



IT'S TIME TO PLAN FOR

The Holidays!

Merry Christmas!

Happy Hanukkah!

HAVE A HAPPY

KWANZAA



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ARIZONA
COMMERCE AUTHORITY



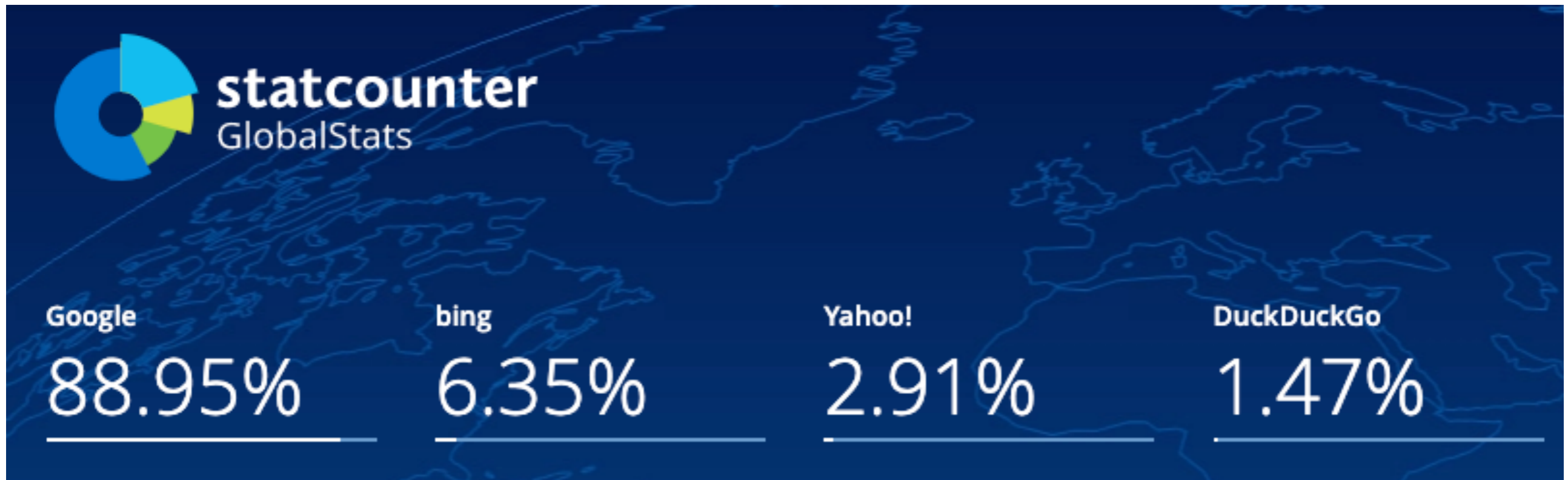
Greater Phoenix



Social Media Usage is Up!



