - What story do you want to tell?
- > This is where it can be **really helpful** to be open to new possibilities.
- Don't be afraid to re-explore and re-imagine your business in a totally new way.

Effective Digital Marketing

- Digital Marketing and Digital Strategy is a CONSTANT process of exploring:
 - Who you are.
 - What you are offering.
 - ▶ Why you're offering these products or services.
 - How your products or services can solve your potential customers' problems.
 - Where your potential customers can purchase your products or services.
 - When you are available to talk about your products or services.

Remember that Content is Key

- Content is the GOLD of digital marketing.
- How do you present content?
 - Video (KING)
 - Blogs
 - Written words on your website
 - Digital commercials
 - Video tutorials
 - Digital flyers
 - Advertisements

Creating the Digital Marketing Strategy Plan

- You state this in the plan:
 - ▶ I am going to promote this product or service for x amount of time.
 - For x amount of time, I am aiming for this many dollars in sales or new customers.
 - ▶ I am going to advertise on Facebook and post x number of times a week.
 - ▶ For Facebook, I am going to post x number of videos, written words, and tutorials.
 - ▶ I am also going to email my previous customers to promote what I am selling this month.

Creating the Digital Marketing Strategy Plan (continued)

You state this in the plan:

- ▶ I am going to ask x number of people to write a review for me on these platforms.
- I am going to make any changes needed on my website, based on Google Analytics.
- ▶ I am willing to spend x number of dollars for this result.
- I am going to track my results x number of times a week using Facebook Insights and/or Google My Business so I can adjust accordingly.

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PART 4 – INCREASING SALES AND REACHING NEW CUSTOMERS/CLIENTS

Increase Sales Through Storytelling

- Storytelling is SUPER IMPORTANT.
- Remember "Telling your story is more important than selling your product or service."
- State your story over and over again.
- Let's explore the BEST way (with little or no money) to
 - Increased branding awareness = more sales.
 - Increased engagement with new and old customers = more sales.



Using Facebook Ads





Boosting a Post/Ad on Facebook

0 People Reached	0 Engagements	Boost Post
10		8 Shares
ြာ Like	💭 Comment	A Share

Goal What results would you like from this ad?		Estimated Daily Results	
Get more video views Show your ad to people who are likely to watch your vide		Video Views 74 - 213	0
Get more messages Show your ad to people who are likely to send you a message.	0	People Reached 617 - 1.8K	0
Button	0		
Button label Learn More	•	Payment Summary Your ad will run for 4 days.	
Website URL kenshardwoodbbq.com	0	Total budget	\$10.00 USD
Special Ad Category Learn	More		
Ads for credit, employment or housing offers.			
Audience Create Who should see your ad?	e New		
People you choose through targeting	۲		
Location - Living In United States: Arizona Age 18 - 65+ People Who Match People who like Ken's Hardwood Barbecue Friends of connections: Friends of people who are connected Ken's Hardwood Barbecue	to		
Edit Audience			
People who like your Page	0		
People who like your Page and their friends	\bigcirc		
People in your local area	0		
Duration and Budget			
Days ⊖ ⊕ End date 4 ⊖ ⊕ ⊞ Apr 30, 2020			
Total budget \$10.00	•		

Boosting on Facebook

your ad. Gender		
All	Men	Women
Age 18		65+
Q Locations Type to add more loca	tions	
United States Arizona ×		
Detailed Targeting		
Q Detailed Targeting		Browse →
For advanced targeting feature	es, go to .	
\bigcirc	Potential Reach: 400,000	people
pecific Broad	Your audience is defined.	
Page Summary Last 28 days \$

Export Data 🕗

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📕 Organic 📕 Paid

Results from Mar 24, 2020 - Apr 20, 2020

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Page Views

Post Reach

17,851

March 24 - April 20

People Reached 92%

Post Engagement

Post Engagement **40%**

March 24 - April 20

2,854

i

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i

Actions on Page March 24 - April 20

Total Actions on Page 40%

631

March 24 - April 20

Total Page Views ▲ 52%

Page Likes March 24 - April 20

47 Page Likes A 62%

Recommendations March 24 - April 20

11 Recommendations **456%**

Page Followers March 24 - April 20 iOrders

0

March 24 - April 20

65 Page Followers **A81%**

0 Number of Orders A 0% March 24 - April 20 20

Page Previews ▲18%

Page Previews

i

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Story Reach March 24 - April 20

Get Story Insights

See stats on how your Page's recent stories have performed.

