

# Online Marketing: Going Beyond Social Media



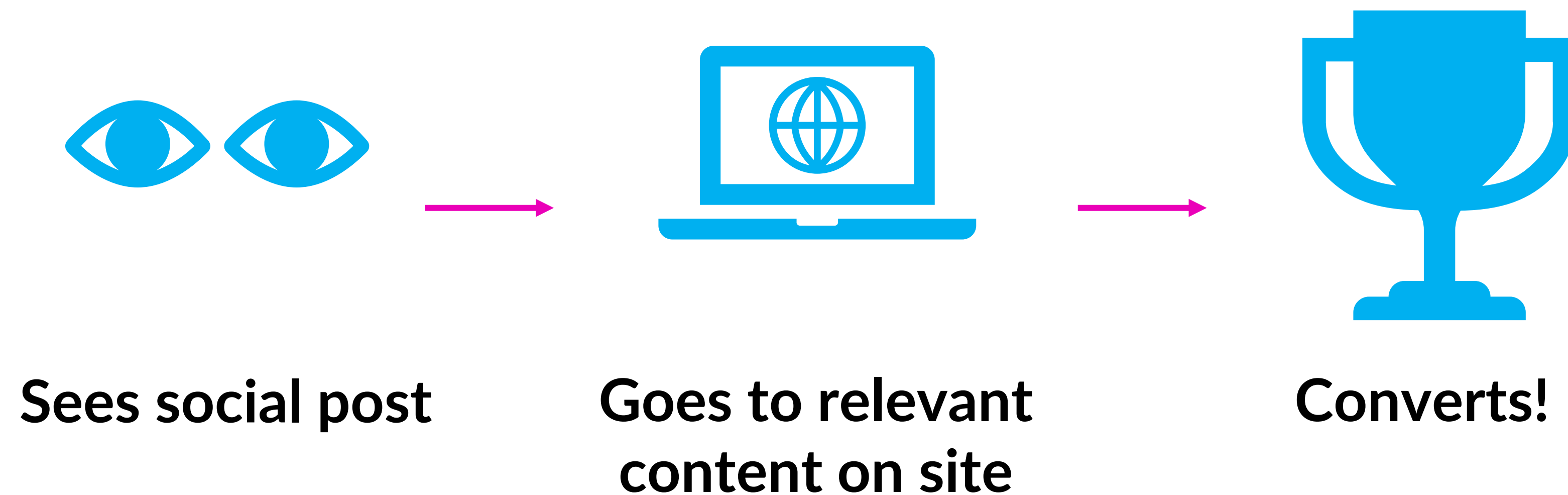
Alison K  
CONSULTING



**Reality Check #1:**  
**It takes more than 'a few' touchpoints to  
get people to convert.**



# How we wish websites worked





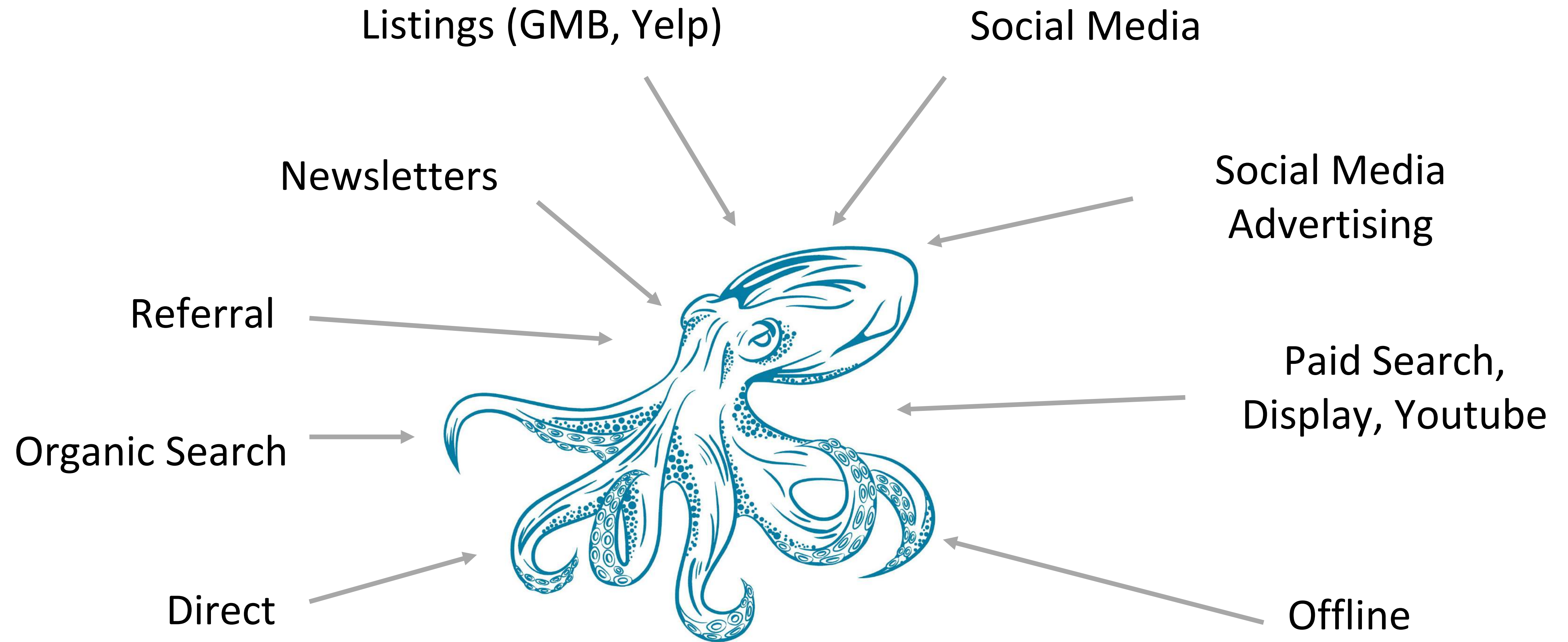
# Reality:

MCF Channel Grouping Path ?		Conversions ?	↓
1.	Organic Search → Direct ←	144	(53.93%)
2.	Direct × 2	25	(9.36%)
3.	Organic Search → Direct × 2 ←	25	(9.36%)
4.	Referral → Direct	11	(4.12%)
5.	Organic Search → Direct × 3	8	(3.00%)
6.	Paid Search → Direct	5	(1.87%)
7.	Direct × 3	5	(1.87%)
8.	Direct × 3 → Referral × 4 → Direct × 2 → Organic Search → Direct × 2 ←	3	(1.12%)
9.	Referral × 2	3	(1.12%)
10.	Organic Search → Direct × 4	3	(1.12%)



**Reality Check #2:**  
**Traffic comes via different channels,**  
**each with their own needs.**







# Direct

- Black hole traffic
- Typed directly into browser or bookmarked
- Add-blockers, VPNs
- Can make some guesses from pages visited
- You want to put this into other buckets if possible
- Use UTM's whenever possible





# Organic Search (SEO)

- Can't buy it
- Ongoing process, growth (or loss!) over time
- Standards change
- Think 'searcher intent' instead of just 'keywords'
- Get an SEO audit and pick away at existing content first, then create new content



# Referral

- Other websites linking to yours (critical for SEO!)
- These links are called “backlinks” and are gold but hard to get:
  - Send out cold emails (make ‘em unique)
  - Look for broken links and offer yours instead
  - Build relationships social and offline
  - Don’t pay to be on lists



# Newsletters

- SO UNDERRATED!
- Created webpage just for newsletter signups
- Once a month or quarter is fine
- Promote newsletter on social media
- Setup tags and segments
- 11% open rate, 5% list conversion rate





# Paid Search/Display

- Really understand *who* you're selling *what* to
- Send to targeted landing pages
- \$1000 is a solid start
- 4.4% conversion rate with Google Ads
- 5-35% landing page conversion rate
- CPC completely depends!





