



Digital Foundation (Part 2)

November 5th , 2020

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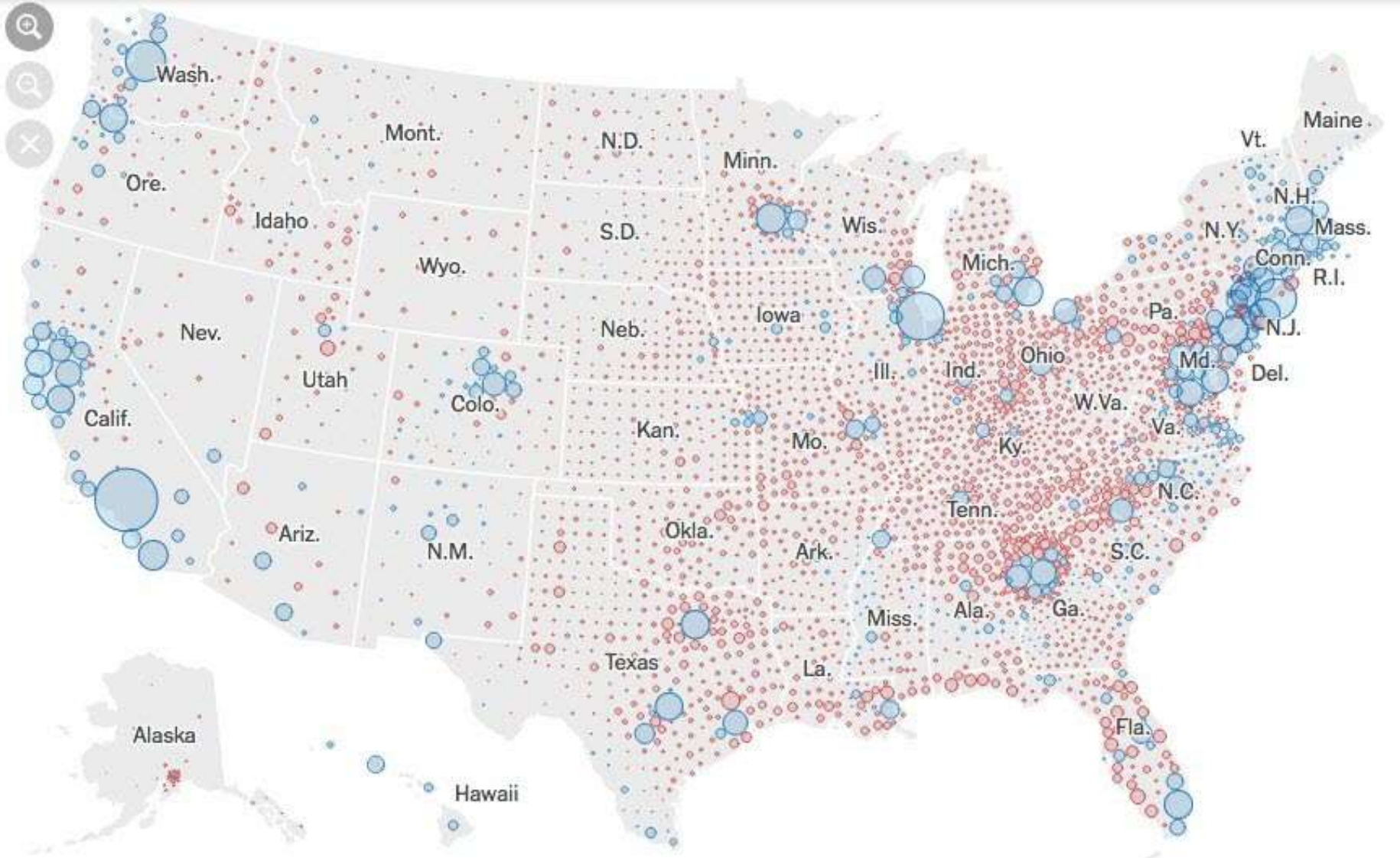
Webinar Series



- Webinar One
 - Foundational concepts
 - Logo Design
 - Foundation #1 - Websites



- Webinar Two
 - Foundation #2 – Google My Business
 - Foundation #3 – Social Media
 - Beyond the Foundation



Remove the Mystery

Lessen the Intimidation

Give you a Place to Start

Pro Tip:

If you are working with someone and then can't explain what they are doing in simple terms – run!

A true mark of a professional is the ability to take complex terms and make them simple

Digital Marketing is First about Authentic
Human Connection...



Agenda

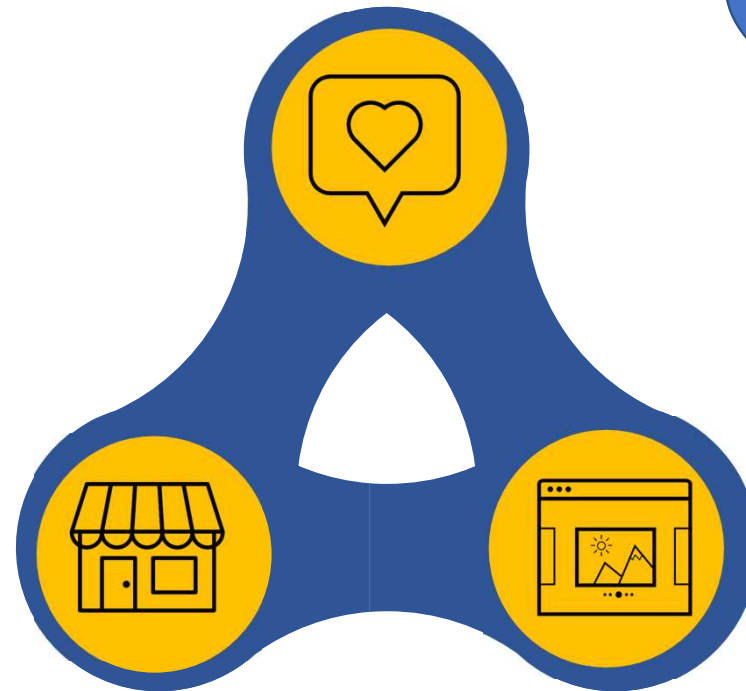
- Google My Business
 - What is it?
 - Why it is so critical?
 - How to set it up?
 - Best practices
- Social Media Goals and Outcomes
 - What is your purpose?
 - Who are you communicating to?
 - Get committed!
- How to Get Started?
 - Setting up business accounts
 - Effective post ideas
 - Getting followers
- Automation and Efficiency
 - Using a calendar
 - Scheduling posts
 - Creating a content library
- Q&A

Social Media

Create Awareness
Build relationships
Immediate

First Point of Contact
Locations/Hours
Maps
Reviews

Google My Business



Website

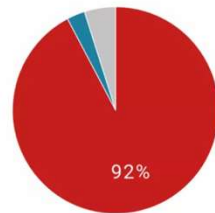
Call to Action
Products/Menu
Services
Blogs