Google Still Owns Search



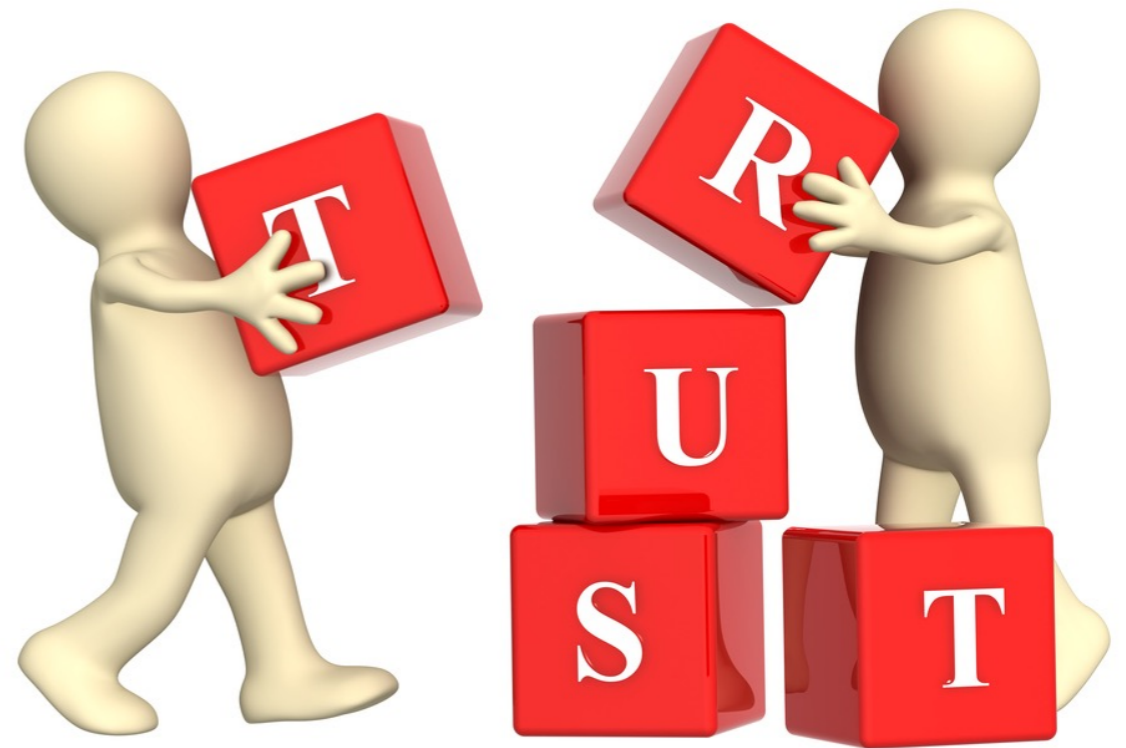
Think Like the Searcher

- ◆ The consumer is in control
- ◆ What are they searching for?
- ◆ How will they find you?
- ◆ What comes up in search?
 - ★ Website - impulse buyers
 - ★ Blog/Video/Pictures - content answering questions
 - ★ Social Media - promotions
- ★ Put yourself in their shoes
- ★ Pain points and problems have changed!
- ★ Think of the gift-giver — not the end user



Trust & Credibility

- ◆ Be active on the social networks
- ◆ Create social proof
 - ★ Reviews
 - ★ Comments
 - ★ Followers
 - ★ Likes
 - ★ Relevant posts
- ◆ Honest & transparent
 - ★ Full disclosures
 - ★ Promises made, promises kept



Who's your Target?



Research

- ◆ Learn as much as you can about your target market
 - ★ Which social networks do they frequent the most?
 - ★ What devices do they prefer?
 - ★ What are their buying habits?
- ◆ Your industry's economic outlook
- ◆ Demographic & local information
- ◆ Inventory, shipping, fulfillment, security
- ◆ How has COVID-19 affected them?



Know Your Competition



SMART Goal Setting



Which Network?



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The Major Networks



twitter



PARLER



Pinterest

LinkedIn



facebook.



USFORDGAR.COM



Facebook

Facebook interface showing the profile page for AZ Social Media Wiz LLC. The page includes a search bar, navigation tabs (Page, Inbox, Notifications, Insights, Publishing Tools, Promotions, Settings, Help), a profile picture, a cover photo, and a post creation area. The cover photo features the company logo and the website URL AZSocialMediaWiz.com. A business service badge is visible in the bottom right corner.

Navigation tabs: Page, Inbox, Notifications, Insights, Publishing Tools, Promotions, Settings, Help

Profile Name: AZ Social Media Wiz LLC ✓
@AZSocialMediaWiz

Business Service in Phoenix, Arizona
5.0 ★★★★★




Facebook Shops

Start Setting Up Your Shop

Add a shop to your accounts, feature items and view insights. You can direct customers to your website, allow them to message you or enable checkout directly on Facebook and Instagram.

Choose where you want customers to complete their purchase:

 **Your Website**

 **Checkout on Facebook or Instagram**

 **Direct Message**

Get Started

https://www.facebook.com/commerce_manager



Your Ecommerce Platform

Or, set up your shop for a partner platform or API:



Use a Partner Platform

You can set up your shop using a partner platform like Shopify, BigCommerce, Feedonomics and others.