# Social Media (Automation)



- Frequency is key!
- 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 (Advertising)

- Each platform's analytics can be vastly different
- Research strategies before spending
- Retarget if possible (Facebook pixel, etc)
- Facebook CPC: \$0.97
- Twitter CPC: \$0.50
- Instagram CPC: \$0.50-\$1.00
- LinkedIn CPC: \$3.00-6.00





**Reality Check #3:**  
**If you don't track it, you can't measure it.**



# Basic links don't tell a full story

- How can you tell people visited your site from a print ad?
- How do you know a Facebook post made 3 days ago is still sending people to your site?
- You make 3 tweets about your new event. You use different images for each one. How can you tell which image resulted in more website visits?



# UTMs are a biz's BFF

<sup>1</sup> <sup>2</sup> <sup>3</sup>  
[https://website.com/?utm\\_source=google&utm\\_medium=organic&utm\\_campaign=gmb-listing](https://website.com/?utm_source=google&utm_medium=organic&utm_campaign=gmb-listing)

**1 Source** Where traffic came from: 'facebook' 'google' 'bing' 'newsletter'

**2 Medium** Type of traffic: 'cpc' 'organic' 'email' 'social' 'referrer' (use Google Analytics terms)

**3 Campaign** Whatever you want to name it: 'name\_of\_post' 'tweet\_2' 'summer\_promo'



## Demos & Tools

[Autotrack](#)[Account Explorer](#)

### Campaign URL Builder

[Dimensions & Metrics Explorer](#)  
**Updated!**[Embed API](#)[Basic Dashboard](#)[Multiple Views](#)[Interactive Charts](#)[Working with Custom Components](#)[Third Party Visualizations](#)[Server-side Authorization](#)[Enhanced Ecommerce](#) **Updated!**[Hit Builder](#)[Query Explorer](#)[Request Composer](#)[Spreadsheet Add-on](#)[Tag Assistant](#)[Usage Trends](#)

## Resources

[About this Site](#)[Help & Feedback](#)

# Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

## Enter the website URL and campaign information

Fill out the required fields (marked with \*) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

\* **Website URL** The full website URL (e.g. `https://www.example.com`)

\* **Campaign Source** The referrer: (e.g. `google`, `newsletter`)

\* **Campaign Medium** Marketing medium: (e.g. `cpc`, `banner`, `email`)

\* **Campaign Name** Product, promo code, or slogan (e.g. `spring_sale`)

**Campaign Term** Identify the paid keywords

**Campaign Content** Use to differentiate ads

## Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

☐ Set the campaign parameters in the fragment portion of the URL (not recommended).

[Copy URL](#)[Convert URL to Short Link \(authorization required\)](#)



# UTMs are a biz's BFF

1. Create them with **Google's Campaign URL Builder** for:
  - Email signatures
  - Social media posts
  - Newsletters
  - Links in documents
  - Google My Business
2. Keep a spreadsheet to organize. Don't use for internal links!
3. Will show up in **Acquisition > Campaigns > All Campaigns**, etc



**Reality Check #4:**  
**SEO is not something you 'do' once.**





# SEO Realities

- Other websites may have more authority
- The keywords are competitive
- Constant trends and changes in searcher needs
- Changes in search algorithms
- There's a lot of real estate that gets taken up pretty fast even when you DO rank.



Google

how to groom your dog

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About 88,800,000 results (0.53 seconds)

**GROOM YOUR DOG JUST LIKE PROFESSIONALS AT HOME**

4:03

"... Always go slow and move down in the direction of hair growth otherwise, You'll create ugly lines on..."

More

www.youtube.com › watch

**How to GROOM your dog at home like a Professional in this ...**

About featured snippets

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Do you bathe a dog before or after grooming?