Learn More

Videos March 24 - April 20

10,284 3-Second Video Views A120%

Facebook Insights Example!

What is a Hashtag Anyway?

Defined: "A word or phrase preceded by a hash sign (#), used on social media websites and applications, especially Twitter, to identify messages on a specific topic."





















FLEO x me...

FITPLAN

Lower war...

FAQs

Motivation...

Macros co...

Macro chat





katiecrewe Opper body (body weight focused) day #hooray b. I've been way off schedule for my workouts and was in need of an update (and goal reassessment) so I rewrote my workout split on the ride home the other day. This is (most of) my second upper body day. Fail to plan, plan to fail #etc (it's very true though). I know some of these exercises can be intimidating at first but they're easily modified to build up strength

Explosive push-ups - 4x5

Chin-ups - 4x1 shy of max (can do assisted)

Chin-up negatives - 2x5

 TRX inverted rows - 4x10 (I showed how to increase and decrease difficulty)

Renegade rows - 4x12

Liked by **shona_vertue** and **others**

V

JULY 19, 2018

Add a comment...

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M

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katiecrewe 🧔 🛛 Following

katiecrewe [∞] Erm don't mind the smize [⊕] [∞] I know I've said this before but I remember seeing the (before) pics from my Mexico vacation (8 years ago [∞]) and thinking my butt was not butting like I wanted it to butt and deciding I wanted to weight train (not just run and do crunches [⊕]).

People ask all the time how to get started and the truth is, you just kinda have to find a plan and do the thing. I had NO idea what I was doing. You're supposed to look back and be at least a liiiittle embarrassed 😂 .

I completely understand feeling intimidated but the only way you'll get better is by exposing yourself to the discomfort. working at it. and

 $\bigcirc \bigcirc \bigcirc \checkmark$

 \square

...

Liked by besupersocial and others

Add a comment...

Pos

Instagram During Quarantine

- Yeah

I POSTS IGTV I TAGGED



- Not just about posting on a schedule.
- Quality is more important than Quantity.
- Highlight a different aspect of the same story (examples):
 - Facebook: "A Day in the Life"
 - Instagram: "Behind the Scenes Look"
 - Website: "Factual Information about Your Business"
 - YouTube: "Videos of Your Typical Day-to-Day Activities"

YouTube Channel

- Create a YouTube Channel to post your videos.
- Link this to your website and your Social Media Platforms.
- Create good quality videos with a story behind them.
- Determine which side of the story you want to show and tell.
- Keep posting! Keep experimenting until something sticks and then do more of that.
- Learn from your mistakes and have fun!

≡	🕨 YouTube	Search Q	E	 .	4
6 0	Home Trending Subscriptions	All About The Win Podcast 3 subscribers HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT Q	ANNEL YOUTUBE STUDIO		
1 • •	Library History Your videos Watch later Liked videos	Uploads All About The Win Podcast - Behind the Scenes - Part 1 52 views - 2 months ago A quick look behind the scenes from episodes 1-4. Listen to All About The Win Podcast at https://anchor.fm/allaboutthewinpodcast or check us out at www.allaboutthewinpodcast.com			
SUBS	CRIPTIONS Popular on YouTube				

- A Music
- Sports

- Gamin
- MORE FROM YOUTUBE YouTube Premium
- Movies & Shows
- Gamino
- Live
- Fashion & Beauty Learning
- Settings

Increase Sales by Story Telling

- Storytelling is super important!
- Goals are super important!
- Increase your profit margin!
- Keep marketing costs low.
- Be willing to invest time and effort.
- Consider partnering with a digital marketing agency.



