

Sub-conscious vs Conscious Marketing



Social Media Vs Google

Example: Subconscious

 Author
Dowler-Karn
Our two family dogs Ruby and Tazz. Just to clarify, we did not drag our pets to studio for this post LOL, rather our fantastic groomer Cassie's Canines takes pictures after each cut. They enjoy to warm up on your laps or Tazz's favourite i... See More



Like · Reply · 10w · Edited

 Jodie Moore Lebert
Our boys Kobi and Sam having a warm bath.



Like · Reply · 10w · Edited

 Janelle Scott
Ours are always snuggled up together on their favourite "Royal" purple blank



Love · Reply · 10w

 Dowler-Karn
November 16, 2020 · 

During winter's icy grip, our dedicated team of professionals will be working with confidence to provide exceptional service and on time delivery. We'd hate to disappoint Hulk and Chuckles. For fun, share a pic of your pet staying warm and being happy.

#fuelingcommunities #peaceofmind #lovemypet #propane



Example: Conscious



fuel and lube providers in sarnia



All Maps Shopping Images News More Settings Tools

About 252,000 results (0.75 seconds)

<http://www.waddickfuels.com> › lubricant-supplier-sarni... ▾

Trusted Industrial Lubricant Supplier for Sarnia-Lambton ...

Mar. 13, 2020 — We are the top source for high quality lubricants and fuels trusted by Sarnia-Lambton, Ontario for more than six decades. Waddick Fuels is ...
Missing: providers | Must include: providers

<http://www.waddickfuels.com> › fleet-fuel-supplier-trust... ▾

Fleet Fuel Supplier trusted by Sarnia-Lambton, Ontario ...

Apr. 4, 2020 — For more than 65 years, Waddick Fuels has been the full service fleet fuel supplier trusted for quality fuels and lubricants by Sarnia-Lambton, ...
Missing: providers | Must include: providers

<https://macdonnelfuels.com> › services ▾

Services – MacDonnell Fuels – Fuel Products & Service in ...

With an automatic fuel delivery plan in place, we can have lubricant delivered to ... With loading terminals in Sarnia, Hamilton, London, Oakville and Toronto, ...

<https://dowlerkarn.com> › bond-petroleum-sarnia ▾

Sarnia Fuels | Dowler-Karn

Products & Services. 24 Hr. Fuel Access Centre; Gasoline - Regular Unleaded; Clear Diesel; Dyed Diesel; DEF; ESSO Diesel Efficient; Lubricants ...

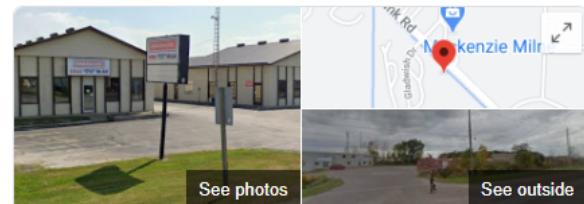
Missing: providers | Must include: providers

<http://www.edwardfuels.on.ca> ▾

Edward Fuels – Edward Fuels

Welcome to Edward Fuels. Edward Fuels ... Edward Fuels is pleased to offer Air Miles Reward Miles on many products and services. ... The Lubricants Division.

Missing: sarnia | Must include: sarnia



Dowler Karn Limited – Sarnia Fuels

[Website](#) [Directions](#) [Save](#) [Call](#)

4.6 ★★★★★ 5 Google reviews

Fuel supplier

Address: 361 Gladwish Dr, Sarnia, ON N7T 7H3

Hours: Open · Closes 5 p.m. ▾

Phone: (519) 337-5085

[Suggest an edit](#) · [Manage this listing](#) ?

[Know this place?](#) [Share the latest info](#)

Questions and answers

[See all questions \(1\)](#)

[Ask a question](#)

[Send to your phone](#)

[Send](#)



www.SofieAndreou.com

Steps to a Strategy

Here are the 9 questions you need to answer when creating your community or organizational social strategy.

1. Why do you want online followers? State your **purpose**.
2. Which **keywords** or hashtags will lace your posts?
3. Who is your **target audience**?
4. What **social platforms** will you use?
5. How will you **measure success**?
6. List your possible **material creators**? (Clients, staff, suppliers, industry experts, media)
7. Who will be accountable for measuring and **coordinating efforts**?
8. **List your influencers'** possibilities. Those giants with a large number of social followers who will retweet or share your posts.
9. **Create your schedule to manage.** How often can your organization post? Twice a day, three times a week?





Why do you need to **measure** what you do?

www.SofieAndreou.com





Why do you need to **measure** what you do?

- ✓ TO CONTINUOUSLY IMPROVE
- ✓ TO MEET YOUR GOALS
- ✓ TO MAKE MONEY!

81% of consumers' decisions are influenced by their friends' social media posts. Sub-conscious!
(Source Forbes)



Google My Business

What is a Google Listing!?



Elements of your Google Listing

✓ Photos or Videos

✓ Products

✓ Keywords

✓ Services

✓ Events

✓ Reviews

✓ 360 Photos

✓ Contact Info

✓ INSIGHTS – (Measure)

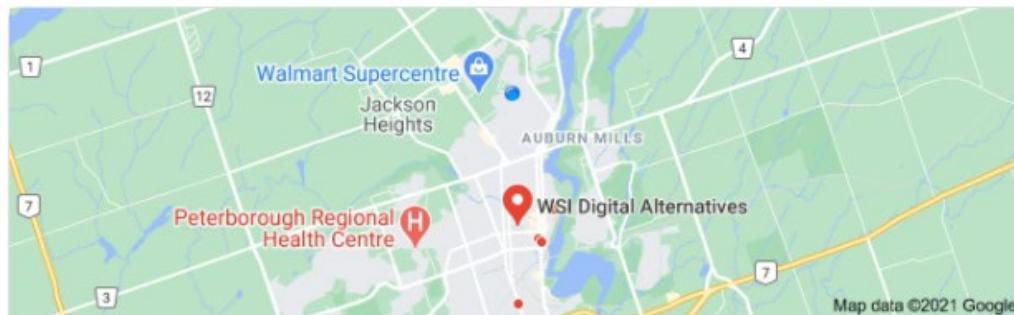
✓ POSTS – (Manage)