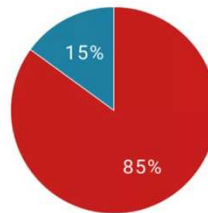
Google My Business

Google dominates global market share with its biggest products

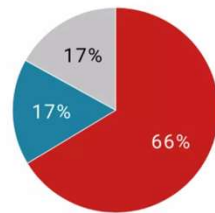
■ Google ■ Biggest competitor ■ Everyone else



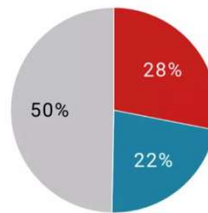
Search



Smartphone OS



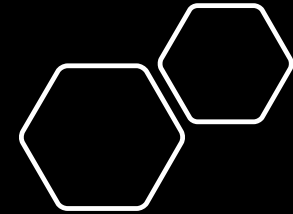
Browser



Digital ads

Biggest competitors: Bing (search), Apple (OS and browser), Facebook (ads)

Source: Statcounter (search and browser), IDC (smartphone), eMarketer (ads)





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SHARE 

JUSTICE NEWS

Department of Justice

Office of Public Affairs

FOR IMMEDIATE RELEASE

Tuesday, October 20, 2020

Justice Department Sues Monopolist Google For Violating Antitrust Laws

Department Files Complaint Against Google to Restore Competition in Search and Search Advertising Markets

Note: Click for [Attorney General Barr's statement](#) and [Deputy Attorney General Rosen's remarks](#).

Today, the Department of Justice — along with eleven state Attorneys General — filed a civil antitrust lawsuit in the U.S. District Court for the District of Columbia to stop Google from unlawfully maintaining monopolies through anticompetitive and exclusionary practices in the search and search advertising markets and to remedy the competitive harms. The participating state Attorneys General offices represent Arkansas, Florida, Georgia, Indiana, Kentucky, Louisiana, Mississippi, Missouri, Montana, South Carolina, and Texas.

“Today, millions of Americans rely on the Internet and online platforms for their daily lives. Competition in this industry is vitally important, which is why today’s challenge against Google — the gatekeeper of the Internet — for violating antitrust

RELATED LINKS

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[Podcasts](#)

Google pest control show low

All Maps Shopping Images News More

About 421,000,000 results (0.50 seconds)

Pest control technicians nearby

Terminix Pest & Termit...
4.7 ★★★★★ · See reviews
GOOGLE GUARANTEED
Serves Show Low
Open 24/7

Terminix Pest & Termit...
3.8 ★★★★★ · See reviews
GOOGLE GUARANTEED
Serves Show Low
Open 24/7

Bulwa
4.9 ★★★★★
Serves Show Low
Open 24/7

→ More pest control technicians in Show Low



Rating Hours

⚠ Hours or services may differ

De-Soto Exterminating
4.7 ★★★★★ (24) · Pest control service
Closed · Opens 8:30AM Wed · (928) 600-7409

Neff Exterminating
5.0 ★★★★★ (3) · Pest control service
81 S 11th St
Closed · Opens 8AM Wed · (928) 532-5300

Arizona Classic Exterminating LLC
4.1 ★★★★★ (9) · Pest control service
Closed · Opens 8AM Wed · (928) 537-3747



Rating Hours

⚠ Hours or services may differ

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pest control show low



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Arizona Classic Exterminating LLC

4.1 ★★★★★ (9) · Pest control service
Closed · Opens 8AM Wed · (928) 537-3747



Sutton Weed and Pest Control LLC

5.0 ★★★★★ (27) · Pest control service
Closed · Opens 8AM Wed · (928) 369-6415



Hunter Pest Control

3.5 ★★★★★ (2) · Pest control service
Closed · Opens 8PM · (928) 251-0806

American Exterminating LLC

5.0 ★★★★★ (1) · Pest contro...
103 S 6th Pl
Closed · Opens 7AM Wed
· (928) 537-3259



Cross Exterminating

4.1 ★★★★★ (9) · Pest control service
(928) 367-9970



Pro12 Pest Solutions



De-Soto Exterminating

Website Save Call

4.7 ★★★★★ 24 Google reviews
Pest control service

Hours: Closed · Opens 8:30AM Wed

Phone: (928) 600-7409

Hours or services may differ

Suggest an edit · Own this business?

Know this place? Share the latest info

Questions & answers

Be the first to ask a question

Ask a question

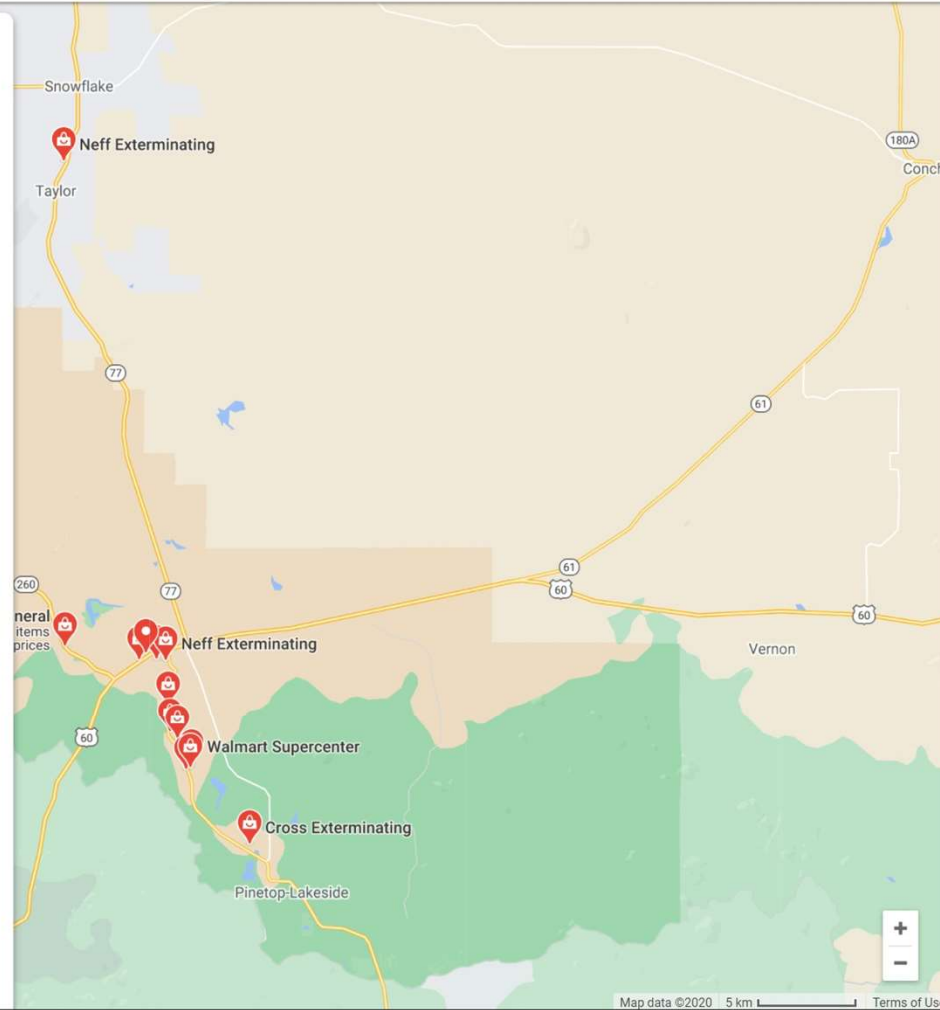


Send to your phone

Send

Review summary

Write a review





Start Here...

