

YSBEC PRESENTS

Digital Marketing Tools and Tips to build sustainability during COVID-19

Keynote Speakers Maryam & Hollie





My Name is

Maryam Golabgir (Chief Amazement Officer of Digital Marketing Experts)

Maryam Golabgir is a digital marketing veteran with over 17 years of experience. She has worked in the Telecommunications, E-commerce, IPTV, A.I. Development, Broadband Alliance, and Financial industries. Maryam has worked with many B2B and B2C clients across many industries such as Sheridan Communications, Group of Gold Line, McFees Constructions, Snapd, Niche Decor, Roxborough Realty Group, Clifton Blake Asset Management, Ontario College of Social Workers and Social Service Workers and the Ontario Motor Vehicle Industry Council (OMVIC), among others.

Maryam believes creating a sustainable digital marketing strategy will require a sharp vision and loads of metrics to accompany digital plans. Maryam's digital expertise is in Social Media Marketing strategies, Website Development, Search Engine Marketing and Optimization, Online Advertising and Video / Mobile Marketing.





Message me anytime you want...

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Facebook: @DigitalMarketingExperts

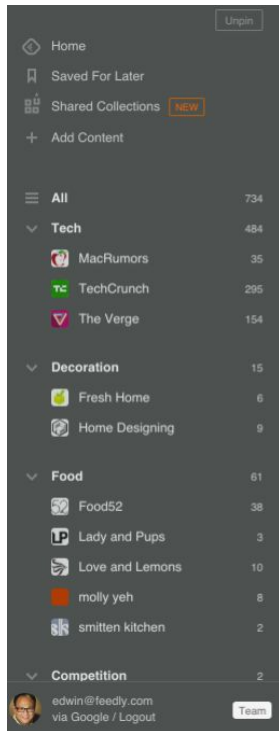
Twitter: @eforblog

LinkedIn: /maryamgolabgir/



Feedly

Feedly is a content curation tool that allows you to collect and read content from your favorite blogs or news site, subscribe to any RSS feed and most importantly, curate content for social sharing which you can either save or share directly from your Feedly user interface.



Home 50x faster polling (Team Edition)



Apple TV Gains Updated NFL Channel With Game Pass Integration

The Apple TV's existing NFL Now channel was today revamped, changing the name to "NFL" and adding support for Game Pass subscriptions. Through the updated channel, NFL fans who have a Game Pass subscription can watch on-100+ MacRumors / by Juli Clover / 2h



Tep Is An Adorable Fitness Tracking App That Works Like A Tamagotchi

Remember the Tamagotchi? Those little monsters were great. A new iOS app called Tep created a Tamagotchi-like app for your phone to help you stay motivated when it comes to working out. Move around if you want to feed your 400+ TechCrunch / by Romain Dillet / 4h



Apple Seeds Eighth Beta of OS X El Capitan to Developers, Sixth Beta to Public Testers

Apple today released the eighth beta of OS X El Capitan to developers for testing purposes, nearly two weeks after releasing the seventh El Capitan beta and more than two months after unveiling the operating system at its 2015 300+ MacRumors / by Juli Clover / 4h



Are you still using Apple Music?

Apple Music has officially been available for two months now, and in that time it's had a few ups and downs. Despite some pesky, persisting bugs, Apple Music has quickly gained 11 million subscribers and counting during the trial 1K The Verge / by Micah Singleton / 5h