Google My Business



digital marketing training



Map data ©2021 Google

Rating ▾ Hours ▾ Visit history ▾

Sort by ▾

123 Digital Power, by Sofie Andreou & Associates

You manage this Business Profile

5.0 ★★★★★ (8) · Internet marketing service

Closed · Opens 8:30 a.m. Wed. · (705) 931-0727

Their website mentions digital marketing courses



WEBSITE

Digital Marketing Training

No reviews · Marketing agency

Open 24 hours



WEBSITE

WSI Digital Alternatives

5.0 ★★★★★ (3) · Internet marketing service

2.4 km · 266 Charlotte St #438 · In The Medical Arts Building

Closed · Opens 9 a.m. Wed. · (705) 313-5560



WEBSITE



DIRECTIONS



View all

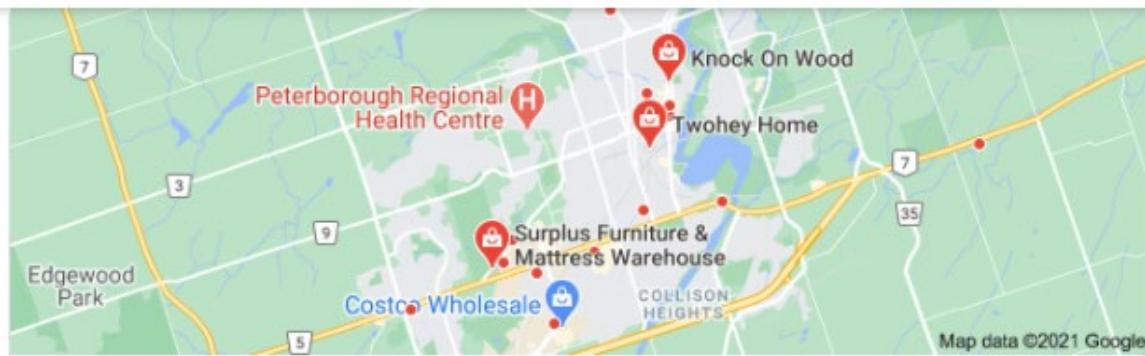


Google My Business



furniture stores in peterborough

X | Microphone | Search



Rating ▾ Hours ▾ Visit history ▾

Sort by ▾

Knock On Wood

You manage this Business Profile

4.4 ★★★★★ (57) · Furniture store

2.1 km · 440 George St N · Near OMG (Oasis Mediterranean Grill)

Closed · Opens 9:30 a.m. Wed. · (705) 749-3150

✓ In-store shopping · ✓ Curbside pickup



Twohey Home

4.6 ★★★★★ (20) · Furniture store

3.1 km · 129 Aylmer St N

Closed · Opens 10 a.m. Wed. · (705) 748-9551



Surplus Furniture & Mattress Warehouse

3.9 ★★★★★ (96) · Furniture store

5.5 km · 700 Clonsilla Ave

Closes soon · 7 p.m. · (705) 874-7501

✗ In-store shopping · ✓ Curbside pickup · ✓ Delivery

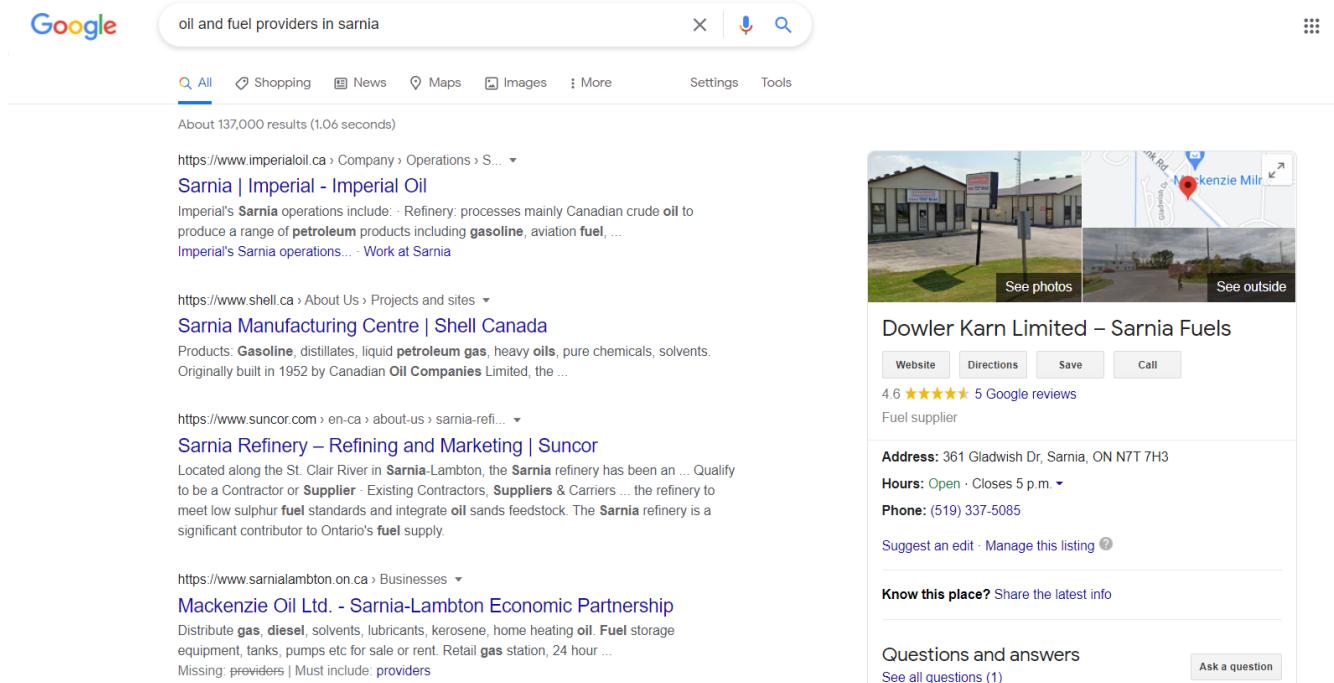


View all



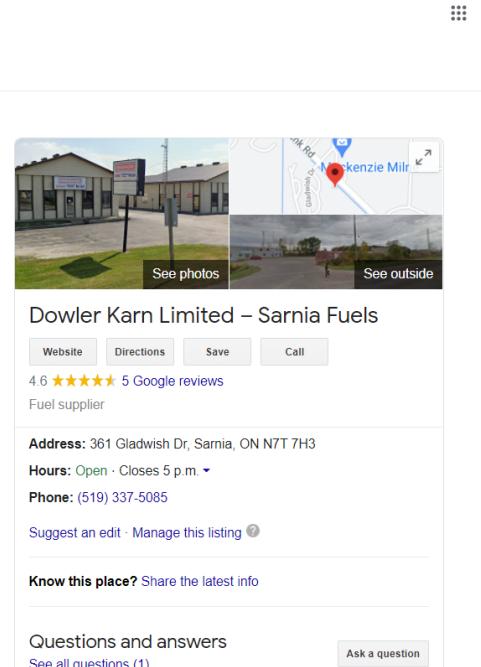
Organic Results – “Above the Fold”

- ✓ Critical to Getting Your Business Found
- ✓ Above the “FOLD” on Google Search Results
- ✓ Feed Voice Search Queries
- ✓ Manage your Reputation



Google search results for "oil and fuel providers in sarnia":