- Two Paths
 - Create your business – for new listing
 - Claim your business – for existing listing
- Create an account on Google Business
- Verify your business



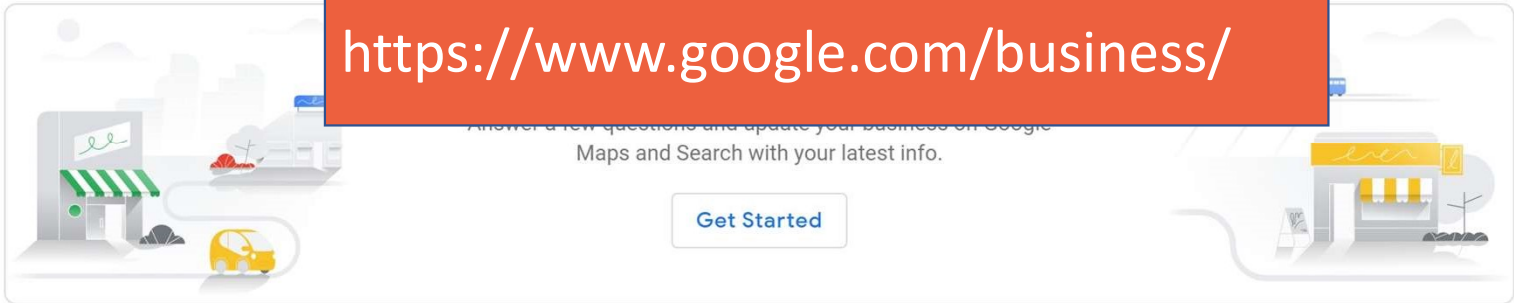
<https://blog.hootsuite.com/google-my-business/>

Scout Collective Digital

Show Low, AZ 85901, USA
Pinetop-Lakeside, AZ, USA
and 3 other areas

- Home
- Posts
- Info
- Insights
- Reviews
- Messages
- Photos
- Products
- Services
- Website
- Users
- Create an ad

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



[Create post](#)

[Add photo](#)

[Create ad](#)

Stay connected during COVID-19

Let customers know about any changes to your business due to COVID-19

[Update service availability](#)

[Update business hours](#)

[Post your COVID-19 update](#)

[Learn more](#)

Claim your \$100 free advertising credit

[Website designer in Show Low](#)

Ad · <http://scoutcollectivedigital.com/>

[Scout Collective Digital - Your Professional Web Designer](#)

Getting started is simple - we walk you through every step. Set your own budget and only pay when people click your ad. [Learn more](#)

[Claim your credit](#)



Google My Business Basic Tips

- Update Your Listing (and keep it updated)
 - Website linked
 - Phone number and address (though physical address is not required)
 - Opening hours
- Check often for accuracy
- Drive reviews to Google My Business
- Upload images
- Upload a video – but must be less than 30 seconds and under 100MB
- Think about adding posts

dedicated tab in the Google Maps app.

Select an eye-catching image that's at least 1200x900 pixels. Pay attention to how the image is cropped in the thumbnail version so you don't lose an important part of the image or text.

There are 4 Post templates you can use when creating your own. The amount of text visible in thumbnail view depends on the template you choose and whether you decide to include a call to action (CTA).

1. **What's New Posts** give you the most visible text in your thumbnail. Without a CTA button, you'll get 4 lines of text, or about 100 characters. If you include a button, the link will replace the last line, so you'll only have 3 lines of text.
2. **Event Posts** let you include an event title and a date range for the event. However, each bit of info replaces 1 of your 4 lines of text. Without a CTA button, you'll only have 2 lines of text, and with the button, you'll only have 1.
3. **Offer Posts** include an offer name, a date range for the offer, and options for redemption methods such as a coupon code, visual coupon, or link to your site. You'll lose lines of text for the name and date range, so if you include a CTA button, you only get a single line for your description. (Redemption methods and coupons only show when expanded to full view.)
4. **Product Posts** include a product name and a price range. Each replaces a line of text, so when you include your CTA button, you end up with only 1 line of text.

Posts stay live for 7 days after they're published. If you have several active Posts at the same time, they'll appear in a carousel with the most recent post displayed first.