Get Started



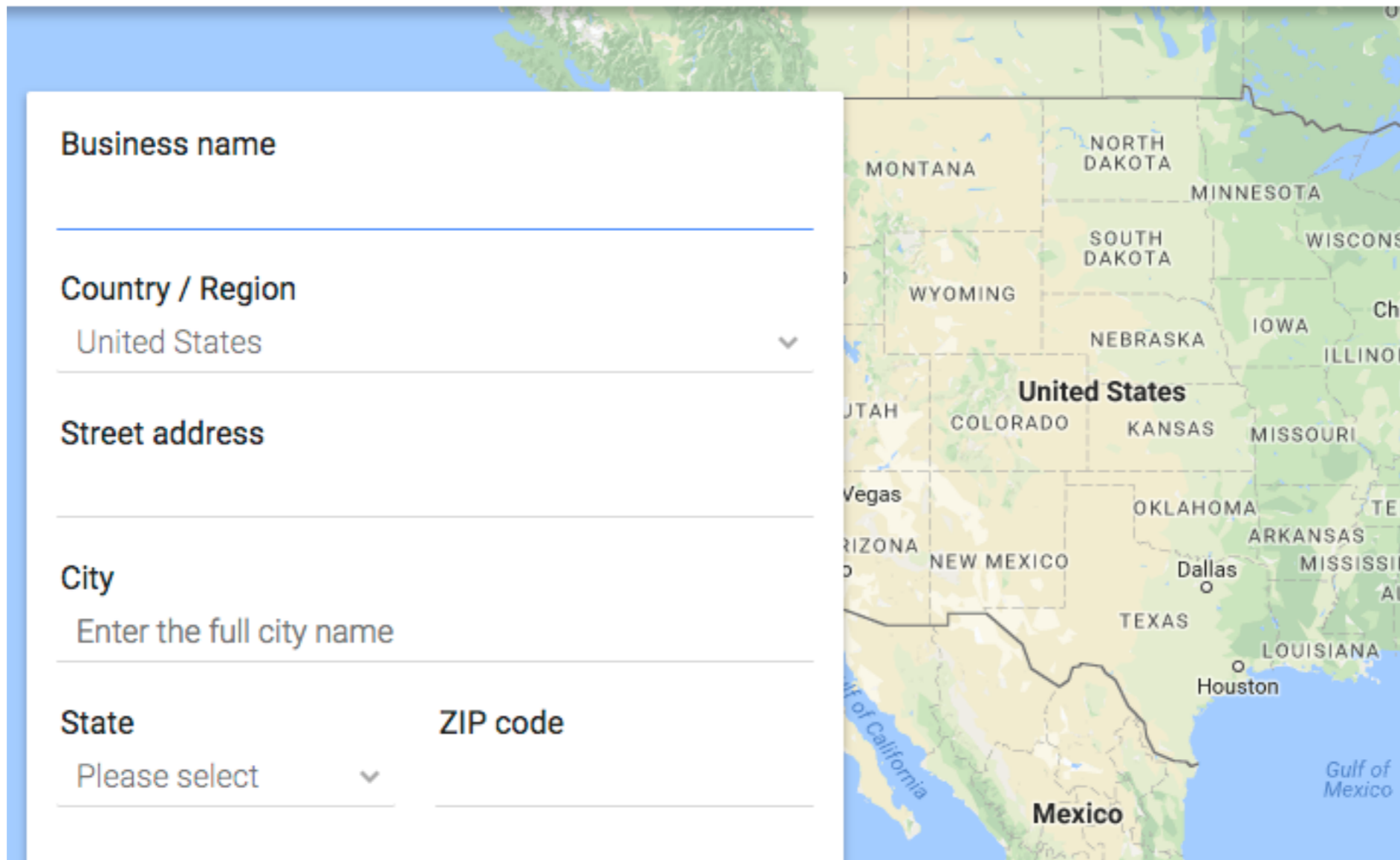
Create a Test Shop

Create a test shop to learn more about what you'll need to get started on Commerce Manager or Commerce APIs. Add items, manage orders and try out the customer buying experience.

Get Started

business.Google.com

☰ Google My Business



The screenshot shows the Google My Business location setup interface. On the left is a form with the following fields:

- Business name**: A text input field.
- Country / Region**: A dropdown menu currently showing "United States".
- Street address**: A text input field.
- City**: A text input field with the placeholder "Enter the full city name".
- State**: A dropdown menu currently showing "Please select".
- ZIP code**: A text input field.

On the right is a map of the United States with state names labeled: MONTANA, NORTH DAKOTA, MINNESOTA, SOUTH DAKOTA, WISCONSIN, WYOMING, NEBRASKA, IOWA, COLORADO, KANSAS, MISSOURI, UTAH, ARIZONA, NEW MEXICO, OKLAHOMA, ARKANSAS, TEXAS, MISSISSIPPI, ALABAMA, LOUISIANA, and MEXICO. Major cities like Dallas and Houston are also marked. The Gulf of Mexico is visible to the south.



Google My Business (GMB)

The screenshot shows the Google My Business dashboard for a business named "Simply Smashing 'a Rage Release Room". The interface includes a left-hand navigation menu with options: Home, Posts (marked with a blue "NEW" badge), Info, and Insights. The main content area displays the business name, a verified status, a phone number (602) 909-1996, a website URL (https://www.simplysmashingrageroom.com/), and operating hours (4:00 PM - 10:00 PM). It also shows the business location (1301 East University Drive #101 Tempe, Arizona 85281) and category (Amusement Center). Action buttons for "Manage photos" and "Add virtual tour" are visible. A blue "EDIT" button is located in the top right corner. Two large red arrows are overlaid on the image: one points from the "Posts" menu item to the "NEW" badge, and the other points from the top right towards the business name and verified status.



GMB Posting

← Preview

PUBLISH



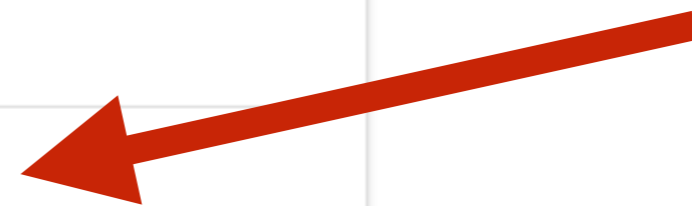
**Give a
SMASHING
Gift Card!**

 Have a friend who's stressed out?
Give them a Smashing Gift Card!