- Sarnia | Imperial - Imperial Oil**
Imperial's Sarnia operations include... Refinery: processes mainly Canadian crude oil to produce a range of petroleum products including gasoline, aviation fuel, ... Imperial's Sarnia operations... Work at Sarnia
- Sarnia Manufacturing Centre | Shell Canada**
Products: Gasoline, distillates, liquid petroleum gas, heavy oils, pure chemicals, solvents. Originally built in 1952 by Canadian Oil Companies Limited, the ...
- Sarnia Refinery – Refining and Marketing | Suncor**
Located along the St. Clair River in Sarnia-Lambton, the Sarnia refinery has been an... Qualify to be a Contractor or Supplier. Existing Contractors, Suppliers & Carriers... the refinery to meet low sulphur fuel standards and integrate oil sands feedstock. The Sarnia refinery is a significant contributor to Ontario's fuel supply.
- Mackenzie Oil Ltd. - Sarnia-Lambton Economic Partnership**
Distribute gas, diesel, solvents, lubricants, kerosene, home heating oil. Fuel storage equipment, tanks, pumps etc for sale or rent. Retail gas station, 24 hour ... Missing: providers | Must include: providers



Dowler Karn Limited – Sarnia Fuels

Website Directions Save Call

4.6 ★★★★☆ 5 Google reviews

Fuel supplier

Address: 361 Gladwish Dr, Sarnia, ON N7T 7H3
Hours: Open · Closes 5 p.m. ▾
Phone: (519) 337-5085

Suggest an edit · Manage this listing ⓘ

Know this place? Share the latest info

Questions and answers

Ask a question

See all questions (1)



Organic Results – “Above the Fold”

- ✓ Critical to Getting Your Business Found
 - ✓ Above the “FOLD” on Google Search Results
- ✓ Feed Voice Search Queries
- ✓ Manage your Reputation

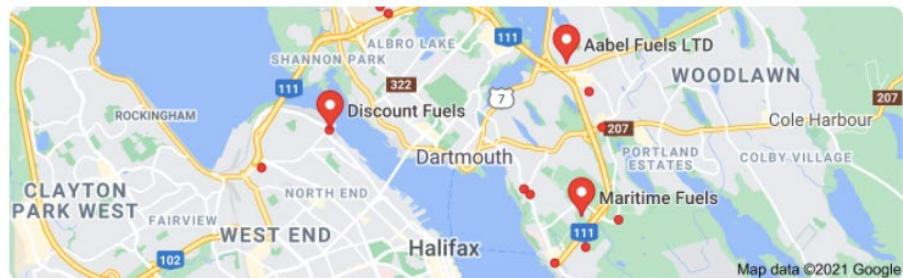


oil and fuel providers near dartmouth, nova scotia

X |

All | Maps | Shopping | News | Images | More | Settings | Tools

About 207,000 results (1.18 seconds)



Rating ▾ Hours ▾ Visit history ▾

Maritime Fuels

3.5 ★★★★☆ (49) · Fuel supplier

44 Orion Ct Unit #1 · +1 855-554-0554

Open · Closes 5 p.m.

📍 Their website mentions **oil and fuel**



Website



Directions

Aabel Fuels LTD

4.1 ★★★★☆ (110) · General contractor

101 Main St · (902) 462-8071

Closes soon · 3 p.m.

✓ On-site services



Website



Directions

3

SofieAndreou.com

705-931-0727

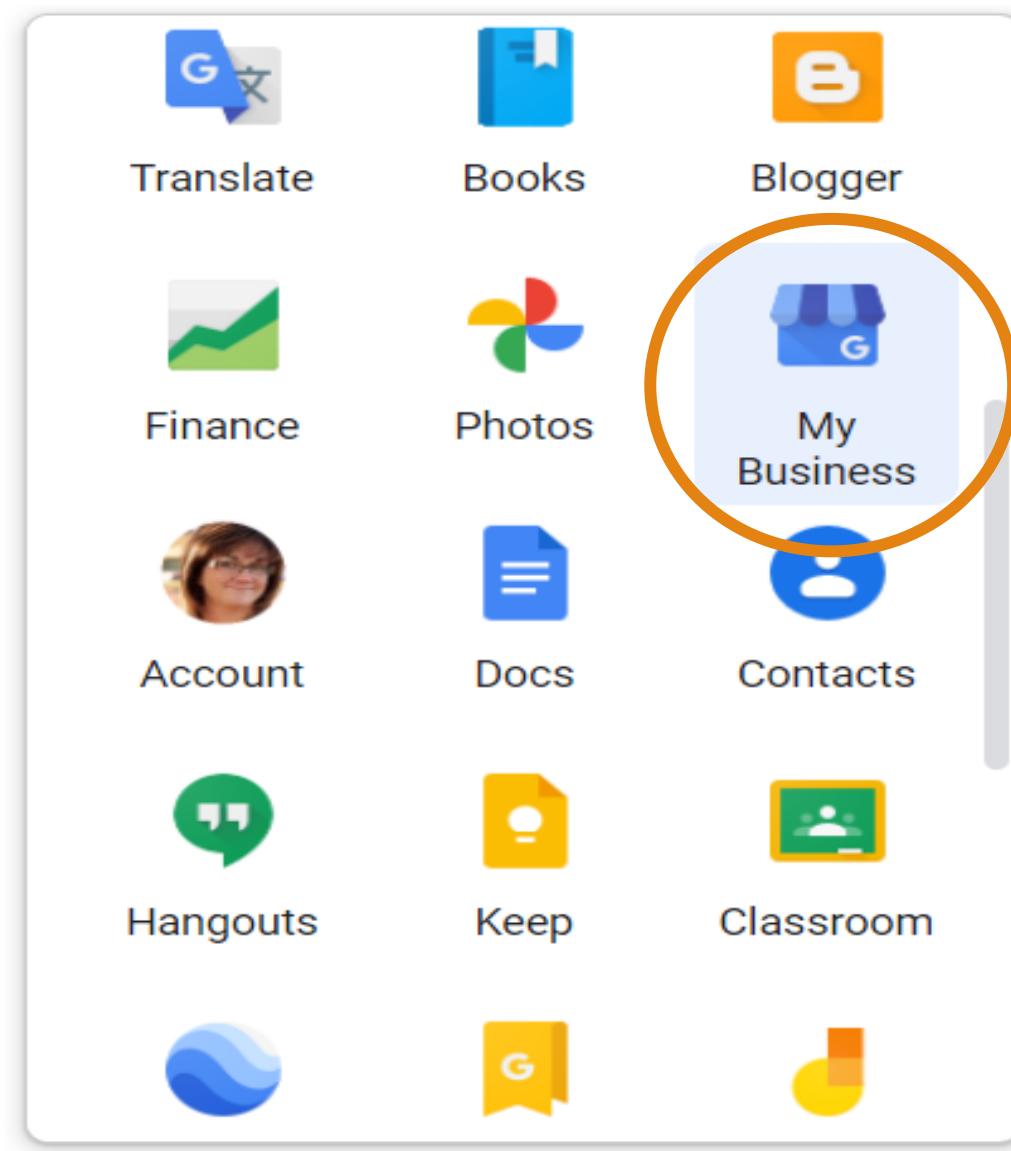
SofieAndreou@gmail.com

Digital Marketing Agency - Certification - Workshops – Seminars – Communication Plans – Strategies



Google My Business

Gmail Images



Google My Business

≡ Google My Business

Businesses Reviews Verifications Link to ads Settings Support

[Create group](#) 14 businesses 79% verified

Businesses [All \(14\)](#) [Add business](#)