Eatsa, A Futuristic Restaurant Where Robot Cubbies Serve Quinoa

500+ TechCrunch / by Josh Constine / 5h



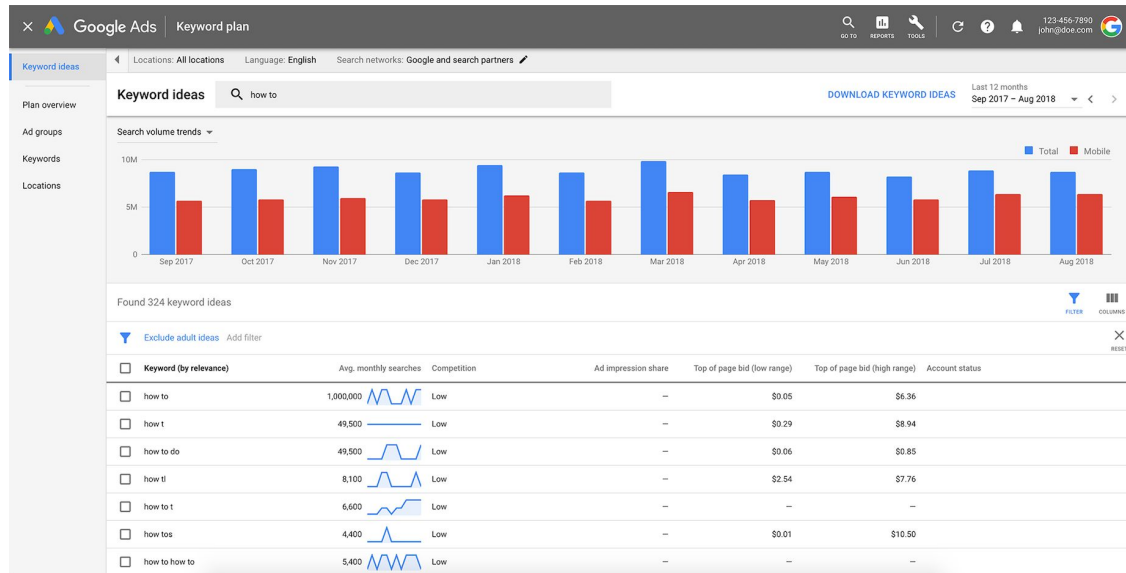
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Google Keyword Planner

This is a free keyword research tool that allows you to search and find a wide range of keywords and keyword ideas, and see how keywords perform. All your keyword research can then be used for search engine optimization for websites and for your Google AdWords campaign.





ProProfs Survey Maker

ProProfs Survey Maker is a SaaS-based tool that helps you create beautiful surveys and capture relevant customer and employee feedback. This tool simplifies the way you measure customer satisfaction and loyalty. With ProProfs Survey Maker, you can create NPS, polls, popups, sidebar & in-app surveys, along with quizzes.

Create Surveys & Forms

Free online survey creator. Over 50,000+ surveys created. Over 4 million respondents. Surveys, scored surveys, and forms all included.

Build NPS Surveys

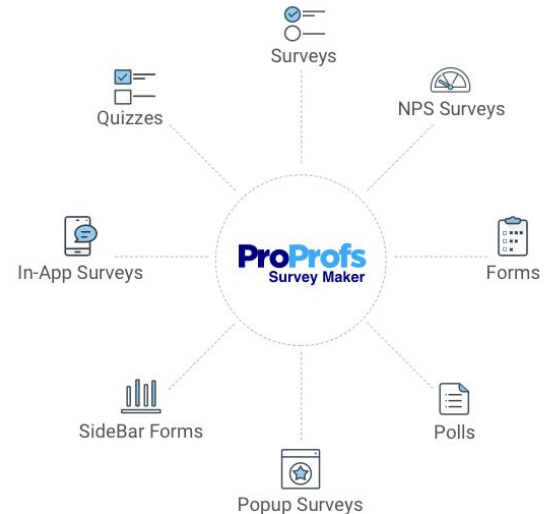
Use NPS surveys to benchmark your performance and make smarter decisions.

Create Quizzes, Tests & Assessments

World's simplest way to make online quizzes. 100K+ quizzes, 50 million quiz takers.

Make Polls, Popups, SideBar & In-App Surveys

Ask visitors questions without ever leaving your website. Gather information quickly and easily.





ConvertKit

As a simple and easy to use email-marketing automation tool, ConvertKit can help bloggers and businesses trying to grow their online audience create sign up forms and landing pages with great templates. ConvertKit allows you to capture leads and send converting emails to them that can turn them into customers.

ConvertKit

FEATURES ▾ PRICING RESOURCES ▾ LOG IN SIGN UP FREE

Connect with your audience. Make a living doing work you love.

Email marketing software the way it should be.