Social Media Basics



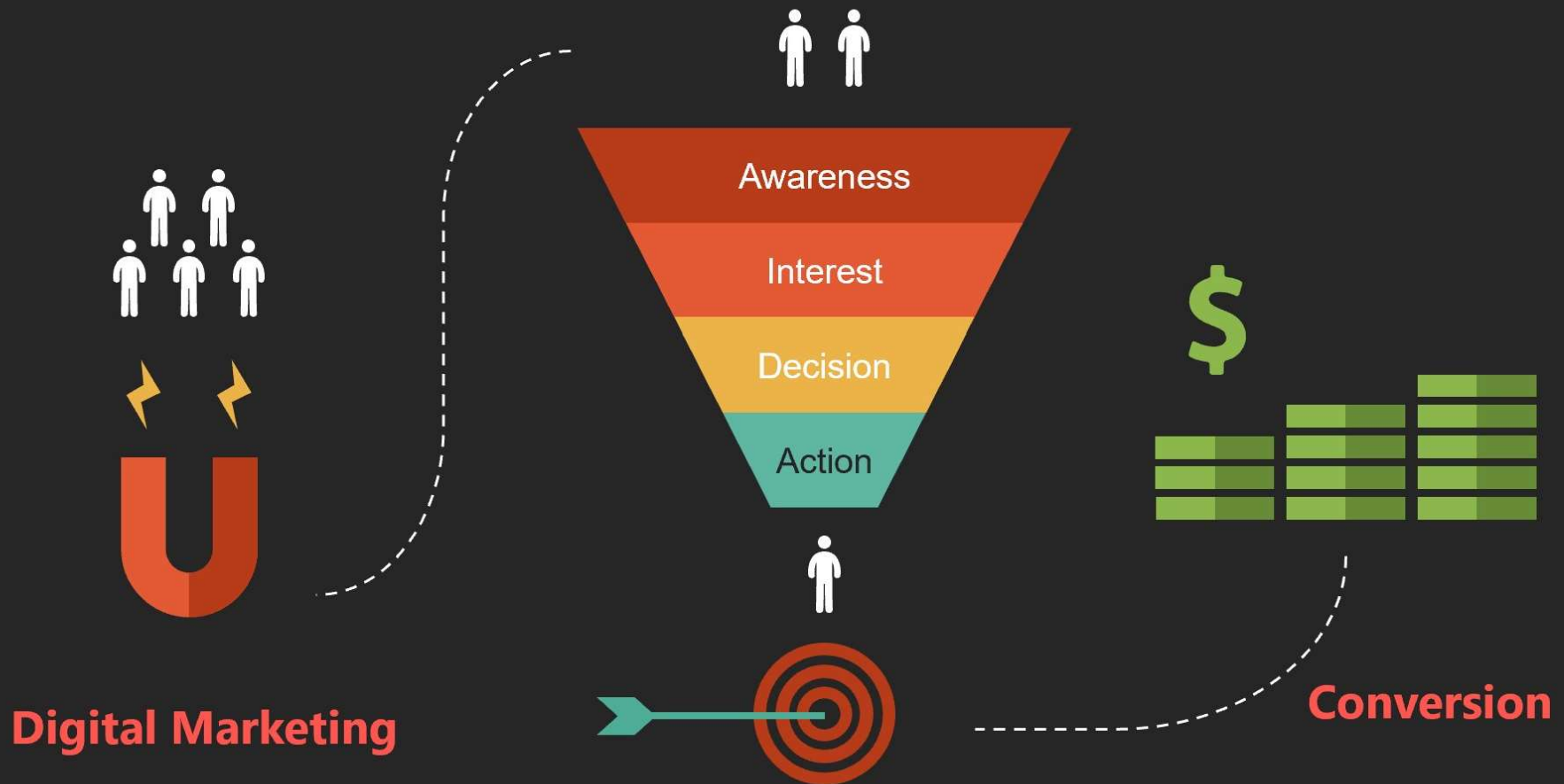
Why Invest in Social Media?

We don't need to be influencers
We aren't looking for fame

We are simply looking to create
awareness



<https://www.scoutcollectivedigital.com/blog/small-changes>





Why Invest in Social Media?

- Immediate Engagement and Response
- Tell Your Unique Story
- Provide Timely Marketing
- Experimentation with Less Risk
- Free



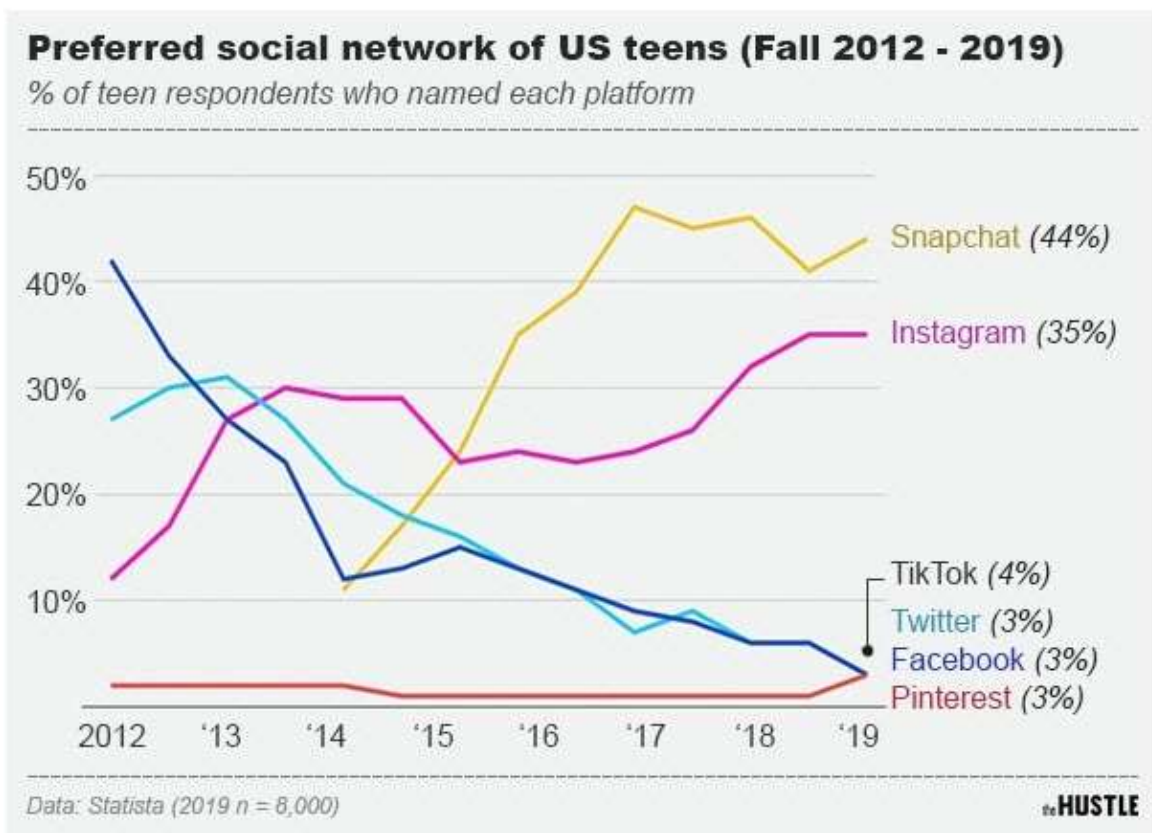
What Platform Should You Focus On?

Don't chase the "fad" but don't get left behind...





