

Top 5 Free or Low-Cost Ways to Get Your Online Presence In Order

Thursday, April 30, 2020

Webinar presented by:

Tourism Nova Scotia

Digital Nova Scotia

Alison K Consulting

WELCOME!



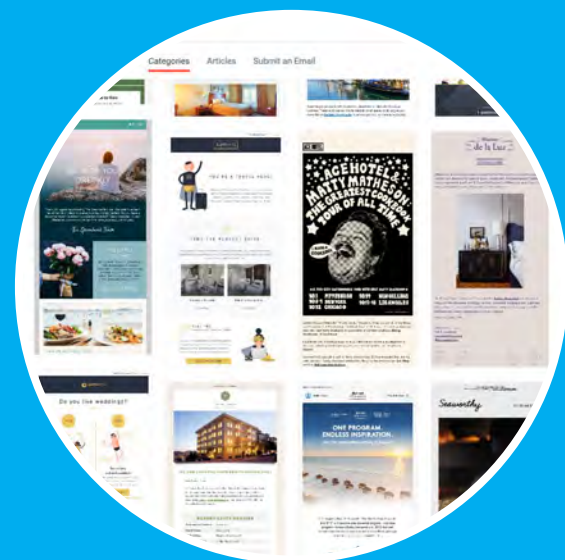
Alison K Consulting

- Alison K Consulting provides strategic web + brand design for service-based businesses and organizations.
- Through data and design, convert the curious into customers.