Posted just now

Know someone who's stressed? Give them a
SMASHING Gift Card!

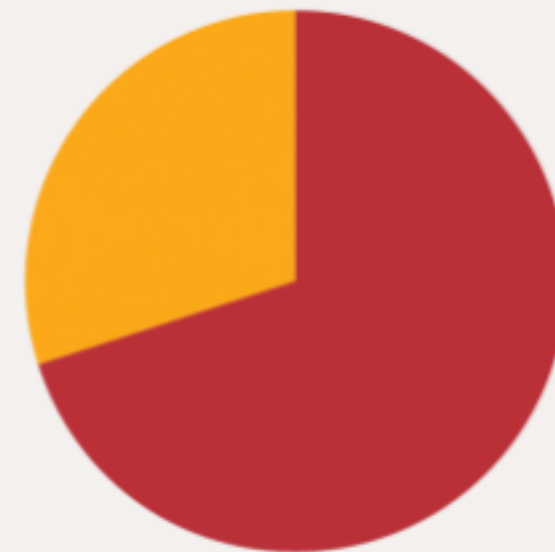
[BUY](#)



YouTube

Each visit to YouTube involves **6.5 pageviews**, on average

70% of what people watch on YouTube is determined by its **recommendation algorithm**



visitor spends **5 minutes** per day on YouTube, on average

Source: <https://www.socialmediatoday.com/news/top-10-youtube-stats-for-2020-infographic/570560/>



LinkedIn

3:58 PM Wed Feb 19

89%



Giselle Aguiar



Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work



Advertise

You are viewing this page as a member

[View as admin](#)

[Community Maintenance - Price beat guarantee on sweeping, pressure washing, and day porter.](#) Ad ...



Mentors to
America's Small Business



SCORE Mentors Greater Phoenix

Professional Training & Coaching · Phoenix, AZ · 314 followers

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[Learn more](#)



Tom & 6 other connections work here

[See all 10 employees on LinkedIn](#)

Coach with over 25 years experience in online marketing.
Get my new ebook: The Blueprint: Strategies for Effective Sc ...see more



LinkedIn Featured

Featured



social media content marketing and SEO

YouTube

Giselle Aguiar, AZ Social Media Wiz (<http://AZSocialMediaWiz.com>), shows yo...



Your Social Media Marketing Game Plan

YouTube

Giselle Aguiar presented "Your Social Media Marketing Game Plan for Success" at the...



How to Use #Hashtags

#Business on #Social Media

YouTube

Giselle Aguiar, AZ Social Media Wiz founder of your S...



Twitter

Mentors to America's Small Business

SCORE
FOR THE LOVE OF YOUR BUSINESS

SCORE
ARIZONA & UTAH
2020
DISTRICT OF THE YEAR

... Message Notifications Following

SCORE Mentors Greater Phoenix
@SCOREPhx Follows you

#Phoenix #SCORE FREE #business mentoring 4 #smallbiz owners, classes & help in starting & growing businesses. #SCORESmallBiz

Phoenix, AZ greaterphoenix.score.org Joined September 2009

462 Following 1,643 Followers



📌 Pinned Tweet



Holistic Health @PhxWholeLife180 · Feb 16

The Truth about Neck Pain: Can Your Lifestyle be the Cause? [#WholeLife180](#)
[#HealthyAging](#) [is.gd/hsHNuK](#) [#pain](#)

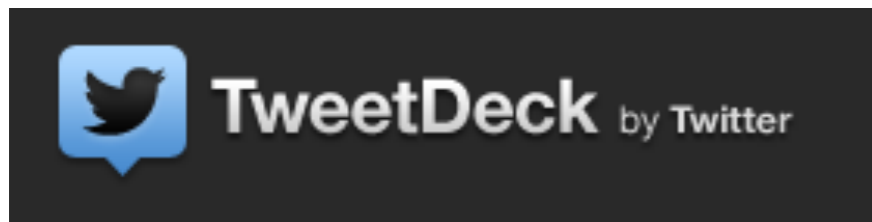


The Truth about Neck Pain: Can Your Lifestyle be the ...
Most who suffer from neck pain tend to try and blame the condition on a single incident (poor pillow or bad ...
[ithelpedme.com](#)



What's Trending on

- ◆ Take advantage of what's trending on Twitter
 - ★ Plan ahead for holidays, observance & awareness days
 - ★ #MondayMotivation
 - ★ #TuesdayThoughts
 - ★ #WednesdayWisdom
 - ★ #ThursdayThoughts
 - ★ #FridayFeeling
 - ★ #SaturdayMorning
 - ★ #SundayMorning