Facebook's Decline





Facebook's Decline

Facebook's US user base declined by 15 million since 2017, according to survey

Meanwhile, Instagram is booming

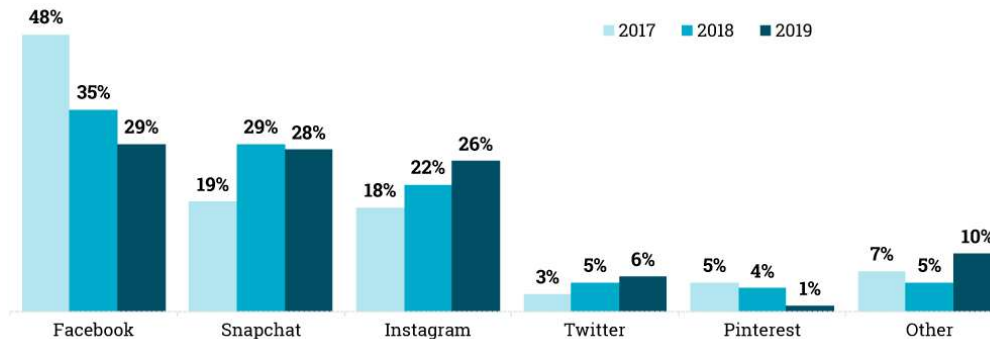
By Nick Statt | @nickstatt | Mar 6, 2019, 12:34pm EST

f t SHARE



Social Media Brand Used Most Often by 12-34-Year-Olds

(Base: currently ever use Facebook, Snapchat, Twitter, Instagram, Pinterest or LinkedIn)



Published on MarketingCharts.com in March 2019 | Data Source: Edison Research / Triton Digital

2019 figures from The Infinite Dial 2019 report, which is based on telephone interviews conducted among 1,500 Americans ages 12+

Which Social Media Platforms?





Social Media Goals and Outcomes



Set Your Specific Goals

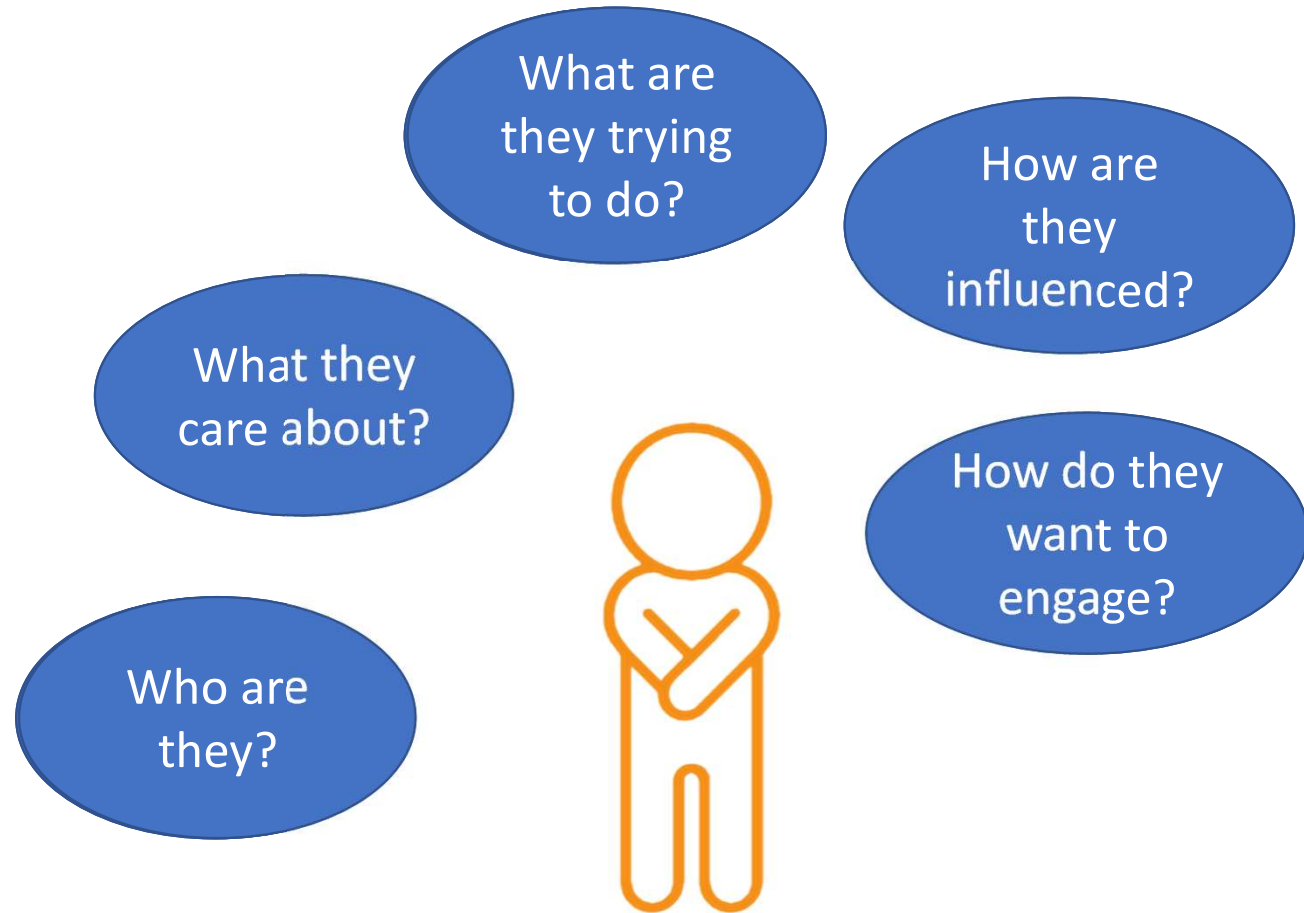
- Starts with understanding your business goal
 - New product?
 - New service?
 - Subscription?
 - Reviews?
 - Seasonal impact?
- How does social media support this business goal?
 - Awareness – get your name out
 - Engagement – get more interaction with client
 - Informative – educate on what you offer
 - Sales – send to website or to brick and mortar?
- How will you measure the results?
 - Revenue?
 - Customers in store?
 - More reviews?





Who You Are Communicating To?

- Potential Customers?
- Current Customers?
- Donors?
- Other Businesses?
- Locals?
- Tourists?





Be Committed!

- Don't start and then go dark
- Give it a 6-month commitment
- Minimum posting 2-3 times per week
- Slow and steady is the key



How to Get Started?



Effective Post Ideas

- Spotlight employees
- Spotlight a job well done
- Giveaways/discounts/codes/specials
- Nature/animals
- Holidays (even the crazy ones)
- Local events
- Help each other out! Repost other businesses, use shared hashtags

Generally follow the 80/20 rule, 20% advertising while the rest of your content is informative, educational or funny

12:29 📶 🔋

Post ↻

 **urban_cookies**
Urban Cookies Bakeshop ⋮

Employee Appreciation 1/3

a moment with
Scotty



your resident
cupcake
& donut baker

❤️ 💬 📌 ⋮ 🏷️

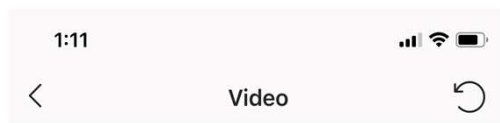
231 likes

urban_cookies TEAM RECOGNITION DAY TWO!

👮 SCOTTY 👮

Meet one of the faces behind your beloved donuts & cupcakes! Scotty is one of our bakers who specializes in churning out our #glutenfree #vegan donuts and all of our cupcakes! He's come a long way with his baking abilities and has learned so much - we're so proud! Scotty is a veteran and moved to Arizona from Illinois just a few years ago! #GOBEARS Scotty is always so friendly and ready to chat about anything sports, tv shows, or movies! Swipe right to learn a lil more about Scotty!