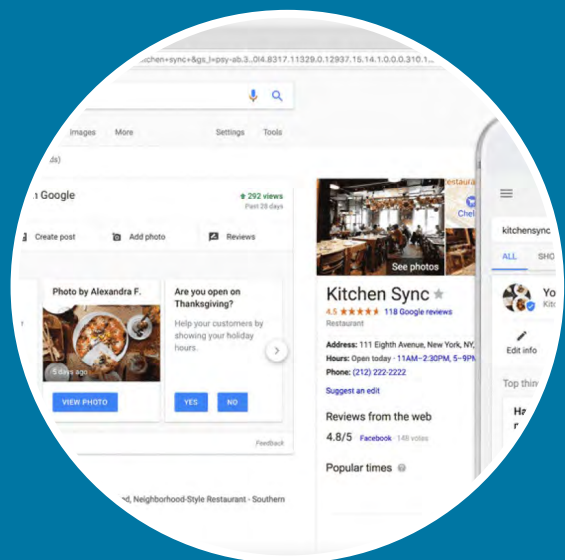
Alison K
CONSULTING

TOP 5 FREE OR LOW-COST WAYS TO GET YOUR ONLINE PRESENCE IN ORDER

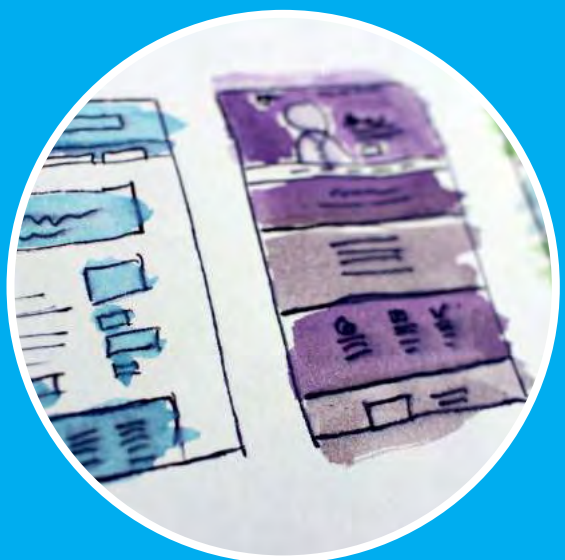




Newsletters



Goggle My Business



Website Auditing



Social Media Automation



Google Analytics



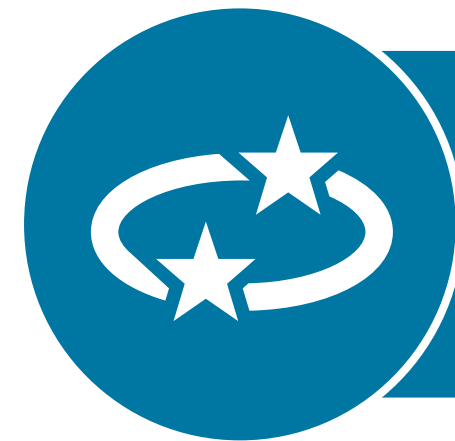
Cost



Time & Resources



Level of Difficulty



Any Obstacles

Newsletters



Free - \$12/month



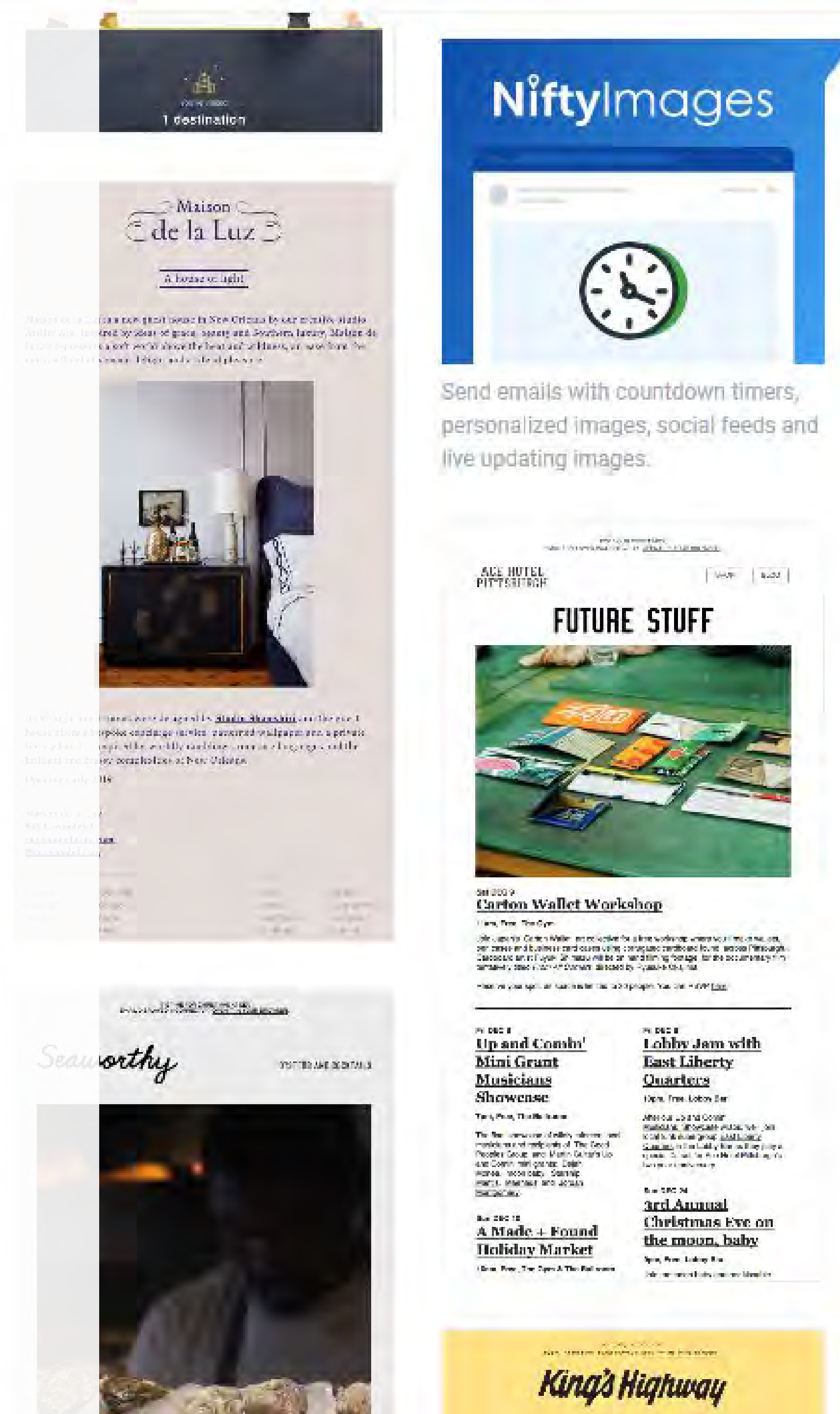
Templates make things faster



Very easy to use



Creating content



Newsletters

Pros

- Low-cost way to remain top of mind
- Easy to track what people are interested in
- Can segment (target) specific readers
- Flexible: quarterly to weekly creation frequency

Newsletters

Cons

- Creating content takes time (but easy to overcome!)
- Can't perfectly control email delivery/opens/display

Newsletters



- Free Plan: 1 user, 1 list up to 2000 contacts
- Essentials Plan: \$12/month, 3 lists, up to 50000 contacts
- Well documented/supported
- #5 in top ranked delivery

