

Search Engine Optimization



Within Search Engine Ranking, there are a few different considerations to how well your website and content are performing. These include **keyword strategy, competitor strategy, content marketing, and backlink strategy**. All of these pieces create higher exposure on search engines and drive more traffic. We do this by capturing specific information sought after by potential clients and by delivering that information to clients concisely.

KEYWORD STRATEGY

- Identify the main keywords you would like to rank for.
- Google to see who currently ranks and google related searches.
- Create a keyword tree using main and related keywords.

COMPETITOR STRATEGY

- Google your competitor with each keyword using " AND " function in the search bar. See how often results show up.
- Check competitor's website titles to match keywords.
- Additionally, take note where you each place on all keywords.
- If you need more data, utilize a free site checkup tool.

CONTENT MARKETING

- Identify what is being searched for in regard to the keyword (are they looking for guides, ideas, videos, etc.).
- Create a better piece of content using noted medium.
- Promote the content on all socials, website, other channels.

BACKLINK STRATEGY

- Reach out to publications, websites, directories, etc. who currently link to you and offer to update information.
- Promote your new content to publications either by pointing out absent content or sharing a better alternative.

If you need more information or some assistance with any of these search engine optimization strategies, give us a shout at hello@chathamoaks.co.

Social Media Marketing



Social media marketing is one of the largest factors of modern digital marketing success. One of the main sources of brand recognition and a vehicle for extended reach, an effective social media strategy should be one of your main priorities. Although there is a lot that goes into social media marketing, here are the most important steps to make sure you are well on your way to setting up the foundation of a successful social media strategy.

PLATFORMS

- Platforms depend on your audience so take note how your market's age and demographic fit with each platform.
- Look at what mediums (videos, images, etc.) are working in respect to your market and product.
- Initially, choose three platforms and do not spread yourself thin

POST STRATEGY

- Create a calendar/plan when you will be posting. Each industry has best times to post. Consistency is key.
- Use cross-posting. Repurpose content across platforms.
- Include all types of posts (Stories, Posts, Highlights).
- Look into scheduling tools to save you time.

ENGAGEMENT

- On each of your platforms, immediately start engaging with posts similar or complementary to your brand.
- Provide a bio link tool to drive traffic to tailored content.
- Consistently check social analytics and look for cause and effect with posts. Replicate what works.

SOCIAL ADS

- Create automatic advertising campaigns. These will allow you to save time and get the most engagements.
- Consistently tweak your wording to consistently tailor it to your customer's need.

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Business Data Analytics



Businesses that operate online have a lot of advantages. Even just having an online presence, businesses have the ability to field a massive amount of data that is paramount to creating a successful digital marketing strategy. Understanding how to read this data is extremely important to be absolutely sure you know your market, your most effective marketing channels, your most effective campaigns, and the changes you need to make to maintain success.

GOOGLE ANALYTICS

- Set up your free Google Analytics account.
- Link your website by putting the Universal Code in its HTML.
- Set up a Project within the account, and a View in the Project
- Use Google Analytics Gallery to import a pre-made view and dashboard with the data you are trying to visualize.
- Take note of the current data, use this as a benchmark.

CAMPAIGN ANALYTICS

- Make sure the programs you are using for social media and email have some type of data output.
- Identify important metrics you are looking to track
- Compare all three channels (website, email, social media) to identify customer interaction and progress through channel.
- Use targeting in all three channels to separate traffic to further highlight your metrics and how they play into marketing

MISC.

- Use URL shorteners or QR codes to allow for tracking when customers move through your marketing funnels.
- Use expert and online resources to further tailor your data analytics foundation to your business.

Data analytics is most effective with consistent aid and maintenance. Be sure to check into your data consistently to see trends and patterns.

If you need more information or some assistance with any of these business data analysis strategies, give us a shout at hello@chathamoaks.co.

Connecting Traditional Marketing



Traditional marketing continues to be extremely effective for all businesses. With new digital marketing tools and strategies appearing all the time, traditional marketing had to evolve as well. For many businesses, major concerns lie where the two blend. When connecting traditional marketing with the digital marketing strategy, you are able to learn more about your customers and give them resources quicker to move them in the right direction.

LANDING PAGES

- Create a digital link at your brick and mortar store.
- Connect all physical campaigns to a digital link.

Utilize landing pages, forms, QR Codes for the link. Simplicity for the customer is key.

CHANNELS

- Customize channels based on each link to deliver the right resources to the right customers.
- Use each link as a segmentation tool for future targeting.

At this point you should have multiple initial onboarding links, custom onboarding channels for each, and the beginning of auto segmentation useful for targeting.

OUTREACH

- Incorporate follow up campaigns using gathered information through SMS, Email, Social Media, etc.
- Automate advanced reminders to replicate the customers initial outreach (come back to the shop, see you at the event, etc.)
- Reach out with mass surveys and polls to generate reviews and learn more about your customers.

IN ADDITION

- Create a virtual business card. Allow for people to capture your contact info, follow your socials, or sign up for your mailing list.
- Use POS systems that capture email and phone number.

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Brand Design



Many businesses wonder what goes into a professional brand design. Surprisingly, not a whole lot. Despite that fact, a business' brand is one of its most important assets. Having cohesive colors, fonts, photos, filters, and formatting will have a massive effect on any current and prospective customer's view of your business as a whole. This checklist will help you lay the foundations of your brand's image at the most basic level and give you some guidelines regarding how to format content in the future.

FONTS + COLORS

- Pick 3-5 colors as a guide. At least one dark and one light. You can use a color palette creator found online.
- Format your logo and/or your website with these colors.
- Pick 2 fonts, a title and a body font. Use these **everywhere**.
- Format all written content with these fonts.

These fonts and colors are essential to your formatting. Through websites, blogs, campaigns, and socials use these to create a cohesive brand image. When people see these colors and fonts grouped, they should think of your brand. (Ex. Google, FedEx, John Deere)

PHOTOS

- Photos posted should loosely follow a theme or description. This will help differentiate your feed/site from others.
- Utilize a filter on photos that matches your color scheme.
- Post **original** photos. These are crucial to brand identity.

Photos allow customers to visualize your products, services, customers, office space, events, and more. Putting a unique spin on your photos can create another vehicle to showcase what customers can expect from your brand.

FORMATTING

- Maintain consistent formatting. Capitalization, titles, content, photos, emails, etc. Customers will come to expect consistency.

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