SESSION 1: DEVELOPING AN EFFECTIVE AND RESPONSIVE ONLINE PRESENCE

BUSINESSES SHOULD HAVE A STRATEGY AND A “TAKE CONTROL” MENTALITY

• Hope isn’t a marketing strategy. Businesses should build a strategy around what your audience is responding to.

• Digital strategies include optimizing your website (this is critical), having a targeted email campaign, developing your social media, and possibly using paid advertising. Having content that is relevant, appealing, and on-brand can build trust in the target audience.

• Digital tools such as Facebook Ads Manager, Google Analytics, etc. allow businesses to take control. By plugging into these tools, businesses can gain information about their consumers and develop a more effective strategy to re-engage. When you control your data, you can control engagement.

KNOW YOUR AUDIENCE BY UNDERSTANDING YOUR “CONSUMER DATA”

• Digital tools can help businesses identify their audience, such as knowing how consumers found your website and what they did while at your site.

• “Consumer engagement metrics” can show the behavior of consumers who visited your site, including:
  ◦ how much time was spent on your site?
  ◦ how many pages were visited?
  ◦ what were the second and third pages viewed?

NURTURE YOUR AUDIENCE

• Emails are gold! With consumer information and email addresses, messages can be planned that resonate and direct your audience to what they are looking for on your website, blog, etc..

• Any consumer data can and should be secured. This will future-proof your business as privacy policies change.

BE CLEAR AND CONCISE WITH WHAT YOU WANT YOUR AUDIENCE TO DO

• Including directives such as “Click here,” “Watch this,” “Learn more” on your website can help guide consumers to the next step or to get more information.

STAY CURRENT - GOOGLE YOUR BUSINESS!

• Websites should always be current showing hours, services, specials, menus, operations, etc.. Similarly, confirm your business information is listed correctly with other local marketers, state websites, local Travel Bureau, Yelp, etc..

• Every business should create a Google Business Profile, that is “claimed” and editable by you. When customers “google” your business, you want them to find you and get what they are looking for.

STAY ORGANIZED

• It is important to be consistent with your digital content and outreach plan.

PANELISTS

• Brian Matson, Senior Director of Strategy and Education, TwoSix Digital
• Maria Sykes, Executive Director, Epicenter
• Sara Toliver, President & CEO, Visit Ogden
• Adriana Chimaras, Director of Tourism, Emery County Tourism Office
CONSIDER QUALITY VERSUS QUANTITY AND RETURN ON INVESTMENT
- Daily postings may not be appropriate for all businesses/audiences. In some cases, “less but better” quality may be a better fit. For example, investing in a video that is authentic and “evergreen” (relevant months in the future) may provide a better return on investment.
- Know what you are good at and what resonates, then prioritize!

TRY TO CARVE OUT A BUDGET FOR DIGITAL MARKETING
- Spending a little money on Facebook ads can be helpful. Paid social media campaigns may become increasingly more important.

AUTHENTICITY IS REWARDED
- Providing realistic expectations about your business/services/destination, that don’t “over-promise,” will help attract the right clients/customers/partners. Identify your champions to help share your story.

PARTNER UP AND COLLABORATE WITH OTHER BUSINESSES
- Local partnerships are a great way to promote each other’s businesses and broaden each other’s customer base, foster customer loyalty, and build a wider digital footprint.

WEBSITE CONTENT TIME-SAVERS
- Repurpose, retweet, repost content from other trusted websites, then add your twist. As examples, use the weather report, “It’s sunny and warm, and a great time to come visit,” or incorporate the “National Day Today” in some way to connect with your audience.
- Businesses can post content or event details to “Now Playing in Utah” for a broader reach.

MANAGE BOTH POSITIVE AND NEGATIVE FEEDBACK
- Bring positive reviews about your business into your content.
- Acknowledge any negative feedback. Don't panic. Ask to speak off-line if needed.
- How you handle negative criticism is often more important than the initial negative review.

RESOURCES SHARED BY PANELISTS DURING THE SESSION
- Google Analytics
  ◦ Google will send regular email updates on consumer engagement with your Google listing.
- Custom Audience
  ◦ Custom audiences can be built in any social media platform to identify a typical customer's journey (e.g. Google’s ad-targeting option).
- Facebook Business Manager
  ◦ Step 1: Create a Business Manager
  ◦ Step 2: Create an Ads Account
  ◦ Step 3: Create a Website Custom Audience (i.e. an “engagement audience,” captures anyone who has clicked on or “liked” a photo, this is cheap and easy to do)
  ◦ Step 4: Create Ad Campaigns
- Facebook Meta Blueprint: Tutorials & More
- LinkedIn is an underutilized, promising tool.
- A “purchase funnel” is a marketing term; a typical customer’s journey towards the purchase of a good or service.