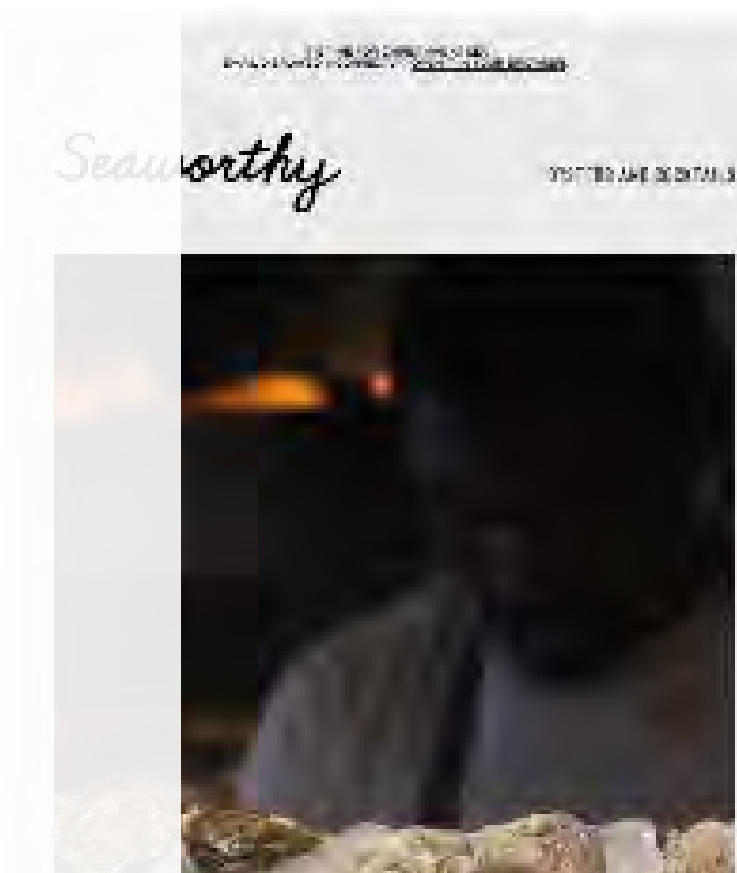
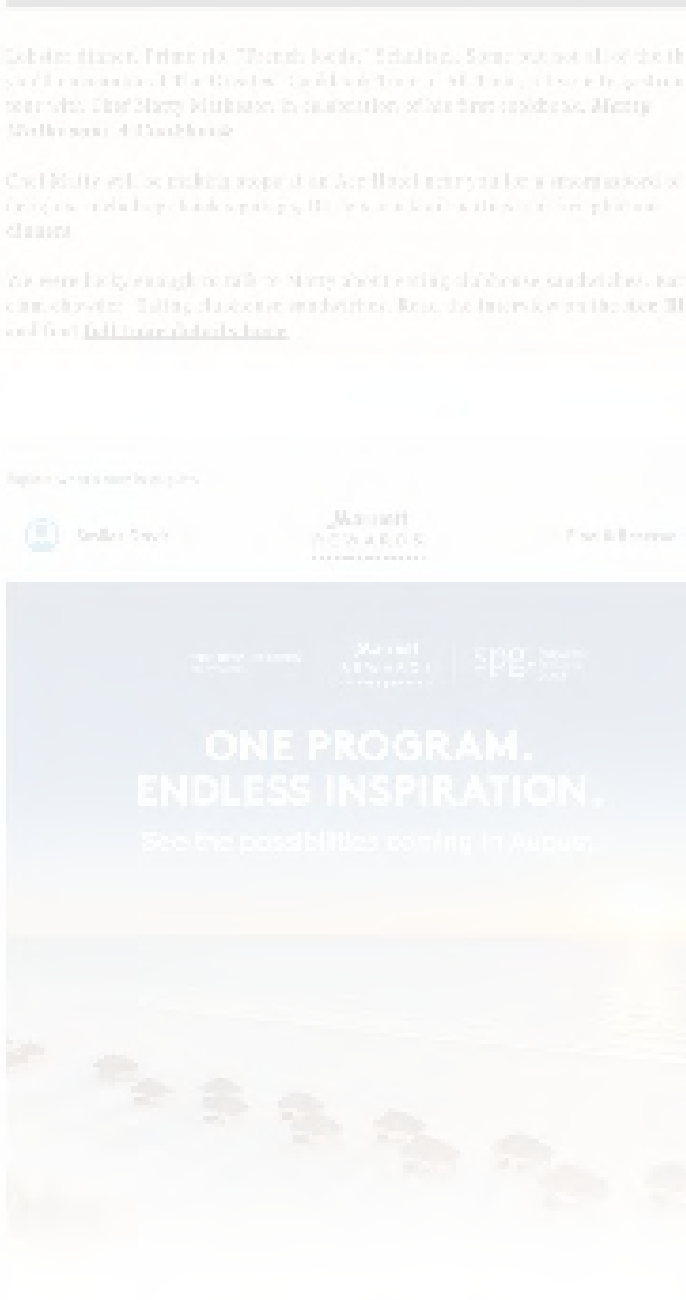
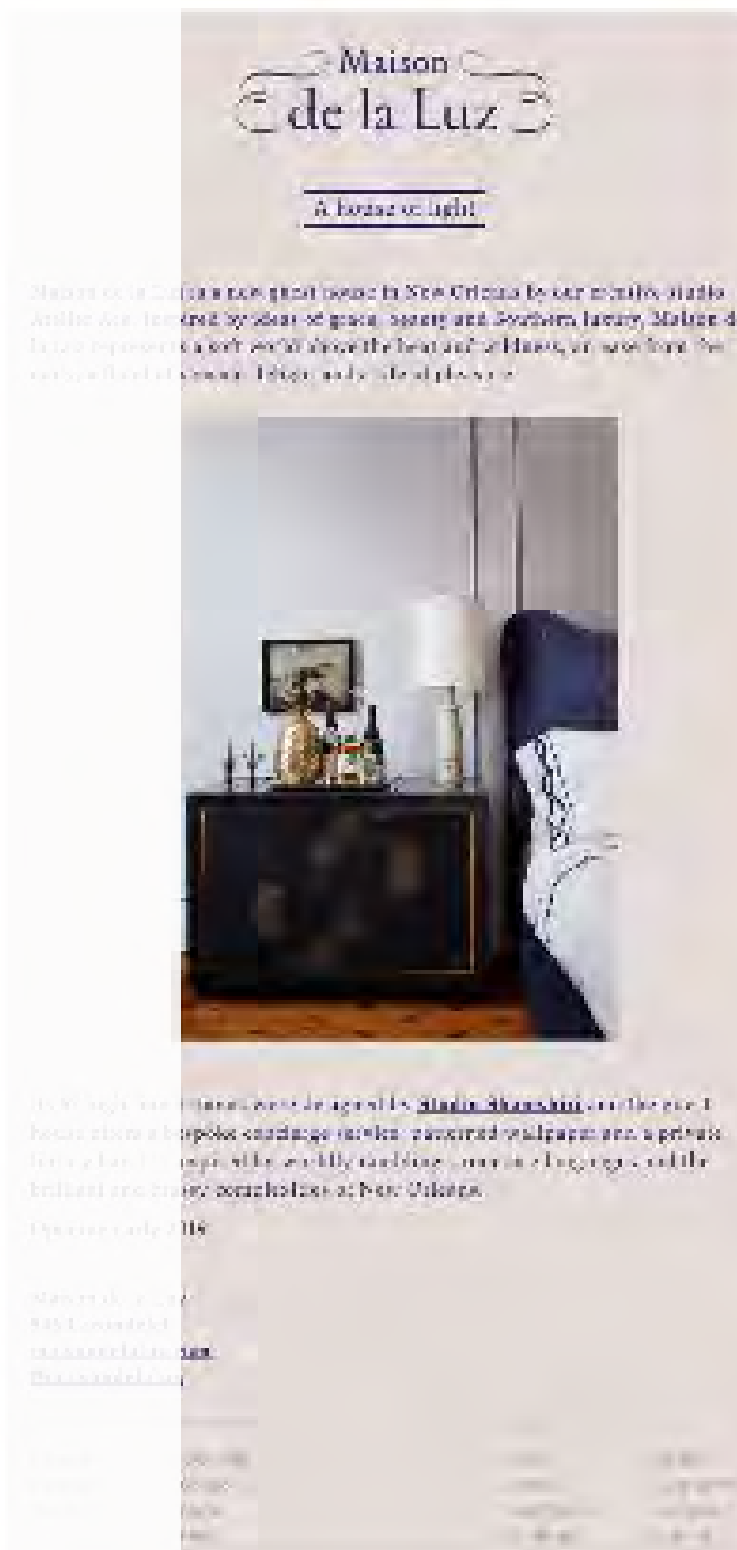
