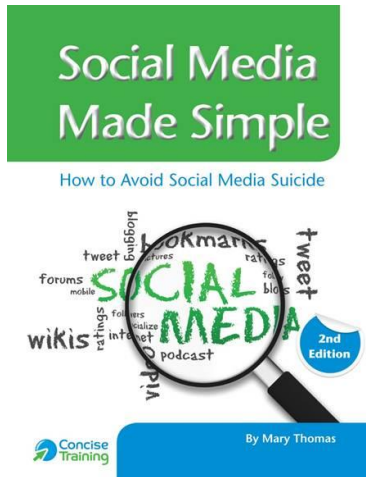


Strategic Ways to Grow Your Business

Mary Thomas
Di Dawson

A decorative graphic at the bottom of the slide consisting of three overlapping, wavy bands of color: a dark blue band at the bottom, a medium blue band in the middle, and a green band at the top.

Introductions



Introductions



A screenshot of the Advantage Caribbean Institute Ltd. website. The header includes contact information: (246) 622-0748 and info@advantagecaribbean.com, along with social media icons for Facebook, Twitter, LinkedIn, and Instagram. Navigation links include Home, Courses, Training Solutions, Blog, About us, and Contact us. The main content area features a blue banner with the text "Leverage Your Potential Through Learning" and "Globally recognized certifications and vocational qualifications with 360-degree training and consulting services." Below this is a photo of a group of people in a classroom. A row of partner logos follows, including ACCREDITED CENTRE, CEBS, CERTIPORT, CERTIFIED RESELLER, Symantec, Microsoft Partner, B-C, mile, and Castle. The footer contains the text "Your route to success" and three icons representing different services.

Join in the celebration with these fantastic price reductions! [View this email in your browser](#)

A promotional email banner for iDeli. It features a rustic wooden background with a red and white checkered bunting banner at the top. A chalkboard sign reads "Fantastic Price Reductions!" and a red button says "Celebrate!". The iDeli logo is prominently displayed, with the tagline "ONLINE DELICATESSEN". At the bottom, there are social media sharing options for Facebook, Twitter, and Email.

Celebrate with these fantastic price reductions!

A screenshot of a Twitter post from user Free to Lead (@FreetoLeadUK). The text of the tweet reads: "Proverb: 'Planning for one year? Plant rice. Planning for 10 yrs? Plant trees. Planning for 100 yrs? Plant people.' What's your focus?". Below the text is a graphic with a teal background. On the left is a white silhouette of a person planting rice. On the right, the text says: "Chinese Proverb: Planning for one year? - Plant rice. Planning for 10 years? - Plant trees. Planning for 100 years? - Plant **people**". The tweet shows 1 like and a retweet icon.

Introduction

- ▶ Name
- ▶ Organisation
- ▶ What you are most confident about
- ▶ Your biggest area of 'pain'



40 seconds



What are we going to cover

- Strategy Cycle
- Channels to Engage
- Aims
- Content Plan
- Audience Persona
- Measurement



Digital Marketing Strategy



Content / Relationship

Relationships



Broadcast

Engagement



Content

Lead Generation



Digital Marketing & Business Objectives

- ▶ What is the business trying to achieve? What keeps the lights on?
- ▶ How does marketing support those business goals?
- ▶ What is the role of digital in achieving those goals?



