

DESTINATION N

Adaptation

Adapt, Adjust and Conquer

A Marketing Toolkit to Recover from COVID-19

- for Travel, Tourism,
& Hospitality Companies



marketing

A Quick Intro From Katie



Hello!

I love storytelling. You'll find the "hero's journey" in just about every movie you ever watch (and at the heart of KSA).

The hero's journey is about facing a challenge, finding a guide, embarking on a journey, dealing with the trials and tribulations that come up, and reaching a transformation.

You're facing the challenge that is COVID-19 in every part of your lives today. For your business to come out the other side, you need to be fully engaged in your journey and deal with the tribulations that come up.

We're here to be your guides through that.

Use this guide as your strategic sherpa, helping you climb the mountain ahead, with its abyss and peak alike, so you can come out the other end transformed, prepared, and renewed.

Let's kick some ass.

Katie

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Marketing Adaptation Toolkit Overview

Hey there!

You have made a great decision to download this guide and get clarity on how to recover from the ongoing pandemic.

But this guide is more than that; this will help you thrive in the years to come as this aims to bring simple, tested and scalable strategies to your marketing based on our knowledge and experience.

This is the same battle-tested knowledge that has brought results for PepsiCo, READE, MassHire, New England Institute of Technology and many others.

...now you have a condensed version you can apply to grow your business!

Sadly, the state of digital marketing today has been a challenge for most business owners. With the aim of just increasing ROI consistently, businesses are left juggling their business operations and figuring out how to make digital marketing work.

First, there are too many areas to cover, too many techniques to grasp, and too many changes to keep track of.

Second, there are too many sub-disciplines. Without going into platform differences and variety of techniques, there's push (online advertising) and pull (content marketing), each with sub-disciplines (e.g., search advertising), and each of those with further sub-disciplines (e.g., Google Search Ads, Bing/Yahoo Ads, Remarketing, Shopping Ads, etc.).

Some marketers do not help at all as they love to use different terms for the same and similar things. Depending on who you talk to, Search Advertising might be Search Engine Marketing, PPC Advertising is Google Ads, Google AdWords or Pay-Per-Click Advertising.

KSA Marketing believes that RI businesses truly have the potential to thrive in any economic situation. A "nudge" in the right direction in getting your message out there, is what kicks us right up every morning and where we are happy to help.

Sit back, get comfortable, have a pen and paper ready, and let's kick-ass!

How To Use This Toolkit

The aim is to help you get results by simplifying your marketing strategy and create executable steps for your business.

You'll notice what you need to prioritize will be on top of this list, as time is a precious commodity not to be wasted. Next will be what you can do now in order to make sure your customers can access your products and services easily.

Then you will go step-by-step through this guide and at the end of each chapter evaluate that aspect of your business. For each step you'll have simple tips, and action guides to apply, with the goal of having a concrete plan to execute.

If you have any questions or need further help with any of the strategies we'd be happy to chat! You can send an email <https://teamksa.com/contact/> or call us at 401.681.4900

"Winter is coming..!"

Jon Snow, Game of Thrones

Whether we are prepared for it or not, the COVID-19 Pandemic has been the biggest challenge no one was not prepared for. After the dust settles, it is time to get back on our horses and move forward.

At Team KSA we stopped at nothing to figure out what can be done to help RI businesses during the lockdown, realizing as fellow Rhodians when we start to embrace the "new normal", each business needs a solid strategy for recovery and thriving in 2021 and beyond.

COVID-19 or not, this comprehensive guide will help you adapt to any economic condition, allows you to think forward - and not curl up and hide when challenges arise.

The specific tools at your disposal will help you adapt to the new economic normal where you can adjust as you go. Eventually conquer your market and think about the pandemic as a bad dream.

KSA's Approach To Marketing



What exactly is the KSA approach and how is it different?

At Team KSA, championing change is in our DNA. We do have an uncompromising commitment and passionate tenacity to serve our clients honestly and will stop at nothing to deliver the best marketing strategies for success.

Developing marketing for the consumer experience maintains our integrity and morals in marketing, as well as the value and quality of our marketing.

This is measured on criteria of Relevance (what is relevant to our target market), Strategy (what meets objectives within given parameters for our clients), Performance (what achieves the desired results optimally) and Sustainability (what can we securely continue to act on).

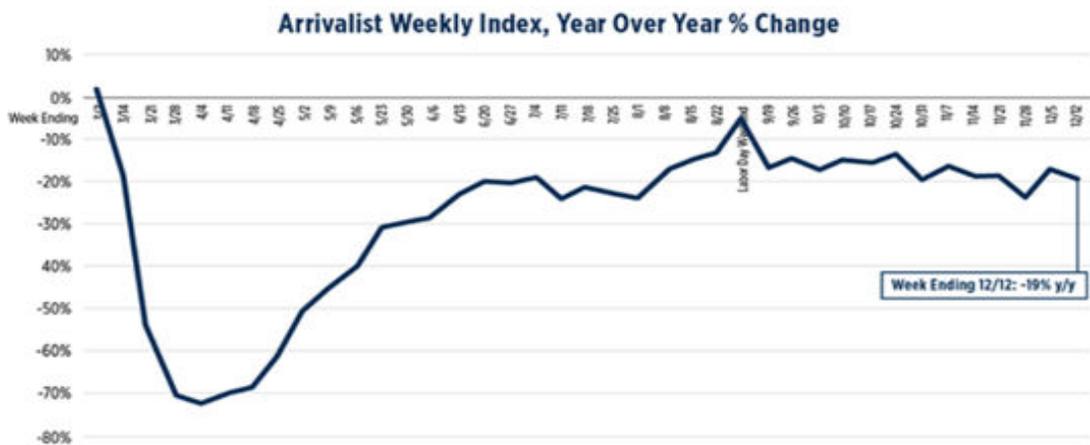
This is important for each of us individually as well as together as an agency. Developing our philosophy helps us to communicate, decide and act in a consistent, predictable and thoughtful manner. It also helps in our work with clients. We maintain freedom of thought, but objectively improving our philosophy is possible based on the criteria we use to measure it.

The State of the Industry

The travel, tourism, and hospitality industry has been one of the hardest hit in Rhode Island during the COVID-19 outbreak. In the early months of the pandemic, the RI hospitality sector lost 34,400 jobs, roughly two thirds of the total jobs in this industry. Rhode Island ranked number #1 among New England states with the highest percentage of jobs lost in this sector. The recovery of the state was unexpectedly great following government actions, and has recovered about 57% of the total jobs lost since February 2020 in industries including travel, tourism, and hospitality.

Overall, the impact of the pandemic has resulted in over \$500 billion in cumulative losses for the industry nationwide and is expected to have a total of 50 million jobs cut globally. It could take years to bounce back to profitable levels, but the outlook is more positive than negative due to the recovery efforts underway.

People traveling by car has already seen recovery from its lows in April of -74% at the same time last year to -19% in December. Although it is still 19% lower than last year's travel, it is still a move in the right direction. More people are choosing to drive instead of fly due to cost, ability to control their situation, and limiting the chance of contracting germs. This has led to more opportunities for money to be retained in the local markets. Below is the 2019-2020 road travel comparison chart from the US Travel Association:



SOURCE:

Providence Journal:

(<https://www.providencejournal.com/story/news/coronavirus/2020/09/24/where-does-rhode-islands-economy-go-from-here/114132486/>)

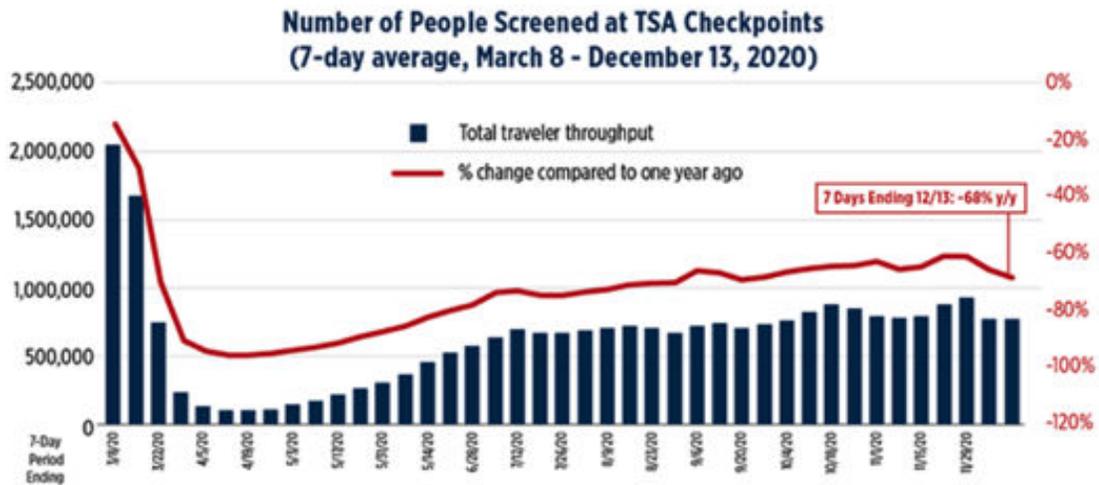
EHL Insights:

(<https://hospitalityinsights.ehl.edu/covid-19-impact-hospitality-workforce>)

U.S. Travel Association:

(<https://www.ustravel.org/toolkit/covid-19-travel-industry-research>)

People traveling by plane has seen a downturn as well. While driving has recovered to within normal levels, it will take more time to see the air travel industry rebound. During the busy season of travel, flight travelers are down 68% compared to this time last year. There is a long way to go and much of this has to do with government stay at home orders, work from home opportunities for those who travel for business, and cheaper and more controlled alternatives. Below is the 2019-2020 flight travel comparison chart from the US Travel Association:



Lodging has been directly impacted by these supporting numbers in regard to travelers. With fewer flights being taken, less hotel rooms are being utilized as a result. Hotel occupancy in December was at 38% compared to 61% in December of 2019. Cities have implemented numerous restrictions making them less realistic as a travel destination. This is reflected in urban hotels suffering a 60% drop in occupancy compared to this time last year.

Travel is not at the forefront of many American’s minds right now which has resulted in the industry taking such a big hit. 55% of Americans polled by the US Travel Association would feel guilty traveling right now which has resulted in two-thirds of Americans pushing their plans off to at least Q2 of 2021. With the vaccine being more readily available, this will significantly improve the chances of someone traveling in the US. 75% of Americans expect to attend in-person meetings in 2021 and 24% of Americans plan to attend a convention or conference. Both numbers have been rising in recent weeks which shows the optimism of the industry returning to profitable levels over the next few years.

How does this impact Rhode Island? Due to more travelers choosing to drive, this industry should direct their focus to more regional clients as they are far more likely to come to the state compared to distant travelers. The new target markets would be more focused on travelers within driving distance and it is important to maximize how to grow the tourism of the state through more local business.

What Do We Do In-House, What Do We Outsource

When you are a small or medium-sized business, leadership and staff need to wear multiple hats. Planning, implementing, and managing marketing channels is overwhelming - even as an agency with a full-time staff of experts!

A frequent question we are asked is what should be done in-house and what should be outsourced, either to an individual or an agency? While each business and organization is different, below is a good starting point to help you identify where to focus your efforts and when to get outside help. Use this as a guide to help you make informed and realistic decisions in regard to your marketing budget to maximize efficiency and ROI.

Budget

As a rule of thumb, about 10% of annual revenue should be allocated to marketing activities. In industries where marketing drives an organization's overall revenue, such as hotels or software, the marketing budget increases to 15-20%+ of annual revenue. Word of mouth driven businesses, such as personal care professionals might spend 5% or less.

Your budget will drive part of the decision of what to keep in-house vs. outsource. For example, businesses with less than \$250,000 in annual revenue will have different needs than a multi-million-dollar hotel.

In-House vs. Agency vs. Freelance Support

In-House is when you rely on yourself or your staff to manage your marketing activities:

- **Pros:** ability to stop or start marketing activities quickly, brand understanding, accessibility, knowledge of daily business operations, ability to serve customers, industry knowledge
- **Cons:** capabilities of staff, employee turnover, capacity, lack of buying power (i.e., paid advertising), software costs and expertise

Hiring an agency is when you engage an outside company (an agency such as KSA) or multiple agencies to fulfill your marketing needs:

- **Pros:** marketing expertise, scalable resources, skilled in best practices, ability to get multiple experts supporting your business
- **Cons:** lack of client control, higher cost, capacity, the process to onboard an agency takes time

Freelance support involves hiring an individual subcontractor or freelancer to assist with your marketing needs:

- **Pros:** cost-efficient, flexible, able to accommodate ad-hoc requests, can cover short-term gaps in resources
- **Cons:** capacity, typically single channel/activity focused (e.g., graphic designer, Google PPC specialist), quality of work can vary (e.g., Fiverr)

Your needs and resources will change over time, so most businesses will leverage a hybrid mix of in-house vs. outsourced support. We view our clients as our partners and pride ourselves on a pragmatic approach to supporting their needs.

For small and mid-size businesses to thrive in a digital world, we recommend the following:

Activities to ideally manage in-house:

- Direct customer interactions, such as email. The customer experience contributes positively or negatively to your brand - businesses should own that experience.
- Monitoring reviews on sites such as TripAdvisor. This helps you see areas you can improve and any pain points of your customers.
- Social media management. Responding to direct messages, liking and commenting on fan posts to nurture the customer experience.
- Organic social content and posting. You might hire a designer or agency to create content, but if possible, posting should be done by the client in-house.
- Simple website updates such as changes in hours, offerings, inventory.

Businesses regardless of size or longevity typically experience a higher ROI when they engage agencies or freelancers for the following:

- Logo, packaging, and brand identity design
- Website builds and redesigns, especially e-commerce
- Professional photography
- Management of paid digital advertising platforms such as social advertising, paid search, connected TV
- Traditional media negotiations and placements such as TV, Radio, Outdoor. Agencies have greater buying power in this area if they represent multiple clients.
- Print, direct mail, and commercial advertising design

Newly established or businesses trying to reach new customers should consider hiring freelancers or an agency to do the following:

- Email CRM set-up, strategy, and content development
- Google My Business set-up and explanation
- Website analytics and reporting
- Branded content
- Marketing plans and strategy development
- Public Relations
- Advertising
- On-site SEO

Beyond that, be realistic about what you can manage and afford, then prioritize what is important to sustaining or growing your business. Be cautious of specialists who promise specific results or won't take the time to educate you on how to become better at marketing

Timings & Priorities

When contemplating your first step toward marketing recovery, as a small business you should evaluate your budget, timings, and priorities. Ultimately, you want to find a balance between commitment, in-house resources, and profitability.

Before setting a marketing plan, ask yourself the following questions:

What are my immediate goals vs. long-term goals?

In our current economic climate, the immediate goal for many small businesses is just to stay afloat and get by. Others are getting by for the moment but need help to acquire new business and continue to grow through these challenging times. Think about what you want to achieve for your business in the next few months, and what you want to achieve in the next few years or next decade.

How much money can I put towards marketing right now?

Budget is going to determine what is possible and what will be added to your list of future goals. If you have a shallow budget, you'll want to focus on the marketing efforts that are going to get your business by for now. If you have a deeper budget, you can look at things like Google Ad placements or Video Content Creation.



Think of it as a good, better, best scenario. You may wish to execute a full rebrand and website redesign, but if you have a smaller budget, we recommend starting with something more obtainable. For example, investing in new photography assets that can be used to refresh your website, social media, etc. can go a long way. It's not a rebrand but can drastically upgrade your brand image without you doling out a lot of money.

How much time do I or my employees have to dedicate to marketing each week?

What marketing skills do we have in-house?

Do you have a few hours a week to write a blog or create and post organic social media content? Or do you have a team devoted to marketing that can implement a 360-marketing plan?

Your time as a small business owner is valuable, and you want to ensure your time spent on marketing each week is utilized wisely. If you only have a few hours of time a week to devote to marketing, focus on assets/content can be easily adapted. If you and your employees don't have extensive knowledge or skills in a marketing area, and don't have the time to learn, outsource to save on time and in-house stress.

What content is going to reach my target audience and make a positive impact on my business the fastest?

Think about your ideal customers/clients. What are their ages, demographics or interests? How do they interact with your business? Do they respond well to email blasts/offers, social media ads, or do they prefer traditional mailers? The answers to these questions will determine where you should invest the bulk of your marketing efforts.

What marketing assets do I already have that I can refresh or upgrade with minimal effort?

Make a list of the marketing tools, platforms you already use. Do you have a decent following on Facebook? Do you have a killer website that just needs a little bit of love? Do you have a long list of email contacts waiting for you to reach out to? By refreshing the marketing assets you already have, you can make a quick turnaround that can benefit you in the short-term. See the section on owned media below for further details.

Part 1

Adapting Your Marketing Strategy

After you've made it easy for customers to reach you by updating your hours, offers and announcing it to them, it's time to get to the meat of this guide: Getting your marketing strategy in place.

This is probably one of the overlooked steps as a lot of business owners want to execute immediately with strategies they see online, or other agencies hand over to them.

While it is a good idea to execute and get your marketing set up as soon as possible, without considering the foundation such as the 4Ps in Marketing or having your customer journey laid out, each marketing implementation plan will not be based on YOUR customers or YOUR business.

The goal is having a concrete marketing plan before implementing the action steps for your online assets.

Let's begin!

The 4P's of Marketing is a famous concept that summarizes the four basic pillars of any marketing strategy: product, price, place, and promotion. This is the backbone of any execution plan geared toward success.

Although the concept goes back to 1960, below are some questions added with some suggestions you'll want to answer in line with the "new normal".

Product

How does your product need to adapt to these new realities?

Your target audience is mostly stuck at home now. They aren't going out to bars or sporting events or restaurants, but that doesn't mean they aren't buying. While the initial response to COVID-19 was one of fear and uncertainty, now more people realize how technology should be used to satisfy their needs and wants.

If you're a B2C brand, there is a real opportunity right now. A lot of us may be in survival mode, but the changes we implement now can be carried beyond COVID-19.

A good example are some retailers selling non-essentials. They have seen double & triple-digit increases in online sales during the COVID-19 crisis.