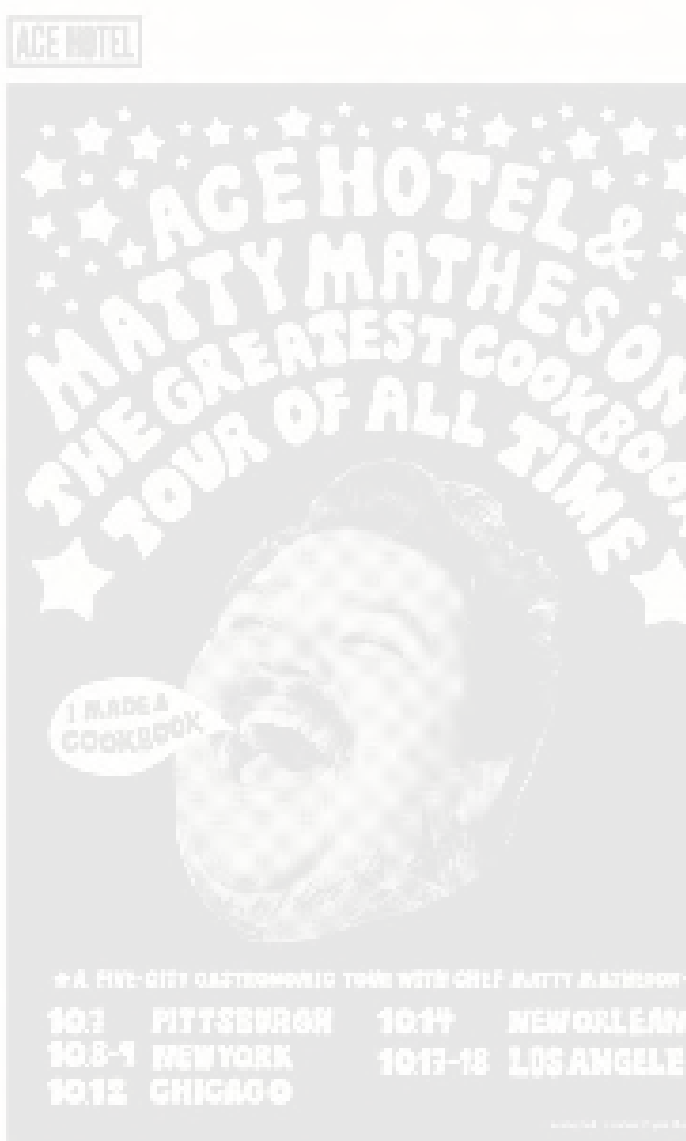
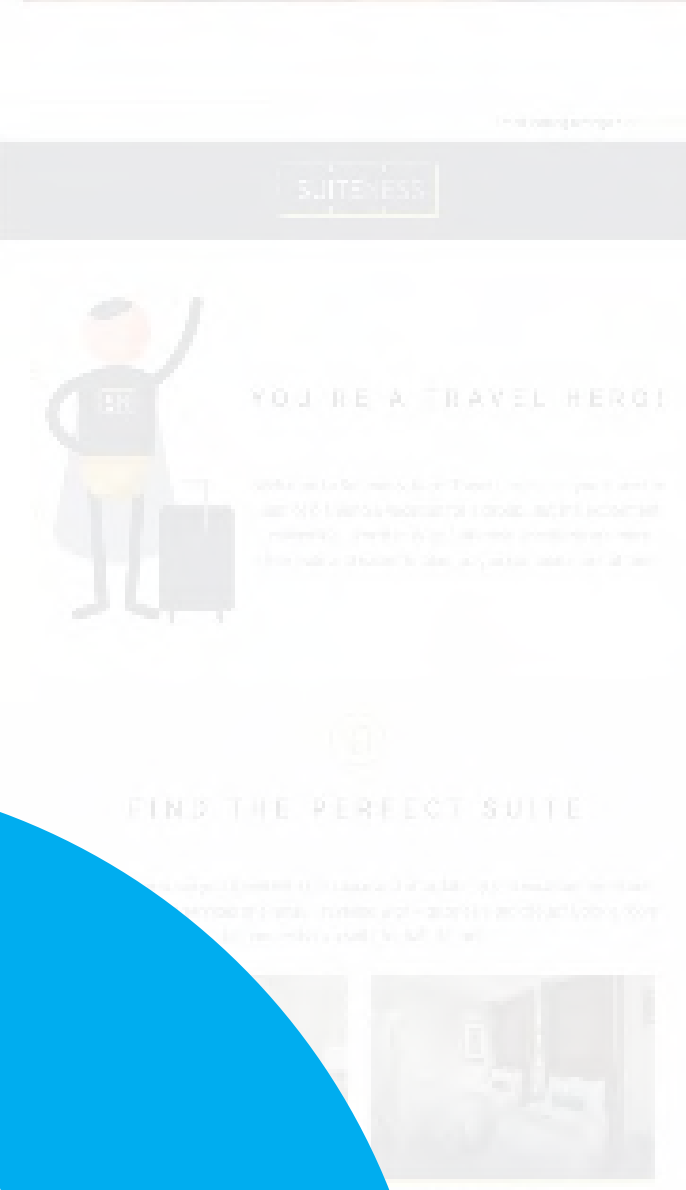
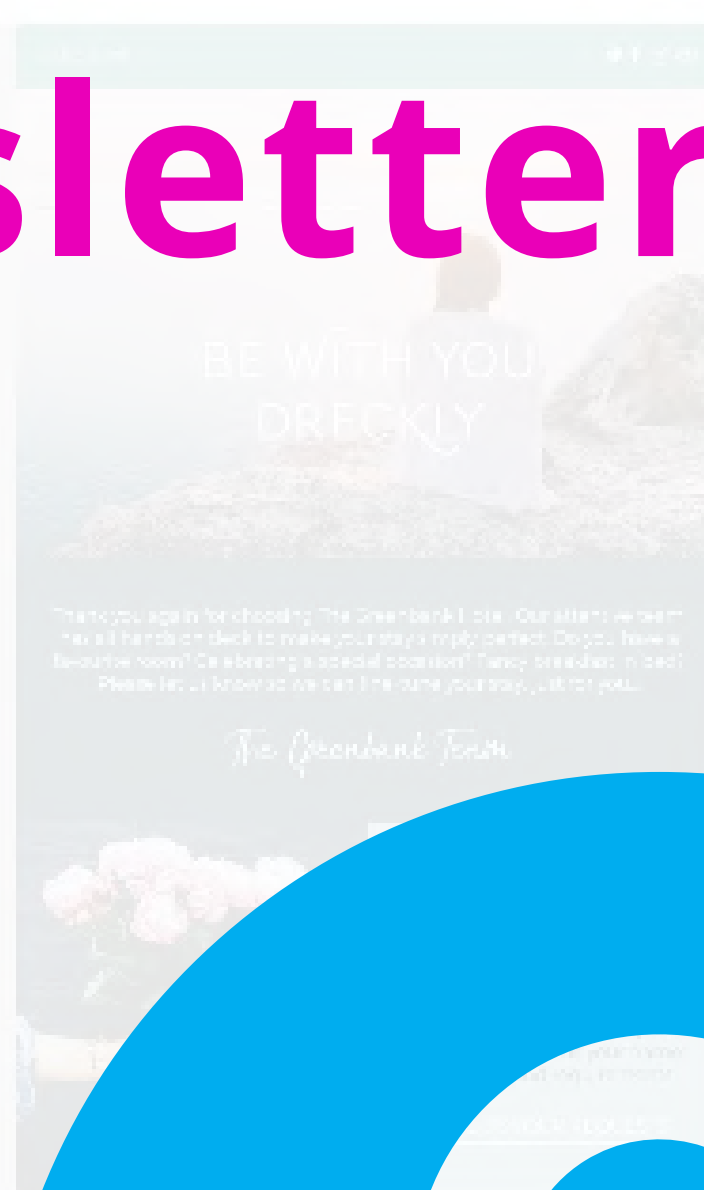
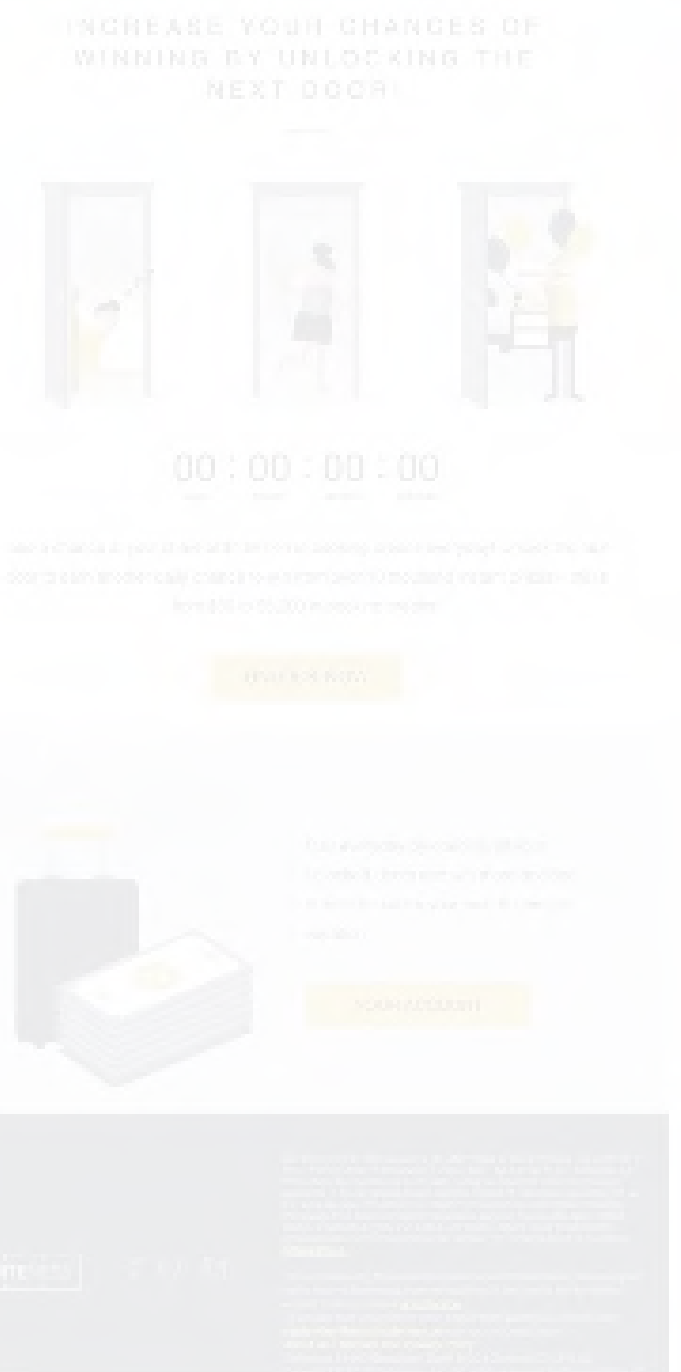
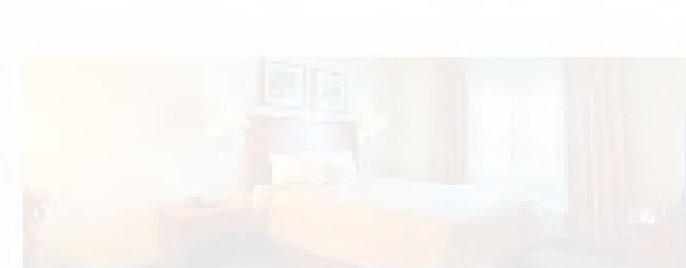
Others: TinyLetter, Mailerlite, ActiveCampaign, Convertkit, Constant Contact, AdWeber