Hashtags



38 Holistic Health @PhxWholeLife180 · Jun 15
#ThursdayThoughts Quit talking & begin doing! Get back to doing what you love! #GetHealthy #WholeLife180 ithelpedme.com #Phoenix

The way to get started
is to quit talking and
begin
~Walt

ItHelpedMe.
Your 1-Stop Holistic H
Medical Weight Los
#WholeLife180

Holistic Health Solutions
20045 N 19th Ave, Bldg 11
Phoenix, AZ



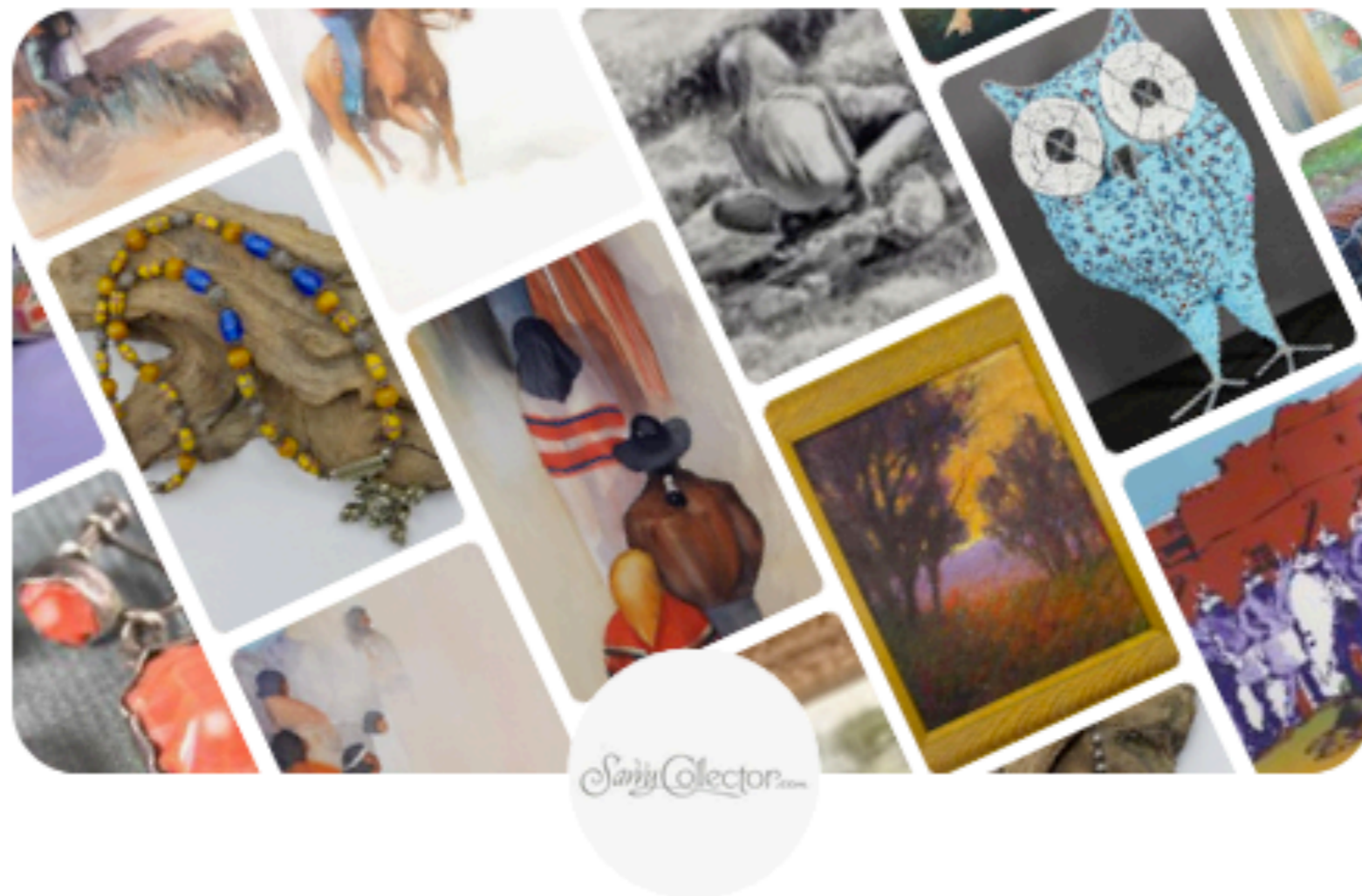
38 Holistic Health @PhxWholeLife180 · 4h
#Antioxidants Benefits: Here are the Top 6 You Need - Yoga Lifestyles buff.ly /2tNWc8m #WholeLife180

6 BEST ANTIOXIDANTS AND WHERE YOU CAN FIND THEM

YOGA LIFESTYLES




The Pinterest Difference



Savvy Collector.com

28.7k monthly viewers

 [savvycollector.com](https://www.facebook.com/savvycollector.com) · SavvyCollector.com offers consigned quality artwork & jewelry competitively priced. Perfect for giving that 1-of-a-Kind gift!