Whatever your solution is to reach your customer at home, try to ensure that it's something that will also add value in the future.

For B2B businesses, the same fear and uncertainty creates opportunity. We suggest nurturing leads by educating your customer and establishing your brand as an authority in your field.

Price

How will your price change in this new landscape?

There is a lot to consider now that most customers prefer stuff brought to their houses. One consideration will be shipping costs. Should you add it when you bill your customer, or should you carry the cost as an "incentive" for them making a purchase?

Another consideration are packaging costs. Any boxes, bubble wrap, Styrofoam needed must be accounted for. The question becomes where does that cost go? You can increase the price but repeat customers may notice and react negatively to the change. You can try and absorb the cost if possible. Whatever the choice, be open with your customers.

Transparency is key.

The other aspect of this is the environmental impact of all of these boxes and packing supplies. There's an opportunity here. If you can use recycled packing material and avoid Styrofoam and nonrecyclable plastics, then that becomes a positive selling point of the product.

In addition to packaging costs, you will also want to factor in the cost of acquiring new sales platforms or plugins for your website. Research the cost of doing business on Grubhub or Instagram before signing up and consider how it will affect your pricing.

This is also a good time to talk about value-based pricing. So far, we've discussed things to factor into cost, or cost-plus pricing. In value-based pricing, the price is determined based on the customer's perception of the product's worth.

This is primarily used with products which enhance self-image or provide a life experience. With kits and themed boxes built around experiences, this pricing model works well and brings in additional revenue compared with cost-plus model

Place

What practices do you need to adopt to ensure the safety of your customers and staff?

For the latest updates regarding state regulations you can visit <https://dbr.ri.gov/>

As a business in RI it is best to be aware of state regulations as lockdowns can be a possibility in the future.

- If you are still open, make sure you facilitate proper social distancing.
- Place markers ensure people stay far enough apart while in line.
- One-way aisles help prevent people from getting too close or from coming to a standstill head-on.
- There are strict limits to the number of people allowed in a store already. Ensure that your business is adhering to these guidelines.
- Call ahead appointments are a great idea when possible.

One good example to share are some grocery stores and drug stores doing senior hours, which I think is pretty great. It helps keep the more vulnerable population a little bit safer.

If you aren't open though or at least opening may not be possible, it would be best considering taking advantage of moving digital. Your website should always allow customers to be able to purchase your products.

Promotion

How will you drive sales?

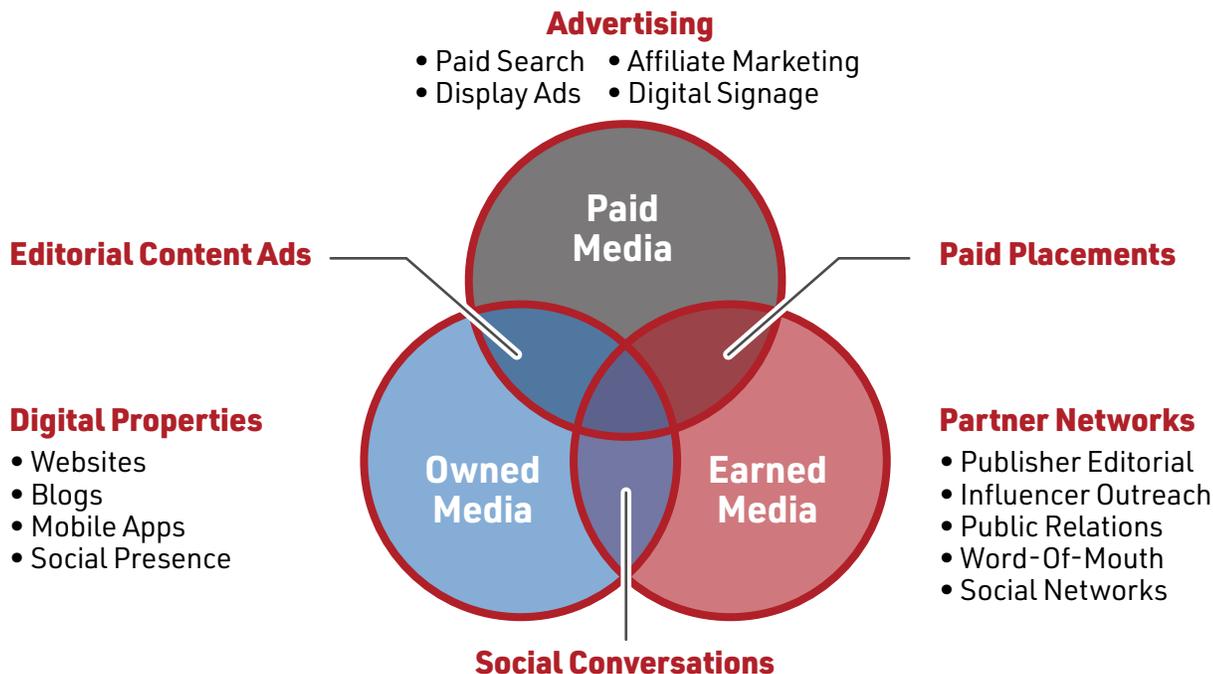
The concept is to make it simple and easy for your customers to talk with you. This can both deepen relationships and help customers in their decision to buy.

As you move along the strategy guide of this Recovery Toolkit you'll discover that not only is it important to invest in traffic to your website, but there are also some other considerations like:

- Understand how your target audience's behaviors have changed.
- Tailor your product to adapt to their new needs.
- Adjust pricing openly and honestly.
- Find the channels your target audience is using.
- Empower your consumer to amplify your messaging.

Earned, Owned and Paid Media

This section will break down your marketing spend into three categories: Earned Media, Owned Media, and Paid Media. We will explain each category and share tips on how to best invest your marketing dollars.



Earned Media

Earned media is the publicity gained through promotional efforts that others have put forth. It is not what you create and produce to market your business. Think of public relations (PR), where journalists feature stories about a business's accomplishments, new products, or new hires.

Here are some examples:

- Organic traffic to your business
- News articles about your new product
- Featured segment on a local broadcast
- Market influencers talking about you

Earned media has a special power because it's others promoting you. When others are speaking on your behalf, there is inherently more trust due to the outside party validation.

Action To Take Now

Earned media typically requires a long-term investment of time and energy, but there are ways you can take action immediately:

- Think about what you have that is newsworthy and would excite a certain audience, as well as the journalists who write for that audience. Reach out to that journalist with a pitch of the news and why their audience would care.
- Set up a Google Alerts ([google.com/alerts](https://www.google.com/alerts)) for your business. This is a free service that will alert you any time a new page is featured on Google relative to a specific term. You can be updated daily or weekly any time a new article featuring “Your Business Name” appears, which is helpful to know when and where you are being discussed online.
- Find influencers in your market and start talking to them. If you can help them get involved with your business or products, you may be able to leverage their network to expand your reach.
- Start a customer review campaign. Reach out to any and all relatively recent customers and ask for them to leave a testimonial or review on your business. The primary areas for reviews are Google, Facebook and Yelp. We recommend Google My Business (referenced in this guide as well) for most businesses. We always advise to avoid Yelp, which has employed “questionable” practices against small businesses for years.
- In addition to the campaign, you should make it a simple, standard part of your process to request reviews – and make it as simple as possible for your customers to leave the review.

For earned media to work, you need to have a reputable business and provide a quality experience. If you do – and you should aim to – then the benefits of earned media can be yours. The luxury of earned media is that it is others promoting you, which is always more convincing than tooting one’s own horn (but we recommend that too, and will get to it next with owned media).

Owned Media

Owned media is defined as assets within your control. It can be your central hub of information and where your customers go to engage with you – whether buying a product, paying a bill, or seeking customer support.

Examples of owned media are:

- Your website and blog
- Customer databases and email lists
- A custom mobile app

The value of owned media is that it's in your control and ownership. You don't rely on others to promote you – as with earned media – and you don't necessarily have the same cost factors involved as with paid media, which we will explore next.

Action To Take Now

Your digital assets are where most consumers will see your brand today. They need attention not to just suffice in providing information to your customers, but because they are a primary channel to tell your story about why you are so capable of helping your market.

- Send a promotional email to your list. Email marketing is still incredibly effective – when done well. This means providing an offer to attract people with a strong, well-written message that clearly demonstrates the value you provide. With a quality email list, this can be a quick way to provide a boost to cash flow. See our email marketing section for more on this.
- Refresh the messaging on your website. You need to make sure people understand what you are providing, the unique value provided, and how your business operates today – as it may be different. Try to answer any potential questions the viewer may have before they need to ask them. Find more on this in the website optimization section of this guide.
- Optimize your website for new traffic. Think about what their “journey” experience is like, what first brings them to your website, and what they would do next. This may involve changing navigation flows, adding content, and removing barriers to their experience with you. More on this as well in the website optimization section.

Owned media is something we all have (or should). Making the most of it is an excellent way to amplify all your other marketing efforts. Whether a journalist writes about your business, or if you run paid advertising campaigns, people are likely to visit your website, find your social media pages, or stumble into your blog post. Let this be the start of something new, not a dead-end.

Paid Media

Paid media is what we most commonly think about when we hear the word “marketing”. It’s the paid placements that provide new exposure in markets. Targeting is an important element of paid media, selecting channels and options that identify who you want to reach by demographics, psychographics, behaviors and motivations.

Paid media examples include:

- Advertising on Google
- TV advertisements
- Social media ads
- Digital signage

The value of paid media is you can take a highly scientific approach to how much exposure you have in the market. This means finely-tuning your paid media to improve performance progressively over time, measuring the effectiveness of the media, and controlling how much exposure you have by how much you wish to invest in it.

Action To Take Now

Paid media correctly implies in the name – you need a budget. There are many ways to approach budgeting, if you haven't defined one yet, but it is a first-step. Once you have a rough idea of how much is available to invest, you can start to place your dollars in channels that help you get in front of your audience.

- **Write advertising copy.** Your marketing message is the most important element of your advertising campaign. Even if you target the exact right person and get them to see your message, if it's weak and unclear, it won't work. Think about the main advantages you offer to your audience, what the underlying benefits are they go to you for, and why they should trust you to provide them. Then, start writing messages that include these elements.
- **Identify the channels you are most capable of leveraging.** This means you need to know your audience can be targeted there and you have the necessary skills and resources to deploy a campaign. If your target market doesn't use Twitter, good! You can cross that channel off your list. If they watch TV, but you won't be able to produce a commercial to run, that's okay! There are other places to find your audience with a lower barrier of entry. Find the best and most feasible options now.
- **Create a "buyer persona" for your primary target market.** The buyer persona is a fictional representation of your ideal customers. These are the ones that get the most value out of what you provide and that you love to serve. You need to define typical criteria that accurately represents who they are. It doesn't need to be perfect. It simply needs to paint a clear picture of their demographics, psychographics, behaviors and motivations. This will inform you about what message to share with them and where you will find them.

Paid media today has been made to be deceptively simple to get started with. You can advertise on Facebook or Google with a click of a button, or you can place ads on Spotify or the radio and they will provide the voiceover for you. Simple doesn't mean easy, which is where the deception comes in. As powerful as paid media can be for your business, it can be very costly. Please, invest the time to make sure you are handling it right.

The Customer Journey in Three Stages

A customer journey is a model to understand how your customers think, what they do, and how they feel in different stages of their buying process. It *is* all about them!

The customer journey model is divided into three stages: Awareness, Consideration, and Decision. These stages can remain true for any business, whether the buying process is impulsive or takes months of research.

By breaking down their experience into these stages, we will better understand how the thoughts, feelings and behaviors of our customers change. The change dictates our corresponding actions and communication. We meet them where they are, instead of trying to force them to fit a mold of our marketing.

In understanding the customers thoughts, knowing the questions, concerns, and preconceived notions on the mind of our customer tells us what we can say to them to get their attention and keep their attention, because it allows us to be of value.

Knowing how they feel allows us to meet them where they are with empathy and support.

Lastly it is important to know what they do at a given stage as this tells us how to effectively reach and help them.

The Three Stages of the Customer Journey

- **The Awareness Stage:** This is the first moment your (potential) customer has a need, want or desire, consciously or unconsciously.
- **The Consideration Stage:** This stage begins after the customer has gained a basic understanding of their options and alternatives to fulfill the need, want or desire.
- **The Decision Stage:** This stage is the shortlist. The customer is likely to pick between you or one or two alternatives, or cancel their buying process. This is when a clear next step needs to happen to avoid stagnation.

We will dive into each stage for a clearer understanding of how to use them on the following pages.

The Awareness Stage

The interesting thing about this stage is it may begin on an unconscious level.

It is about the moment your potential customer faces a challenge, discovers a new need, or has a desire for something new or different, large or small.

If it arises through conscious thought, one might look directly to solutions. They may also simply look at the problem. Depending on the situation, you need to identify whether your market tends to be solution-oriented or problem-oriented. Then, respond appropriately.

The customer is focused on finding a way to address their need, want, or desire. The questions on their mind are going to be elementary as they might not know “insider language”, what solutions are available to them, or even what the root cause issue is.

Here are some questions that could help us gain clarity at this stage:

- How do they learn about their situation and what to do about it?
Do they go online, ask friends, visit certain places?
- Where do they congregate with others? Are they in message boards, on social media, in a physical place with others?
- Are they asking a center of influence? Who would that be?
- What kind of questions are they asking?
What words do they use in these questions?

The Consideration Stage

After the customer has started to learn about their situation and potential solutions, they are going to move into an “evaluation” mode of thinking. This is where they start to consider their buying criteria. What is going to be considered an option for them now?

Remember, at any part of this process, there is one considered option always available to them: do nothing at all. Sometimes people live with a pain or an unrealized desire. Keep on providing the information they will need through each stage and they are less likely to choose that option.

Think about how you can speak to their emotional and logical thoughts now:

- How will they decide about if something is worth considering or not?
- What factors affect their choice to add an option to their “shortlist”?
- What do they still feel they don’t fully understand? What unknown might hold them back from taking a step forward?
- What barriers, other than unknowns, might stop them from moving forward?
- How are they learning and making progress in their decision at this stage?

Remember what stage they are in. This might not be about the criteria they use in their final decision. Rather, it’s the criteria they use to identify what an option might be. Interestingly, criteria that matters now might not matter before they make a purchasing decision. This is why it is so valuable to be keenly aware of your customer and how their mind works.

The Decision Stage

At this point, the customer is keenly aware of their challenge, need or desire. They've looked at potential solutions and shortlisted the ones they feel are best suited for them. If you made it this far, you're on their shortlist and need to help them make the decision to work with you!

How they make this final decision may be unique to the rest of their journey. This might mean they're willing to change behaviors, like setting a meeting or visiting a location, rather than researching from afar. It might mean they're changing how they think, being less emotional about what they want and trying to find the logical case for why to do it.

Whatever it is, you need to meet them where their mind is and in a convenient and valuable way to how they are behaving today.

Asking the right questions reveals the right responses, so think about:

- What might hold them back from pulling the trigger right now?
- What other options/alternatives are you likely up against?
- How likely is it they will do nothing, and why might they choose that?
- What is the last bit of information they need to know what they should do?
- Who might influence them to pick one option over another?

This final moment isn't about being a pushy salesperson. It's about understanding what your customer feels, what's on their mind, and what they are doing and can do to make a positive decision.

We always operate under the assumption you have a top-quality product or service, so if you can help them and provide tremendous value, it's imperative for the greater good that you help them see this as well!

"Simplicity is the ultimate sophistication."

Leonardo da Vinci

The essence of a marketing strategy is found in understanding the 4Ps of Marketing, Earned, Owned, and Paid Media, and the Customer Journey. It provides a holistic and necessary view of how your business serves and connects with its customers.

Now, we can begin to map your integrated marketing plan by putting these theories into action.

We will start by developing your customer journey map. This outlines the three stages of their buying process and what they Think, Feel, and Do at each stage.

Then, we will begin identifying the marketing activities that help you reach your customers. To keep things simple, agile and effective, we will focus on one or two key activities per step.

Finally, we will define the actions to take to get your marketing moving. We will identify both a critical path of what we must do and the nice-to-haves that are important but not necessary. This will be like scoping out a project between "Option 1 or Option 2" or "Good, Better, Best", allowing you to compare total value and resources needed for each possible path.

Let's begin with the Awareness Stage. Remember, this is the initial moment when the customer has an issue or need. Furthermore, they may not be consciously aware their problem exists and even if they know, they may be unaware that solutions like yours exist.

Think:

First, what's on their mind? What questions do they ask themselves or others? What preconceived notions do they have?

Feel:

Next, discover how they feel. Are they excited or anxious? Confused or clear about their problem? Angry, sad, or happy? Are they jaded? Optimistic? Use whatever words you believe best describe their feelings at this time.

Do:

Once you have an idea of what's on their mind and how they feel, you'll want to know what behaviors they act on. What do they do online? Do they go to certain websites or search specific things? How about offline? Do they interact with certain people or go to certain places?

Repeat this process for the Consideration Stage and the Decision Stage. To remind you, at the Consideration Stage, they're evaluating their options. At the Decision Stage, they're ready to buy (or not) and need to make a decision. More information can be found in the Customer Journey section of this toolkit.

The Customer Journey



WRITE WHAT THEY ARE THINKING HERE:

WRITE WHAT THEY ARE FEELING HERE:

WRITE WHAT THEY ARE DOING HERE:



WRITE WHAT THEY ARE THINKING HERE:

WRITE WHAT THEY ARE FEELING HERE:

WRITE WHAT THEY ARE DOING HERE:



WRITE WHAT THEY ARE THINKING HERE:

WRITE WHAT THEY ARE FEELING HERE:

WRITE WHAT THEY ARE DOING HERE:

Connect the Journey to Your Marketing Funnel

After having a complete understanding of your customer, we can plan how to build our marketing processes around them. There are five steps in the marketing funnel:

1. Capture Attention
2. Form Connection
3. Nurture Relationship
4. Call-to-Action
5. Build Loyalty

What can we say at the Awareness Stage to capture attention of our market?
A strong message is vital to cut through the noise.