CREATE A FREE ACCOUNT

| Metric | Value |
|-----------------------|--------|
| Confirmed Subscribers | 79,833 |
| Conversion Rate | 32.46% |
| Open Rate | 5.46% |
| Clicks | 2,881 |

Confirmed Subscribers

| Subscriber | Created | Status |
|-----------------------|--------------|-----------|
| subscriber@domain.com | Jan 25, 2018 | Confirmed |
| subscriber@domain.com | Jan 25, 2018 | Confirmed |
| subscriber@domain.com | Jan 25, 2018 | Confirmed |





Lumen5

Lumen5 uses AI to match the content of your articles with related images to turn your blog posts into videos.

The easiest video maker for social media marketing

Lumen5 creates impactful, engaging videos from your existing content – so you can make video a regular part of your marketing strategy.

[Sign up free](#)





Brand24

Brand24 helps you to monitor and track keywords related to your business, mentions about your business/brand or your competitors across many channels such as social media, blogs and forums.

BRAND24

Product ▾ Pricing Resources ▾ Blog

+1 (718) 618-4483     | LOGIN

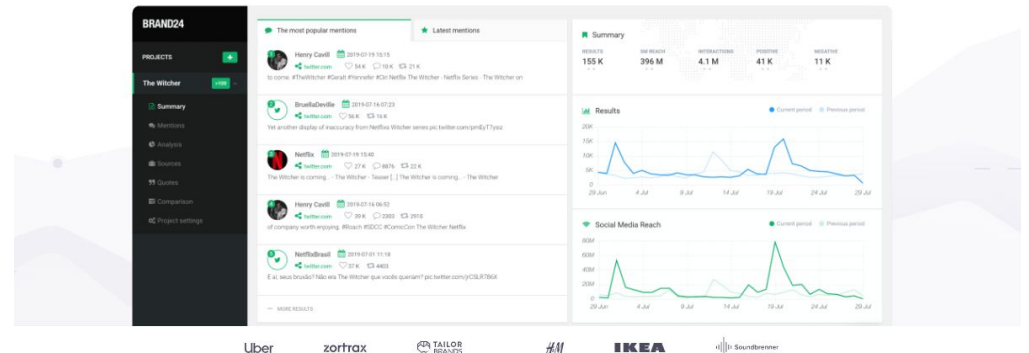
[SIGN UP FREE](#)

Online reputation management made easy

Get instant access to brand mentions across social, news, blogs, videos, forums, reviews and more.

[SIGN UP FREE](#)

No credit card required - Free for 14 days - No commitment



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Emma

Emma—which is actually an abbreviation for email marketing—is a robust platform that backs up its powerful features with a notoriously hands-on customer service team. Emma has all of the tools that you need to start creating and testing your own email marketing campaigns.

emma

Features Industries Pricing Services Resources ▼ Contact

Log In Sign Up

Email marketing that works for you.

Emma's email marketing platform gives you all the tools you need to send campaigns that really connect with your subscribers.