Can you groom a dog at home?

Feedback

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14:18

PREVIEW

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Feb 17, 2019

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**How To Groom Your Dog at Home (Maltese Grooming)**

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Apr 7, 2015

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www.cbc.ca › life › pets › a-beginner-s-guide-to-groo...

**A beginner's guide to grooming your dog at home | CBC Life**

Apr. 28, 2020 — A pro shares tips for matted coats, nail trims and more · Do start with nails · Do keep certain key areas trimmed · Do order a **grooming** kit · Don't cut a ...

www.wikihow.com › ... › Dogs › Dog Grooming

**How to Groom a Dog (with Pictures) - wikiHow**

Part 3 of 3: Clipping Your Dog's Fur.

sitstay.com › blogs › good-dog-blog › how-to-groom-ya...

**How to Groom Your Dog at Home: Actual Tips 2021 - SitStay**

Jul. 30, 2018 — Brushing Your Dog. Fluffy small white dog getting its hair brushed out. Once your **dog's** coat is dry, brush him thoroughly to get ...

www.cesarsway.com › how-to-use-dog-clippers

**How to Use Dog Clippers | Dog Grooming | Cesar's Way**

Jun. 20, 2019 — Hold your **dog** to avoid sudden movement. Start shaving from the neck to the back leg, and then do the other side. It is recommended by ...

nymag.com › strategist › article › how-to-groom-a-dog

**How to Groom a Dog at Home: 23 Tips and Products | The ...**

May 8, 2020 — We asked groomers, a pet expert, and a veterinarian to weigh in on the best **grooming** tools to wash, brush, and trim your **dog** at home, ...

www.petmd.com › dog › care › evr\_dg\_diy-tips-for-gr...

**DIY Tips for Grooming a Dog at Home | PetMD**

Feb. 17, 2016 — How to Trim a **Dog's** Nails · A comb, brush or shedding blade (depending on your **dog's** coat) · A **grooming** table with a **grooming** arm to secure ...

Images for how to groom your dog

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dog groomers

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clipping

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About 253,000,000 results (0.66 seconds)



Rating ▾ Hours ▾

⚠ Hours or services may differ

Duke's Place Dog Grooming

4.0 ★★★★★ (2) · Pet groomer

3119 Ashburn Ave

Closed · Opens 9 a.m. Mon. · (902) 477-3080

🌐

WEBSITE

📍

DIRECTIONS

A Pooch Parlour Pet Grooming Salon

4.0 ★★★★★ (29) · Pet groomer

Dartmouth, NS

Closed · Opens 9 a.m. Tue. · (902) 463-5959

🗣️

"My **dog** is scared of everything and she even likes going."