<input type="checkbox"/> Store code	Business ↑	Status	
<input type="checkbox"/> 18833113	123 Digital Power, by Sofie Andreou & Associates Canada	Verified	See your profile
<input type="checkbox"/>	Bob Nurse Motors 20 Park St S, Peterborough, ON K9J 3R5	Verified	See your profile
<input type="checkbox"/>	Cheslers Shoes 1135 Lansdowne Street West, Peterborough, ON K9J 7M2	Verified	See your profile
<input type="checkbox"/>	Cheslers Shoes 73 Kent Street West, Lindsay, ON K9V 2Y3	Verified	See your profile
<input type="checkbox"/>	Cheslers Shoes 35 King St West, Cobourg, ON K9A2M1	Verified	See your profile
<input type="checkbox"/>	Cheslers Shoes 37 King St W, Cobourg, ON K9A 2M1	Verified	See your profile
Cheslers Shoes			

Google My Business

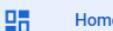
≡ Google My Business



Search businesses

Kawartha TV & Stereo

188 Park Street South
Peterborough, ON K9J 3S2



Home



Posts



Info



Insights



Reviews



Messages



Photos



Products



Services



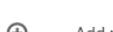
Website



Users

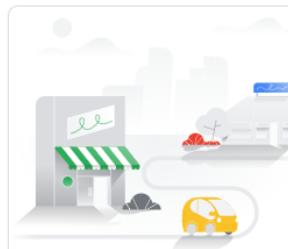


Create an ad



Add new business

Big Power



Keep customers up to date

Answer a few questions and update your business on Google Maps and Search with your latest info.

Get Started



Create post

Add photo

Create ad

Stay connected during COVID-19

Let customers know about any changes to your business due to COVID-19. [Learn more](#)



Update business hours

Post your COVID-19 update

PERFORMANCE

Views

19.3K

Searches

13.9K

Activity

61.3K

Claim your \$100 free advertising credit

Electronics store in Peterborough



Ad · <http://www.kawarthatv.com/>

Kawartha TV & Stereo - Superstore in YourTown

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

Claim your credit

Your latest post

Google My Business

≡ Google My Business



Search businesses

Kawartha TV & Stereo

188 Park Street South
Peterborough, ON K9J 3S2

Home

Posts

Info

Insights

Reviews

Messages

Photos

Products

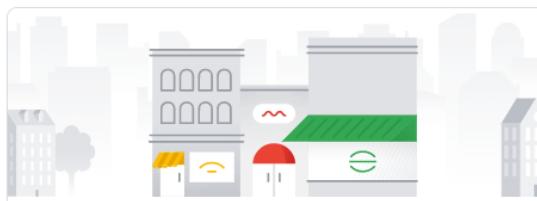
Services

Website

Users

Create an ad

Add new business



Kawartha TV & Stereo

Electronics Retail and Repair Shop
Camera shop
Appliance Shop
Car Stereo Shop
Television repair service

188 Park Street South Peterborough, ON K9J 3S2

Service areas

Lindsay, Kawartha Lakes, ON, Canada
Campbellford, ON, Canada
Peterborough, ON, Canada
Cobourg, ON, Canada
+6 areas

Sunday Closed
Monday 10:00 AM–4:00 PM
Tuesday 10:00 AM–4:00 PM
Wednesday 10:00 AM–4:00 PM
Thursday 10:00 AM–4:00 PM

Your business is live on Google

View on Search

View on Maps

Share your Business Profile

Advertise easily in minutes

Electronics store in Peterborough



Ad · <http://www.kawarthatv.com/>

Kawartha TV & Stereo - Superstore in YourTown

Start with \$100 in free ad credit

Show up whenever customers are looking for you online — on their computers or mobile devices. Set up in minutes, and only pay when your ad is clicked. [Learn more](#)

Start now

Measures – Google Listing – Search Results

≡ **Google My Business** Search businesses See new profile performance

Kawartha TV & Stereo
188 Park Street South
Peterborough, ON K9J 3S2

Home Posts Info Insights **Reviews** Messages Photos Products Services Website Users Create an ad Add new business Businesses Link to ads Settings Support

How customers search for your business 1 month ?

All searches 17,418

- Direct: People who find your Business Profile searching for your business name or address
- Discovery: People who find your Business Profile searching for a category, product, or service
- Branded: Customers who find your listing searching for a brand related to your business

Promote your business in minutes Show up more when people search for what you offer Start advertising now

Where customers view your business on Google 1 month ?

Total views 25.3K

1,600
1,200
800
400
0

Aug 29 Sep 5 Sep 12 Sep 19

■ Listing on Search 11K
■ Listing on Maps 14.3K



Measures – Google Listing - Reviews

Kawartha TV & Stereo
188 Park Street South
Peterborough, ON K9J 3S2

- [Home](#)
- [Posts](#)
- [Info](#)
- [Insights](#)
- [Reviews](#)
- [Messages](#)
- [Photos](#)
- [Products](#)
- [Services](#)
- [Website](#)
- [Users](#)
- [Create an ad](#)
- [Add new business](#)
- [Businesses](#)
- [Link to ads](#)
- [Settings](#)
- [Support](#)

The image shows a screenshot of a Google Business Profile page for 'Kawartha TV & Stereo'. On the left is a sidebar with various navigation links. The main area features a large, semi-transparent background image of a city skyline. At the top right, there's a callout bubble with a 5-star rating and the text 'Show customers you care, one response at a time' followed by a smaller note 'Your customers now get notified when you reply to their review'. Below this, a list of reviews is displayed:

- Paul Furlotte** (15 hours ago): ★★★★★ The user didn't write a review, and has left just a rating.
Kawartha TV & Stereo (owner) (13 hours ago): Thanks Paul for your 5 star review. Glad you are happy with us. All the best!
[Edit](#) [Delete](#)
- William Prentice** (7 days ago): ★★★★★ Great Service and Price - Kawartha TV set me up with a state of the art security system. Affordable pricing - Very... [More](#)
[Reply](#)
- Glenn Purcell** (4 weeks ago): ★★★★★ Friendly staff. Variety of electronic equipment and mobility scooters.
Kawartha TV & Stereo (owner) (4 weeks ago): Thanks Glenn! Hope we can help you again with your needs in the future.
[Edit](#) [Delete](#)
- Joel Copeland** (7 weeks ago): ★★★★★
The user didn't write a review, and has left just a rating.
Kawartha TV & Stereo (owner)



Measures – Facebook

Search Facebook

Manage Page

Harley Farms - Natural Farming

Business Suite

Inbox • 1 new message & 42 new comments

Publishing Tools

Home

News Feed • 8 new

Manage Shop

Events

Appointments

Manage Jobs

Notifications • 89 new

Insights

Ad Center

Page Quality

Edit Page Info

Settings

Promote

Search Facebook

Home

9+

Business Suite

Profile

Groups

Pages

Events

Marketplace

Marketplace

Harley Farms - Natural Farming

@harleyfarmsnaturalfarming • Farm

Edit

Home Shop About Photos More Promote

Harley Farms - Natural Farming Has 7 Unread Job Applications Close your open job if you've found the right fit, or view your unread applications to get one step closer to making a hire.