With the right message, we need to identify a channel that will allow us to reach our audience. Channels might include paid media, like social advertising, YouTube Ads, radio, or billboards. They may also be earned or owned media, such as blog content, social media marketing, or journalist outreach.

Your goal should be to find the one or two channels to reach your audience. For many, though not all, this means one paid media channel and one owned or earned media channel.

The channel we select is our way to provide trusted, valuable communications to give the audience a reason to believe and provide us with their attention.

There is great value in attention. However, unless you form a connection that allows you to stay in touch, you will leave it to your audience to have to put all their efforts into buying from you. Instead, the connection will allow you to make it easy for them to buy from you.

Connection is made when they sign up to your email list, follow you on social media, or engage with any other channel that allows you to reach out to them again.

At this point, we can assume your customer is in the Consideration Stage, which means they have some education and awareness of their situation and options. They don't quite know enough to make a decision. This is where we need to nurture the relationship.

Nurturing means providing new insights and education, answering the questions that come to the prospects mind. Again, this needs to be delivered through a certain channel, such as email, social media, or even direct contact.

The nurturing step is something you can imagine like an invisible salesperson, working for you 24/7/365. What does that salesperson do and say to stay in touch and to make it so the prospect actually wants them to stay in touch?

As the prospective customer is nurtured and educated, they will eventually be ready to make a decision. This is when they are in the Decision Stage of the journey and the Call-to-Action of your marketing funnel.

What do we say now to help them take that next step? How do we frame our offer?

In addition to what you say, there are different ways of enabling the action at this point. You need something that works for your customer.

It might be a special offer texted to them, or emailed, or making a personal phone call. It can be an offer and buying process housed on your website or mailed in a catalog. Think about what works for them!

The final step of the marketing funnel comes after they make the decision to work with you. We want to make them loyal advocates at this point. You've already invested all your marketing and sales dollars into finding them and showing them how great a fit you are for their needs.

Let's keep them coming back, help them to advocate for you, and support them into being major success stories. That often begins with support. Beyond having a customer support line, how can you help them best? Perhaps a video library of how to use the product, a live chat feature on your website, or a private community exclusive to your customers?

If you delivered an excellent experience, referrals are a simple, highly effective way to build loyalty. You now have fans that know your product and believe enough to spend their hard-earned money on it. This is a great opportunity to use that trust and ask them to share it with their friends – perhaps connected to a special referral-only offer.

The final question to ask is, "How can you get them to buy again?". Consider customer-only offers, alternative models like subscriptions, how to reframe their need to repurchase, or even simply a methodical way to reach out to them again. The likelihood to buy is much higher for existing customers than finding new prospects to educate, nurture, and convert.

Use the Customer Journey-to-Marketing Funnel Map Plan below:

Customer Funnel Map Plan

Capture Attention

WRITE WHAT YOU CAN SAY TO CAPTURE ATTENTION:

WRITE WHAT MECHANISM YOU CAN USE TO CAPTURE ATTENTION:

Form Connection

WRITE WHAT YOU CAN SAY TO FORM A CONNECTION:

WRITE WHAT MECHANISM YOU CAN USE FORM A CONNECTION:

Nurture Relationship

WRITE WHAT YOU CAN EDUCATE THEM ABOUT TO NURTURE THE RELATIONSHIP:

WRITE WHAT MECHANISM YOU CAN USE TO TO NURTURE THE RELATIONSHIP:

Call to Action

WRITE WHAT YOU CAN SAY TO CALL THEM TO ACTION:

WRITE WHAT MECHANISM YOU CAN USE TO STAGE THIS CALL TO ACTION:

Build Loyalty

WRITE WHAT YOU CAN OFFER TO BUILD LOYALTY:

--

WRITE HOW YOU CAN PROFICE ONGOING SUPPORT:

--

WRITE HOW YOU CAN GENERATE REFERRALS FROM CUSTOMERS:

--

WRITE HOW YOU CAN GET CUSTOMERS TO RETURN / REBUY:

--

The marketing plan should be a clear, simple view of what you are doing and why. This comes from understanding the customer and mapping activities to align to them, all contained in a complete marketing system.

If possible, consolidate this marketing plan into a single page. The major elements of the buyer's journey and marketing funnel will show you the main insights.

An in-depth marketing strategy can quickly become dozens of pages. At KSA, we've created and used plenty of those. A single-page overview is a powerful tool that always helps focus on a simple, effective perspective that can be expanded on infinitely.

The Marketing Map at the end of this section will help you create a one-page plan and to confirm each journey stage and funnel step is accounted for. Breaking either process means we quickly lose the total potential value of our marketing.

Remember: everything you want to do that provides additional value may not always be possible or feasible, for a variety of reasons. Be realistic about a plan you can successfully implement, execute, and sustain over time, without sacrificing quality.

Here are your action items:

Step One: Get to know the Customer Journey well.

You should be able to explain it to someone else without notes. This isn't an in-depth test. Simply know the concept of the three stages and how your customers differ between stages.

Step Two: Become familiar with the Marketing Funnel.

This is the next concept to memorize. It provides a clear, systematic view of your marketing so there are no missing components or dead ends for your customers.

Step Three: Build Your Marketing Map!

This means identifying how your specific customers think, feel, and behave at each journey stage and what activities will help you to connect with them through each funnel step. It's all shared on this one-page marketing map.

The Marketing Map

		Awareness		Consideration		Decision	
		Capture Attention	Form Connection	Nurture Relationship	Call to Action	Build Loyalty	
Activities	Think	WRITE HERE	WRITE HERE	WRITE HERE	WRITE HERE	WRITE HERE	WRITE HERE
	Feel	WRITE HERE	WRITE HERE	WRITE HERE	WRITE HERE	WRITE HERE	WRITE HERE
	Do	WRITE HERE	WRITE HERE	WRITE HERE	WRITE HERE	WRITE HERE	WRITE HERE
		WRITE HERE	WRITE HERE	WRITE HERE	WRITE HERE	WRITE HERE	WRITE HERE

Part 2

Adapting Your Marketing Activities

In Part 1, we went through the vital steps to understand marketing, your customers, and how to map out an effective marketing plan. Now in Part 2, we will explore how to:

- Comprehensively respond to changes catalyzed by COVID-19
- Keep your listing on Google updated and optimized
- Make your website easy to use for your customers and an ROI-positive investment for you
- Use email marketing to affordably and profitably reach out to customers
- Manage social media marketing and advertising sustainably
- Run an engaging and stress-free virtual event

We understand there may be many paths you can take and there is an endless flow of information about marketing today. We created this guide to be relevant, actionable, educational, and evergreen.

What does this actually mean? We dumped an enormous number of hours into creating the content – and even more in deciding what to remove to distill it down to the most valuable information and actionable steps.

The section includes:

- The key objective(s) of each activity
- Examples of how each activity could be used
- Action steps for how to implement successfully
- Best practices: the do's and the don'ts
- Resources: free and paid tools, vetted software, helpful websites and more

We hope you're as excited about this as we are. There is so much opportunity with the right approach. Let's get to it!

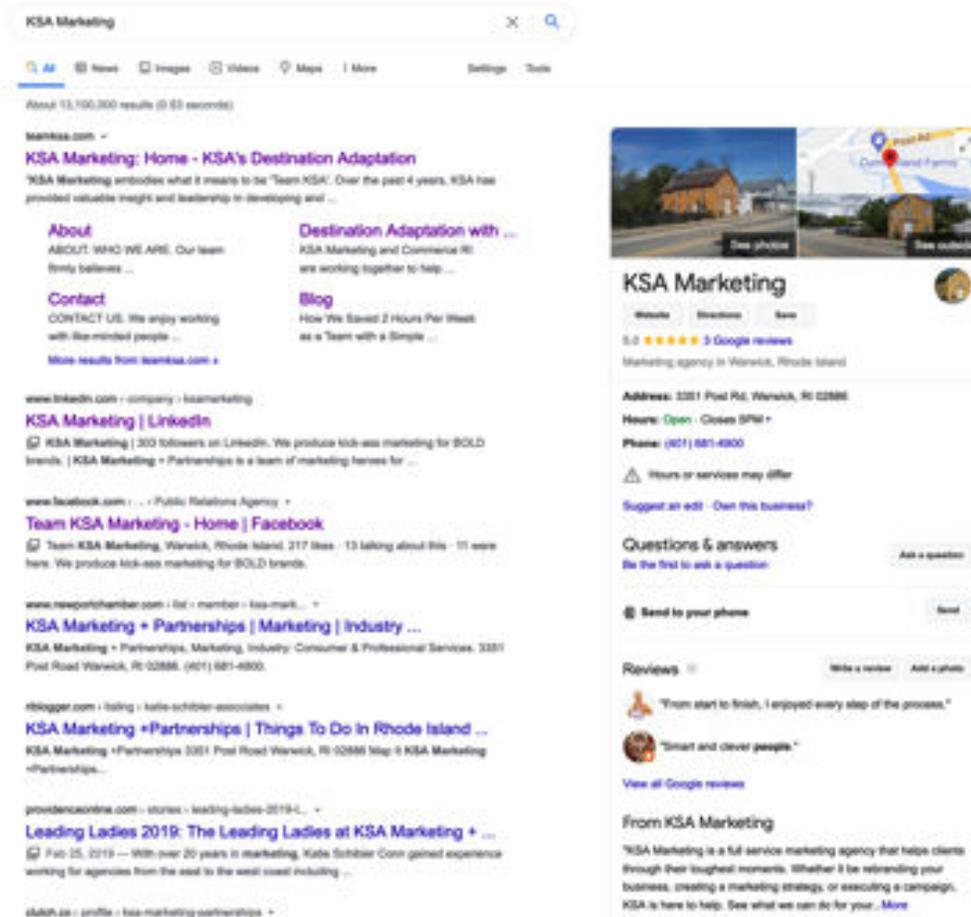
Recovery Phase Change Rapid Response Plan

With state and federal orders and regulations changing rapidly due to COVID-19, there are a few things you should do to keep customers up-to-date as your business pivots through the various recovery phases. The following is a checklist you should go through every time the governor announces new guidelines or updates to ensure your most recent business information is accurate across all of your marketing platforms. Treat this checklist as your go-to guide on how to respond quickly and effectively as new changes emerge.

- Update Hours of Operation** - Make sure your customers know your current hours. Most platforms like Google, Bing Places and Facebook will ask you for updates. Some even want a confirmation if hours are the same. Update all key platforms regularly:
 - A. Google My Business
 - B. Facebook
 - C. Website
- Clarify Offerings**
 - A. Food Industry - Share if you have a limited menu, alcohol, takeout, and carryout options. People are more likely to place an order when they have fewer questions about what they can order.
 - B. Accommodation Businesses - Mention your specials for frontline workers or office spaces available for those working from home. People gravitate towards what's new and current.
 - C. Sports/Event Industry - Update the event schedule and list events being held virtually.
- Post Changes on Social Media**
 - A. Create an Instagram Highlight and add a Story card to track changes as they happen over time.
 - B. Pin a post about updates to the top of your Facebook or Twitter feed.
- Manage Social Media Communities** - Designate someone as your community manager to monitor and respond to direct messages or posts on your pages.
- Communicate Customer Requirements** - For brick-and-mortar businesses, it's important to clearly state online and offline your requirements for entering the establishment, such as:
 - A. Wearing a mask / face covering
 - B. Temperature checks on entry
 - C. Curbside pickup availability and process
 - D. Social distancing and capacity limits
- Email Your List** - Send out a newsletter to your database of customers and prospects detailing any updates to your operations, special deals, or what customers can expect moving forward.
- Change Your Phone Answering Message** - Record a new phone message to reflect new hours, offerings and customer requirements.

Google My Business - Introduction

Google has many different tools for businesses to use to help stay connected with their customers and target audience. Google My Business (GMB) is one of the most important tools to keep connected with people actively searching for your business. GMB is the panel that appears on the right side of a Google search engine response page (SERP) containing a business's information.



Here is an example:

It contains important contact information, hours of operation, images of the business, a blurb about the company, reviews from customers, and the opportunity for a user to contact your business directly.

What is Google My Business and what purpose does it serve?

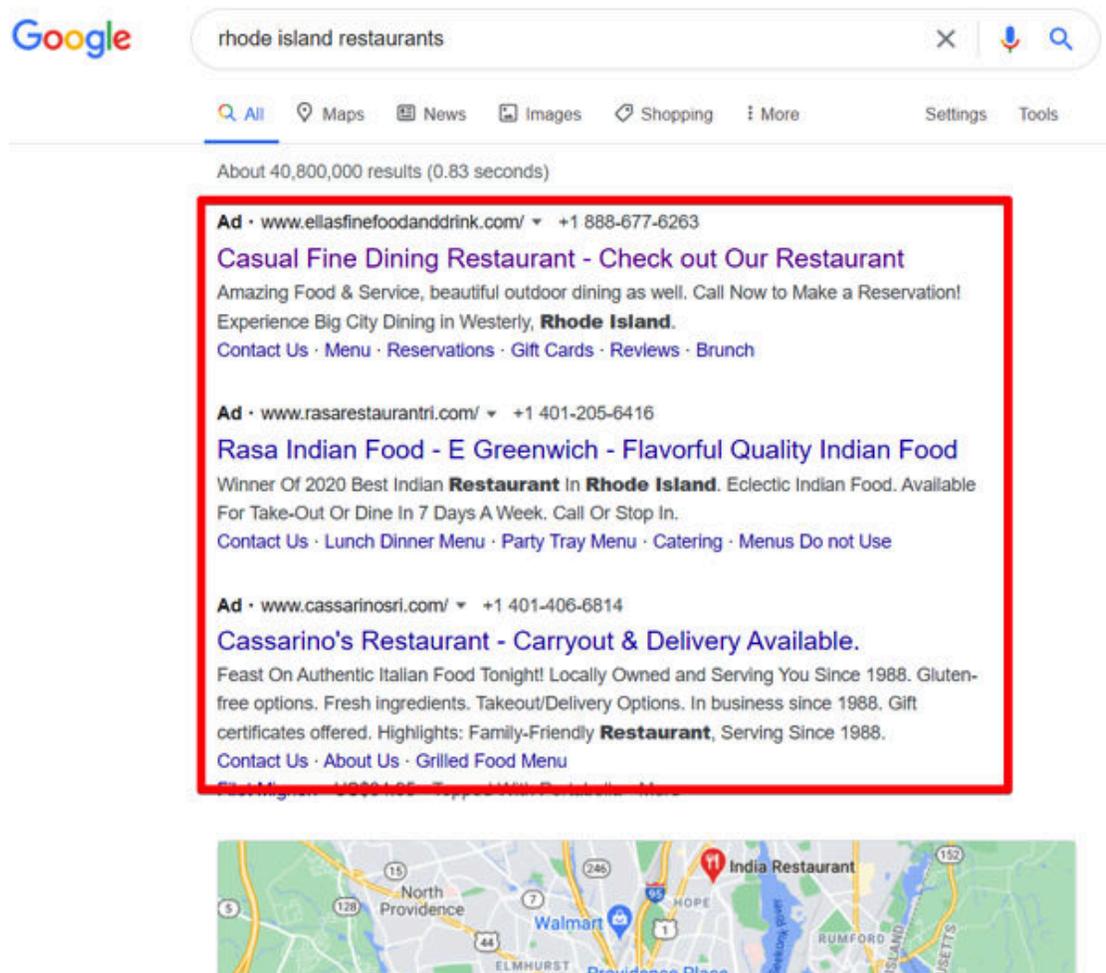
To understand the role of Google My Business, we first must understand how users search. There are three types of searches users perform on a search engine: informational queries, transactional queries, and navigational queries.

In an informational query, a user is primarily looking to answer a specific question. "How many days are there in February" is an example of an informational query. 80% of searches on the internet are informational queries, and they have the lowest conversion rate. The user is looking for information, and so they are less likely to make a purchase or take a desired brand action.

Transactional queries are when a user is looking to take an action (or transaction) but do not necessarily have a brand in mind. "Entryway bench" is an example of a transactional query. The user is clearly looking to purchase an entryway bench, but they have not decided where to buy it or which one to get. Transactional queries make up about 10% of internet searches.

Navigational queries are where Google My Business becomes incredibly valuable. These are searches performed by users looking for your business. Google My Business is an opportunity to provide them with high value information about your brand that will push your target audience to convert. It's imperative for most businesses with a physical location to verify, update and optimize their Google My Business account.

Google My Business is different from Google Search Ads. Google Search Ads are the first results on a search engine response page (SERP). You can see these search ads in the example below:



Note: Google My Business requires a separate account from your Google Ads Account.

Google My Business Training

To learn more about Google My Business and how to leverage it, we suggest you complete the [Google My Business Basics](#) unit which only takes about 45 minutes to go through. This is a good place to start if you've never used Google My Business before. It walks through the various features and how to use them so you will have some familiarity with the platform before you login and begin to use it.

How do I get started - The Basics

This section will teach you how to set up your Google My Business account. If you already have a Google My Business account, please continue to "How do I get started - The Advanced". ([Hyperlink](#))

Verify Your Business

You can verify your Google My Business account by going to google.com/business to create an account.

There are a few ways Google verifies your business. They might need to call you, email you, or they may send you a postcard in the mail with a code for verification.

Once you have verified your Google My Business Account, it's important to include an accurate address. This adds your business to Google Maps and makes you discoverable. Then you also need to link your website so you have a centralized place to drive your target audience to.

Adding Information

The information that comes up is the information that can be changed and will be visible in Google Search and Maps when someone searches for your business.

To change information, click the pencil icon to the right of the information you want to change. It will then open a separate pop-up window with the specific information you want to change. Once you have updated the information you wish to change, click apply to save the changes.

It is important to note it can sometimes take up to three days for information to be verified in Google My Business and appear in search results. Make sure you double check that all information is correct when you are applying changes to try to avoid long verification processes.

You should also include contact information for your Google My Business Account. A phone number is great, but there's also the opportunity to add a cell phone for SMS texting. It opens up an entirely new line of communication and allows for customers to reach out in the way they feel most comfortable doing so.