Example of
Effective
Content



 **julemsceramics**
Mill Valley, California



12,344 views

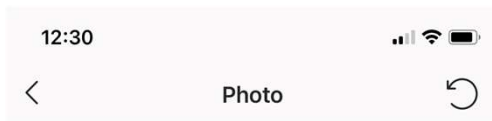
julemsceramics Carving a few bigger size planters today!

[View all 20 comments](#)

February 26

Example of Effective Content





 **the_theodore19**
Roosevelt Row Arts District



66 likes

the_theodore19 WHO SAID THE DOG DAYS ARE OVER?

Dogs are always welcome inside and out! Come grab a cold one with us! We just got a fresh drop from @block15brewing and @thebrewingprojekt

Keep an eye out for that @chateautumbleweed DROP TOMORROW! 🍷


#beer #craftbeer #ipa #hazyipa #voteforteddy #rooseveltrow #rooseveltrowphx #theodorebeer #theodorebeerband #dog #dogstagram #phoenix

Example of Effective Content



Buffalo Bill's Tavern & Grill
3d · 🌐


Come join us!




White Mountain SAFE House
A DIVISION OF CHANGEPPOINT INTEGRATED HEALTH

TIP THE SAFEHOUSE

WHEN:
Wednesday
Sept. 23rd, 2020
11am - 9pm
Reservations recommended
928-251-2226



WHERE:
Buffalo Bill's TAVERN & GRILL
Hwy 260 & Bison Parkway, Show Low, AZ
2 minutes West of the Deuce of Clubs on Clark Rd



WWW.WHITEMOUNTAINSAFEHOUSE.ORG

THIS IS AN ALL-AGES EVENT

FUNDRAISER
Order off of our menu, enjoy your dinner and then TIP knowing that 100% of your TIP goes to Benefit:
THE WHITE MOUNTAIN

SUPPORT
For the Survivors of Domestic and Sexual Abuse right here on the White Mountains

MISSION
Our Mission is to inspire individuals and improve lives in our community.

WIN-WIN-WIN
You Win by getting a great meal!
SAFEHOUSE Wins by receiving your Tips!
Buffalo Bill's Wins by getting your business!