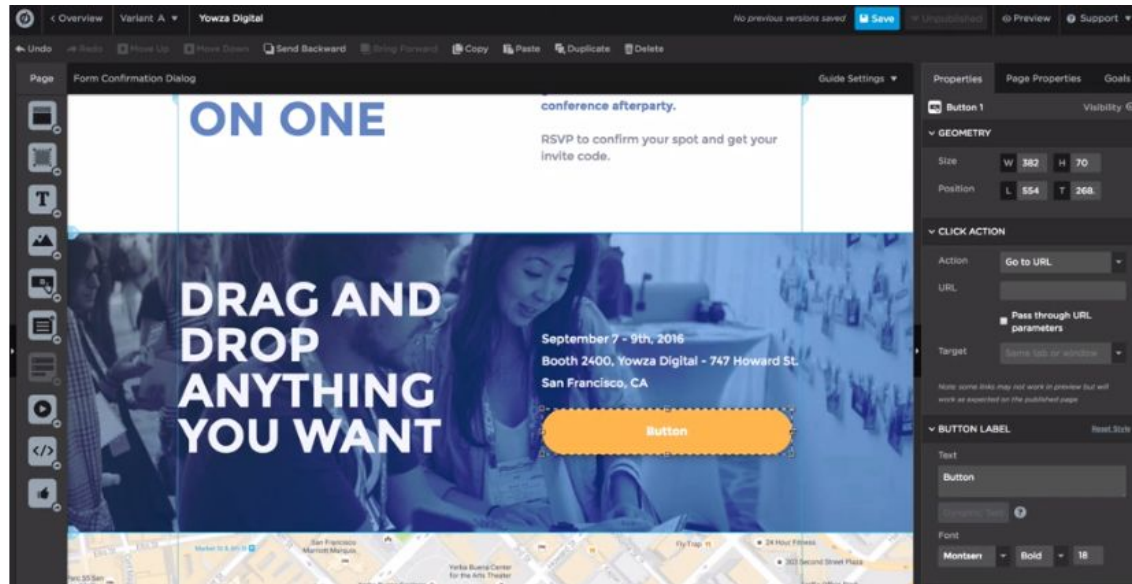
Get a Demo





Unbounce

Unbounce is an amazing tool for quickly building, tweaking and publishing new landing pages to test. One of the most fantastic features of Unbounce is how easy it is to use the platform to create brand new pages. Even if you're not much of a designer, you can use some of the templates available as a jumping off point, then tweak them to fit your style.





Vimeo

There are over 35 million people and businesses that trust Vimeo to host their high-definition, ad-free videos. With Vimeo, the concept is to get everyone to host some of their high-quality videos on the site, thereby driving viewers who are looking for visually stunning videos. Take a look at the sample below to see the type of quality content they collect.

The screenshot shows the Vimeo website interface. At the top, there is a navigation bar with the Vimeo logo, a 'Join' button, and links for 'Log in', 'Inspiration', 'Product', and 'Pricing'. A search bar and a '+ New video' button are also present. The main content area features a video player showing a woman in a black sports bra and shorts sitting on a wooden floor, likely a yoga or fitness video. To the left of the video player is a thumbnail for a video titled 'Workflow Strategy' with handwritten notes: 'abandon cart', '1 hr delay', 'left cart', and '1 day delay'. To the right of the video player is a 'Live stats' section with the following data:

| Live stats | |
|-------------------|----------|
| Watching now | 562 |
| Peak viewers | 314 |
| Total plays | 768 |
| Average view time | 25:37:18 |

Below the stats is a 'Live Chat' section with '1,108 members'. On the right side of the interface, there is a section titled 'Just add Live.' with the following text:

Capture any moment with reliable, professional live streaming.
Go live →

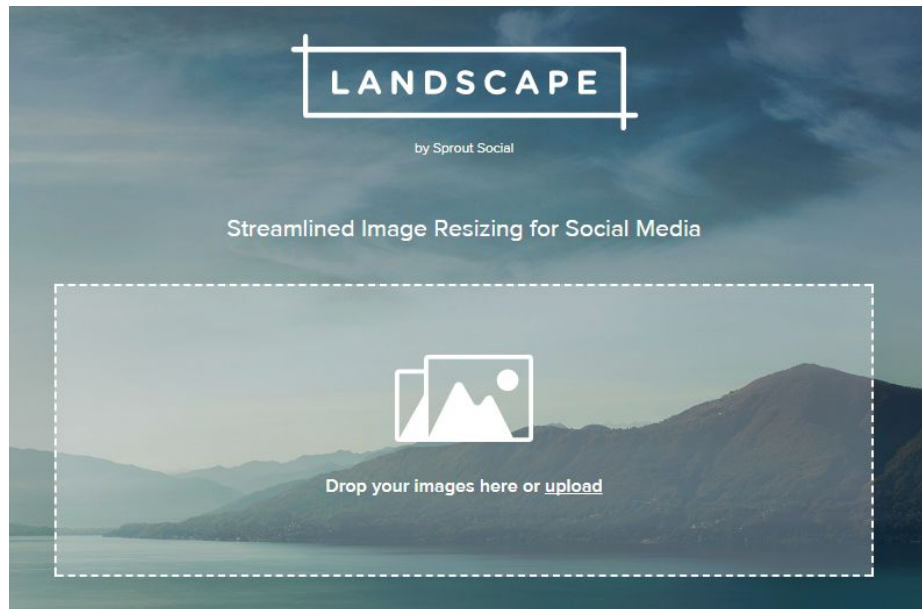
Connect your entire team on one secure, enterprise-level video platform.
Get Enterprise →





Landscape by Sprout Social

A great way to make sure your online content stands out is to include an image, but sourcing images that satiate the unique requirements for each social network can be tough. We aimed to solve that problem with our new social media image resizing tool known as Landscape. Quickly turn one image into multiple, each perfectly sized for the social media networks you're using.