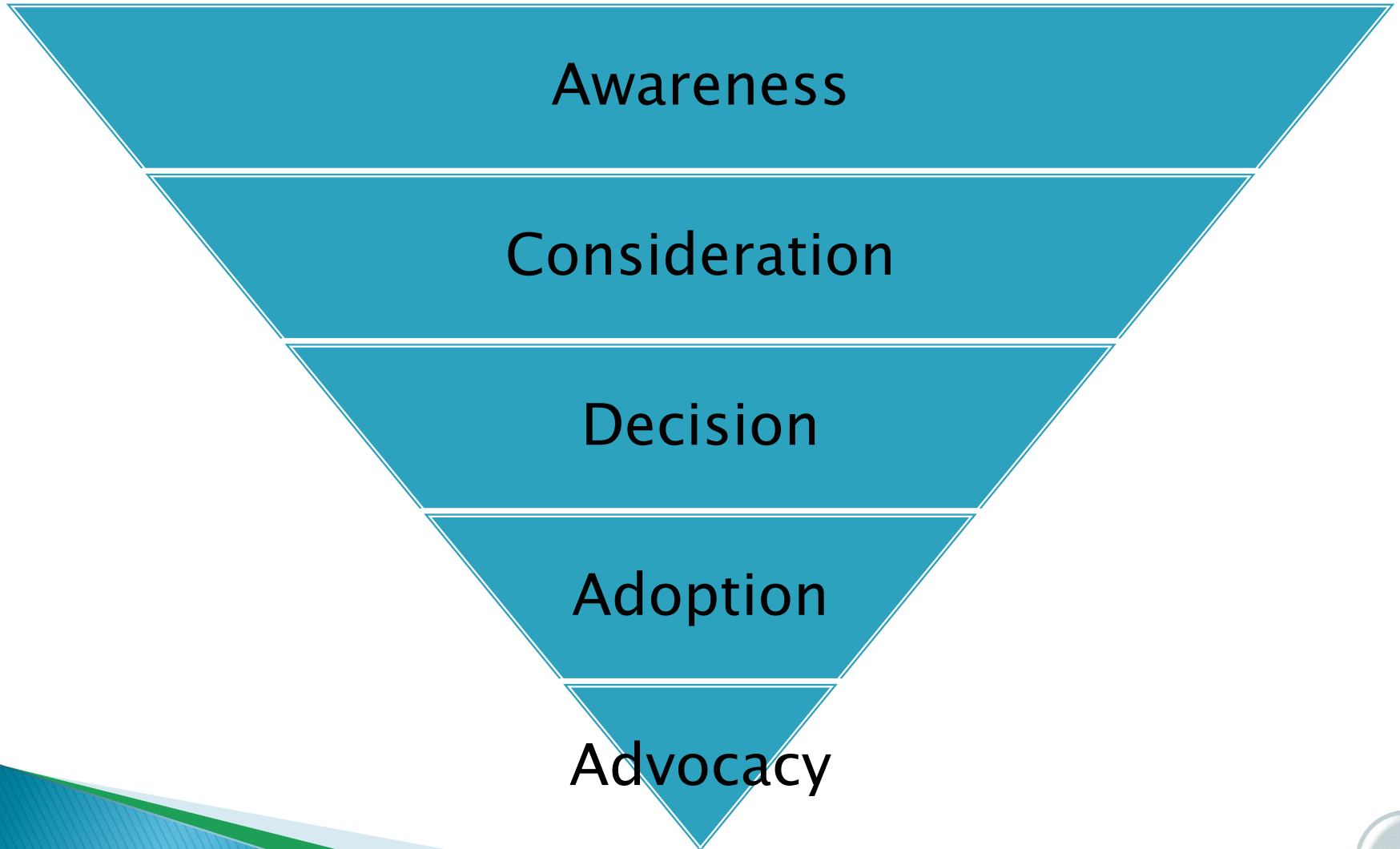
Objectives Exercise

Objectives

Objectives	Select
Sales	
Increase New customers	
Improve Conversion Rate	
Increase % of Return Visitors	
Increase Lifetime value	
Increase average sale	
Increase attendance at events	
Increase Donations	
Number of volunteers	
Website	
Organic Traffic	
Reduce Bounce Rate	



Audience Journey(s)



Group A
Type 4 **Jason: Sporty Basics**

Young men who want to fit in but who only need a minimal wardrobe of basics

2.89% 



Overview



"I always compare shops for prices."