View Applications Close Job

X

Access all your business tools in one place Create and schedule posts, manage your inbox, view insights and more in Facebook Business Go to Business Suite

Create Post Photo/Video Get Messages Feeling/Activity

Create Live Event Job Offer ...

Harley Farms - Natural Farming Published by Sofie Andreou Yesterday at 7:37 AM ...

Help us wish our dad very Happy Birthday. We love you dad. Thank you for your dedication, direction and passion, in everything you do.

Your Memories See All

Around this time Look back on your popular posts from around this time in next weeks

Digital Power Sofie Andreou & Associates YouTube

Measures – Facebook – Post Reach

Harley Farms - Natural Farming
Published by Sofie Andreou · Yesterday at 7:37 AM · [View post](#) [...](#)

Help us wish our dad very Happy Birthday. We love you dad. Thank you for your dedication, direction and passion, in everything you do.



1,346 People Reached 188 Engagements [Boost Post](#)

74 Likes 38 Comments

[Like](#) [Comment](#) [Share](#)

Most Relevant ▾

[Comment as Harley Farms - Natural Farming](#) [Reply](#) [Share](#) [Save](#) [Report](#)

[Bruce Farrell](#) Happy Birthday Roger!



Measures – Facebook - Insights

Search Facebook

Manage Page

Harley Farms - Natural Farming

Business Suite

Inbox • 1 new message & 42 new comments

Publishing Tools

Home

News Feed • 8 new

Manage Shop

Events

Appointments

Manage Jobs

Notifications • 89 new

Insights

Ad Center

Page Quality

Edit Page Info

Settings

Promote

9+

Home

Shop

About

Photos

More

Edit

Harley Farms - Natural Farming

@harleyfarmsnaturalfarming • Farm

Edit Shop on Website

Promote

View Applications Close Job

Access all your business tools in one place Create and schedule posts, manage your Inbox, view insights and more in Facebook Business Go to Business Suite

Create Post Photo/Video Get Messages Feeling/Activity

Create Live Event Job Offer ...

Harley Farms - Natural Farming Published by Sofie Andreou Yesterday at 7:37 AM ...

Help us wish our dad very Happy Birthday. We love you dad. Thank you for your dedication, direction and passion, in everything you do.

Your Memories See All

Around this time Look back on your popular posts from around this time in next weeks



Measures – Facebook - Insights

Search Facebook

9+

Learn More

Export Data

Organic Paid

Page Summary Last 28 days

Results from Aug 26, 2021 - Sep 22, 2021
Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Actions on Page	Page Views	Page Likes
August 26 - September 22 We have insufficient data to show for the selected time period.	269 Total Page Views ▼ 6%	11 Page Likes ▼ 31%
Post Reach	Story Reach	Recommendations
August 26 - September 22 3,225 People Reached ▲ 15%	August 26 - September 22 288 People Reached ▲ 15%	August 26 - September 22 1 Recommendations ▼ 67%
Post Engagement	Videos	Page Followers
August 26 - September 22 1,009 Post Engagement ▲ 18%	August 26 - September 22 736 3-Second Video Views ▲ 287%	August 26 - September 22 13 Page Followers ▼ 19%
Tagged Product Clicks		
August 26 - September 22 We have insufficient data to show for the selected time period.		

Overview

Business Suite

Followers

Ads

Likes

Reach

Page Views

Actions on Page

Posts

Product-tagged Posts

Branded Content

Events

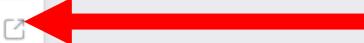
Videos

Stories

People

Messages

Orders



Measures – Facebook & Instagram!!!!

Insights | Harley Farms - Natural Farming Last 28 days: Aug 26, 2021 – Sep 22, 2021

Overview

Results Content Audience

See Results Report

Content

Sort by: Reach

Wed Sep 22, 4:37am Help us wish our dad very H... Reach 1.3K

Thu Aug 26, 4:00am YES!! These Farmers are no... Reach 1.2K

Fri Sep 17, 8:07am Big news! Our family is grow... Reach 914

Sun Sep 12, 4:11am Everyone is loving Beef'N Be... Reach 806

Mon Sep 20, 7:36am Someone's helping us watch... Reach 756

Sat Sep 4, 4:38am Harley Farms is proud and h... Reach 695

See Content Report

Audience

Facebook Page Likes 2.5K

Instagram Followers 987

Age & Gender

Age & Gender

View Audience Report

The screenshot displays the Facebook Insights Overview for the page 'Harley Farms - Natural Farming'. The left sidebar includes links for Overview, Results, Content, and Audience. The main content area shows a grid of recent posts with their respective reach counts. Below this is a 'See Content Report' button. The 'Audience' section features 'Facebook Page Likes' at 2.5K and 'Instagram Followers' at 987. Each audience chart includes gender distribution data: for Facebook, women make up 78% and men 22%, while for Instagram, women make up 69% and men 31%. The bottom of the page has a 'View Audience Report' button.

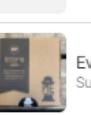
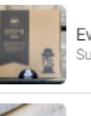
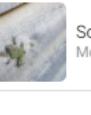


Measures – Facebook & Instagram!!!!

Insights | Harley Farms - Natural Farming | Last 28 days: Aug 26, 2021 – Sep 22, 2021

Content

Top Performers: Reach

Recent Content	Type	Reach	Likes and Reactions	Comments	Shares	Results	Cost Per Result	Link Clicks
 Help us wish our dad ... Wed Sep 22, 4:00...	Facebook Post	1.3K	559	23	137	--	--	76
 YES!! "These Farmers ... Thu Aug 26, 4:00...	Instagram Post	559	559	23	137	--	--	23
 Help us wish... Wed Sep 22, 4:00...	Facebook Post	756	756	10	22	--	--	22
YES!! "These ... Thu Aug 26, 4:00...	Facebook Post	756	756	10	22	--	--	22
 Big news! Ou... Fri Sep 17, 8:07...	Facebook Post	756	756	10	22	--	--	22
 Everyone is l... Sun Sep 12, 4:15...	Facebook Post	756	756	10	22	--	--	22
 Someone's h... Mon Sep 20, 7:00...	Facebook Post	756	756	10	22	--	--	22

No ad in this date range.

Facebook Post Reach
The number of people who saw your post at least once. Reach is different from impressions, which may include multiple views of your post by the same people. This metric is estimated.

Instagram Post Reach
The number of people who saw your post at least once. Reach is different from impressions, which may include multiple views of your post by the same people. This metric is estimated.

Red arrow pointing to the "Comments" column header.



Measures – Facebook & Instagram!!!!