Visual.ly

If you don't have the time or artistic flair to create your own pieces of content, then you can use a tool like Visual.ly. Visual.ly is a platform that pairs those who need content up with those who can create it. The site charges a flat rate for each type of project, which includes Infographics, e-books and video.

visually Products Solutions How it works Portfolio Login Get a Quote

Visual Content for Modern Marketers

A new way to think about content creation
Specialized creative talent, online and on-demand

GET A QUOTE LEARN MORE





Kapost

Kapost is a platform that takes into account every step of the content marketing cycle. One fantastic function is the ability to assign different pieces of content different buyer personas, which shows which stages of the content marketing cycle your prospects are most likely to convert on.

The screenshot shows the 'Insights' section of the Canvas DETA platform. It displays a table titled 'Top 25 Most Shared Gallery Assets' for the period of January 1st, 2017, to April 26th, 2017. The table is sorted by 'Most Shared' and lists 11 items with their respective share counts, publication dates, and authors.

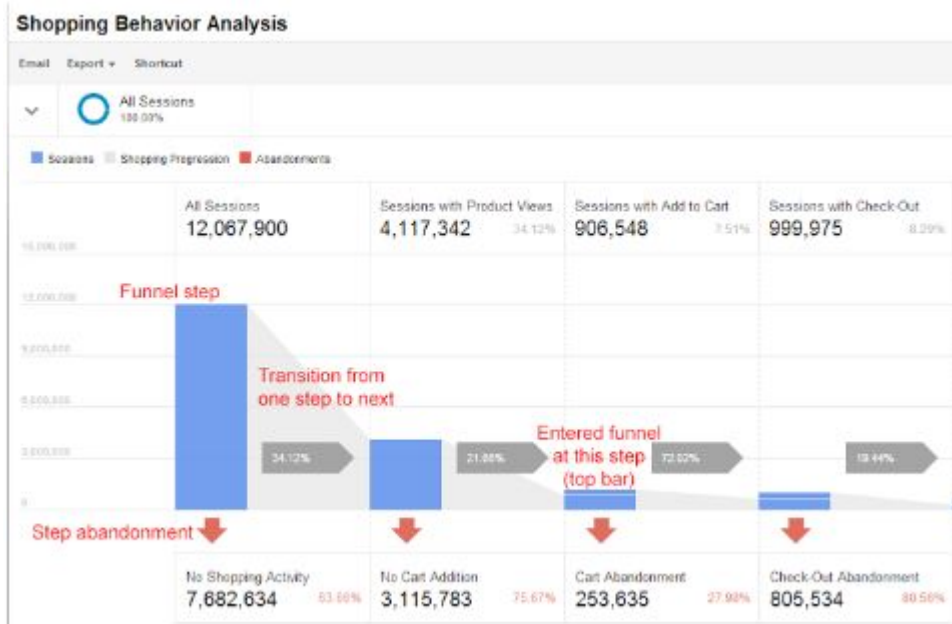
| | TYPE | TITLE | SHARES | PUBLISHED DATE | AUTHOR |
|----|------|---|--------|----------------|--------------------|
| 1 | 📄 | How the Hell Buffer Creates So Much Content So Quickly | 34,445 | 11/23/2015 | Cory (Contributor) |
| 2 | 📄 | Code Is Your Medium. Content Is Your Product. | 20,920 | 11/21/2015 | Cory (Contributor) |
| 3 | 📄 | Scam Biends CEO Fraud, W-2 Phishing | 20,035 | 03/08/2017 | Eric (Editor) |
| 4 | 📄 | Winning the Content Marketing Game | 19,260 | 11/22/2015 | Eric (Editor) |
| 5 | 📄 | Why Storytelling Is Important for Your Business | 18,075 | 11/21/2015 | Andy (Admin) |
| 6 | 📖 | Boston Booklet | 17,930 | 11/22/2015 | Cory (Contributor) |
| 7 | 🐦 | Committing to Content: A Modern Marketer's Guide to Building Successful Buyer Relationships | 17,600 | 11/23/2015 | Cory (Contributor) |
| 8 | 📊 | Infographic, The Blueprint of Product Launch Marketing | 17,435 | 11/22/2015 | Sally (Source) |
| 9 | 📄 | How to Manage Multilingual Content | 15,940 | 11/20/2015 | Andy (Admin) |
| 10 | 📄 | Moving from Marketing Campaigns to Programs | 15,310 | 11/21/2015 | Sally (Source) |
| 11 | 📄 | Is Your Content More Like Star Wars or Star Trek | 14,515 | 11/21/2015 | Andy (Admin) |