Newsletters

Next Steps

1. Created webpage just for newsletter signups
2. Send out personal, positive content:
 - behind the scenes while awaiting to reopen
 - tips and tricks to help during this time
 - retrospective of past events
3. Promote newsletter on social media
4. Setup tags and segments

Newsletters



Google My Business



Free



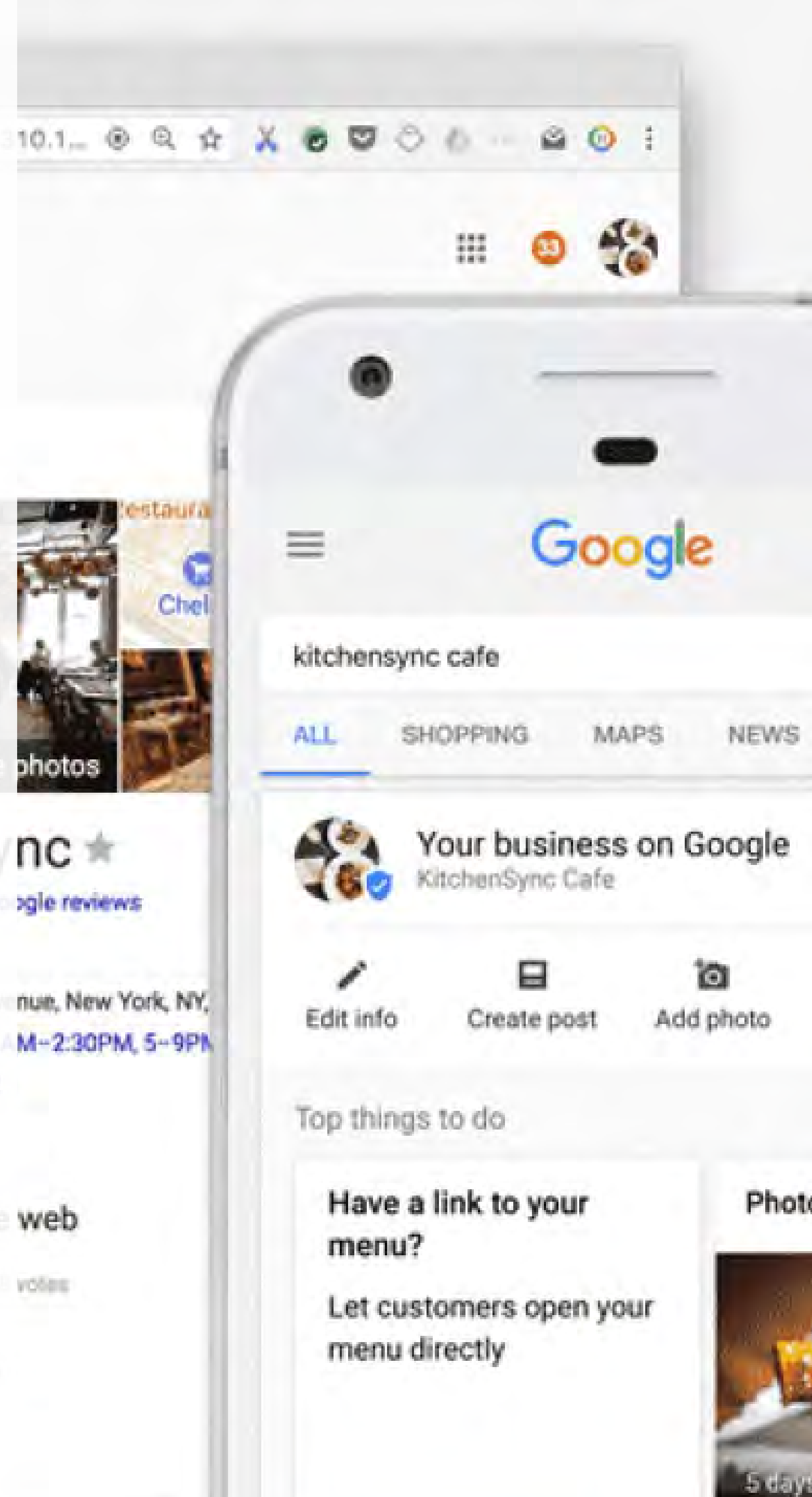
Can be done in an afternoon



Very easy to use



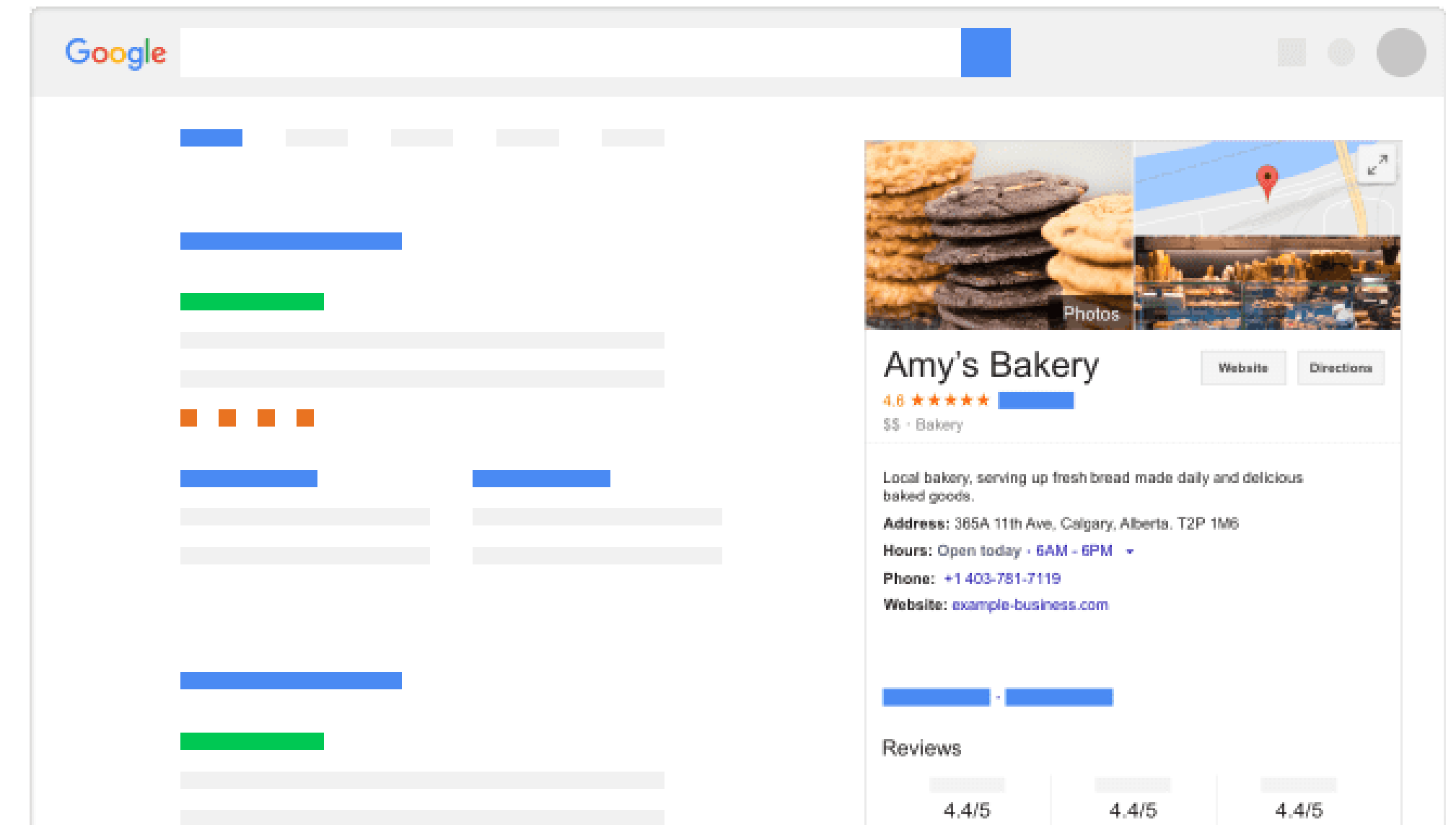
Issues hard to resolve



Google My Business

Pros

- No code, no jargon, it's a listing service
- Visibility on the world's largest search engine and maps
- Easy way for people to leave reviews
- Hooks into booking services like Hotels.com, Booking.com, etc



<https://www.caorda.com/blog/google-my-business-what-is-this-and-why-is-it-important-for-your-business/>

Google My Business

Pros

- Provides valuable insights such as:
 - queries used to find your business
 - how they searched for you (by name, category or similar brands)
 - if they visited site, requested directions, looked at photos

Google My Business

Cons

- Removing bad/fake reviews is time consuming
- Troubleshooting is very time consuming (hard to get a person)
- Issues between 3rd party booking companies and your listing

Google My Business

Next Steps

1. Claim your business on Google My Business (use a Gmail account)
2. Fill out details (they will call, email or send a postcard)
3. Complete GMB information (especially photos!)
4. Request guests leave reviews
5. Review insights to help you strategize
6. Update hours or mark yourself as temporarily closed
7. Create posts (Covid-19, offers, updates, event, products)

Google My Business

in sync - Google Search

Secure https://www.google.com/search?q=kitchen+sync+&oeq=kitchen+sync+&gs_l=psy-ab.3..014.8317.11329.0.12937.15.14.1.0.0.0.310.1...

Google My Business

All Videos Maps News Images More Settings Tools

About 18,100,000 results (0.43 seconds)

 Your business on Google
Kitchen Sync 292 views Past 28 days

Edit info Reviews

Top things to do

Have a link to your menu? ☐ Yes ☐ No

Let customers open your menu directly ☐ Yes ☐ No

ADD MENU URL YES NO

Only you can see this Feedback


Kitchen Sync - Home
www.kitchensyncgreenville.com/

KITCHEN SYNC - SPIRITS, EATS & DRINKS - Locally Owned, Neighborhood-Style Restaurant - Southern