24 Hour Toll Free Domestic Violence Crisis Hotline (928) 892-5852

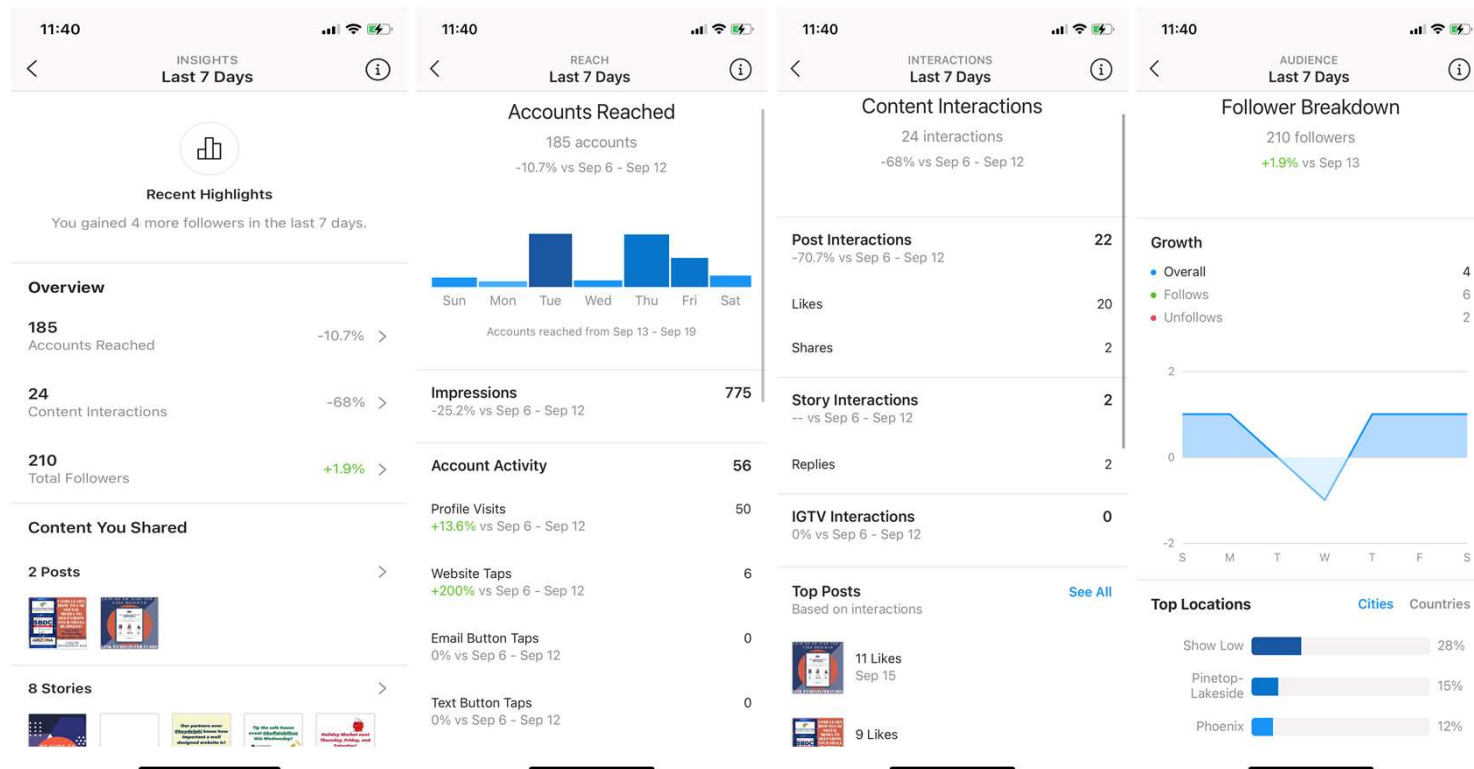
Example of Effective Content

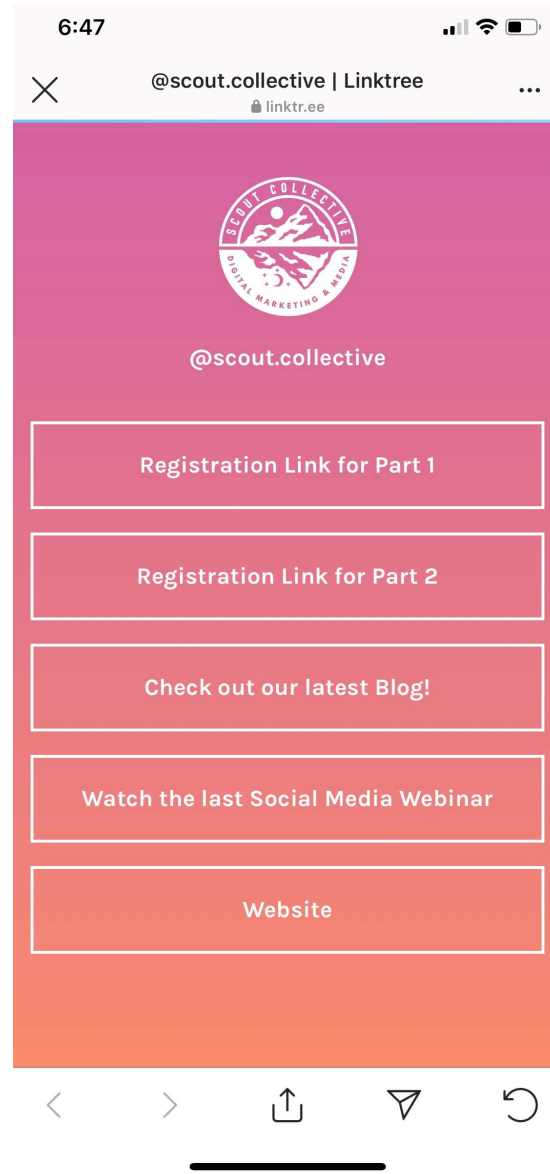
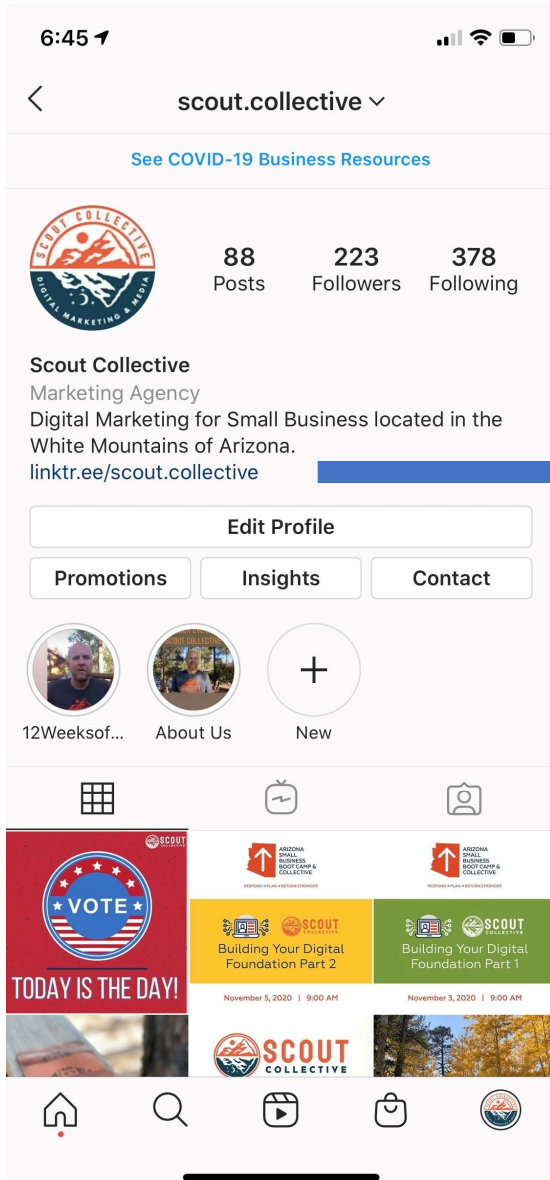


Covert Your Instagram Account to a Business Account

- **Contact Buttons** – you can add additional ways for your customers or potential customers to contact you. Email, call or a map to your business are just a few examples.
- **Paid Promotion** – you can use Instagram paid promotion functionality – essentially paying for pushing your posts to a larger audience. This could be especially helpful if you are promoting a large event, new product etc.
- **Links in Stories** – you can enable “swipe up” links in your stories. But you must have 10K followers (so most of us won’t take advantage of this).
- **Access to Insights** - *This is the single most important reason to have an Instagram Business account.*

Instagram Business Account in Action







How To Get Followers?

- Follow other accounts
- Post often and post consistently
- Mix up your content, try stories and live videos!
- Hashtags are key
- Giveaways
- Promote social media on website, other platforms



Automation and Efficiency

September

M D W D V Z Z

4 5 6 7 8 9 3
11 12 13 14 15 16 1
18 19 20 21 22 23 24
25 26 27 28 29 30

back to school
10-14th

11	D
12	D
13	W
14	D
15	V
16	
17	
18	



Calendar Today < > September 2020 Search ? ⚙️ Month B

Create

September 2020 < >

SUN	MON	TUE	WED	THU	FRI	SAT
30	31	Sep 1 12 Weeks of Local	2	3 12 Weeks of Local	4	5
6 Drawing and Video	7	8 12 Weeks of Local	9	10 12 Weeks of Local	11	12
13 Drawing and Video	14	15 Webinar Post	16	17 Webinar Post	18	19 Webinar Video
20	21 Blog Promotion	22	23 Webinar Wrap Up	24 Prospective Client Post	25	26
27	28	29 Blog Promotion	30	Oct 1 Outdoor Image	2	3