🌐

WEBSITE

📍

DIRECTIONS

Groomingdale's Dog Grooming

1.0 ★☆☆☆☆ (1) · Pet groomer

Halifax, NS

Closed · Opens 10 a.m. Sun. · (902) 835-3224

🌐

WEBSITE

➔

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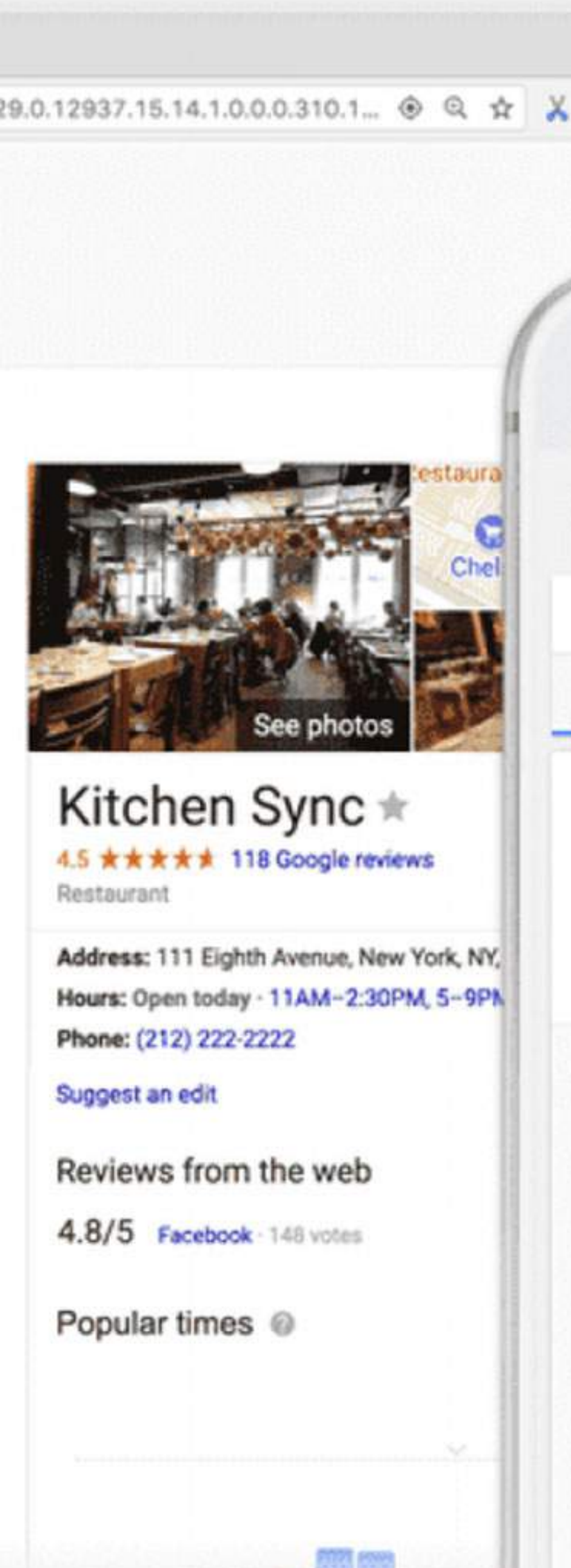
How to GROOM your dog at home like a Professional in this ...

Google My Business to the rescue!



# Google My Business

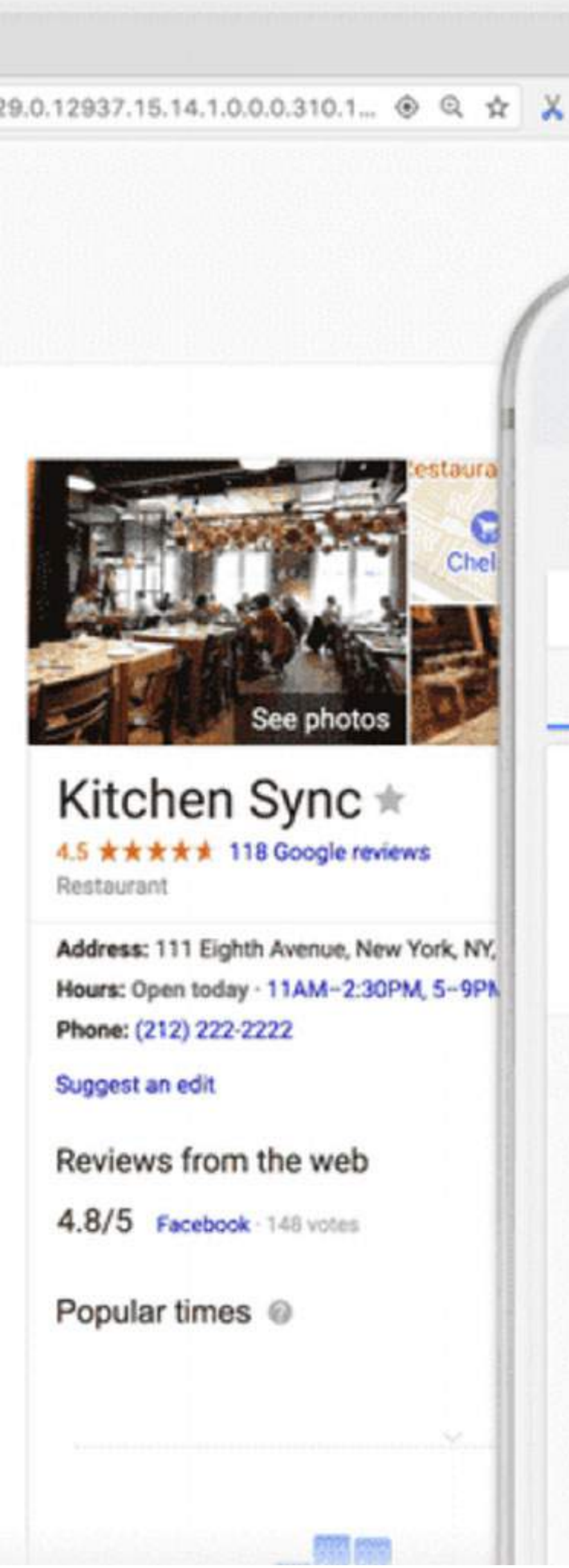
- Provides valuable insights such as:
  - queries used to find your business
  - how they searched for you (by name, category or similar brands)
  - if they visited site, requested directions, looked at photos