Insights | Harley Farms - Natural Farming | Lifetime: Aug 23, 2018 – Sep 22, 2021

Audience [See What's New](#) [Export](#)

Current Audience Potential Audience

Facebook Page Likes 2.5K **Instagram Followers** 987

Age & Gender

Gender	Percentage
Women	78%
Men	22%

Age Group	Women (%)	Men (%)
18-24	2	1
25-34	19	8
35-44	19	7
45-54	16	5
55-64	12	3
65+	8	2

Gender	Percentage
Women	69%
Men	31%

Age Group	Women (%)	Men (%)
18-24	2	1
25-34	21	15
35-44	21	11
45-54	8	4
55-64	4	2
65+	2	1

Top Cities

City	Percentage
Peterborough, ON, Canada	32.5%
Toronto, ON, Canada	5.8%
Keene, ON, Canada	5.3%
Lakefield, ON, Canada	3.3%
Cobourg, ON, Canada	2%
Trent Hills, ON, Canada	1.8%

Top Cities

City	Percentage
Peterborough, ON, Canada	13.2%
Toronto, ON, Canada	8.6%
Keene, ON, Canada	3.4%
Lakefield, ON, Canada	1.9%
Douro, ON, Canada	1.8%



Website Measures – Google Analytics..



We're excited to announce the new Google Analytics, designed to give you the essential insights you need to be ready for what's next. You can access the new Google Analytics experience by setting up a Google Analytics 4 property, formerly known as "App + Web" property.

Dismiss

Learn more

All accounts > http://www.sofieandreu... Try searching "Users today"

Analytics Home Google Analytics Home

Home Customization REPORTS Realtime Audience Acquisition Behavior Conversions

Users Sessions Bounce Rate Session Duration

1.4K 1.6K 46.72% 0m 21s

↑78.0% ↑70.3% ↓38.2% ↓67.2%

01 Mar 01 Apr 01 May

Last 90 days AUDIENCE OVERVIEW >

0 Page views per minute

0 Active Users right now

0 Top Active Pages No data available

REAL-TIME REPORT >

0 New Users last week was higher than forecast

Apr 26 – May 2, 2021

We forecast New Users of 39.5 to 244 for Apr 26 – May 2, 2021 but your actual New Users of 361 is higher than this range.

series

No data to display

MORE INSIGHTS >

How do you acquire users?

Traffic Channel Source / Medium Referrals

Attribution BETA Discover Admin

12am 2am 4am 6am 8am

Where are your users?

Sessions by country

When do your users visit?

Users by time of day

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Digital Marketing Agency - Certification - Workshops – Seminars – Communication Plans – Strategies



Website Measures - Google Analytics..



Analytics | All account | All Website Data | Try searching “Top channels by users”

Home | Customization | Reports | Realtime | Audience | Acquisition | Overview | All Traffic | Google Ads | Search Console | Social | Campaigns | Behavior | Conversions | Attribution BETA | Discover | Admin

Acquisition Overview ✓ | + Add Segment | Primary Dimension: Top Channels | Conversion: eCommerce | Edit Channel Grouping | Mar 1, 2021 - May 11, 2021

All Users 100.00% Users | + Add Segment

Top Channels

Users

Conversions

	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
1	Organic Search	33,664	32,828	45,284	62.81%	2.54	00:01:51	0.18%	83 CA\$38,361.20
2	Paid Search	13,989			56.76%			0.03%	
3	Direct	13,298			78.29%			0.00%	
	2,441			54.13%				0.00%	

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Website Measures - Google Analytics..



Explore what's new with Google Analytics. Create a Google Analytics 4 property from this Universal Analytics property. Don't worry, your original won't go away.

Dismiss Learn more Let's go

Analytics All accounts All Websites Try searching "Top channels by users"

Home Customization Reports Realtime Audience Acquisition Behavior Overview

Pageviews 3,000
2,000
1,000

April 2021 May 2021

Pageviews: 114,998 | Unique Pageviews: 87,729 | Avg. Time on Page: 00:01:07 | Bounce Rate: 62.81% | % Exit: 37.37%

Site Content Page

Page	Pageviews	% Pageviews
1. /	12,144	10.56%
2. /products/category/electric-vehicles	3,539	3.08%
3. /pages/contact_us	2,722	2.37%
4. /products/clearance	2,612	2.27%
5. /orders/checkout	2,062	1.79%
6. /products/category/televisions	1,640	1.43%
7. /products/category/receivers-amplifiers	1,300	1.13%
8. /products/category/electric-vehicles?page=2	1,206	1.05%
9. /products/category/televisions?search_filter[]+26&search_filter[]+27	1,019	0.89%
10. /products/category/televisions?search_filter[]+24&search_filter[]+25	970	0.84%

Attribution BETA

Discover Admin

This report was generated on 5/12/21 at 9:13:22 AM - Refresh Report

view full report

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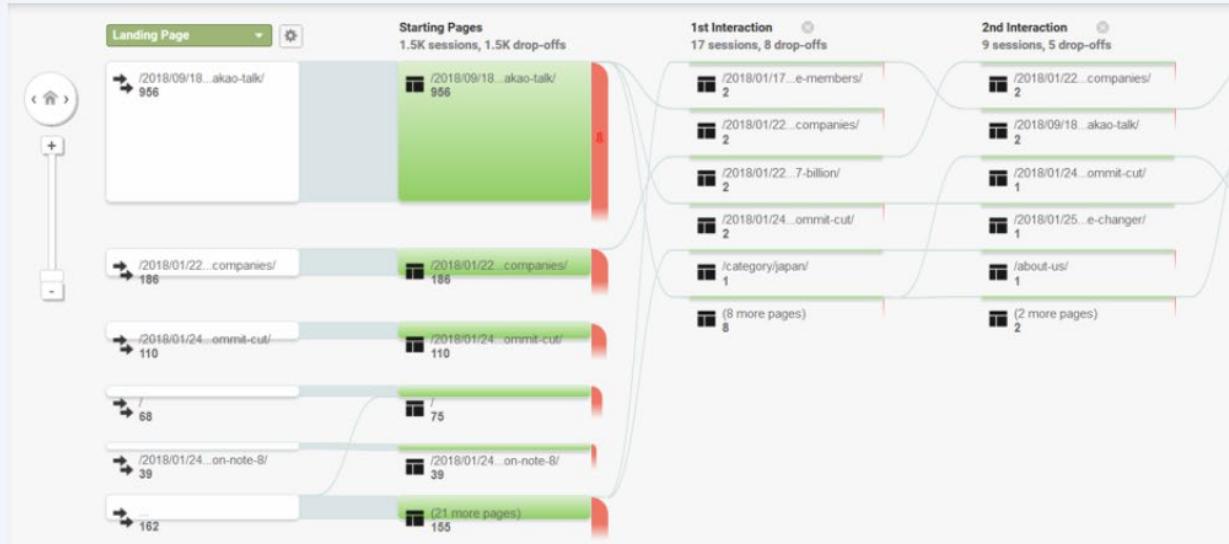


Website Measures - Google Analytics..



Behaviour

The behaviour tab shows you how people act when they visit your site. It shows you which pages are most popular in the chosen time frame, as well as information about how long users spend on each page.



A particularly useful feature here is the behaviour flow tool (above) which illustrates how users navigate your site. If you want people to take certain steps when they visit your site; for example, clicking from a blog post to an eBook signup form, this section will show you if your website is doing so effectively.