Google

kitchensync cafe

ALL SHOPPING MAPS NEWS

 Your business on Google
KitchenSync Cafe

Edit info Create post Add photo

Top things to do

Have a link to your menu? ☐ Yes ☐ No

Let customers open your menu directly ☐ Yes ☐ No

Photos

5 days

Website Auditing



Free



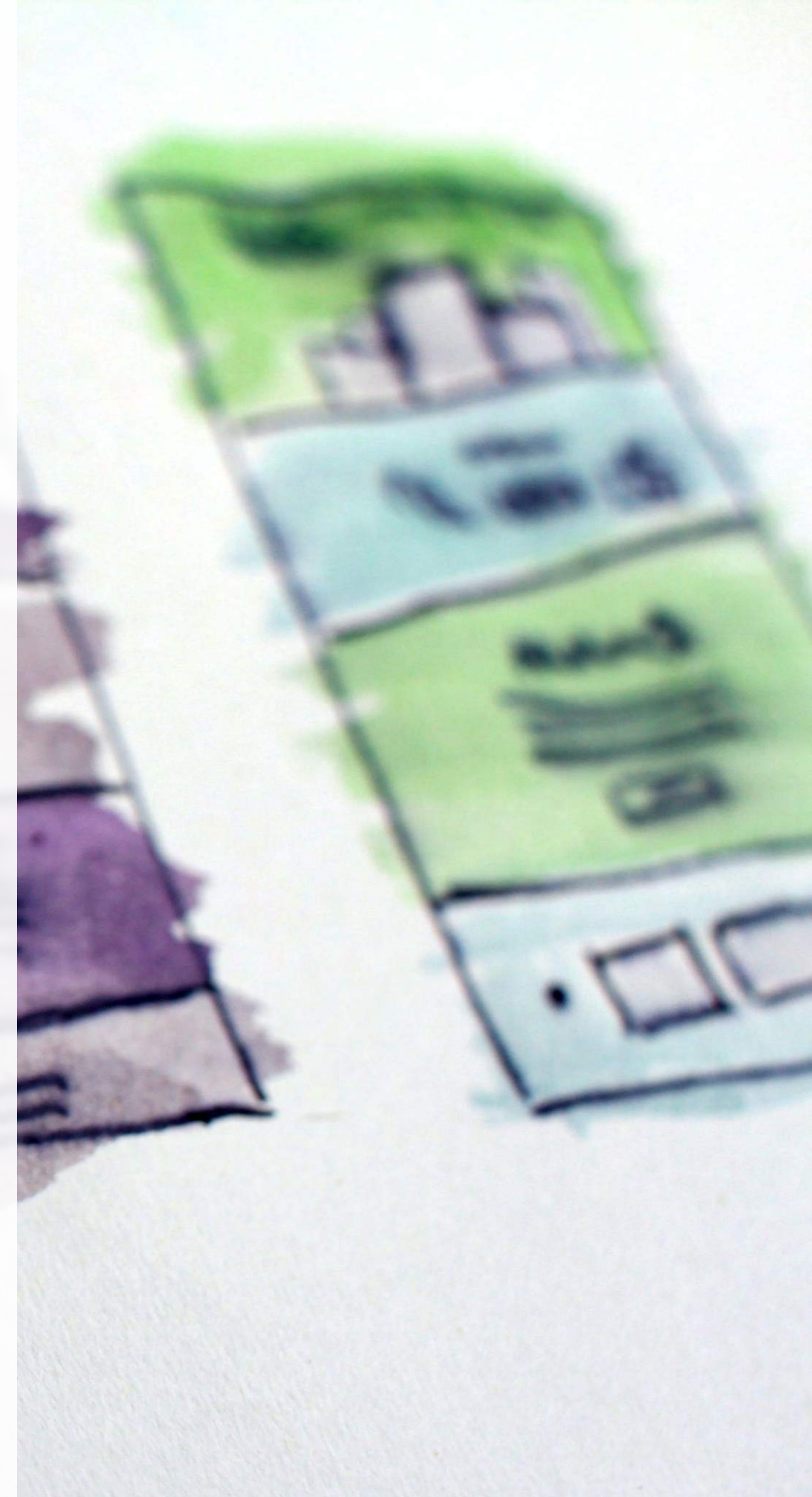
Takes a few hours – few days



No skill required



Internal bias



Website Audit

Pros

- Refines your business goals and who your guests are/their needs
- Cuts down on busy work related to the website

Website Audit

Cons

- Easy to create 'bias' in audit (so interview guests if you can)
- Changes could be limited by website or skills

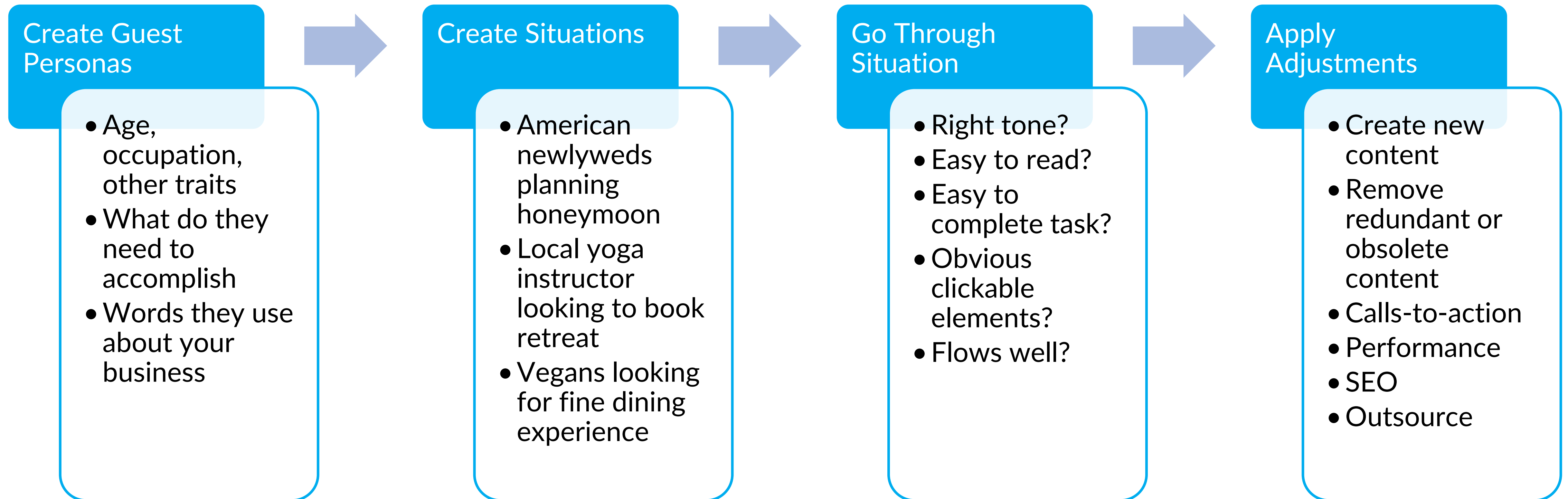
Website Audit

Next Steps

- “How likely are you to recommend our website to a friend?”
- “Did you have trouble finding something?”
- “Is our (pricing, amenities, services) clear?”
- “Who else did you consider before visiting our site?”

Website Audit

Next Steps



Website Auditing



Social Media Automation



\$15/month



1-2 hours to schedule month's worth of content



Very easy to use



Creating content

Social Media Automation

Pros

- Playing into frequency
- Frees up time to engage (whole point of social media)
- Great task for new staff
- Reports and insights

Social Media Automation

Cons

- Be mindful of pre-scheduled content and what's going on

Social Media Automation

Buffer

- Pro Plan \$15/month: 8 social accounts, 100 scheduled posts, 1 user
- Easy drag and drop scheduler
- Shows ideal time slots after a while
- Great Android and iOS apps

Others: Hootsuite, SocialJukebox, Edgar, Later, IFTT

Social Media Automation

Next Steps

- Evergreen Content
 - testimonials
 - timeless blog posts
 - media coverage
- Blog Posts: day published, next day, one week, one month, 2 months
- Acknowledge community: be sure to @ them for further engagement

Social Media Automation



Google Analytics

Free

Recommend tutorial, then quarterly reviews taking 1 hour

Intermediate

Using interface, misinterpreting numbers

Users

Users

3,000

2,000

1,000

Apr 20

Apr 21

Apr 22

Apr 23

Apr 24

Behavior

Sessions

Bounce Rate

Pages /
Session

14,117

49.43%

11,546

10,378

Google Analytics

Pros

- Gathers data without any additional effort
- Gives you realistic results for your efforts
- Can automatically send reports at specific times
- You only need to know ~25% of it

Google Analytics

Cons

- Interface can be overwhelming
- Data isn't perfect

Google Analytics

Questions it can answer:

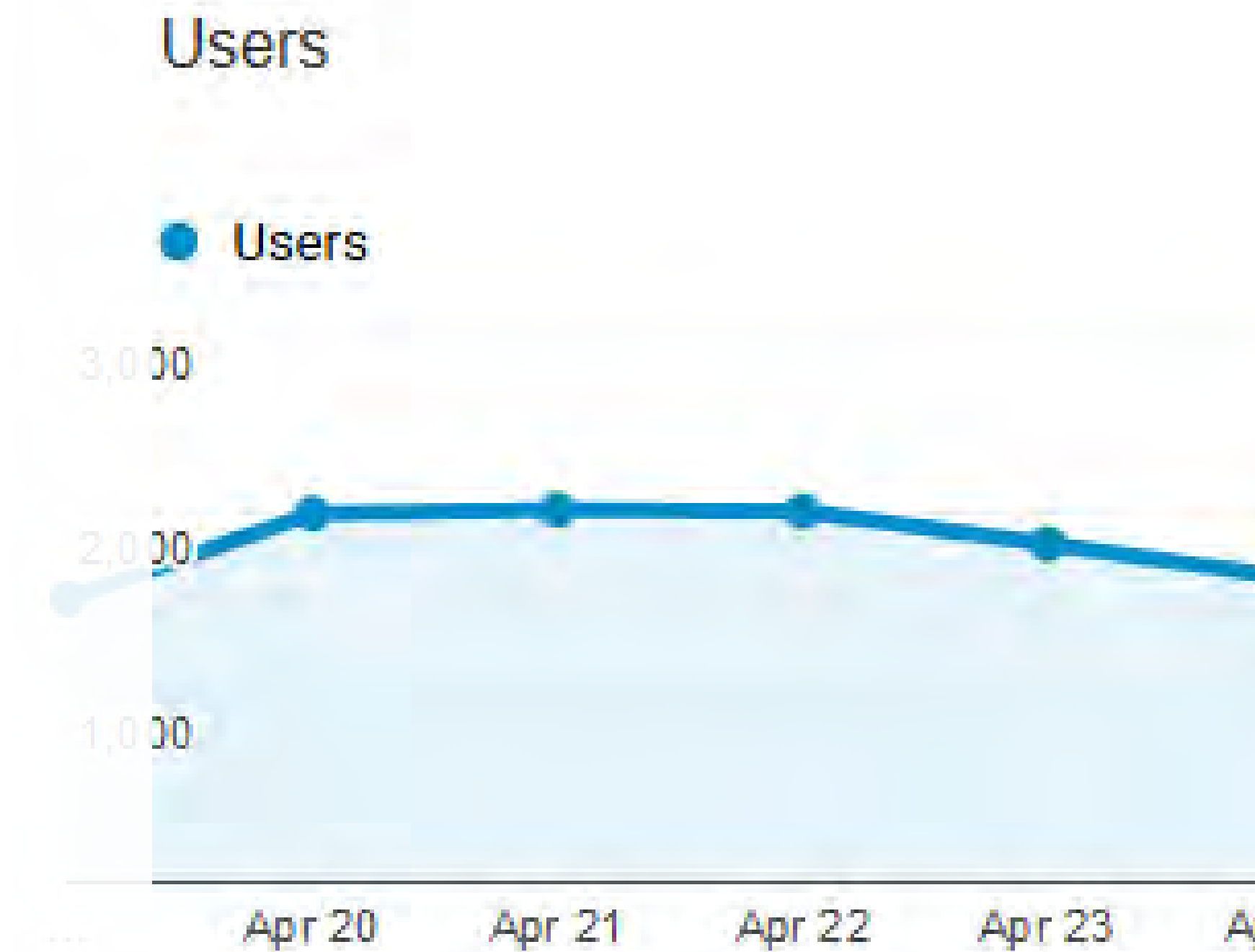
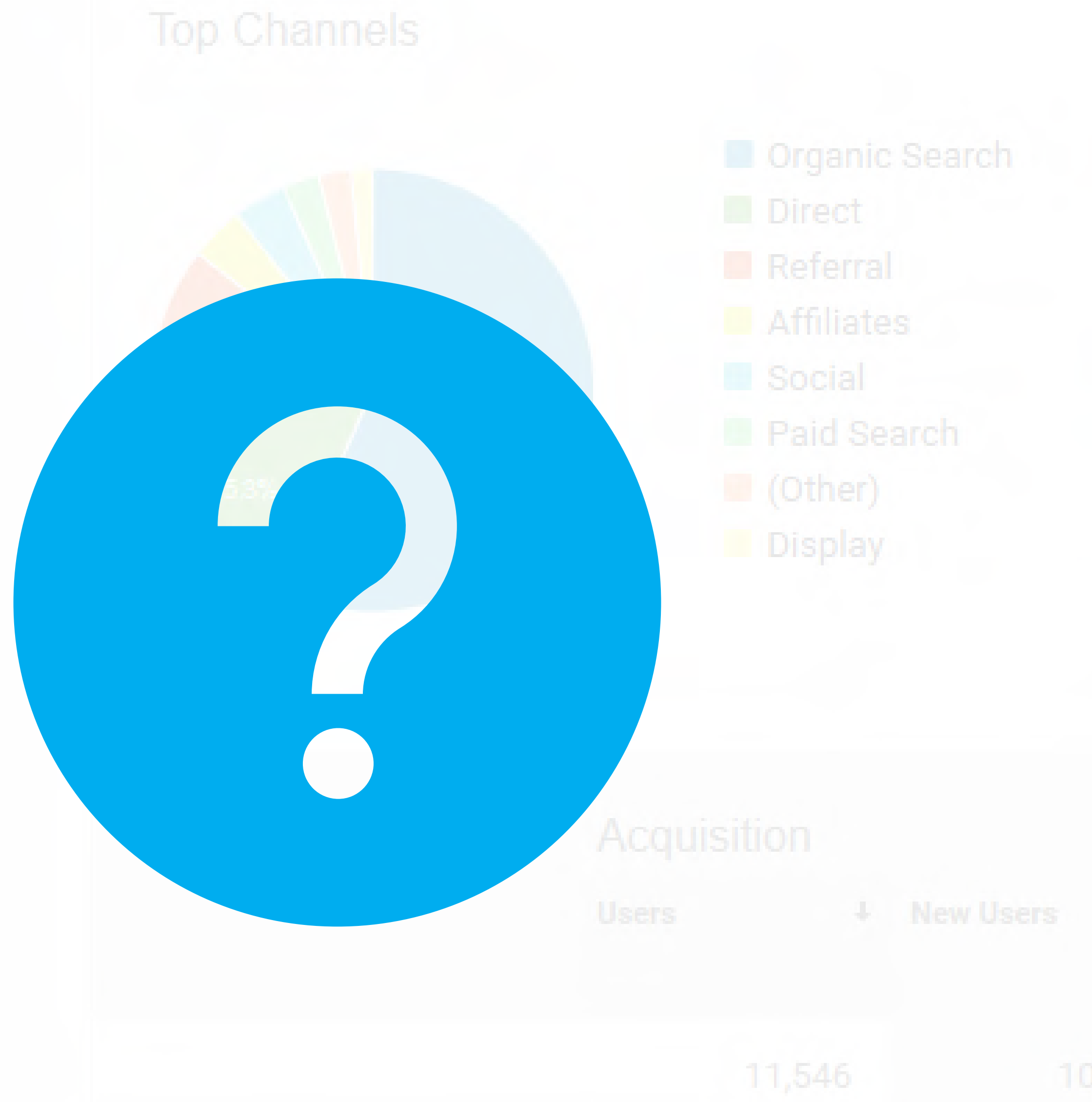
- Which social media traffic is more likely to convert?
- Where are our site visitors from (city, referral, organic search)?
- What words did they use to find us?
- Are people reading our blog posts?
- Which pages are performing/converting best?

Google Analytics

Next Steps

- Install it if you haven't already
- ~~— 'Hits'~~ think in pageviews, behaviour and outcomes
- Leave annotations for things such as:
 - new blogpost published
 - updates to site, hosting downtime
 - media feature
 - offline events that would affect traffic

Google Analytics



Behavior		
Sessions	Bounce Rate	Pages / Session
14,117	49.43%	



Slides, Resource List & Web Page Checklist:
alisonkconsulting.com/tns

Thankyou!

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