Online Marketing

& seo Plan

Nicolle García | Final Project

# website marketing plan

The main goal is to get as much traffic as possible to Nicolle’s website in order for her to gain as many clients as possible for her services. These services include music lessons, photography, performances, and other art forms that she offers to her clients.

# details

SEO Plan

Facebook | Google Ads

* Key areas and locations to target are anywhere in the greater Miami area. She is willing to travel further distances, but for clients she sees regularly such as her music students, they need to be in a close distance. She travels to the clients’ house and to different photoshoot areas, so they need to be relatively close.
* Certain keywords were used to create Facebook campaign and Google Ads campaign were entered into the ad creator. These key words include: “multidisciplinary artist, musician, singer, photographer, music lessons, singing lessons, modeling, and fashion.”
* The duration on this campaign will last until Dec 1st, 2020. The reason for this is that the main time clients hire singers and musicians like Nicolle is during the holiday season. She will earn many clients if we build her following in the next 8 months. $4.90 is what we can contribute to the campaign daily, in order to use the full $1,000 budget by the time we reach December 1st. After December 1st she will already have established a clientele and following. Once her clients follow and enjoy her services, they become loyal customers. It’s all about building the following. After she has clients, she will do a great job to keep them.

# Facebook and google ads

Two campaigns have been made in order to give Nicolle the chance to review and see what the best option for her business is, as she is the one overseeing the campaign.

A Facebook page has been created as well for these purposes. A social media will have an impact on gaining followers and website traffic: https://www.facebook.com/nicollegarciamusic/

# screenshots of facebook and google campaigns



