DIGITAL MARKETING – ensures you increase your word-of-mouth Marketing

As part of the consistency in telling a story that resonates, you should be prominent in the digital space for your brand to maximize word-of-mouth marketing.

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❏ Your dot com should be the exact match name for your primary social media accounts. It's important

❏ You must make it as easy as possible for people to find your brand on all devices - computers, smart phones, and more

❏ People are 90% more likely to trust and buy from a brand recommended by a friend, and most of these recommendations take place online

❏ To amplify your marketing and public relations results, you must build a digital presence. Loyal customers will share your news and products with friends and family simply because they love it. This type of promotion is priceless

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- ❑ If you embrace digital marketing the right way, your content will be listed on the first page of Google results when someone searches on your product's name

- ❑ You should be consistent with your brand identity, which incorporates your digital assets (graphics, logo, photographs, videos, blogs, colours, business cards, what you wear, what you say and how you say it, and more) Sales page website; social media presence

- ❑ If you are not actively managing your social media, someone else will be talking about your brand online. You don't need that.

- ❑ To stay focused, select the top three platforms that can best reach your target audience. If your social media efforts span too many sites, you will not be as effective.

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OUR GUIDE TO WHERE YOUR AUDIENCE LIVES ONLINE

1. FACEBOOK

❑ Facebook can be your ideal source for word-of-mouth marketing and sales leads

❑ Facebook has the largest number of users, so a business page and advertising budget are recommended

❑ Overall, Facebook's vast user base, targeted advertising capabilities, and diverse audience make it a preferred platform for businesses looking to run effective ad campaigns.

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OUR GUIDE TO WHERE YOUR AUDIENCE LIVES ONLINE

2. INSTAGRAM

❑ It is the best channel for photo marketing and visual storytelling

❑ 65% of people are visual learners with short attention spans, which makes visual marketing very effective on this platform

3. X (Formerly Twitter)

❑ It is ideal for reaching people you do not know (influencers and journalists) using @username in a tweet that notifies the user of a mention

❑ X #hashtags are great for event marketing because you can immediately reach people interested in a specific topic or issue

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4. YouTube

❑ It is one of the best ways to increase your brand's SEO (Search Engine Optimization) with videos showing up in Google search results

❑ YouTube is the second biggest search engine behind Google (YouTube is owned by Google)

❑ To reach your target audience, create videos with titles and topics that solve problems, educate, or entertain ("How To" videos are great for marketing)

5. LinkedIn

- ❑ It is perfect for CEOs, SMEs and consultants who are marketing B2B (Business-to-Business)

- ❑ It is great for networking with professionals in search of jobs, connections, and /or clients

6. SNAPCHAT

- ❑ If you want to reach a younger demographic, Snapchat is a good choice

- ❑ As an SME, Geofilters can help you reach a local audience faster

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7. TIKTOK

❑ It is the leading short video entertainment platform that reaches a younger demographic

❑ Majority of people use it to find entertainment/funny content – entertainment, dance, fitness, beauty

❑ Users are 60% female and 40% male

FOCUS

❑ With the above guide on choice of social media platform options, you should choose your **TOP 3** social media sites

❑ Secure a consistent username for each **(see sample below)**

❑ To make your marketing easier to manage, it is recommended that you use ONE CONSISTENT EMAIL for all social media accounts connected to a brand

❑ You need to be smart and consistent in your digital marketing to make it really easy for customers to find you

❑ *If someone has a hard time finding your brand online, the majority will give up quickly*

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HOW TO DOMINATE YOUR DIGITAL MARKETING SPACE

EXAMPLE ONE – PERFECTLY CONSISTENT
URL: Paragon.com
FACEBOOK: facebook.com/paragon
INSTAGRAM: Instagram.com/paragon
X (Twitter): x.com/paragon
YOUTUBE: youtube.com/paragon

EXAMPLE TWO: INCONSISTENT
URL: Paragon.com
FACEBOOK: facebook.com/Paragon
INSTAGRAM: Instagram.com/paragonmedia
X (Twitter): x.com/paragon_media (avoid underscores in username)
YOUTUBE: youtube.com/user/paragonmedia

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HOW TO DOMINATE YOUR DIGITAL MARKETING SPACE

MOBILE-FRIENDLY WEBSITE

❑ For your website **(Sales Page Website is Recommended),** consider a responsive WORDPRESS theme template that is mobile-ready for the best SEO.