Uploading Photos

Lastly, you want to include professional images of your business. If you are a restaurant, food is great to include too. This is more a place to introduce your physical space and brand. You can include a picture of your logo as the main photo, this will make it the first image the customers will see. Using your logo to represent your brand helps with brand recognition. Other photos could highlight your store front or main entrance, and the interior space. The goal of these secondary photos is to give customers a better sense of who you are and what your brand represents.

There are two places you can upload photos from:

Click on the "info" tab on the left side of the screen and scroll down and click "add photos." From there you can click choose photo to change the cover photo or you can add a photo by clicking the blue circle with a plus sign in the middle.

Make sure to click "set cover" or "select" (depending on if you are uploading a general image or a cover photo) to ensure it is saved to the account.

Click on the "photos" tab on the left-hand side of the screen and it will bring you to the overview where you can follow the same steps as above to add photos.

How do I get started - The Advanced Replying to Reviews

Customers can post reviews on our account, and we try to reply to all reviews, either good or bad, so we can engage with them.

For positive reviews, respond and let them know you appreciate their feedback. For negative reviews, respond and let the customer know you hear their concerns and thank him or her for expressing them.

You can respond to reviews by either selecting “reviews” in the menu on the left-hand side of the screen or scroll down under the “home” tab on the left-hand side until you get to “latest reviews”. You can then click “reply” under the review to respond.

Once you click on the review you want, type your response in the Your Reply box and then click “post reply” to send it.

In the reviews tab, reviews are separated by ones you have replied to, and ones you have not replied to, in order to help you manage which ones still need to be responded to.

Updating Services

Similar to uploading a photo or replying to a review, you can update services from either the “services” tab on the left-hand side of the screen, or by scrolling down under the “info” tab and clicking the pencil icon next to “services.”

Under the services already listed, there is a box that says, “Add another service.” When you click on this box, it will give you the option of services you can add, or you can add a custom service by clicking the “add custom service” button. Be sure to click “save” once you have selected or created your service to ensure it appears in your account.

Website Optimization

Your website is now more important than ever. With customers shopping less in stores, they are heading online to connect with brands they already know, discover new brands, and purchase products. Without a solid plan on how to improve your website, your potential customers could be looking at your competitors. Your existing customers could turn the other way as well.

The Two Primary Goals of Your Website: Increasing Leads + Increasing Sales

Increase your leads - A lot of your potential customers do not immediately purchase. Your website has to have a system of gathering contact information like an email address or phone number for you to contact them later on. This can be done by doing "gated offers" and have them in a list.

It means we can give them something of value related to their purchase decision later on. Guides, videos, or even coupons are great ideas to make them remember you when they do make that purchase decision.

Gate High Value Resources

You can also create gated content for the resources you decide are high value. Things like ebooks, toolkits, graphic organizers, and educational materials can be gated.

This means in order to access the resource, a person has to enter their email and then it is sent to them in a link. By entering an email, they become a part of an email list for retargeting. This is an important place because these kinds of resources tell you who in your target audience is in the top part of the marketing funnel.

Also, it is a good idea to have gated resources if your customer has a lot of companies like you to choose from and if there is a long sales cycle. Gated resources are opportunities to add value and convert them later to sales.

Not Another State of Marketing Report

A new report to help marketers prioritize their strategies and outperform their goals. Data from over 3,400 marketers across the globe. Insights and predictions from our leading people and partners. Take a look inside.

Gain Free Access To The Entire Report

First Name

John

Last Name

Smith

Resources

There are a lot of tools that can help optimize your website as well as automating some processes like capturing emails or doing sales. Recommended tools and resources below have been vetted and tested, but every situation differs, so please invest time in researching and selecting the best tools for your business.

These recommendations are specific to WordPress as this is the most common and flexible platform for small businesses. If you are on another platform, consider finding similar tools that serve the same purposes.

Recommended WordPress Plugins:

SEO: Yoast SEO

Backups: UpdraftPlus Backups

Security: iThemes Security

Speed: WP Rocket (Paid), W3 Total Cache (Free).

SEO: Why You Need to Start building your strategy NOW.

SEO is short for Search Engine Optimization. This is the process of optimizing your website to appear on search engines when your potential customers search for information.

Why would you want to build your SEO strategy? Because a lot of present and future customers will be searching for products and services online, and when they do you will want your website to appear on the first page, if not at the top of the first page.

To do so, consider what new terms people are searching for and adjust your content for them, or create new content. When what you do changes, and consumer behavior changes, you need to adjust your content to match.

Find a balance between short-term, current content and long-term, evergreen content. Short-term is very COVID-centric. That's okay. But don't forget to create content that also addresses concerns and questions that will remain long-term, post-pandemic. Some long-term objectives may overlap with the short-term objectives, like helping people to be more connected in their community. The point is not to ignore COVID-19, yet not be burdened by making everything you say about COVID-19.

One of the best ways to increase SEO is to increase the value and diversity of your website's content. Let's think about a cyclist for this example.

He wants to increase the distance he is able to cycle. What might he search? He might search for something like "distance training for cycling" or "how to increase cycling endurance". What problems might he be facing by increasing distance? He might be searching "stretches for cycling", "best cycling playlists", "how to decrease wind resistance". This cyclist is looking for knowledge he doesn't have. He's researching.

These types of queries are called navigational queries. Navigational queries provide an opportunity for brands to create content that their target audience might be searching for in order to establish themselves as leaders in their industry. Let's say a local bicycle shop has articles that help this cyclist with each of his queries. Every time the bike shop provides necessary information, it's increasing its brand affinity with the cyclist. Now, when he needs a tune up or is looking to buy new tires, he's most likely going to go to that local bike shop.

Think about what they might be searching for now within your industry. Write them down. This is your keyword list. Decide which of the keywords you can create content for (in most instances, the more the better as long as they are quality articles). Then, create your content. Be sure to incorporate those keywords into your content.

If you are making videos, be sure to have descriptions that incorporate the keywords. Google doesn't really read pictures or video when it comes to indexing. If you are able to provide multiple resources to a user, then you've created multiple touches (or interactions) in which they have had a positive view of your brand. When they're ready to convert, they'll come back to you.

Best Practices:

Mobile Optimization: Studies show most people search online using their mobile phones. A lot of businesses though, have their sites not optimized for mobile use, which decreases the user-friendliness of the site dramatically.

This makes you lose potential customers and loyal followers.

You'll want to make sure your website fits perfectly on mobile browsers. We usually suggest having professionals do this as a lot of business-owners have tried to do this on their own to no avail.

You'll want to focus on your business and your customers, and not IN your business, doing code and optimizing your site.

Content Management System (CMS) Recommendation

Now you know how to make your site user friendly and up-to-date. Here we recommend the CMS tool for your business. Think of the CMS as the platform your website is built on. It's a framework of coding that allows the website to exist.

WordPress is used by 35% of the internet, which is estimated at over 1.3 billion including notable companies like TechCrunch, BBC America, and even The New Yorker. We recommend it because of its wide familiarity, vast customization options, and well-rounded nature.

For eCommerce websites which need to sell products online, you may build a WordPress website and use the WooCommerce plugin to make sales, or for a simpler approach, try Shopify as an out-of-the-box eCommerce platform.

Note, there are times when a business might be a better fit on another platform, such as Squarespace, which makes websites easier for a non-technical owner-operator to manage. We find most small businesses to be best served using WordPress (or Shopify), but please, if you have complex business needs, invest time into making the decision.

Increase your sales - For the customers that are ready to buy, your website should be ready to accommodate them with easy access to your products and services. This may seem like a no-brainer but it means your website needs to be user-friendly.

This is done by great copy and user-friendliness to your visitors/customers checking you out online.

The goal is to have an up-to-date website that will make it easier for your existing and potential customers to access the information they need about your business.

Carefully Curate Messaging

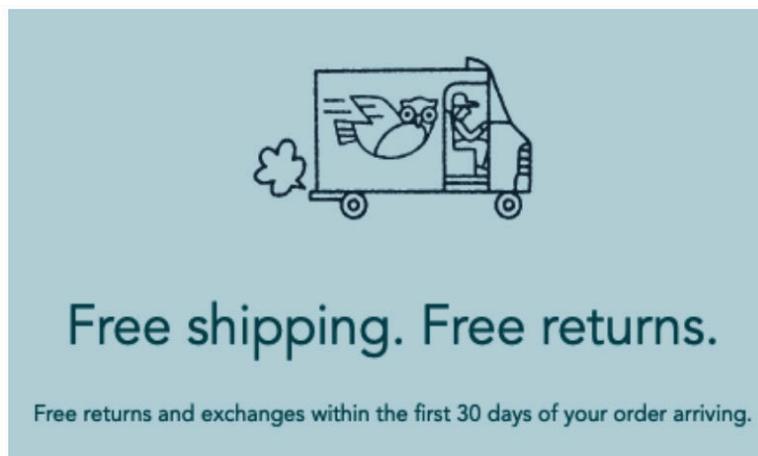
What you say on your website or your 'copy' will be a crucial part of your buyer's decision. The way you address their concerns and how it ties with what you offer should be the focus of each section of your copy.

An important distinction is that you tell how your product *benefits* your customer, not what its *features* are. While natural to list out technical and performance features, it is important to instead answer what customers really care about, "what's in it for me?" Make sure to showcase how you solve problems and not how great your business is.

For a more specific example of how this works, let's look at the company Felix Grey. They sell glasses, but their flagship product is blue light blocking glasses. The point of this product is to reduce blue light from screens that might cause digital eye strain.

The symptoms can be tired eyes, neck pain, headaches. This is a big issue for their customers, but for a pair of non-prescription blue light blocking glasses, they start at \$95. That's a pretty big barrier.

Felix Grey addresses these cost barriers in two ways. The first is by offering free shipping and a 30-day return policy. This gives their customers the opportunity to try them out, and if they don't work, return them.



The other way they address the cost barrier is by highlighting the quality of their product. There is special polarization in the lenses, and the frames are made of Italian acetate and German Engineered Monel. Monel is just a fancy word for a nickel-copper alloy. Acetate is a nylon-based plastic. Does it matter they are made in Italy or Germany? Probably not. However, Germany has the connotation of precision, Italy has the connotation of artistry, and both are associated with high-quality. By playing up the high-quality key messaging, Felix Grey is justifying the cost in the mind of the target audience. Look at that customer journey map you made last week or get in contact to get access to one, think about those drivers and barriers of your particular business, and then consider what key messaging you can create to propel your target audience to the next step in the sales funnel.

Filters Blue Light

Our proprietary lens has embedded Blue Light filtering material inside. This allows it to remain both clear and effective, particularly filtering out the highest energy wavelengths. Overexposure to Blue Light can lead to symptoms like eye strain, headaches, and sleep disruption.

Eliminates glare

Our premium Anti-Reflecting (AR) coat eliminates glare, which is unnecessary feedback entering into our eyes that can cause eyestrain, headaches, and blurry vision.

High quality frames & materials

All our frames are made from premium materials, like Italian acetate and German Engineered Monel.

Color enhanced & polarized

Our proprietary Blue Light filtering solution enhances colors by better distinguishing between reds, greens, and blues. We use a special polarization so your screen is never distorted.

The main lesson is to develop key messaging based on drivers and barriers.

Drivers are the things that make your target audience want to interact with your brand and buy your product. Barriers are anything that may inhibit them from doing so.

Another example, a universal barrier right now is the fear of catching COVID-19. Every business is going to want to address in some way what they are doing to ensure their customers stay healthy and safe.

Best Practices:

Contact Information: One of the most important things to do is to have updated contact information for your customers to easily ask questions or avail of your services.

You'll want to have a working landline or a designated mobile number so your customers can also text you. You'll notice a lot of queries coming in now as most people cannot visit shops and stores personally, but the hard work will pay off if you respond politely, promptly, and with their welfare in mind.

It could help to have saved responses for common questions like COVID-related issues, etc.

Where should COVID-19 be on my Website?

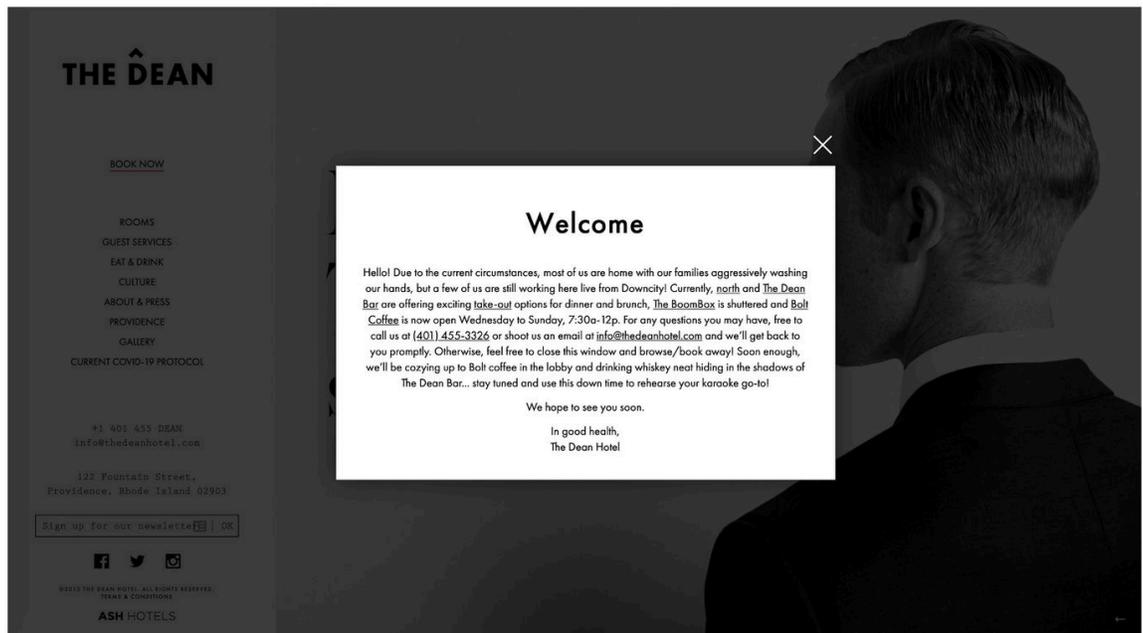
Add COVID-19 FAQ's to Primary Website Navigation

If you have a physical store, you will want to have COVID-related information as most customers are very alert about this issue.

Here are some of the questions/information that will have to be included in that section of your website.

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- State mandated quarantine info
- Health forms/test results required upon check-in
- Detail the check-in experience
- Is it a mobile check-in?
- Are there digital keycards?
- What in room PPE is provided? sanitizer, face masks, Clorox wipes, etc.
- Provide detailed cleaning procedures between guests and in common areas
- Staff health precautions and control plans



Feel free to add more if you think your customers have any other questions you should address. You can also ask them through a button or a survey what other concerns they have.

This indirectly builds trust and credibility for you. It shows you care for your customers and have their safety top of mind before anything else.

For an additional COVID-19 checklist please see our [Recovery Change Rapid Response Protocols](#) located at the beginning of this Part 2.

Recommended Website Resources

Unbounce Landing Page Builder

Unbounce is a landing page builder that not only helps you build your landing page, it also collects emails, and works to grow your sales by keeping people on your website longer or nudging them when they leave the page without making a purchase.

Unbounce is a good tool for people looking to expand their business and number of customers but who do not have the time to do so themselves. Unbounce's six basic features are landing pages, popups and sticky bars, integrations, templates, support, and security. Unbounce does not have a free option, but they do have monthly and annual subscription options.

To learn more about Unbounce [click here!](#)

EyeQuant

EyeQuant is a European company that uses AI and neuroscience to predict how well customers will engage with your website based on where their eyes will fall on your landing page, product pages, banner ads and more. The use of EyeQuant has been proven to improve a company's overall customer interactions but it is not a cheap tool. There is not a free or trial version at this time.

To learn more about EyeQuant [click here!](#)

WordPress

This is the ultimate website building platform (technically, a "Content Management System" or CMS). There are other options small businesses often consider, like Wix and Squarespace, but they can be restrictive and surprisingly costly.

WordPress has an endless number of plugins and tools to help you create the exact website you want. This means there is limitless flexibility and a vast range of developers who understand the platform so you're not handcuffed to one partner, developer, or system.

Divi by Elegant Themes

We absolutely love the Divi theme for WordPress websites. Imagine WordPress as a giant sandbox and your website is a sandcastle. To make a truly beautiful sandcastle, you need buckets, shovels, hand rakes -- you need the right tools for the job.

Divi is the complete package when it comes to website building tools. It's a visual builder platform that takes the coding out of website development, makes it easy for anyone to edit a website, and the website can be entirely unique. We have had many clients using the same theme and yet, no one would know by looking at it. It's safe to say WordPress is a fit for 95% of small businesses, and it's safe to say Divi is a fit for 95% of business websites built on WordPress.

If you're in a business where customers buy solely on impulse, your job might be done already. But I would guess your customers like to take some time to consider whether or not they should buy from you. And when that's the case, you need to continue building the relationship.

We build the relationship by continuous communication with the customer. This is where an effective Email Marketing Campaign kicks in.

The aim is to educate, engage, and entertain our prospect for them to eventually become customers. If they are customers, you use Email Marketing for them to become repeat customers.

There are two primary and similar ways of doing this:

- Email Newsletters
- Autoresponders

What Should You Do?

Email newsletters are common for a lot of businesses because they are set into a schedule like weekly or monthly. They are great to broadcast educational information, keep your brand relevant, and share your clients' successes.

However, they are awful for you to push your services. They are awful if they are not easily read and digested by viewers.

Autoresponders act exactly as the name sounds: they automatically respond to a customer with a sequence of emails tailored to their interests and needs.

If you wish to offer services and have sales through Email Marketing, this is the best option. Although there is work upfront, after you initially set up the sequence, subscribers will automatically receive the emails to nurture them from warm leads into hot prospects, ready to buy!