Steps to a Strategy

Here are the 9 questions you need to answer when creating your community or organizational social strategy.

1. Why do you want online followers? State your **purpose**.
2. Which **keywords** or hashtags will lace your posts?
3. Who is your **target audience**?
4. What **social platforms** will you use?
5. How will you **measure success**?
6. List your possible **material creators**? (Clients, staff, suppliers, industry experts, media)
7. Who will be accountable for measuring and **coordinating efforts**?
8. **List your influencers'** possibilities. Those giants with a large number of social followers who will retweet or share your posts.
9. **Create your schedule.** How often can your organization post? Twice a day, three times a week?





Why do you need to manage what you do?

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Why do you need to manage what you do?

- ✓ TO CONTINUOUSLY IMPROVE
- ✓ TO MEET YOUR GOALS
- ✓ TO MAKE MONEY!
- ✓ TO STAY ORGANIZED

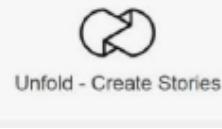
Month	Monday #Motivation	Tuesday #Tips	Wednesday #Wisdom	Thursday #TBT	Friday #Fearless #Featured	Saturday #Showcase	Sunday #FunDay
Purposes							
1) _____							
2) _____							
3) _____							

Secret Weapon



Google
Listings

Must Have Apps



Content Calendar Ideas

- FAQs
- Meet The Owner
- Meet the Team

- Showcase Products
- Showcase Services
- Contests or Promotions
- What's Happening
- Community Involvement
- Team Sponsorship
- Conference Attendance
- Debunking Myths
- Thought Leadership
- Client Case Studies
- Testimonials



<https://blogs.constantcontact.com/what-to-post-social-media/>

PLANNING #TBT

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
#SundayFunday #sundaythead #startupsunday #spotlightsunday	#MarketingMonday #MotivationMonday	#TipTuesday #TechTuesday	#WisdomWednesday #TechTuesday	#ThursdayThoughts #TBT	#FearlessFriday #FollowFriday #FoodieFriday #FridayFun	#SocialSaturday #ShoutoutsSaturday



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Dowler-Karn @dowlerkarn · Jan 21

At the start of a new year, it's always fun to look back at your past. Here is a throwback to the first Dowler-Karn office, located in St Thomas on Flora Street. #DowlerKarn #TBT #Family #Business



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
#SundayFunday #SundayLead #StartupSunday #spotlightSunday	#MarketingMonday #MotivationMonday	#TipTuesday #TechTuesday	#FridayWednesday #TechWednesday	#ThursdayThoughts #TBT	#CarlessFriday #FollowFriday #FoodieFriday #FridayFun	#SocialSaturday #ShowoutSaturday

Planning Ask For Input!!



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Post Details



Knock on Wood

Published by Sofie Andreou [?] · January 4 ·

Would you prefer a leather retro couch or sectional!? Both Quality Canadian Made. Comfy & Durable, but, which is more your style!?



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
#SundayFunday #SundayFunday #SundayFunday #StartupSunday #spotlightSunday	#MarketingMonday #MotivationMonday	#TipTuesday #TechTuesday	#WednesdayWednesday #TechWednesday	#ThursdayThoughts #TBT	#CarlessFriday #FollowFriday #FoodieFriday #FridayFun	#SocialSaturday #ShowoutSaturday

Planning Timely & Funny



www.SofieAndreou.com

Knock on Wood
Published by Sofie Andreou - January 29 at 7:21 PM ·

Bernie was here today!
Bernie's farewell weekend tour in Peterborough, he's asking us to shop local! Thank you Bernie!

2 Shares

Like Comment Share

Comment as Knock on Wood

Most Relevant is selected, so some comments may have been filtered out.

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

#SundayFunday
#SundayRead
#StartupSunday
#SpotlightSunday

#MarketingMonday
#MotivationMonday

#TipTuesday
#TechTuesday

#WisdomWednesday
#TechTuesday

#ThursdayThoughts
#TBT

#FearlessFriday
#FollowFriday
#FoodieFriday
#FridayFun

#SocialSaturday
#ShoutoutSaturday

Digital Power



MANAGE – FACEBOOK & INSTAGRAM

Facebook Business Suite

Harley Farms - Natural Farming

Create

Sofie Andreou

Today

September 2021

Content Type: All Shared to: All

+ Create Post

Home

Notifications

Inbox

Posts & Stories

Commerce

Calendar

Ads

Insights

More Tools

Help

Give Feedback

https://business.facebook.com/latest/content_calendar?asset_id=233706790015973

Draft Posts

No Draft Posts

You haven't created any draft posts yet.

Create Post

Monday Tuesday Wednesday Thursday Friday Saturday

30	31	1	2	3	4
Facebook 11:58 AM	Instagram 7:29 AM	Facebook 7:00 AM	Facebook 7:00 AM	Facebook 7:00 AM	Instagram 7:38 AM
		Instagram 7:05 AM	Facebook 9:27 AM	Instagram 7:03 AM	Facebook 7:38 AM
				+ 2 more	+ 2 more
6	7	8	9	10	11
	Facebook 9:15 AM	Facebook 8:40 AM	Facebook 7:06 AM	Facebook 1:01 PM	Facebook 7:09 AM
	Facebook 3:39 PM		Instagram 7:54 AM	Instagram 1:01 PM	Instagram 7:09 AM
	+ 2 more				
13	14	15	16	17	18
Facebook 2:08 PM	Instagram 7:04 AM	Facebook 7:20 AM		Facebook 11:07 AM	
Instagram 2:13 PM	Facebook 7:04 AM	Instagram 7:41 AM			
		+ 1 more			
20	21	22	23	24	25
Facebook 10:36 AM	Facebook 7:05 AM	Facebook 7:37 AM			
Instagram 10:37 AM	Instagram 7:07 AM	Instagram 7:40 AM			
27	28	29	30	1	2

MANAGE – FACEBOOK & INSTAGRAM

Calendar | Knock on Wood

Week Month < Today >

September 2021

Sun 19 Mon 20 Tue 21 Wed 22 Thu 23

 Introducing Cassidy, new to the showroom, he is ... 7:13 AM
13 likes

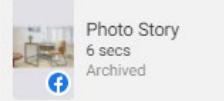
 Knock on Wood Home! "I can now breathe in my... 9:05 AM
24 likes

 Beautiful new dining room sets on the floor... 10:41 AM
13 likes

 To help brighten your day, on this rainy day,... 9:40 AM
15 likes

 Introducing Cassidy, new to the showroom, he is ... 7:25 AM
22 likes, 2 comments

 Beautiful new dining room sets on the floor... 10:42 AM
5 likes

 Photo Story 6 secs Archived
9:28 AM

 Have a wonderful Sunday evening. We've gone... 4:11 PM
7 likes

Create a Post, Story or Ad.
Share with your audience today.