❑ Your job is to get as many eyeballs on your brand as possible, so pay attention to what tools work best for optimizing your search results

❑ You will also need WORDPRESS plug-ins

❑ PLUG-Ins are used for security; Google Analytics; connecting to your social media channels; social sharing; spam prevention; forms, etc

❑ **RECOMMENDED: Hire a professional developer to take care of these details**

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CLEAR, CONCISE, COMPELLING CONTENT ONLINE

❑ Now that you have your dot.com for your brand name; secured your top-three social media site usernames in the consistent way we did above; launched your SALES PAGE website; it is time to start posting compelling content online

❑ Your online content must immediately grab the reader's attention

❑ Brand consistency (as we have shown with brand manual) is also essential in digital marketing

❑ To get the best results in posting your content, make sure you have a KEYWORD STRATEGY upfront

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CLEAR, CONCISE, COMPELLING CONTENT ONLINE

❑ So, you first identify keyword phrases that you will use over and over again to help direct traffic to your brand/product website and social media

❑ This list of keywords should be used consistently in social media text posts, image names, photo names, video file names, and blogs, to get the best results

❑ Choose up to 5 keywords or key phrases

❑ Use keywords as hashtag phrases for your product or service, to use with every social media post

❑ **EXAMPLES:** #ParagonSmeToolkit; #TopMarketingToolkit; #BrandMarketingToolkit; #UnlockSmeGrowth; #SMEToolkit

CLEAR, CONCISE, COMPELLING CONTENT ONLINE

❑ We recommend that you use long-tail keywords that have relatively low search volume and competition levels

❑ Instead of using a single word like "Hotel" as the keyword, use a phrase like "best budget friendly hotel Lekki"

❑ By adding the hotel type and geography, you can attract your target audience and sales faster

❑ We cannot emphasise enough the importance of using your SEO keywords everywhere in your digital assets – Website URLs, blogs, videos, image names, and social media posts

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CONTENT FORMATS

Here are some examples

Visual Content

1. Images: photographs, graphics, infographics
2. Videos: explainer videos, vlogs, tutorials, live streams
3. Memes: humorous images or videos with overlaid text
4. Infographics: visual representations of information or data

Written Content

1. Blog Posts: articles, guides, tutorials
2. Social Media Posts: Facebook, Twitter, Instagram, LinkedIn
3. Articles: in-depth pieces on specific topics
4. E-books: digital books on various subjects

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CONTENT FORMATS

Interactive Content

1. Quizzes: interactive tests or assessments
2. Polls: surveys or votes on specific topics
3. Games: interactive experiences, such as puzzles or challenges
4. Webinars: live or recorded online presentations

Audio Content
1. Podcasts: audio shows on various topics
2. Audiobooks: audio versions of books
3. Voiceovers: narrated content, such as audio descriptions

User-Generated Content
1. Reviews: customer reviews or ratings
2. Testimonials: personal endorsements or recommendations
3. User-Generated Videos: videos created by users, often shared on social media

You can choose and use these content formats across your various digital media platforms.

DIGITAL MEDIA CONTENT CALENDAR

As an added Bonus, we have included for you **HubSpot's Social Media Content Calendar User Guide/Template.**

You can customize for each platform and upload directly to HubSpot Social Media Publishing Software.

With this template, you can plan and organize your content creation and publication schedule, ensuring consistency and efficiency in your digital media strategy.

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❑Google Keyword Planner - one of the most accurate keyword tools

❑Google Trends – to search keywords and find "related" terms. You can see if the keyword is growing in popularity

KEYWORD TIPS FOR SEO

❑Your brand's keywords are important for all digital content

❑How many times have you gone to YouTube to search for a video and could not find it?

❑Chances are the person who posted the video forgot to put keywords in the title, description, and/or video tags in the back-end portal

❑People search YouTube for "How To" videos all the time, so use your key word phrases to increase your chances of being found
✓ Use keywords in the video title
✓ Use keywords in the video description
✓ Use keywords in the video tags
✓ Use keywords in the main image file
✓ Use keywords in the 3 main hashtags

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❑If people cannot find your content, why bother doing marketing and PR?