Key demographics

- Age 26-35
- Cohabitees and Sharers
- Low-value housing

Shopping behaviour

- Very low spend
- Low number of items
- Prefer casual look
- Clothes not a priority

Favourite shops

- JD Sports
- Allsports
- Adams Childrenswear
- Independent shoe shop

Favourite purchases

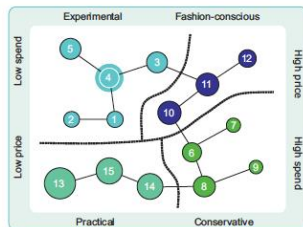
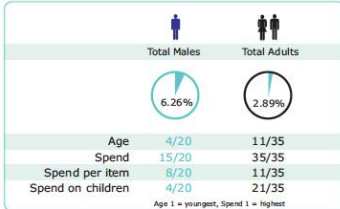
- Children's trainers
- Trainers
- Jeans
- Casual boots

Top Shopping Centres

- Stoke-on-Trent - City Centre (Hanley)
- Leicester
- Luton
- Wakefield

Closest Female

 Michelle
Type C8



Fashion Segments

Experian
A world of insight

1 Overview

1 Overview
2 Description
3 Demographics & Expenditure
4 Purchases
5 Typical Shops
6 Attitudes
7 Supporting notes

Buyer Personas



A

B

C

D

E

F

G

D

C

B

A



5

4

3

2

1



An example

Persona Name	Vicky
Job role or title	Virtual Assistant
Demographics (Gender, Age, Income, Location, Marital Status, Children, etc)	Female, married with young children. Wants to work at home. Aged late 30s
How do they prefer to communicate? What publications do they read / social networks do they use?	Communicates through email as first preference but also phone. Doesn't get much time to read. Uses FB personally, not sure about Twitter
Do they search online for vendors / solutions?	Yes, large part of job is research on Google
Job / Personal Goals (primary, secondary)	Wants to be able to offer more services to current client base



An example

Challenges (primary, secondary)	Time, Needs to work around children, Lack of confidence / knowledge about how to use social media channels for business.
Stage of Buyer Journey	Awareness / Consideration
What can we do to help them?	Share tips / information about best practice to use social media
Why won't they buy / engage?	Cost is an issue / confidence they will be able to learn / possibly time for own personal development, bad prior experience of distance learning
What is your solution?	Supported environment, easy to understand learning, distance learning
Elevator Pitch	Want to offer more services to existing clients? Get a recognised qualification in social media in a supported environment from the comfort of your own home. Invest in your own learning so you can have the confidence to offer services to clients that you know will result in brand awareness and increased sales.



Channels



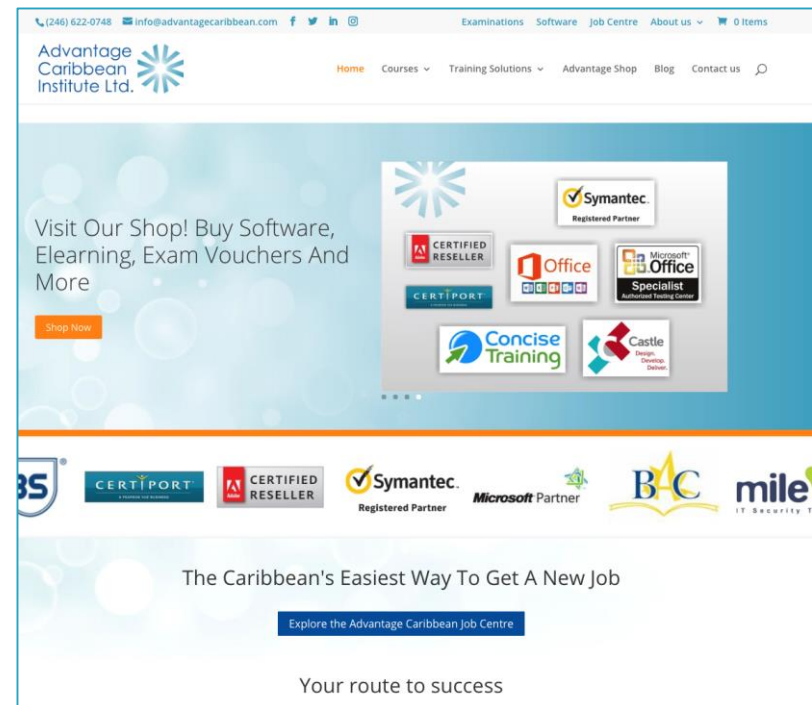
What are your competitors doing?

