DIGITAL MARKETING

CONNECTING WITH YOUR CUSTOMERS ONLINE

SAN ANGELO CHAMBER OF COMMERCE
ANGELO STATE UNIVERSITY SBDC

5.21.2020
S. David Ramirez
User Generated Content Evangelist
TINT
david.ramirez@tintup.com

• Executive Board
  San Japan Convention
  (20,000 attendees)
• Mentor
  Break Fast and Launch
  Culinary Accelerator
• Guest Marketing Instructor
  University of Texas at San Antonio,
  Institute for Economic
  Development
• Mar-Comm Strategist
  The Heron (Online Newspaper)
HOW?
SHUT UP AND TAKE MY MONEY!
Why?

And to what end?
Call To Action

What do you want your customer to do?
GROUND RULES

• Pick a platform that suits your needs.
• Balance digital and physical opportunities.
• Only adopt a new platform if you can commit the time.
• Start and develop one platform at a time.
• Don’t panic if you’re not “Insta-famous” within a few weeks.
Pay
To
Play

YOU WANNA PLAY IN MY PLAYGROUND?

YOU GOTTA PAY FOR THE PRIVILEGE
now in cereal
INSTANT GRATIFICATION
Well that's not a good sign.
Content is King

- Post 2-3 times a week
- Post relevant content
- Balance marketing/sales-content with other posts
Love the Local

- Spotlight Customers
- Share the Love
- Why you over the Big Box?
“100,000 individual weights in the model...”

Lars Backstrom, Engineering Manager - News Feed Ranking, Facebook
Facebook IQ

Real Life. Real Insight. Real Action.

By harnessing Facebook insights and working with world-class researchers, we can help marketers understand people across generations, geographies, devices and time.

LEARN MORE  STAY IN THE KNOW

People-First Media Planning: Advancing Incremental Reach

[VIDEO] Watch Facebook researchers in France, Italy and the UK discuss the impact of planning media campaigns around people instead of devices.

Read more
Opening New Worlds: The Power of Passions on Instagram
Tune in to the latest installment of our new Facebook IQ podcast series to find out how and why people are using Instagram to expand their world and follow their passions.

Shifts for 2020: Blurring Boundaries
Take a look at the ways technology is changing how people see themselves and how they interact with other people and businesses.

Unfiltered: Looking at Instagrammers Through a Biometric Lens
Tune in to the second episode of our new podcast series to find out more about how people physiologically react to ads on Instagram.

The Power of the Platform: Pixels + Print

Journeys of Connectivity: How People in Sub-Saharan Africa

Moving Pictures: The Persuasive Power of Video
1. Take Good Pictures
2. Research your hashtags
3. Be the Big Fish
4. Share, interact, comment.
5. Find the tags for your community.
1. #Copy #The #Trendsetters
2. Use Rich Media
3. Check out the Ads
1. Tell a story
2. Show your strengths
3. Be Sincere
1. Register your business at biz.yelp.com

2. Use the Mobile App

3. Upload Photos

4. Mind the Updates
Make updates from the dashboard

Up-to-date listings are:

2X more likely to be considered reputable.¹

38% more likely to have searchers visit the location.²

29% more likely to have searchers consider purchasing from them.²

¹ Google/Oxera, The Benefits of Complete Business Listings, Dec 2014
² Ipsos MORI, Impact of Search Listings for Local Businesses, Aug 2014
SHOW YOUR HOLIDAY HOURS ON GOOGLE

40% of local business searchers want to find hours of operation.¹

¹ Google Consumer Barometer, April 2017
READ AND RESPOND TO REVIEWS

• Be notified when customers write reviews about your business.
• Build brand loyalty by responding.
• Reply with your point-of-view, solutions, answers, or thanks.
SHARE UPDATES WITH POSTS
Post live updates directly on your Google business listing.
SEE WHAT’S WORKING WITH INSIGHTS

• How do searchers find you?
• How do they interact with the listing?
• Do they call, request directions, and visit your website?
• Where do customers come from?
• What days have the most activity?
ADD MANAGERS TO HELP

First, click “Users”.

Next, invite managers by adding their email addresses.

Choose their access level.
Google Search Update

May 2020

- Domain Authority is still important.
- Content is still king!
- SEO is a long-term process.
- Local has never been more powerful.
TECHNICAL DIFFICULTIES
PLEASE STAND BY
What is your website’s call to action?

Shamelessly stolen from Wordcamp San Antonio 2016 Keynotes Speech
Carrie Dils, https://carriedils.com/
Own your business like a boss.

FREE Guide: Money Talk

Do you dread talking to your clients about money? This short guide walks you through 5 tips for speaking more confidently about cash.

Sign up to receive the guide and exclusive emails from Carrie straight to your inbox.

Type your email

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I will never spam you. Unsubscribe at any time.
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UTSA offers unique opportunities to learn, discover and grow.

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- Graduate Programs
- Certificate Programs
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THE FINEST SEAFOOD RESTAURANT IN SAN ANTONIO, TX

Located at the historic St. Anthony Hotel, Rebelle has completely revamped its menu and it is making waves.

SEE FULL MENU
FIG TREE RESTAURANT
FINE DINING ON THE SAN ANTONIO RIVERWALK

Fine Dining on San Antonio’s Riverwalk

MAKE A RESERVATION  SEE OUR MENU

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TECHNICAL DIFFICULTIES
PLEASE STAND BY
Where does the content come from?
Adobe Photoshop Express

PHOTO EDITING
Design anything. Publish anywhere.

- Instagram Post
- Facebook Post
- Poster
- Facebook Cover
- Logo

Create a design

Home
Brand kit
Design School
Create a team

Folders
All your designs
Shared with you
Trash

DR David Ramirez
Facebook Cover Social Media Presentation (16:9) Poster Flyer Facebook Post Instagram Help
The Free & Open Source Image Editor

This is the official website of the GNU Image Manipulation Program (GIMP).

GIMP is a cross-platform image editor available for GNU/Linux, OS X, Windows and more operating systems. It is free software, you can change its source code and distribute your changes.

Recent News

GIMP and GEGL in 2018
2019-01-02

GIMP 2.10.8 Released
2018-11-08

GIMP receives a $100K donation
Inkscape is a professional vector graphics editor for Windows, Mac OS X and Linux. It's free and open source.
cullumsattagirl The Whut-A-Girl Basket; Tuesday-Friday, 11a-3p. If ya know, ya know.
📷: @s.david.r
#HeyAttagirl #KindKorner
#chickendocumentation
jazsplan @schmotown
S. David Ramirez
UGC Evangelist, TINT

• Add me on LinkedIn!
• David.Ramirez@tintup.com