Google Analytics

Google Analytics is the gold standard for most websites these days. Google has advanced analytics that shed light on a variety of your website information, including who your visitors are, how they make their way through your sales funnel and what they do on your website in real-time.





Zendesk

Zendesk provides a full suite of tools that can get your support team up and responding to all of your customers' needs. The platform aggregates all of your communication channels into one place, which makes it simple to respond to your emails, phone calls and chats. Zendesk also integrates with Sprout, which streamlines your social customer service efforts.

Zendesk Support | Add | Manage articles > Content Cues | Help Center

| Lists | History |
|-------------------------|---------|
| All articles | 6707 |
| Assigned to me | 0 |
| Published | 13851 |
| Approved for publishing | 0 |
| Ready for review | 8 |
| Work in progress | 620 |
| Flagged translations | 19 |
| Archived articles | 1937 |
| Content Cues | 294 |
| Captured Knowledge | 471 |

Content Cues

Content Cues identifies gaps and improvements in your knowledge base by leveraging Machine Learning. It automatically reviews incoming support tickets from the past 60 days and articles in your knowledge base and suggests topics and articles that need to be addressed or improved.

Click on one of the topics or articles to find out how you can optimize your content.

Articles to Archive (66) | Articles to Update (30) | Support Topics (196)

| Article | Views |
|--|-------|
| Dicas para fornecer conteúdo em múltiplos idiomas | 0 |
| Keynote template guidelines | 0 |
| Post a ticket management tip and get Valentine swag! | 0 |
| [UPDATE] Introduction to the Zendesk agent interface | 0 |
| [update] Adding comments to tickets | 0 |
| Team meetings--Recordings | 0 |
| Emoji-Emoticons in Ticket Kommentaren benutzen | 0 |
| [TEMP] - Ticket archiving | 0 |
| [temp-update] Using Web Widget to embed customer service in your website | 0 |







LiveChat

LiveChat takes a more proactive approach to customer service by facilitating conversations with the people visiting your website. The passive chat box that lives on your page lets your potential customers reach right out to some of your service reps, helping you effectively answer questions and inquiries.

Welcome to LiveChat

 **Aleksandra**
Support Hero



Aleksandra
Hi there! What brings you to LiveChat?

Type your message here and press Enter to send

Powered by LiveChat





We have recently partnered up with Hollie from Creative Solutions. Her expertise in Social Media marketing and content development completes us.





Hi, I'm Hollie

Founder, Creative Solutions

I have one goal, one team and countless possibilities to see your vision come to life. I love being able to support you along the way!

T

416-985-2240

E

hollie@needCS.com

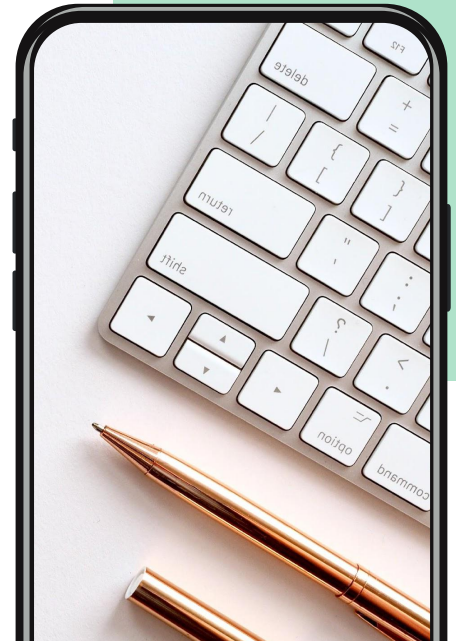
W

needCS.com | [@CreativeSolutionsHQ](https://www.instagram.com/CreativeSolutionsHQ)