- ▶ Identify the opportunities
- ▶ Get ideas of what to say / not to say
- ▶ Find followers



Website

- ▶ All things lead to your website
- ▶ Demonstrates brand / voice
- ▶ Mobile Friendly
- ▶ Keyword Phrases
- ▶ Review traffic regularly
- ▶ What do you do
- ▶ Call to Actions

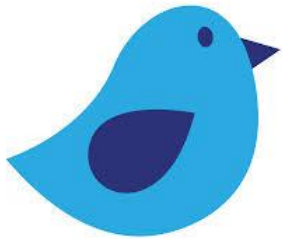


Blogs / Newsletters

- ▶ Tell stories
- ▶ Added Value
- ▶ Keep audience informed
- ▶ Share News
- ▶ Continual Touch



Social Media Channels



Content

Engage

Enlighten

Entertain

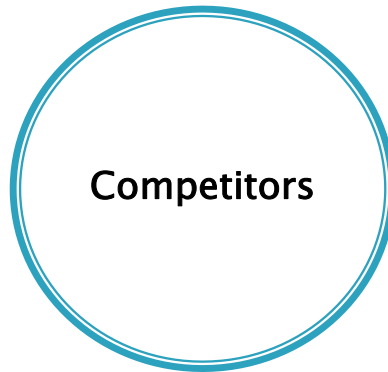
Educate



Find Content



Quora



Google



Content Exercise

Content Ideas

Content	Appropriate Y/N	Comments
Add Value, give people a reason to follow you		
Give people tips that are relevant to your product or service		
Ask people to help with a project or fundraising objective		
Tell stories		
Give answers to questions you are frequently asked about your product or service		
Promote events that you are attending / have attending or are presenting / exhibiting		
Ask people their opinion of a topical subject		
Give ideas of questions that people should ask if they are going to donate / engage with similar organisations		

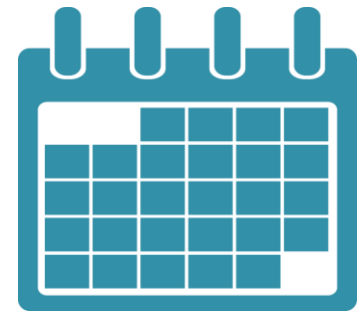


Content Plan



Resources

- ▶ How many people can do this?
 - Just you
 - Outsourced management
 - Other members of the team
- ▶ How much time is available?
- ▶ How much money is available?



Social Media Policy



Measure

- Against objectives
- Create monthly dashboard to track
- Analysis monthly



What next

- ▶ Non– Accredited short courses

Advantage
Caribbean
Institute Ltd. 

Concise e-learning



Social Media Strategy



Twitter for Business



Facebook for Business



LinkedIn for Business



Google+ for Business



Instagram for Business



Pinterest for Business



Images for Business



Introduction to SEO



WordPress for website



Blogging for Business



Video for Business



Social bookmarking



LinkedIn for Jobseekers (for non-accredited learners)

<https://advantagecaribbean.com/social-media-digital-marketing/>



What next



Accredited

- ▶ Certificate in Social Media
- ▶ Diploma in Social Media for Business
- ▶ Diploma in Digital Marketing



<https://advantagecaribbean.com/social-media-digital-marketing/>



Questions / Comments