# Google My Business

- Claim your business
- Complete GMB information (especially photos!)
- Use UTMS
- Request guests leave reviews
- Review insights to help you strategize
- Write posts





## Reality Check #5:

**Your current customers are key to your future customers. Interview them.**



# Customer Interviews

- More accurate 'buyer personas'
- Focuses on trigger event instead of demographics
- Done in under 20 minutes
- Get exact language they use and apply to your website, social media, print collateral...





## Ideal Guest: Sam, holds bespoke retreats for professionals



*"I'm ready for change with how I run my retreats. But I need a provider I can rely on to take care of the details and help me with this new way of doing things."*

*"ok, but... what will make this worth my attendees leaving home for?"*

### Challenges & Catalyst

- COVID changed -everything-. How can they give the same experience at smaller scale?
- Doesn't know how to retain TRANQUIL DEEP WORK with so many rules and things on hold.
- Tried remote sessions. They lack CONNECTION and hard to understand attendees' needs.
- Prebooked with a local B&B, unclear terms felt dishonest, did not meet expectations, cancelled.

### Needs & Goals

- STATUS (offers high end retreats with unique experiences)
- Queer-friendly location is important to their attendees and brand.
- Will readily pay extra for specialized excursions, but needs CLEAR TERMS & CONDITIONS.
- Doesn't like to be overwhelmed with too many details. Wants provider to focus on those so they can focus on needs of attendees in their 1:1 sessions.

### Before Acme Forest

- Pre-Covid: went after UNIQUE locals. Now: tries urban locals but can't offer the same experience
- Had to take care of a lot of details around safety and logistic. This cut into 1:1 sessions. Distracted.




### After Acme Forest

- So impressed by questions manager Carol-ann asked, immediately felt she UNDERSTOOD SAM'S VISION.
- LGBTQ+ inclusion was CELEBRATED. Other locations downplayed or were ignorant.
- Attendees immediately raved about location and staff. Usually happens towards end of retreat.
- Wonders if collaboration with kitchen could happen - like foraging or local cuisine classes.
- If Acme Forest disappeared tomorrow, Sam would miss Carol-ann's guidance the most.





Slides & Additional Resources:  
[alisonkconsulting.com/tourismns1](https://alisonkconsulting.com/tourismns1)

-  [Alisonkconsulting.com](https://alisonkconsulting.com)
-  [alison@alisonkconsulting](mailto:alison@alisonkconsulting)
-  [AlisonK\\_Consult](https://twitter.com/AlisonK_Consult)