Create ▾

Create Post
Create Story
Create Ad

MANAGE – FACEBOOK & INSTAGRAM



Calendar | Harley Farms - Natural Farming

Week Month Today > September 2021 Content Type: Post Shared to: All

New Post

Placements

Facebook Harley Farms - Natural Farming
 Instagram harley_farms

Text

Facebook Text

Customize Your Facebook Post
These features and text will only appear in your Facebook post.

Media

Share photos or a video. Instagram posts can't exceed 10 photos.

Add Photo Add Video Create Video

Call to Action

Get Messages

Link Preview · Optional

Enter a link

Add Feeling/Activity

No Draft Posts
haven't created any draft posts yet.

Create Post

Boost Post Publish

123 Digital Power

Sofie Andreou & Associates

www.SofieAndreou.com

MANAGE – FACEBOOK & INSTAGRAM

Sunday

29

Facebook 8:07 AM
Instagram 8:08 AM

5

6

12

Facebook 7:11 AM
Instagram 7:11 AM

19

Facebook 9:09 AM
Instagram 9:18 AM

+ 2 more

26

27

28

29

30

1

2

Content Type: Post Shared to: All

Create

New Post

Facebook Instagram

Customize Your Facebook Post

These features and text will only appear in your Facebook post.

Facebook Text

Emily wanted to wish her baby a happy 😊 4th birthday to her best friend! Where did the time go???

Media

Share photos or a video. Instagram posts can't exceed 10 photos.

1080 x 864 608 x 608 960 x 960

Add Photo Add Video Turn into Video

Call to Action

Get Messages

Link Preview · Optional

Enter a link

Add Feeling/Activity

Boost Post Publish

Schedule Post Save as Draft

Harley Farms - Natural Farming Just now

Emily wanted to wish her baby a happy 4th birthday to her best friend! Where did the time go???

No Draft Posts

Create Post

123 Digital Power Sofie Andreou & Associates YouTube

MANAGEMENT TOOLS... FOR BEYOND FB & INSTA

The screenshot shows the Hootsuite pricing page with a sidebar on the left containing various icons for social media management. The main content area displays four plan options:

- PROFESSIONAL**: Current plan. Price: \$129/mo*. Features include 1 user, 10 social accounts, Schedule unlimited posts, and Access messages in one inbox. Additional features: Schedule posts in advance (Always post at the optimal time), Schedule multiple posts at a time. Social media integration icons: Instagram, Facebook, Twitter, YouTube, LinkedIn, Pinterest.
- TEAM**: Price: \$129/mo*. Features include 3 users, 20 social accounts, Schedule unlimited posts, and Access messages in one inbox. Additional features: Schedule posts in advance (Always post at the optimal time), Schedule multiple posts at a time. Social media integration icons: Instagram, Facebook, Twitter, YouTube, LinkedIn, Pinterest.
- BUSINESS**: Price: \$599/mo*. Features include 5 users, 35 social accounts, Schedule unlimited posts, and Access messages in one inbox. Additional features: Schedule posts in advance (Always post at the optimal time), Schedule multiple posts at a time. Social media integration icons: Instagram, Facebook, Twitter, YouTube, LinkedIn, Pinterest.
- ENTERPRISE**: Custom Solutions. Contact for Pricing. Features: Unlimited users, 50 social accounts, Schedule unlimited posts, Access messages in one inbox. Additional features: Schedule posts in advance (Always post at the optimal time), Schedule multiple posts at a time. Social media integration icons: Instagram, Facebook, Twitter, YouTube, LinkedIn, Pinterest.

At the bottom left, there is a graphic with the word "Power" and icons for various social media platforms like Facebook, Instagram, YouTube, etc.

CONTENT MARKETING TIPS

1. Write about what people want to learn about.
2. Build a contributor network.
3. You don't have to produce all original content.
4. Create a content calendar.
5. Amplify your content.
6. Extend to other publications.

<https://www.timeanddate.com/holidays/canada/>

<https://medium.com/better-marketing/content-marketing-mastering-the-basics-2f31e78523ef>

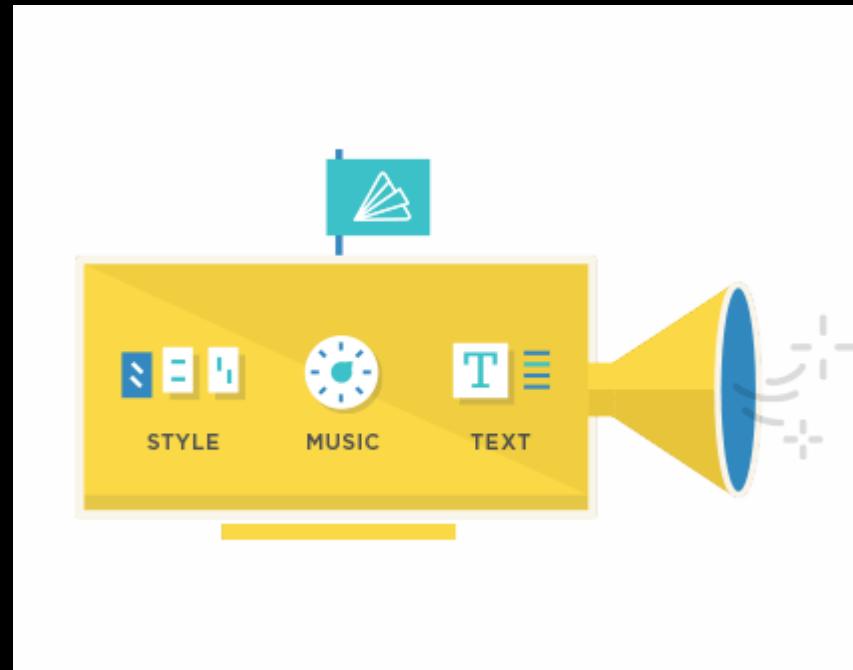


APPS

Unfold
Quik

DESK TOP

Canva
Animoto



RESOURCES

<https://dabrianmarketing.com/blog/marketing-strategy/8-key-digital-marketing-trends-2021/#:~:text=Social%20Media%20To%20Engage%20%26%20Retain&text=During%20the%20COVID%2D19%20pandemic,products%2C%20brands%2C%20and%20organizations>

https://www2.slideshare.net/DianaVicente6/web-design-trends-for-2021?qid=e1354dc0-7ebf-4fa0-8387-c0dd325d85&v=&b=&from_search=4

<https://www.smartinsights.com/digital-marketing-strategy/social-media-trends-2021>

https://www2.slideshare.net/DarleneFlorrie/8-main-content-marketing-trends-of-2021?qid=e1354dc0-7ebf-4fa0-8387-c0dd325d85&v=&b=&from_search=7

https://www2.slideshare.net/DarleneFlorrie/8-main-content-marketing-trends-of-2021?qid=e1354dc0-7ebf-4fa0-8387-c0dd325d85&v=&b=&from_search=7

https://www2.slideshare.net/DarleneFlorrie/8-main-content-marketing-trends-of-2021?qid=e1354dc0-7ebf-4fa0-8387-c0dd325d85&v=&b=&from_search=7



Thank you!

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