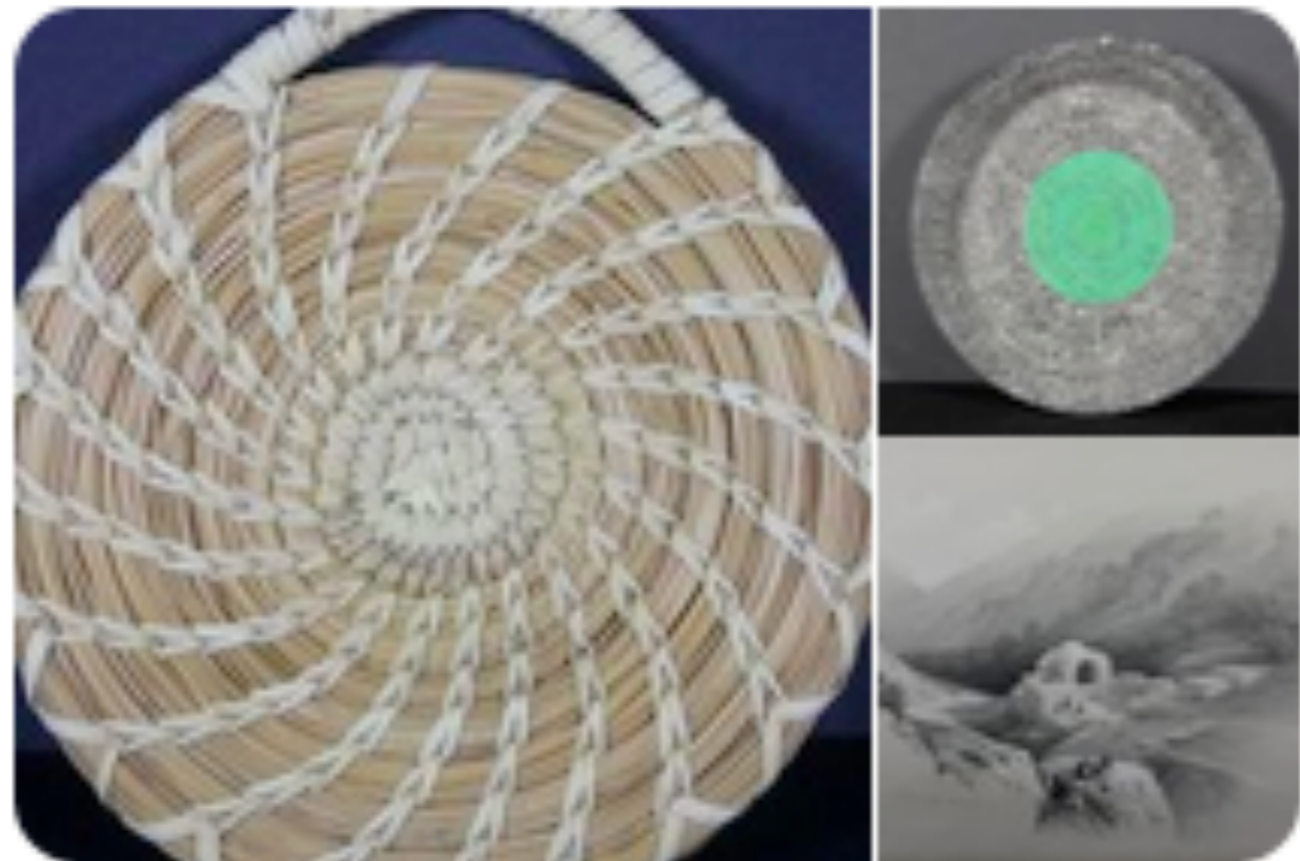
567 followers · 20 following



Showcase Best Gifts



19 Gifts for the Woman who Has Everything



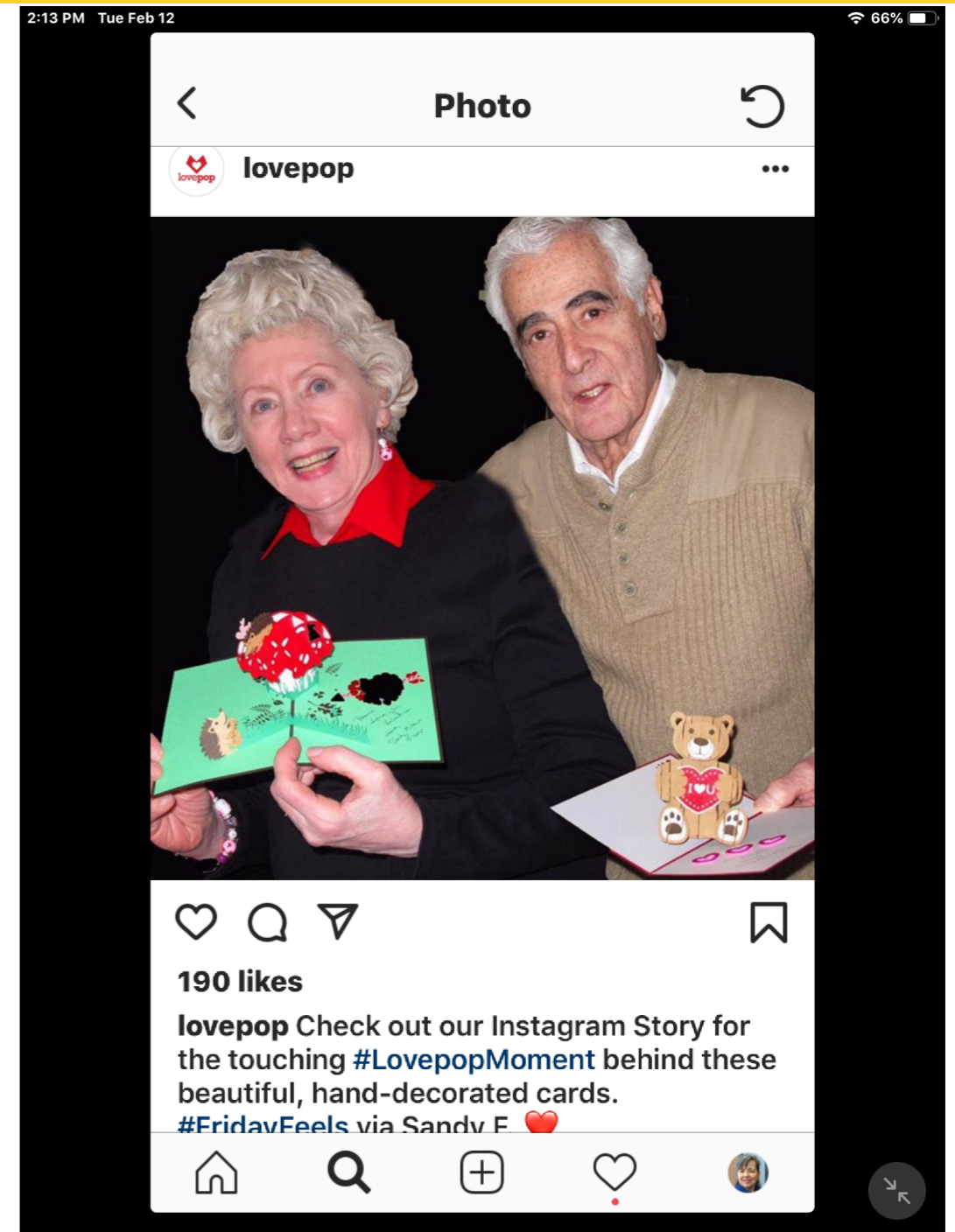
Unique Gifts <\$75

9 Pins



Instagram

- ◆ Captions: 2200 characters
- ◆ 30 Hashtags max
- ◆ IGTV - separate app - longer videos
- ◆ Reels - short 3-15 second videos in your feed or in stories
- ◆ Stories disappear in 24 hours
- ◆ Tag people (@Username) for more exposure



Snapchat & TicTok

- ◆ Short video mobile app
- ◆ Reaching Gen Z - Under 25
- ◆ TikTok is run by China & they use it to spy on us. Delete it.
- ◆ There are new apps trying to compete with these all the time. You don't have to be on all of them!



Source: <https://blog.hubspot.com/marketing/snapchat-vs.-tiktok>



Enticing Graphics



Canva.com

Pixabay.com



Lots of Videos



- ◆ Storytelling
- ◆ Explain your benefits in the 1st 15 seconds
- ◆ Eye-catching
- ◆ Nostalgia & comfort
- ◆ Customer testimonials
- ◆ User-Generated Content
- ◆ Upload them everywhere




Optimize for Search

 Search Twitter



AZ Social Media Wiz 



 Search




Search



 YouTube

Search



 Search



Paid Ads

- ◆ Google Ads
- ◆ Social media paid advertising
- ◆ Targeting
- ◆ Paid advertising on popular websites that your target frequents
- ◆ Test to see with \$100 which work for you
- ◆ Use the networks' ad departments



Optimize

- ◆ Add the Facebook pixel to your site
- ◆ Your website for mobile
- ◆ Pinterest also gives you a way to connect your site to track clicks.
- ◆ Write keyword-centric product descriptions - helps with search
- ◆ Back up your paid ads with organic (non-paid) posts



Walmart Marketplace

- ◆ Just like any other ecommerce platform, but under the Walmart umbrella
- ◆ Walmart+ launched Sept. 15 - it's direct competition with Amazon Prime
- ◆ Your products will be on walmart.com
- ◆ You need to apply as a seller at marketplace.walmart.com
- ◆ Only accepts “reputable sellers with a strong history of meeting customer expectations”.