Google Analytics

- Super important to see how the difference avenues are flowing traffic to your website.
- How are people finding your website?
- What pages are they viewing the most?
- Google Analytics helps you see if your website is effectively telling the story that you solve their problem and display why you are unique from your competitors.





	Conversio	ons
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2. Attribution BETA

Q Discover

🏟 Admin

Site Content	Page	Pageviews	% Pageviews
Page >	1. /	2,457	43.39%
Page Title	2. /in-store.html	1,737	30.68%
Site Search	3. /index.html	887	15.67%
Search Term	4. /learn.html	537	9.48%
Events	5. /thank-you.html	33	0.58%
Event Category	6. /?ref=hexometer	7	0.12%
	7. /?fbclid=IwAR1odCG-5l1mHeycPyCuipkoVltZiDY_0g3lQmdNSVwF90axnjJ86SVaTwQ	1	0.02%
	8. /?fbclid=IwAR2ExwdxbU4T1yD8L_WUMGZ7BATCT95BR1gdNYFZIuhOFI0E65L-O_msPLc	1	0.02%
	9. /?fbclid=IwAR3r10my-hvxuxy6FSIFGqd7nksaNhIZcxyPQDo2sIV5UVCX5Gx-rY6QjmA	1	0.02%
	10. /?fbclid=IwAR3tLIZFA4tB2FtxJAnqMSjSQiVuX3kjs9RemxWJm8R0vNyppTwz5ZjBtug	1	0.02%

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PART 5 – CONCLUSION

Depends on What You Offer

- Knowing your goal is super important.
- More importantly, know your story and your audience.
- Create a plan for x amount of time.
- Story = Engagement.
- Engagement = Increase in Sales.
- Requires time, effort, and money.

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PART 5 – TOP 10 BONUS TIPS

Top 10 Bonus Tips

- > 1.) Select a platform or services that works for your customers!
- 2.) Survey often to make sure that your product or services is easy to obtain.
- Solution 3.) Figure out what parts of your story you want to share on which platform?
- ▶ 4.) Invite your close friends to your social media conversation.
- 5.) See what your competitors are doing, how they are doing it, what are their results, and do it with your own twist.

Top 10 Bonus Tips

- 6.) Don't forget to utilize YouTube to your advantage.
- 7.) Don't be afraid to try out new things (new images, new writings, new ideas to post) to see how your customers respond.
- 8.) This all takes a lot of time so set a day to focus on your digital marketing and research.
- 9.) Don't be afraid to ask for help and listen to your feedback carefully and make the changes that is need. Remember they all want you to succeed.
- ▶ 10.) Have fun!



Last Set of Questions

We Are Offering a FREE Digital Marketing Assessment (no strings attached!)

- FREE, no obligation, 60-minute Digital Marketing Strategy Evaluation
- Includes:
 - Evaluation of your overall online presence.
 - Evaluation of your current online marketing strategy.
 - Overall business assessment.
 - (Valued at \$1,000.00)
- Visit our website to schedule an appointment today. Let us help you increase your business visibility by 15 percent in less than 6 months.

https://octavia.social/promotions/



Our Next Session will be on Friday August 7th, 2020.

Enriching Your Customer & Employee Relationships

Online sales now dominate the way people buy products and services. This is the perfect time to grow or create your online presence. This webinar will teach you how you can expand your business by increasing the sales of your products or services online.

- Identify online platforms to reach, engage, and convert potential buyers online.
- Maximize your online income on the products and services with the highest profit margins.
- Plus some bonus tips for what to do when you are moving to or expanding your business online.

Thank You for Your Time!

- Webinar recording and PowerPoint available by request.
- Survey to complete
- Thank you to our Community Partners!

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THANK YOU FOR JOINING!



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