❑As a brand owner, if you have put a lot of work into developing your content, do not overlook the value of good SEO

❑**OTHERWISE, hire professionals to help you!**

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CLEAR, CONCISE, AND COMPELLING SOCIAL MEDIA POSTS

❑ No one wants to read a really long social media post or be left guessing what you meant

❑ Your challenge is to make what you are saying obvious with as few words as possible

❑ Now, with AI (Artificial Intelligence) technology you can streamline and simplify your communications and content needs, everything from: Writing emails & subject lines; Creating headlines and sales copy for your websites, sales funnels and blog posts; Composing social media posts, ad campaigns, and more!

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CLEAR, CONCISE, AND COMPELLING SOCIAL MEDIA POSTS

❑Adopt A/B testing – simply post two or three different versions of your message on social media and see which one gets the best response

❑IMPORTANT: To engage users, your posts should:
- ✓ Ask a question
- ✓ Announce a new product
- ✓ Share a thought-provoking quote with keyword hashtags
- ✓ To encourage engagement, add a "Call To Action" (CTA) to guide readers to what you want them to do – buy, share, learn more, etc

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Guide to Driving Traffic to Your Web Page

Sales Page Website
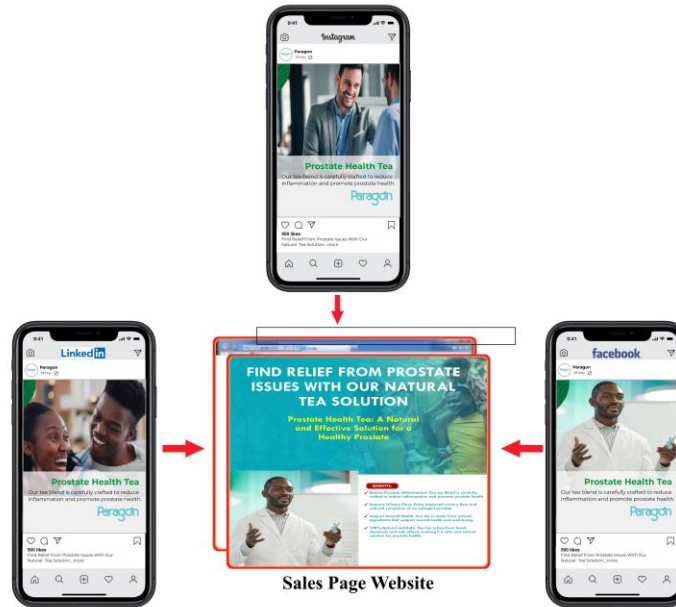
GET STARTED

Your primary assignment is to ensure that you
constantly draw hundreds and thousands of prospects
to your site on a daily, weekly, and monthly basis
because the more people that visit your sites,
the higher your conversion rate.

Advertising Template for Marketing & Product Sales: Your Step-By-Step Guide to Understanding Facebook Advertising Content Policies

When you want to run ads, you need to write your ad in such a way that it does not violate any Facebook policy, it doesn't get you banned, and it also gets you results.

So when you want to run ads there are words you must avoid such as absolute and unsubstantiated words like "guaranteed." Always check for certain words and phrases that you need to avoid, in order not to attract Facebook scrutiny (Always use AI to check, when in doubt)

SAMPLE GUIDELINE:

To avoid being banned or sanctioned on Facebook, advertisers should avoid using words or phrases that promote or reference restricted content categories. These categories include content that violates Facebook's ad policies, such as:

❑ Social issues, elections, or politics: Ads that promote or reference social issues, elections, or politics are subject to specific guidelines and restrictions.

❑ Adult content: Ads that contain explicit or suggestive content are not allowed.

❑ Misleading or false content: Ads that contain misleading or false information are not permitted.

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BUILT-IN TOOLS

As an advertiser also use Facebook's built-in tools, such as Ad Preferences, to manage your ad content and target audience.

If you're unsure about specific words or phrases, it's best to err on the side of caution and avoid using them in your ad content. By following Facebook's guidelines and policies, you can create effective and compliant ad campaigns that reach your target audience.

YOUR BRAND MARKETING TOOLKIT – Lets assist you build and customize yours

ABOUT PARAGON MEDIA - Who We Are

Paragon Media is a marketing & communications consultancy firm committed to assisting businesses and institutions with excellent communications and stakeholder engagement to achieve competitive leadership.

We develop, manage, and deploy strategic communications and digital marketing platforms to support organizations' objectives and make them more competitive and successful.

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THANK YOU