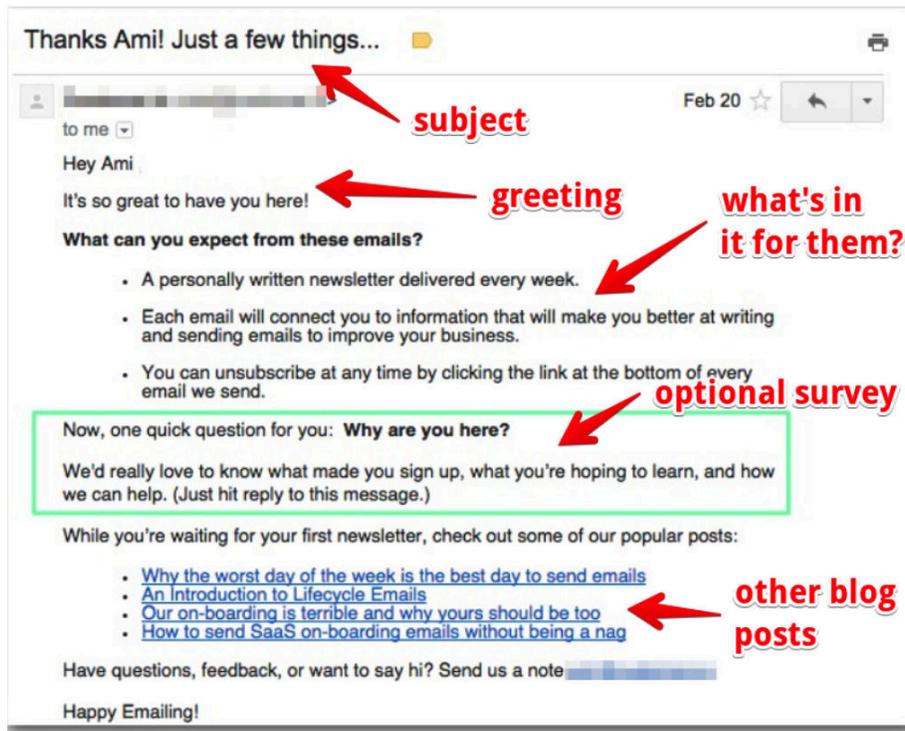
What to Write in Your Emails

There are many ways to have content for your autoresponder and emails. If you have a blog, those topics can be pulled out and used or linked to. If you have case studies, They're a great way to build trust and prove what you can offer.

You can use emails to survey your customers as well for the problems they are facing related to your niche. You can use their questions and answer them through email.

It is important to remember that content should be educational, engaging, and entertaining content. Over time, you can build out more autoresponders that are tailored to specific audiences and situations, so you know you are doing the best job possible to nurture each lead into becoming a customer.

Sample: The Welcome Email



After your customer has entered their email to sign up on your site, the Welcome email is the first email they get in their inbox.

Make sure you mention in your email why they signed up and redirect them to other resources that can deliver more value.

For other content, make sure you follow the same guidelines as the welcome email:

- Make the tone conversational
- Talk like you are writing to a friend
- Deliver value or tell a story
- Always link to either your website (other blog posts) or a sales page

Recommended Email Marketing + Automation Tools

The main key for Email Marketing will be your marketing software. This is to dramatically save time from individually emailing your audience, and to make the process more streamlined!

ActiveCampaign

We use Active Campaign at KSA Marketing, and we love it. It's a great platform for email management. Creating automations and email campaigns is fairly easy, and it integrates well with most website plugins and tools. Active Campaign does not have a free plan. To learn more about ActiveCampaign [click here!](#)

Mailchimp

If you are looking for a free alternative, Mailchimp may be your best choice. It is a platform that has been around for a long time, but it certainly is not the best option. It may be a better idea to spend the \$15/month for Active Campaign and save yourself the trouble of needing to switch platforms in the future.

Zapier

This is a fun tool that allows you to connect different programs you may use to create automations. For instance, KSA Marketing used this tool for the webinar sign-up pages. When a user came to our webinar sign-up page, they put in their information in the form and hit submit. Their information went to an Active Campaign email list, which then triggered the Zapier automation to sign-up the user for the webinar through Zoom and sent them a confirmation email with the link. It sounds more complicated than it is. Zapier is very easy to use and will help save you time and energy.

Using content on your website should focus on sharing content with your customers they find valuable and interesting.

Content has been used for years by a variety of major brands: Ikea, Louis Vuitton, Nike, Apple, Toyota, and so on – either for building their brand or engaging their audience for them to eventually buy.

It doesn't take a huge budget or brand recognition. Local small and medium-sized businesses can benefit as well; as long as they provide value to their audience.

The goal is to help your audience learn more about you and how you are different from your competition.

Writing Articles/Blogs

Start with a Strong Headline - a strong headline can be composed of the audience's problem, result, or how to get that result. There are hundreds of headline options but ones that are seen most often are how to call out the market, product awareness, and provide the solution. A great way to have a bank of headlines is to write down ones you find interesting in your everyday life, this could be on social media, in magazines or in the newspaper. Then the next time you go to write a headline you will have some to imitate.

This is a great example of a How To headline:



The Content Rule of the Three E's

For content marketing to be effective, it must either educate, engage, or entertain its audience. Even better if it manages to handle a combination of these elements.

While writing, remember to either educate, engage, or entertain. If readers aren't learning, aren't having fun, or aren't compelled to interact or act after consuming the content, it will leave a lot to be desired for both you and the audience.

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Whats the Point of Facebook Business Manager?

introduction

If you own a business, you probably have a Facebook Business Page. Maybe you've also run paid ad campaigns too which would mean you have a Facebook Ads Manager account. You probably also have a Facebook Pixel to track traffic through to your website. With all of these different Facebook assets, why then would you want to go ahead and make yet another account? Hear me out.

I know it seems crazy but creating a Facebook Business Manager Page will actually simplify your life and save you a ton of time managing your business on Facebook. Here's how.

What Even Is Facebook Business Manager?

Let's face it, Facebook has a lot of stuff, and it can get annoying bouncing around between all their different tools. Facebook Business Manager is a platform that helps cut out the bouncing by putting all of your Facebook business assets in one place.

Not only that, it helps to separate your personal Facebook profile and your business assets. You won't need to worry about posting something on your business page that was meant to go on your personal page or vice versa.

Easy Access for Your Team

Facebook Business Manager makes it really easy to add people to a business account so they can work on any assets you deem necessary. Maybe you have someone who runs your paid ad campaigns and another person who manages your posts and comments. You can give them the access they need to complete their tasks with greater oversight and less security risk.

It also makes it very easy to remove people. So, if employees move on to new employers, there's no frustrating disentanglement of assets from personal profiles. All you have to do is pop into Facebook Business Manager and remove their access.

Share Access with Those Outside Your Organization

Facebook Business Manager makes it easy to share your business assets with marketing agencies, independent vendors, and other partners without having to give them login information or passwords, and more importantly, without having to give them ownership of the properties. Simply add them through their Business ID, assign them the permissions they need to complete their work, and you're good to go.

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Make Content Friendly, Interesting and Fun with Images or GIFs

Here's a great example of using images to make a point in the article:

I've read hundreds of books and *taken action*, because I am 100% in on improving myself. (Here are 18 books that changed my life). I've also publicly documented my self-improvement journey for the last 15 YEARS. If that's not "doing the homework," I don't know what is.

I've attended a lot of paid seminars before, and loved them. A few events that changed my life were *Gayle Hendricks' Big Leap event* and *David Deida's workshop*. Both were three days long, 5–8 hours per day. I didn't even consider walking out of either. I've even hosted my own seminars! Last September, my company *AppSumo* hosted our second annual conference, with over 200 attendees. I'm astonished Tony hosts events for *10,000 people at a time*.



SumoCon 2016

This article isn't "fear-driven." I committed to the event for seven hours. The only thing I was afraid of was wasting more time. Besides, I believe in helping people overcome their biggest fears -- like talking to strangers, or starting a company. I now have had time to reflect on this experience.

Creating Videos

Videos are a great way to tell stories and engage your audience. You'll need to:

Map Out Your Presentation

First, you'll need to have your big idea. Big ideas are the key takeaways and insights that will help your audience solve their problems. These ideas are what will persuade someone to take action.

Next will be supporting points, data, and illustrations. It should build and clarify the big idea. Don't add details for the sake of it, but use when it's compelling, convincing, and relevant.

Finally, give them explicit and specific direction on what to do at the end of your video, and focus material on leading to that action.

Sequence Your Material

Begin by stating the problem or the big idea (the reason for the call-to-action), then support the big idea with points and data. You can tie it all together at the close with a call-to-action.

Practice

Rehearsals help you fine-tune your presentation – Only by practicing can you know how you need to revise material, where you have errors in the flow, and where you need to be more precise in language used.

Record

While there will be different lengths your audience prefers, a 5-10-minute video is usually the sweet spot if you have a lot of points to support your big idea.

Record your video and review it a couple of times to keep improving as you do more!

Bonus Idea: Repurposing Assets

Once you have videos and articles, you can use the same content for emails, guest posts, social media ads and blogs. The key is to make sure the content is engaging to slowly build your brand and audience

Recommended Content Marketing Tools

Question Ninja

Stuck on what to write for blog content? Question Ninja can help. Simply enter a topic or keyword you'd like to write about, and Question Ninja will show you the most relevant queries from around the internet based on your keyword. You can then pick one and build a blog post around it.

AnswerThePublic

AnswerThePublic is very similar to Question Ninja, however it is far more robust in what it offers. Unfortunately, you only get a few searches a day. There is a paid option for AnswerThePublic if you write a lot of blog posts, but it may not be entirely necessary for small businesses.

SEMRush

SEMRush is a really robust platform for expert marketers. It can track your mentions across the internet, help you target topics and keywords your target audience is searching for, provide ideas for content development, and help you optimize content on your website. There is a free plan that is very limited. However, the paid plans may not be worth it to most local businesses.

Google Trends

This is a free tool that is easy to use. Google Trends helps you see the search trends of topics and keywords you are considering targeting. The data is not very accurate as it is percent-based instead of hard numbers-based. For instance, if "dogs for sale" is your target keyword, Google Trends might tell you the keyword has increased in search popularity by 50% in the past month. However, we don't know if that means that last month two people searched "dogs for sale" and this month three people did, or if 200 people searched "dogs for sale" last month and this month 300 people did. It's a great starting point for topic discovery.

Google Keyword Planner

This is a free tool located within your Google Ads Account (if you have one set up). If you do not have a Google Ads Account, they are free to set up. The Keyword Planner can be used to look at more accurate search term popularity. It's meant to help with Google Ads Targeting, but it can also be great inspiration for content creation.

Recommended SEO Tools

Website Authority Checker

Domain authority is the currency of the internet. It's the score that search engines use to determine how to rank your website. The higher the score, the higher your ranking in a search engine search. This tool will help you understand how you are viewed by search engines.

HOTH Keyword Extraction

This tool will tell you what search terms, or keywords, you are currently ranking on. It will also give you an idea of how you have moved up or down on each keyword from the previous month. It's good to pick a day every month to run this (1st of the month works) to keep an eye on how your content strategy is working, and how effectively you are getting in front of your customers who are searching for your products.

GTmetrix

This tool is great for checking site speed. A slow site will increase bounce rate, or the number of people who leave your website without exploring it. By increasing page load speed, one can also decrease bounce rate and get your site's key messaging in front of your audience faster.

There has never been a greater time to invest in Social Media than today. Most people around the world are connected via social media platforms like Facebook, Instagram, Twitter, etc. The global pandemic increased usage on these platforms which is good news for you!

As a business owner, you'll want to make sure to invest the time, energy and investment needed to serve your customers and increase sales through building your brand via social media.

A Look at the Current Landscape + Top User Demographics:



In today's digital world, it is hard to find someone who is not on Facebook or was not on Facebook at one time. Facebook first entered our world in 2004 and quickly grew to be the most popular social media platform used worldwide (RIP Myspace). Facebook currently has 2.7 billion monthly users worldwide with 1.79 billion users checking the platform daily. Facebook hits almost every demographic. However, the largest active group on Facebook are people aged 25 to 34 years with the smallest demographic being seniors or people aged 65 years and above. There are roughly 190 million people on Facebook from the United States, but India has the largest Facebook population with 270 million users.

One of the biggest benefits of Facebook is the way it can be used as an advertising platform. Because Facebook is free for members to join, the company gets most of its money from selling space on the platform to advertisers. With this being their main point of revenue, they developed Facebook Ads Manager, which is a relatively simple space to post, edit and add your advertisements to the platform. Facebook has over 9 million advertisers with 6.1 million using them regularly. A Facebook ad has the potential to reach over 1.9 billion people.

Facebook was joined in the social media world by Twitter in 2006. Twitter was originally supposed to be a podcast platform, but when Apple developed iTunes Podcasting the platform was quickly out of touch. Because of that, creators pivoted to become the short messaging service we know today. Twitter has stuck to that idea (for the most part) and currently has a 280-character limit for every tweet, which has doubled from the original 140. This means your message needs to be short, sweet and to the point. Twitter is also where the idea of the hashtag was envisioned. In 2007, Twitter rebranded the pound sign to allow users to group Tweets with similar content for easier searching on the platform. Since then hashtags have grown from Twitter and can be seen on every social media platform.

In 2020, Twitter clocked 330 million monthly active users with 145 million users on the platform daily. Around 63% of Twitter users are aged 35 to 65 years, or about six in every ten users. According to Twitter, 34% of its worldwide users identify as female and 65% identify as male. That gap is slightly closer when looking at only the United States with 44% identified as female and 56% identified as male.

2006 was a big year for social media with Twitter being born and LinkedIn hitting maturity. Although LinkedIn was first introduced in 2003 it was not widely used until 2006. Today, it is the largest online social platform designed to connect professionals with one another. LinkedIn prides itself on the idea you can do everything you need to find a job right on their site. They have designed the platform so users can build networks, grow connections with contacts they already know, post content, and learn career skills. LinkedIn is also the only social media platform with a paid and free component.

From 2003 to 2020, LinkedIn has managed to reach 675 million users worldwide with 303 million monthly active users. These numbers will continue to grow as it is estimated two new users join the platform every second. There are currently 30 million companies using LinkedIn either as a social networking platform or to find talented professionals. In the United States, the largest age group to use the platform is people aged 46 to 55 years, taking up 37% of the platform. However, it is important to note that with Millennials (aged 25-34 years) presence growing on the platform, they are LinkedIn's advertising audience's biggest cohort. Within the United States there does not appear to be a gender gap, but internationally the gap grows to about 14%.

Globally, people that identify as male makeup 57% of the profile's users with the remaining 43% identifying as female. It is also important to note male and female are the only gender options offered by LinkedIn at this time. As for a geographic breakdown, 70% of all users live outside the United States and LinkedIn currently has users in over 200 countries. The platform sees its highest percentage of users in the United States followed by India, China and Brazil.

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Instagram was added to the world of social media in 2010. As one of the younger forms of social media it is very fitting it has one of the youngest demographics. Instagram is the only social media platform that forces the user to post a photo or video in order to share an update with followers. When Instagram first hit phones the only posting option was on the feed, today users can post to their feed, stories, highlights, IGTV (Instagram TV), or can add a shop button to photos. This platform has undergone the most changes in the shortest window of time. Most of the reasoning behind this is its main users.

When Facebook bought the platform in 2012, it had 30 million users and by 2018 it was up over 1 billion users worldwide. In 2020, the total number of users has not increased dramatically from that number, but the platform is now up to 500 million daily users for both feed and story activity with 995 photos uploaded every second. The key demographic for Instagram is people aged 25 and 34 years. Within that age group there are over 338 million users. There are over 25 million businesses that reach customers through the platform with 130 million personal accounts using the shop feature every month. Instagram reports that of its total users, 510 million identify as female while 490 million identify as male. Within the United States, 67% of all people aged 18-29 are on the platform with 73% of teens saying Instagram is the best way to reach them about new brands, products and promotions.

In conclusion, we suggest if you are trying to market to teens/young adults/high school-aged you use Instagram, for 20s/30s use Instagram and Facebook, for 30s/40s/50s use Facebook and/or Twitter, for 50s/60s+ use Facebook. For anything job related, it is always a good idea to use LinkedIn as well.

What Do You Post - Facebook + Instagram

Because Instagram is owned by Facebook, their platforms have similar features which can help you reach your target audiences in similar ways.

Feeds/Posts



News feeds and posts are great ways to communicate. You can use it to:

- Broadcast announcements
- Sell products
- Entertain your followers
- Update customers about your business
- Share user-generated content like memes and product-use images

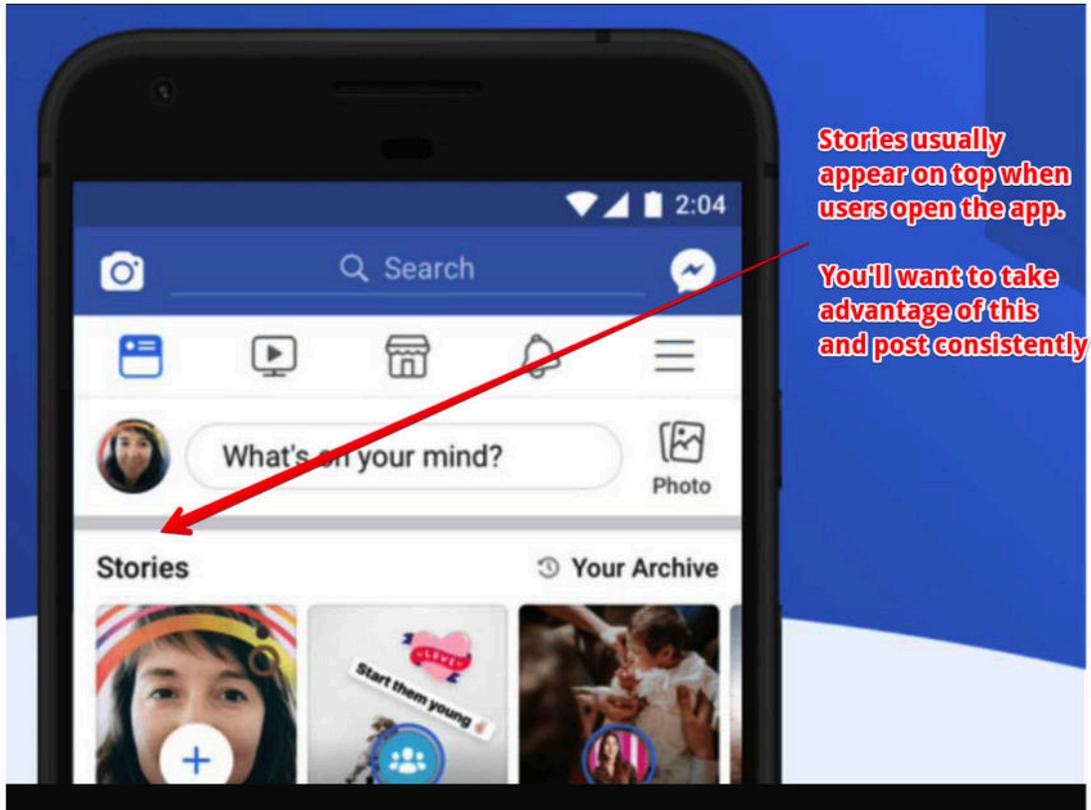
But if you are posting content regularly on your Social Media feeds, you'll want to focus on helping not selling.