Timing Your Campaigns



- ◆ NOW - Optimize everything!
- ◆ Create graphics and content
- ◆ Amazon Prime Days moved to Oct. 13 & 14!
- ◆ The closer you get to a key holiday, the higher the ad costs are likely to be.



Customer Experience

1. Website and Social Media

1. Branding
2. Ease of use
3. Navigation
4. Information - transparency

2. Shopping Cart and Check-out

1. Quick and uncomplicated
2. Secure

3. Fulfillment

1. Processing
2. Shipping
3. The last mile — final delivery or pick-up

4. Returns



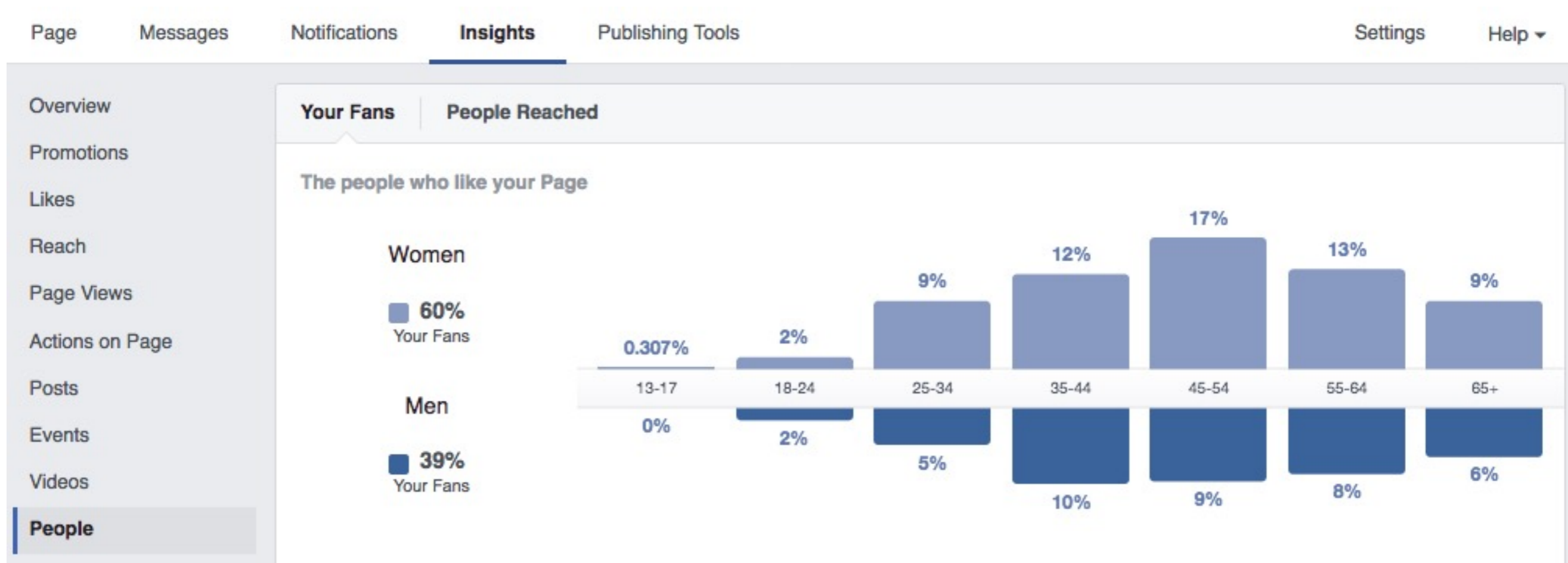
3-Part Strategy



Tactics



Analytics & Insights



What to Do Now...



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1. Define your target market's persona(s)
2. Research your target market & competition
3. Set SMART Goals
4. Develop Strategic & Tactical Plans
5. Make sure your website & social & are optimized for SEO & branded consistently
6. Share content organically daily, engage & build a following & drive visitors to your site
7. Grow an email list with the right CTA & marketing automation
8. Make sure your analytics are setup



Questions?



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[Twitter: @AZSocialNetWiz](https://twitter.com/AZSocialNetWiz)

facebook.com/AZSocialMediaWiz

youtube.com/user/azsocialmediawiz