Search for people

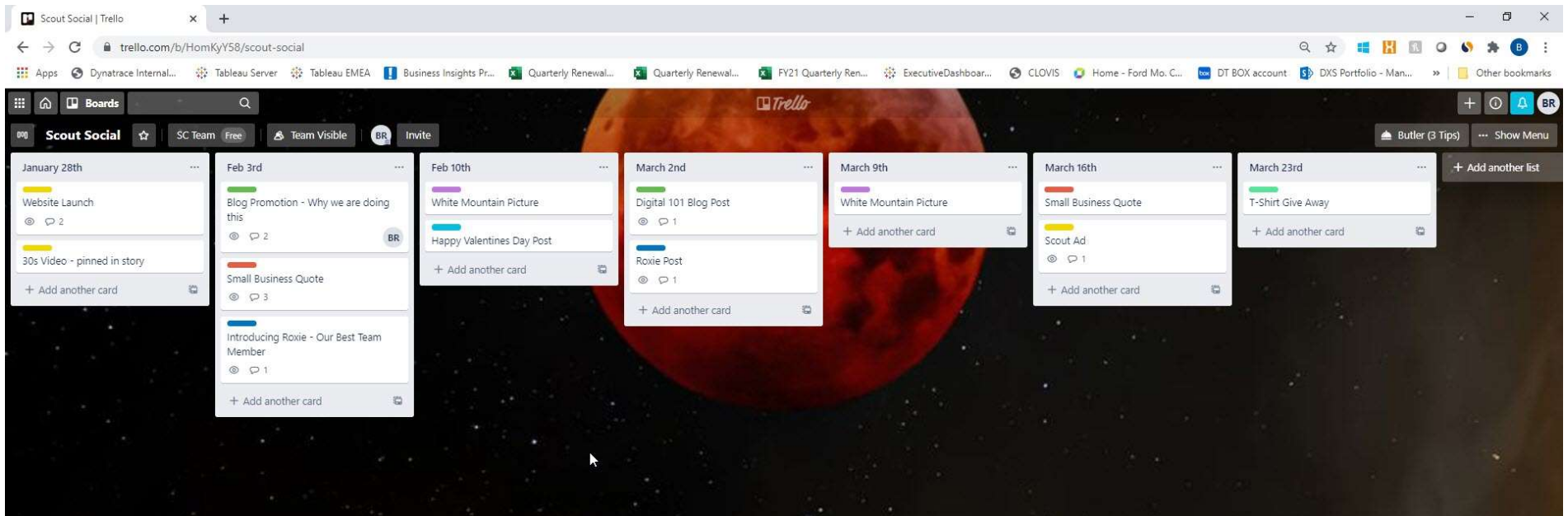
My calendars

- Scout Social Media
- Ben Rushlo
- Birthdays
- Reminders
- Tasks

Other calendars

- SC Social Media

<https://calendar.google.com/>



<https://trello.com/>

The screenshot shows the Instagram Creator Studio interface. On the left is a sidebar with navigation options: 'Create Post', 'Content Library', 'Posts', 'Insights', 'Monetization', and 'Instagram Accounts'. The main area is titled 'Post to Instagram Feed' for the account 'scout.collective'. It features a text input field with a character count (Remaining: 2200 characters, 30 mentions, 30 hashtags), an 'Add Location' field, and a large 'Add Content' area with a plus icon and the text 'Choose the photos or videos you'd like to post.' Below this is a 'Post to Facebook' section with a 'Select One' dropdown and a 'Publish' button at the bottom right.

The screenshot shows the mobile Instagram 'New Post' screen. At the top, the time is 12:48 and there are status icons for signal, Wi-Fi, and battery. The header includes a back arrow, 'New Post', and a 'Share' button. Below the header is a photo of a baseball cap and a text input field labeled 'Write a caption...'. The screen lists several options: 'Tag People', 'Add Location', and a location picker showing 'Low, Arizona' and 'Pinetop-Lakeside, Arizona'. Under 'Post to Other Accounts', there are toggle switches for 'scout.collective' (on), 'joelheimlich' (off), 'Facebook Scout Collective' (on), 'Twitter' (off), and 'Tumblr' (off). An 'Advanced Settings' link is at the bottom.

Creators Studio (<https://business.facebook.com/creatorstudio>)

The screenshot shows the Facebook Creator Studio interface. On the left is a navigation menu with options like 'Create Post', 'Content Library', 'Posts', 'Insights', 'Monetization', and 'Instagram Accounts'. The main area displays a post titled 'Post to Instagram Fe' from 'Scout Collective'. The post content includes a promotional graphic for 'AMERICA'S SBDC ARIZONA' with the text 'COME LEARN HOW TO USE SOCIAL MEDIA TO HELP GROW YOUR SMALL BUSINESS!' and 'Wednesday September 23rd'. Below the post, there are options to 'Post to Facebook' and 'Schedule'.

The 'Publish Now' dialog box is shown with the 'Schedule' option selected. It prompts the user to 'Select when you want to publish.' The selected date is 'Sep 23, 2020' and the time is '10:00AM' in the 'America/Phoenix' time zone. The 'Save as Draft' option is also visible.

Schedule ▼



Create a Content Library



Beyond the Foundation

What About...

- Search Engine Optimization
- Paid Search
- Additional Social Networks
- Email Marketing
- Reputation Management
- Paid Advertisement
- E-Commerce
- Etc....



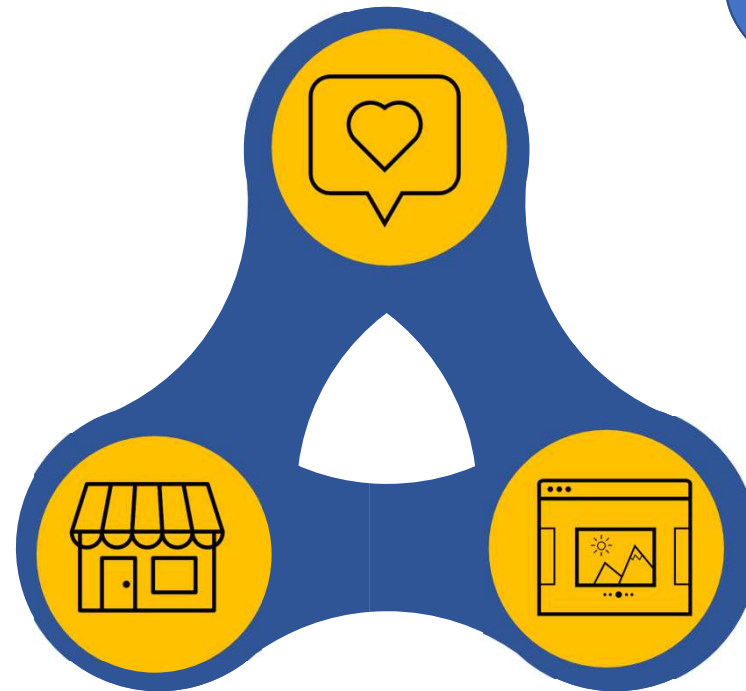


Social Media

Create Awareness
Build relationships
Immediate

First Point of Contact
Locations/Hours
Maps
Reviews

Google My Business



Website

Call to Action
Products/Menu
Services
Blogs

Key Takeaways

- Claim or setup your Google My Business
- Add the basics and expand as you feel comfortable
- Get on Instagram!
- Automate and Schedule to save you time and effort
- Be consistent
- Get the digital foundation right before you go beyond it

- A recording of this session will be posted
 - <https://www.azcommerce.com/small-business-boot-camp/>
- Follow us on Instagram [@scoutcollectiveaz](https://www.instagram.com/scoutcollectiveaz)
- Look for more intermediate session on Social Media on 12/1 (follow us for registration links)
- Reach out if you need help (info@scoutcollective.digital)





Q&A

ben@scoutcollective.digital
scoutcollectivedigital.com

Hands on Facebook Creator Demo



- https://us02web.zoom.us/rec/share/0lxmeyoX8mtgnH-lIBNrunEqJw0CXxL4ftbUaC5aiuKueXPfkZGvtBEZ0YL1b_Y.O8hgcl3ZlsZ8eLlw