During these times, social distancing and home quarantine have been trending during the pandemic, so be honest with your audience. Give them the reality of the situation and keep them up to date.

Many of your typical customers that follow or check you out may be in a situation where they cannot buy your products at the moment, so you want to provide them with as much value as possible. They will remember and reward you in the long run.

If you do decide to promote or sell, do it in smaller increments and don't ask for an all-out buy.

Stories



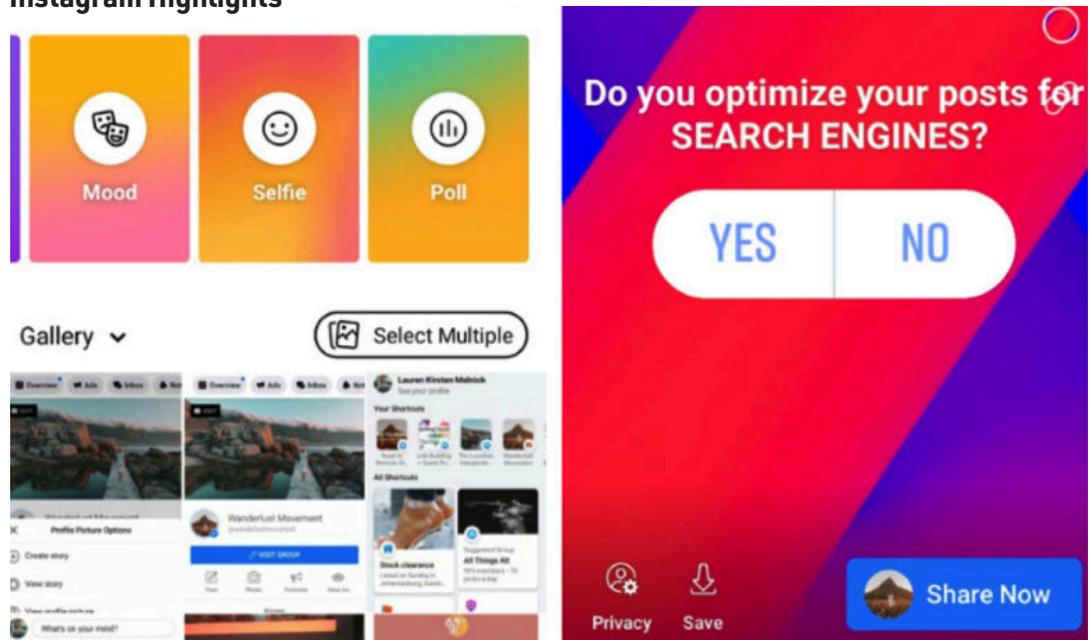
Stories for both Facebook and Instagram should capture the attention of your audience. It is the best way to keep communicating with your audience at all times and any time. The temporary nature allows you to be more fluid, natural, and agile with what you share.

As the name of the feature implies, the best way to grab attention is through stories. There will be more trust in a person than an organization, so it is important to remind your audience that your organization is made up of exceptional people.

You can spotlight your employees as much as possible, for example what is their work from home space, or have them do a takeover on social - allows you to connect better with your audience.

Another idea is to find out what your audience wants to see through you by launching polls and asking questions on your Instagram stories and Facebook

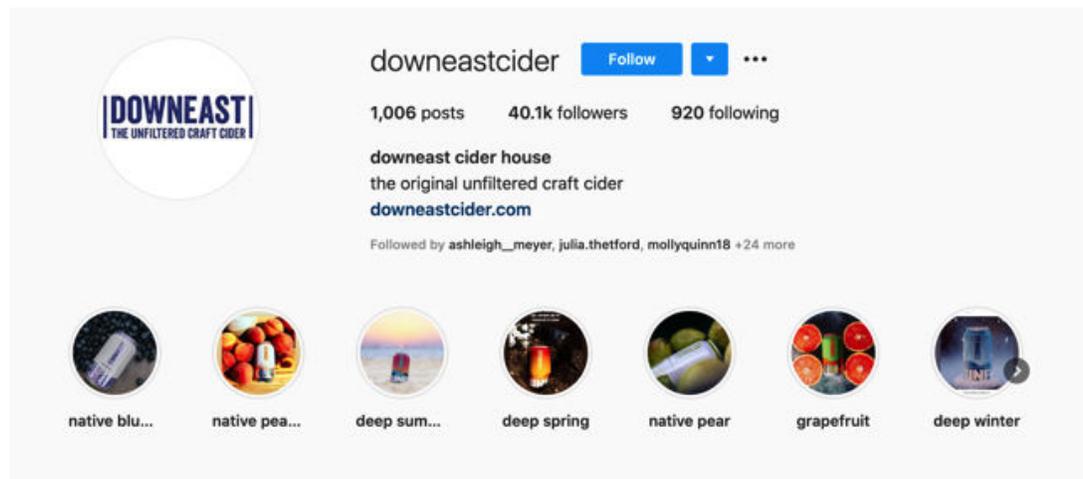
Instagram Highlights



Instagram Highlights is one of the newer features on the app. Highlights are a collection of photos that, unlike stories, will not disappear after 24 hours. Instagram users can watch them any time and as many times as they like. Highlights also hold a prime location on the app. They are housed right under the user's bio and above the feed starts. This makes it one of the first things the user will see when they come to your page. It is a great way for you to highlight your story, yourself, or your products.

Highlights can always be edited. You will have the option to change the name and the photos in highlight even after it is posted. However, it is important to note the most updated highlight will be the first to appear in the highlight row.

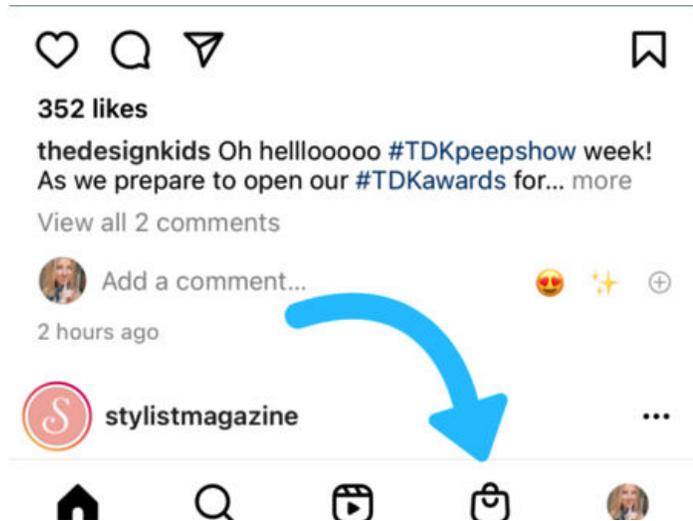
This is a great example of how highlights can help to elevate your brand:



Through the Highlights, Downeast uses captivating photos that show off the variety of their products to entice Instagram users to learn more.

Instagram Shop

The feature was added because many of the platform's users have historically used the app to find new products and brands. However, when they left the app they did not always go through with purchases. Having Shop be an option eliminates the human tendencies to get distracted, forget, or change your mind. Once the user puts a product in their cart they will be directed to use Facebook Pay to complete the purchase.

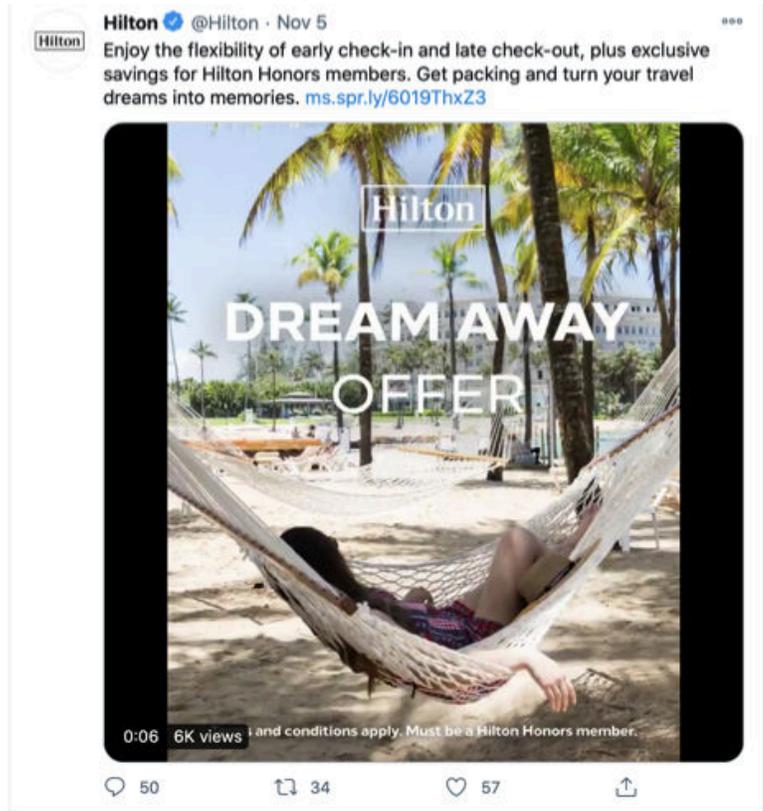


For more information on how to set up Instagram Shop please visit the Facebook for Business page by [clicking here](#).

What Do You Post - Twitter

Twitter has adapted over time to include different forms of media. In the past it was largely based around text. Over time it has adapted to include videos and photos to further drive engagement among the followers of each account. This is similar to how businesses should be approaching the landscape of social media; adapting over time to attract the demographics in your follower base. As stated above, most active users on Twitter are aged 35 to 65 years old. So how does this information impact your Twitter social strategy? You want to tailor the information to this audience which needs more information about the business and details for making their experience more enjoyable. How can they benefit from staying at your hotel and how do you make the customer experience valuable for them to build brand loyalty? Below are a few examples of ways hotels have leveraged Twitter to encourage future business without overselling their product. Remember, if they are following you already on social media, it means they are aware of your product and have shown interest in it.

The first image shares information about the loyalty program for members. If those who follow you or are interested in your hotel are not members, this would be a great opportunity to inform them about this chance to earn perks for continued stays.



The next example below shows you should be current and active in the local community to promote good standing among the surrounding area. Many guests who travel do so to explore what that community has to offer. If you promote local consumption of goods and services, that is a way of listening to the consumer base. You may practice this for guests in person already, but it should be a part of your social strategy as well. Below is an example of a hotel tapping into their local community (Wawa is a Mid-Atlantic regional company) and cultivating the content to mix in what they are known for (DoubleTree is known for warm chocolate chip cookies). Take a look below and question how you can make a similar impact in your social strategy.



Finally, a great way to utilize Twitter is to bring the experience to your consumers when they are unable to travel. Now that travel is low, this is a great way to keep your customers informed that you are waiting for them when they are ready to get out and explore again. Sticking with the DoubleTree example of cookies, this at home tin is a great alternative to not having guests right now. This ad is simple, relevant and a subtle way of reminding your community you are unique. Capitalizing on what your consumers know you for, in this case cookies, is a way to increase revenue but also promote future stays without pushing an ad onto your followers.



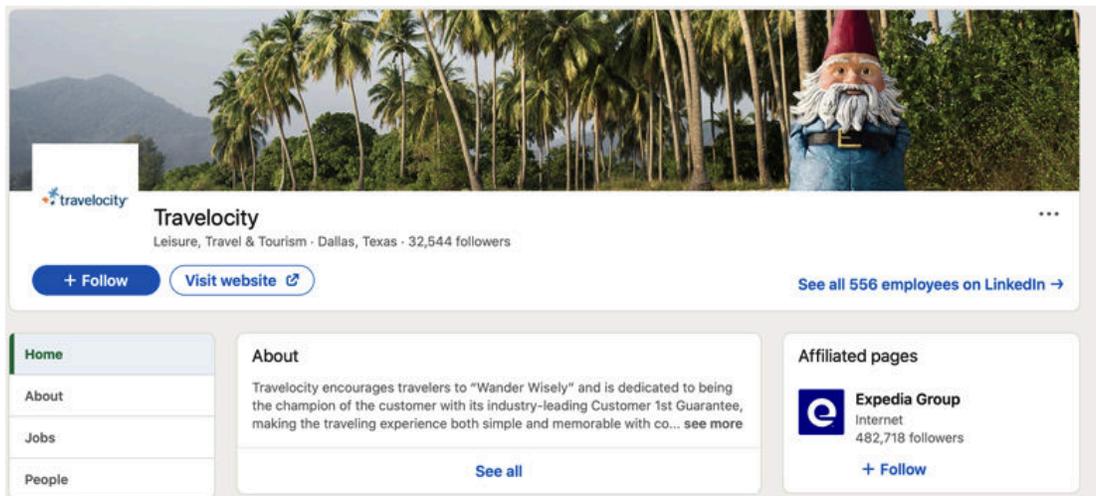
Posts that showcase your unique characteristics can also be “pinned” to the top of your page feed as well. To do so, you will need to click on the three dots at the top right of the post and then click the “pin to profile” button. This will hold the post at the top of your newsfeed so every time someone searches for you on this platform, this will be the first post they see.

What Do You Post - LinkedIn

LinkedIn is structurally similar in nature to many of these social media platforms, but it reaches a different audience allowing you to achieve different goals. LinkedIn is a networking tool that can help you showcase your business to various companies, showcase abilities to potential vendors/clients, and assist with hiring talented individuals to fill your staff. With over 300 million active monthly users, it is very comparable to Twitter's audience. There is plenty of potential for your business to stand out and grow business via LinkedIn, and it should be an extension of your website more than your Facebook, Instagram and Twitter. The content should be informative but due to the professional nature of the platform, the concept is to convert interested parties into customers, similar to your website.

Showcasing Your Company

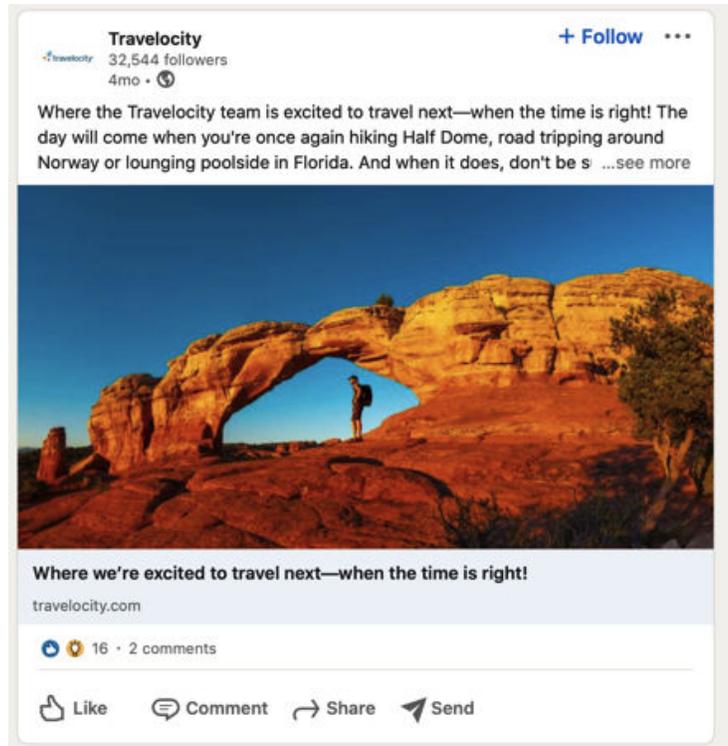
LinkedIn is a professional platform used by potential customers of your company. When making their educated decisions on who to give business to, it is common for customers to do some research. Your LinkedIn profile should showcase who you are and the services you offer, along with a way for people to get more information such as providing a website link. Keeping it simple and on brand makes it easier for your target audience to connect with and grow accustomed to expecting a certain standard.



Vendors + Clients

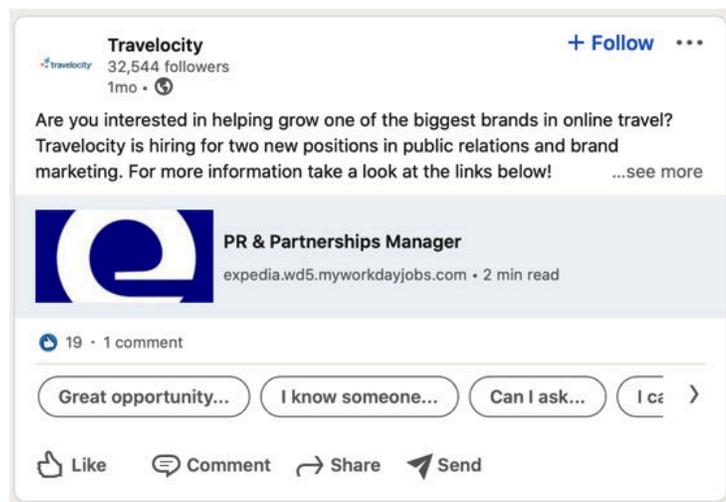
As part of the customer's research and inquiries into your business, LinkedIn may be used to look at reviews of the company. Some of their connections may have been customers as well and this would be an additional way to get more information on your business. So now that you have an interested potential customer, it is time to showcase your business more through engaging posts that highlight your services.

They can be simple and paired with an interesting photo linked to blog posts, website content and more. Again, the goal is to drive traffic towards your website to close sales, and if you can keep businesses and other professionals interested in your business, you will achieve this. Below is an example of a simple yet effective post on LinkedIn that helps drive the company's message while capitalizing on potential sales:



Hiring a Professional

If you are looking for skilled workers for your business, LinkedIn is a great tool to identify potential employees. A job can be posted on the site via your company page and promoted through posts on LinkedIn. Posts will be viewed and shared by your following which would include customers and those who enjoy your company. While accepting applications on LinkedIn, you can get more information on each candidate by checking their portfolio. More information about candidates are usually found on LinkedIn due to the many elements that can aid in an applicant's candidacy, such as public references, skills, certifications and more background information. It has been known to be very effective and will allow you to learn more about each candidate before making an offer. Below is an example of a job posting that can be made on this platform:



COVID-19

During the time of COVID-19, we've found people aren't as receptive to ads or marketing that don't appear to be COVID-19 compliant. This means people in photos or videos not wearing masks or social distancing. Even if these assets were taken before COVID-19, we recommend replacing non-compliant pieces with new creative to stay relevant and keep up engagement.

By doing this, it will also put customers/clients at ease that you are doing everything you can as a business to follow state-regulated guidelines and keep them and your employees safe.

You should also update your audience regularly on the items below as new COVID-19 guidelines and restrictions emerge:

- **Product or shipment delays**
- **Hours of operation**
- **Customer requirements**
- **Offerings**

To make sure you've covered all your bases head to the [Recovery Phase Change Rapid Response Plan](#) section at the start of Part 2 for a full checklist.

Recommended Tools

Canva

This is an editing platform that is great for both seasoned graphic designers and those with no experience at all. It is easy to use, has plenty of interesting templates, and it can be used for free or with a paid subscription.

Buffer

This is a platform that allows you to pre-load posts for social media, saving you time throughout the week by posting to social media for you. There are several paid options available, but there is also a free version that allows you to integrate three social channels, with 10 scheduled posts a week, but with only one user having access.

Hootsuite

Hootsuite is very similar to Buffer. They pretty much do the same thing. It's just a matter of usability and which one is more intuitive to you. Like Buffer, Hootsuite has paid options available, and their free plan allows for three social channels, 30 scheduled posts a month, and again only one user having access.

Sprout Social

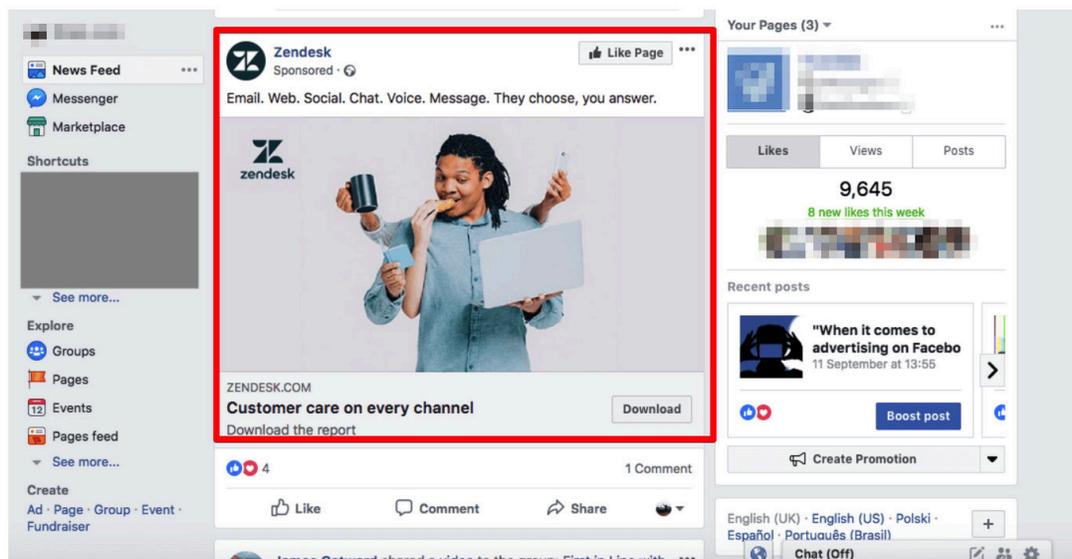
This platform is very robust, maybe too robust for the needs of a business. However, Sprout Social is a great resource for articles on best times to be posting, how to engage your audience, best social practices, and more. We don't recommend buying a subscription to the services, but the Sprout Social blog is definitely worth the bookmark in your browser.

Social Media Advertising

Ads on social media platforms are perfect to promote your products and services to new and existing clients. You can target those that follow you, retarget those that have visited your site in the past, and look for new customers by targeting a new audience by widening your demographics or locations.

You have to be cautious though, as a lot of social media users may have "trained" their mind to skip ads (have you tried watching through an ad in a Facebook Video?). You can use intriguing stories, catchy images or even use surveys in your ads to grab the attention and get the most out of your social media ad spend.

Here's an example on how ads appear on the Facebook Newsfeed:



Best Practices on Social Media

Facebook + Instagram

The best way to successfully advertise on a Facebook platform is by using [Facebook Business Manager](#). While it is easy to launch ads and do stories via your own social media page, having Facebook Business Manager is ideal. This allows you to:

- Maximize your control over permissions and management of your Facebook Business Page(s)
- Manage multiple pages, ad accounts, pixels, and other digital assets
- Create and manage advertising, ad accounts, and payment methods
- Add and remove other admins and employees for maximum security
- Coordinate with outside partners like agencies and freelancers while keeping organization simple, clear, and secure

If you don't have a Facebook Business Manager account yet, we encourage you to set one up by going to business.facebook.com. Once created, go through all the business settings to add your organization details and connect any existing pages, pixels, and ad accounts. The more comprehensive Business Manager is, the more Facebook will trust you as a reputable business and the smoother your operations will be.

LinkedIn

People go to LinkedIn to connect with peers, make deals, or find a job. This is important to keep in mind when thinking about the audience and message of your ads.

Your messages should help them connect with others and learn new skills. Beyond that, if you can become a connector that introduces people to each other, you'll do even better.

Make sure your profile has all the relevant information for your audiences. Don't think of it as simply a resume, but as your sales pitch to convince your market you are able to help them with a very specific thing.

How to Create a Social Media Ad

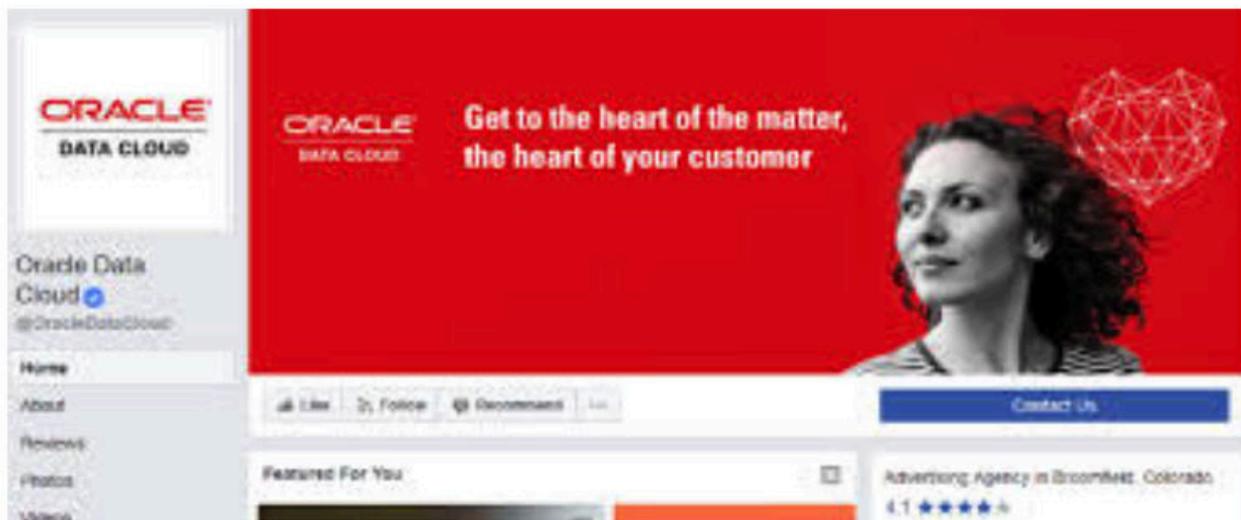
Content + Messaging

The content section is the meat and potatoes of your digital ad. Your photo pulled the customer in, but this is the piece that is actually going to hold them. The content is any text that goes along with your creative piece. When writing the content make sure you have outlined a clear and defined audience so the message will resonate with them.

For more information on creating messages, head to our Creating Content section [here](#) in Part 2. ([Hyperlink](#))

Cropping Photos

Social media platforms usually have some size suggestions for an optimized viewing experience. The exact dimensions change randomly, so you should always keep up-to-date on the latest specifications. Below is what is current as of December 2020.



For Cover Photos:

- Facebook – 820 x 462 pixels (Profile, Page, and Group),
820 x 465 pixels (Page video), 1920 x 1080 pixels (Event)
- LinkedIn – 1584 x 396 pixels(Profile), 1536 x 768 pixels(Company Page)
- YouTube – 2560 x 1440 pixels
- Twitter – 1,500 x 500 pixels
- Tumblr – 1600 x 900 pixels

For News Feed/Posts:

Important note: that 'links with images' mean the thumbnail that shows up when you share links directly on your news feed like is shown in the example below

Facebook

- Images: 1,200 x 628 pixels
- Links with an image: 1,200 x 628 pixels
- Stories: 1,080 x 1,920 pixels

Instagram

- Square images: 1,080 x 1,080 pixels
- Horizontal images: 1,080 x 566 pixels
- Vertical images: 1,080 x 1,350 pixels
- Stories: 1,080 x 1,920 pixels*

Twitter

- Single image: 1,200 x 675 pixels
- Multiple images: 1,200 x 675 pixels
- Links with an image: 800 x 418 pixels

LinkedIn

- Images for Company Page or personal profile: 1,104 x 736 pixels
- Links with an image to Company Page or personal profile: 1,200 x 628 pixels
- Pinterest images: 800 x 1,200 pixels
- Snapchat images: 1,080 x 1,920 pixels*



Repurposing Popular Content

The most important thing to remember with social media is consistency. There are a lot of posts, feeds, stories, ads that bombard users. Other than standing out with what you post, you'll want to be consistent in posting.

...how exactly do you do that?

If you have blogs, videos, webinars, etc. you'll want to take one big piece of content and turn it into smaller pieces.

Example: If you wrote a blog, you can find four topics in the blog and then that becomes four separate Instagram stories.

You can also do the opposite if you are looking to post more content in your site. Take a bunch of "smaller" pieces and put them into one big "piece".

For example, if you are a wedding planner who highlights different venues every week, package them all into one and create a venue guide.

If you have videos, you can also shift the format. For example, if you created a video on YouTube, change it into a blog or make blogs into podcasts.

Over time when you do have tons of content, you'll want to have a hub for it on your own site. Doing so can help optimize your site for the search engines, and it makes it easier for your audiences to go back to content that helped them.

If you have several posts like the one above, you can turn it into an ebook and use it on your site



Running A Successful Virtual Event

COVID-19 is forcing many events-driven businesses to seek alternative means of holding their events without the risk of exposure to the illness. That's why many businesses have moved online into the virtual event space. In the Spring and Summer of 2020, there was a real appetite among the public for virtual events. It became one of the few ways to interact with large groups of people sharing a similar interest.

However, as 2020 rolled on, digital fatigue began to set in. People began to feel overwhelmed with the increased amount of screen time during their day. Virtual event attendance dropped off, and now as we enter 2021, digital events need to prove they will provide true value to the lives of their target audience in order to secure attendance. The following is a guide to help you plan a successful virtual event.

Define Clear Goals

Take some time to sit with your team and define clear goals for the digital event. Why would people want to attend your event? What is the buy-in that will get them there? What will keep them there? When your target audience leaves the event, what do you want them to have gained from it? By starting with defining your goals, you can build a meaningful experience for your audience.

Plan Out Your Roles + Responsibilities

Not everyone on your team needs to speak during a digital event, nor should they. There are many roles that will need to be filled on the day of the digital event. Consider the following roles:

- **Chat responders:** Team members who will watch the text chat to be the voice of the audience. They'll gather and ask questions, answer the easier questions via text, and provide timely information and resources the audience needs.
- **Time keeper:** The time keeper is responsible for developing the schedule for the event and ensuring the team sticks to those times in order to get to all of the content.
- **Technical supervisor:** This team member is in charge of making sure all of the technical aspects of the event run smoothly. This involves screen sharing, admitting event attendees, recording the event, and troubleshooting anything that may go wrong.
- **Event Host:** Having one person host the event will provide a sense of order and structure. Whenever the host speaks, attendees will know the information they are receiving will be about transitioning to a new phase of the event, how to access information, or any other necessary logistics or background information.
- **Presenters:** These are the people who will be presenting the content, whether that be a webinar, digital class, or any other type of content.

Develop Meaningful Content

Check in early and frequently when developing your content to make sure it is truly useful to your target audience. Is it filling a need for them? With digital events, you can't control the space your audience is joining from. You will be competing with needy children, wild pets, whistling teapots, and all manner of distraction. Meaningful content is what will keep your audience engaged with your event instead of their surroundings.

It's also a good idea to provide some kind of takeaway for your audience. For our marketing summits, we provided the customer journey map for attendees after the event. It's a great tool for mapping out how your customer finds out about your brand and moves through to becoming a loyal advocate. Identify what that high value content piece is you can provide your audience with and build it.

Have a Marketing Plan in Place

Once you have created the content for the event to achieve your specific goals, and you've assigned the roles, you need to think about the other important piece of an event: the attendees. How are they going to find out about this event? The best way is to start with your loyal followers. Email newsletters and social posts are great ways to get the word out about your event to those who already know your brand well. Ask them to spread the word. Reach out to your partners as well to plug in to their audiences and amplify your reach. If you are running classes, advertising on social media is a great way to bring in a cold audience, an audience that hasn't had contact with your brand in the past.

Once they sign-up, make sure there is an email automation in place to send out emails leading up to the event. Humans are forgetful, so we need a lot of reminders. Email is the best way to do this.

Test Your Tech

Whether you're using new programs and platforms or relying on tried and true technologies you have used in the past, always take the time to test your tech. It doesn't matter if you have used Zoom, Google Meetings, or Microsoft Teams a million times. The day of the event could be the day you forgot to update your desktop program ahead of time, and now you can't get into the event! Technology changes frequently. That's why it's so important for your event team to join in ahead of time and make sure everyone is on the same page.

Part 3

Adapting Your Brand & Messaging

Your brand, message, identity, story. Archetypes.

What is a brand?

A brand is a collection of ideas or notions about you in your clients' mind. It is the promise an organization or campaign makes about who you are and what benefits you deliver. It is what makes you special, unique and iconic. To stay relevant, a brand must continually evolve to stay connected to changing consumer needs and industry demands. This is even more true in the age of social media and a digitally connected post COVID-19 world.

What is the difference between a brand and an identity?

An identity is what the business does or is a recognizable logo in the crowded marketplace. For example, Starbucks is a coffee shop. Its identity is in the name Starbucks, the logo and its function as a coffee shop. Someone searching for a cheap cup of coffee might complain about the cost of a Starbucks coffee. However, Starbucks has built a brand and is more than just a coffee shop. The entire customer journey is part of nurturing an experience that warrants a higher cost. When lovers of the brand think about Starbucks, they see it as a daily indulgence with a high-quality beverage, a place to work, a social status symbol, a company that gives back, etc. The Starbucks brand has evolved over time to attract a larger consumer base while still staying true to the values of their current customers. When the business first started out, it thought locally and how to impact their west coast community before further expanding to become a global entity.

When you are building a brand, you are aiming to build equity that will transcend time. In times of need such as the current pandemic, your customers will look for how you are serving them during this period. Are you making travel arrangement transfers easy and are you being accommodating to their circumstances? If yes, they will remember this and hold your business in higher regard when it comes to recommending for friends and family.

This is how a brand is different from an identity because it is everything that comes to mind with the consumer when they think of the business. Creators of GREAT brands continually craft, define and reinterpret a unique identity that deeply resonates with people. And in today's world of social media, relevant brands are demonstrating authentic ways to create a connection with their audience and create an emotional connection, almost as if they are more like a person than a company.

Understanding Brand Loyalty and Brand Affinity

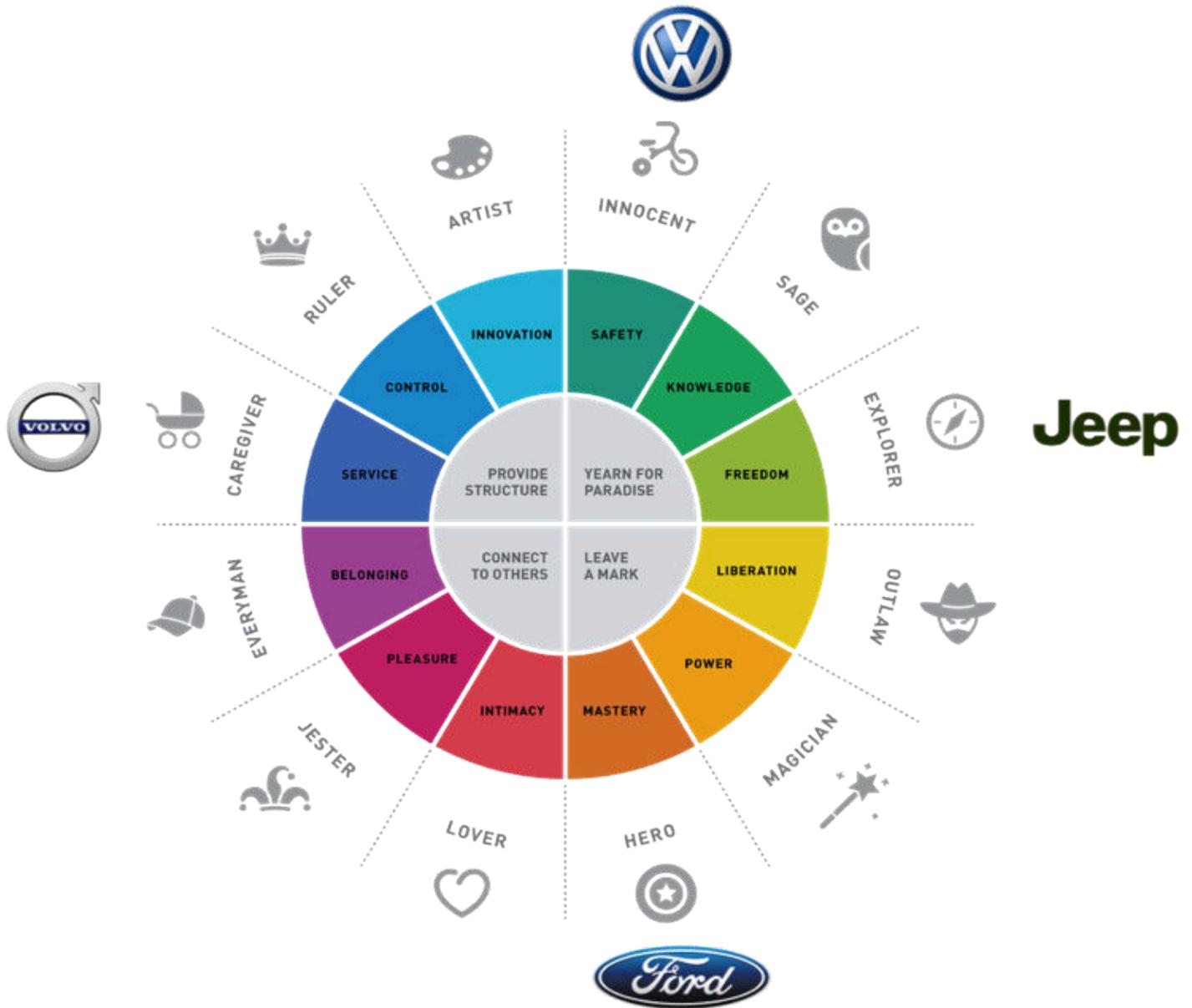
- **Brand Loyalty** - is about buying/utilizing a product/service because it stands for something, such as hope, or because it is a known quantity (e.g., familiar to you). The consumer thinks, "It works, I like it, I use it." Loyalty can just be a habit, and it's easy to mistake loyalty with apathy. If clients are loyal via habit, it is easy to lose them if programs or offerings change. We saw this when business was disrupted, or consumer habits changed due to circumstances like COVID-19.
- **Brand Affinity** - is about building a stronger tie. There is power in having an emotional connection with your brand. Clients have problems and pain points (self and foundation). The faster and more efficiently you solve their problems, the greater your chances of deepening brand affinity.

Take inventory of what you have built already with your customer base. How can you improve? After seeing the differences, do you have a brand now or just an identity?

An easy tool to help build a solid brand foundation is to identify a brand archetype to create a deeper connection with your audience. Brand archetypes are based on the work of psychologist Carl Jung who identified 12 universal archetypes which reside in our collective unconscious.

At KSA, brand archetypes guide our branding process and we believe it will help you better differentiate your business, while also navigating authentic brand communication. Archetypes are grounded in universal human desires and characteristics. When a brand identifies and behaves consistently with its archetype, people can relate to it as they would a character in a movie or a book. This creates a stronger, more emotional relationship with the brand. It makes it easier to decide what is on brand and what is off brand. It also helps companies educate and attract employees who will deliver a customer experience consistent with the brand archetype. Essentially, you train your employees to show up at work as a character that identifies with the brand archetype such as a hero, outlaw or caregiver.

Below is a car archetype example. All of these companies make the same product, cars, but they are all known in the marketplace to be very different due to their own brands. Jeep is a brand that promotes the consumer need to explore while Volvo's brand promotes safety. Volkswagen has dominated the market as an innocent brand - the innocent influenced the redesign of the VW Bug, with headlights designed to look like eyes and the hood was shaped like a smile. Again, they are the same product, but the brands are very different.



For a helpful resource to learn more about brand archetypes, we recommend <https://www.kayeputnam.com/> or you can always call Team KSA for help!

Appendix



Glossary of Terms

A Helpful Guide to Common Marketing Industry Lingo

Contacts and Websites

Links to Business Support and Development
Partners & Regional Tourism Contacts

Closing

A Summary of the COVID-19 Recovery Marketing Toolkit

Glossary of Terms

Hey there!

We are so happy you decided to check out our Glossary of Terms (not just because it took us a lot of time) because we think this will heighten your knowledge of the marketing industry and give you a leg up on your competitors. Google can also be a great tool when it comes to definitions, but we know it can be overwhelming and can lead you down a rabbit hole.

Read carefully and remember you are not alone in your quest for more knowledge!

A/B testing: A/B testing is exactly what it sounds like. You develop two versions of something (a site or product), show them to people, and see which does better (A or B?). Tools like Qualaroo, Optimizely, KISSmetrics, and almost any landing page service will let you do this. The purpose: to get closer to the ideal method of communication.

Above the Fold: This refers to the visual content first seen when visiting your site. Essentially, it is what is seen before the user starts to scroll. While still important to consider, the variety of devices used to access websites today makes this less relevant than it was previously.

AdWords: The advertising platform led by Google. It accounts for much of the Pay-Per-Click (PPC) advertising online.

AIDA: An acronym used in copywriting to form engaging messages: Attention, Interest, Desire, Action.

Analytics: Collecting and analyzing data from your digital marketing. Frequent analysis includes traffic, page visits, and page engagement. When checking analytics, beware of vanity metrics.

Autoresponders: Also known as email nurture sequences, autoresponders allow you to automate your communication with leads and customers. Depending on the sophistication of the software you use, you may be able to trigger autoresponders to begin based on certain user actions or events. As a result, you are able to send the right messages at the right time, maximizing the impact of your communication.

Bing Ads: This is essentially Microsoft's answer to Google's PPC system, AdWords. The advertising network is far smaller than AdWords, but by incorporating Yahoo's network, they still receive unique users and often cost far less than AdWords ads.

Blogging: A primary component of the inbound marketing method, blogging helps to drive website traffic, builds thought leadership and authority, and drives leads.

Bottom of the Funnel: The final stage of the buyer's journey where leads have identified their problem, selected the solution they want to use, and are close to making a purchase decision.

Bounce rate: Something you want to minimize... When someone visits your website, a percentage will immediately leave. That percentage is your bounce rate. High bounce rate means something is wrong and you aren't engaging your visitors (or, you have low-quality visitors). You can track this well with Google Analytics.

Brand: Anything that brings about awareness of a specific product, service or business while separating it from other establishments.

Business-to-Business (B2B): Describing a business that markets – or sells – to other businesses.

Business-to-Consumer (B2C): Describing a business that markets and sells to consumers (think Apple).

Call-to-Action (CTA): A CTA is created to motivate the viewer to take a specific action. It is a fundamental tenet of copywriting. CTAs commonly lead to newsletter sign-ups, opt-in forms for content, or “contact us” forms.

Call Tracking : The act of tracking calls made through your website by mobile visitors. It is popular for visitors to use your web page to find your phone number to call, so why not track where those calls come from (PPC, SERP, a certain page), rather than having to just assume?

Case Study: An in-depth analysis of work a company completed for a client or customer that highlights the goals, processes, and services used, as well as the results achieved through the services.

Click-Through Rate (CTR): The percentage of people who view a particular link and ultimately click on it. This is typically seen when tracking an ad using digital advertising such as Facebook or Google.

Content Marketing: This is sometimes used interchangeably with inbound marketing. Others see inbound as a philosophy, where content marketing is the actual creation, distribution, and promotion of content that fits within your inbound strategy.

Conversion : A conversion is simply the result of a certain action being taken. It is commonly presented when a lead becomes a customer, but a conversion can also take place with other calls-to-action, like newsletter sign-ups.

Copywriting: Using words to design compelling text (copy). The purpose is to guide the reader towards what you wish, usually ending with a specific action (CTA).

Cost Per Click (CPC): CPC is the cost you are charged each time someone clicks on your ad. It is not affected by views (impressions); only clicks.

Demographics: A specific profiling aspect that takes into consideration age, gender, income, family life, social class, etc. It's often used in segmentation or for focal points in marketing and advertising strategies.

Earned Media: Media exposure a company earns organically, often by accomplishing something truly newsworthy and attracting media attention, distributing press releases, securing press mentions, contributing guest posts to publications, and achieving word of mouth.

- Email Broadcasts (or Blasts):** An email sent out to your database without highly specific segmentation or personalization, nor an individual trigger to spur the broadcast.
- Email Deliverability:** The percent of messages delivered to recipients intended to contact. In other words, it excludes email bounces due to errors, incorrect addresses, and so on.
- Guest Blogging:** The purpose of guest blogging is to share audiences for visibility and SEO purposes. Whether you are the host or guest blogger, it can benefit you through exposure to a new audience, building authority, and SEO ranking.
- Hashtags:** A keyword or short phrase (without spaces) preceded by a pound sign (#) in social media posts. The purpose is to keep the conversation around that hashtag easily found and focused, using that hashtag. It is popular on Twitter primarily, although most other social networks use it as well.
- Heatmapping:** These tools give you a visual representation of how visitors interact with your website. It allows you to see what the popular areas are, as well as what areas are neglected. It's a great tool to optimize the user experience and find potential issues.
- Buyer Persona:** Your buyer persona is created as an in-depth outline of who you would most want to work with. This includes who is good for your business financially and strategically. Aspects will include what motivates them, demographics, beliefs, and problems experienced. The more exact you can get, the better the persona serves you when targeting them with your marketing.
- Inbound Marketing:** Inbound is a marketing strategy and philosophy where rather than "pushing" your message on prospects, like traditional and display ads tend to do, you create compelling messages and content that attracts your ideal customers. The purpose of each message you craft is to engage, entertain, and educate.
- Landing Page:** A web page used in digital marketing that gives visitors two options: take the proposed action or exit the page. It removes all navigation and distractions from the central message to make the choice (your proposed action) more likely. Great copywriting makes the difference between a great and average landing page.
- Lead Generation:** The use of marketing to take potential customers, like website visitors, and turn them into leads. This is commonly done by gaining their contact information in exchange for a newsletter or content that will benefit the visitor.
- Lead Magnets:** Free offers you make in exchange for a visitor's contact information. It is a way to offer value, build trust, and continue the conversation by collecting information, like an email address.
- Lead Nurturing:** Engaging and building relationships with potential customers through a variety of marketing techniques.
- Marketing Automation:** Marketing automation (or Lead-to-Revenue Management-L2RM) is one of the fastest growing areas of marketing today. The software platforms and technology allow marketing (and sales) to learn more about their prospects, market to them on multiple channels, and automate marketing actions. When used properly, marketing automation can drive sales and prove ROI for many businesses.

Marketing Funnel: A model illustrating the process companies use to attract visitors, convert them into leads, and nurture them before they finally reach the buying moment.

Middle of the Funnel: The stage in the marketing funnel where prospects have officially identified their problem and a need to solve it.

Mobile-Responsive Design: Website design that results in page-resizing based on the device used to access them (computer, tablet, phone). The purpose and result are a more-fitting design and increased usability.

Organic Facebook Reach: The number of Facebook users who see your posts without your having to pay to sponsor (or “boost”) the post. This is generally extremely low, so don’t expect much better than around 10% of your following to even see your posts.

Outbound Marketing: A form of marketing focused on pushing a message out to an intended audience by, for example, attending conferences and trade shows, cold calling, and paying for TV ads.

Owned Media: Marketing assets a company has control over, including its website, blog, whitepapers, and email campaigns.

Pay-Per-Click (PPC): Paid advertising on search engine results pages. You are charged each time someone clicks on your ad, rather than on impressions (views). It is the only way to instantly be ranked high on SERPS, compared to a long-term strategy like SEO. PPC can also include social media ads and retargeting.

Responsive Web Design: See Mobile-responsive design.

Retargeting: Also known as remarketing, retargeting is a new form of advertising online. The premise is your ads can “follow” a visitor (or even someone you email) for an extended period of time by tracking them. For example, if someone visits your pricing page, you can set retargeting to track them when they go on various websites or social networks so your ads appear there as well for days or even weeks after their visit.

Return on Investment (ROI): A common ratio that helps evaluate profitability and efficiency by measuring the benefit a company gains for the resources it put into a project or investment.

Search Engine Optimization (SEO): The practice of positioning a website on the SERP in as high a ranking as possible for a certain search term/query. It refers to the overall search engine strategy, incorporating on-page and off-page SEO elements.

Social Media Ads: Simply any advertising taking place over social media. Facebook is the most common channel to advertise on and arguably has the most sophisticated targeting system. Almost all social networks have advertising potential, so discover which best fits your needs and budget.

Target Marketing: A group of customers toward which a business has decided to aim its marketing efforts and merchandise. For example, someone selling soccer cleats is only going to target people that play or watch soccer.

Top of the Funnel: The beginning of the marketing funnel, where prospects are just starting to identify a problem, look for more information, and learn about potential solutions.

Traffic: The number of visitors to a website.

Vanity metrics: Metrics that feel important but are superficial or deceiving. They may be tied with ego or just ignorantly irrelevant. A common example is traffic to your website, without regard to engagement, bounce rates, and quality of traffic. Another key element: the metrics aren't actionable and don't translate well to ROI.

SEO-Related Terms:

Attracting Traffic: It would be nice if you could set up a website and just have your ideal customers roll in. Unfortunately, that doesn't happen, so you need a plan on how to attract traffic. That is the first step of the sales funnel, and it may include things like advertising, social media, and content marketing.

Black Hat SEO: Search engine optimization can be manipulated, at a risk. Black hat SEO is using those risky, unethical, and illegal (according to Google's guidelines) techniques to try to increase your rank on the search engine results page (SERP). The opposite is, of course, white hat SEO. Think stuffing keywords and buying links. Any legitimate business should avoid this.

Capturing Leads: Once you do have traffic coming to your site, you need to do something with it, or else it's all lost. That's why you need to capture leads by creating lead magnets that provide prospect contact information, turning visitors into leads.

Converting Leads: Finally, you have our leads that are now educated and ready to buy, so help them do that. A strong call-to-action while acknowledging objections will help you get there. That's what you do in this stage, when you convert leads into customers.

Gray Hat SEO: It's not the simplest to determine, but these are essentially the SEO practices between white hat and black hat SEO. Google's guidelines may touch on the general idea of these techniques without giving specifics. Gray Hat SEO is when you push the boundaries of what you can get away with. For the general business audience, I'd recommend you avoid this.

Keyword: A word or words you would align your content to so search engine users can find your relevant material. In SEO, you use keywords to optimize your search engine rankings. In PPC, keywords are similarly used to optimize your ad placement.

Keyword Research: The process of researching what your ideal customers are searching for. Research helps you to ensure you are reaching your ideal customers while avoiding non-customers. There are multiple options for keyword research, with the most popular being Google's Keyword Planner.

Keyword Stuffing: Using more keywords than you need to in your content. An old black hat SEO trick. Don't do it.

Long-Tail Keywords: Keyword phrases that include multiple keywords for high accuracy when used in search engines and PPC advertising campaigns. They lower irrelevant searches, increase relevant searches, and generally result in smaller costs.

NAP: Your NAP (Name, Address, Phone Number) details should be consistent throughout the web for better SEO results, especially for local businesses.

Nurturing Leads: Now that you have contact information on your lead, you can continue the relationship. This is when you walk alongside the lead and help them find how you can solve their problems and benefit them. This may be through marketing automation, autoresponders, and more.

Off-Page SEO: Actions taken outside your website to increase its ranking on search engine results pages. This is commonly done through link building (linking to your site from other sites), guest blogging, and with social media.

On-Page SEO: Actions taken on your website to increase its ranking on search engine results pages. This is commonly done by using relevant keywords, ensuring keywords are used in your copy, and setting parameters search engines care about (like title tags, internal links, image optimization, and so on).

Organic Search Results: Your links displayed on the SERP (search engine results page) due to a customer searching a query relevant to you. The opposite is paid search results, which comes in the form of PPC campaigns using Google AdWords or Bing Ads.

Sales funnel: A series of steps to find prospects, turn them into leads, nurture those leads through their buying process (or your sales process), and convert them into customers.

Search Engine Results Page (SERP): SERP is the results page on a search engine like Google or Bing based upon the query searched. It's an aspiring goal to be the first ranking on the SERP, but a challenging task that's sometimes not worth the resources.

White Hat SEO: SEO practices that are confirmed to abide by Google's guidelines (as well as other search engines). They are generally ethical, valuable, and not deceptive. This is what you should focus on as a reputable, trusted business seeking long-term growth.

Contacts and Websites

Business Support and Development



Regional Tourism Councils



In this toolkit, we've covered:

- **Phase 1: Adapting Your Marketing Strategy**, where we showed you how to follow your customer journey, create an integrated marketing plan, and utilize the 4Ps of marketing.
- **Phase 2: Adapting Your Marketing Activities**, where we shared a checklist for your rapid response plan and broke down how to adapt your business using email marketing, social media, virtual webinars, website optimization, and more.
- **Phase 3: Adapting Your Messaging + Branding**, where we explored the difference between a brand and an identity, understanding brand loyalty and brand affinity, and how aligning with a brand archetype allows people to create a stronger, more emotional relationship with your brand.

As a small business, navigating through the challenges of COVID-19 can seem daunting. We hope this Recovery Roadmap will help you dig through the chaos and tackle your "Oh Sh*t!" moments with ease. You should use this document as a reference to come back to as new marketing challenges arise.

Need a kick-ass team to assist in your recovery?

Let KSA be your Strategic Sherpa and guide you through your marketing abyss.

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ABOUT KSA

KSA Marketing is a full-service marketing agency in Warwick, RI. We've gathered a quick-witted team of risk-takers and change-makers with the stamina and strength to face any "oh sh*t!" moment. We continuously learn, adapt, and transform to rise above marketing challenges and have a hell of a lot of fun doing it. We have clients ranging from local legends to global giants, but our favorites are those who come to us in a jam looking for answers