**Tools that make your
social media better
and easier!**

Tools for *planning* content



Tool option #1: Trello

The screenshot displays a Trello board named "Social Blog Editorial" with a blue header bar. The board is organized into four columns, each representing a different content category. Each card in the columns includes a title, a brief description, and engagement metrics like votes and comments. The columns are:

- Deep Tactical (Buffer tie-in):** Contains four cards with titles such as "We Trended on Twitter for an Hour," "12 Unique Ways to Use DMs to Reach Your Audience and Promote Your Brand," "The Ultimate Style Guide for Social Media Marketing," and "25 Ways to Define Social Media for Bosses, Clients, Teammates, and More."
- Deep Tactical (tofu):** Contains four cards with titles such as "15 Amazingly Successful Social Media Campaigns to Inspire Your Marketing," "How To Find Out What Facebook Thinks You Like And X Other Facebook Tricks," "25 Metaphors That Explain Social Media Perfectly," and "XX Amazing Social Media Customer Service Examples."
- Thought Leadership:** Contains four cards with titles such as "How social media has changed the way we communicate," "How we launch products at Buffer," "Everyone Grows an Email List. Here's Why We Stopped Growing Ours," and "Why We Focus on TOFU Content."
- Launches & Announcements:** Contains four cards with titles such as "Multiple Photos to Twitter," "How Buffer Went From Zero to 3 Millions Customers," "New composer," "A Guide To Using Buffer's Social Media Calendar," "Here are our most successful Tweets and why," and "9 Most Requested Features For Buffer and What We Doing About Them."

Tool option #2: Google Slides

| MONTH / YEAR | | | | | | | | | | |
|--------------|-----------------|------|------|---------|------|----------|-----------|---------|----------|----------------|
| DAY | TOPIC/ THEME | COPY | LINK | MENTION | BLOG | FACEBOOK | INSTAGRAM | YOUTUBE | LINKEDIN | GOOGLE PAGE |
| Sunday | | | | | | | | | | |
| Monday | | | | | | | | | | |
| Tuesday | | | | | | | | | | |
| Wednesday | | | | | | | | | | |
| Thursday | | | | | | | | | | |
| Friday | | | | | | | | | | |
| Saturday | | | | | | | | | | |
| Sunday | | | | | | | | | | |

Tool option #3: Word

| MONTH | CAMPAIGN | MONTH | CAMPAIGN |
|-----------------|-----------------|------------------|-----------------|
| JANUARY | | JULY | |
| FEBRUARY | | AUGUST | |
| MARCH | | SEPTEMBER | |
| APRIL | | OCTOBER | |
| MAY | | NOVEMBER | |
| JUNE | | DECEMBER | |

General outline ideas

Monday: #MindsetMonday #MotivationMonday #MeatlessMonday

Tuesday: #TipsTuesday #TastyTuesday #TechTuesday

Wednesday: #WednesdayWisdom #Winesday #WineWednesday #WellnessWednesday

Thursday: #TBT #ThankfulThursday #Thursdate #ThirstyThursday

Friday: #FeatureFriday #familyfriday #FlashBackFriday #FearlessFriday #FashionFriday

#FollowFriday (or #FF) #FitnessFriday #TGIF

Saturday: #Caturday #SaturdayStyle #SaturdaySweat #SaturdaySpecial #SaturdaySale

#SaturdayNight #SaturdayNightFever #SaturdayShoutOut

Sunday: #SelfCareSunday #SundayFunday #SpotlightSunday #StartupSunday

#SundaySweat #SelfieSunday #WeekendVibes #SundayBrunch

BONUS: <http://bit.ly/CSTeamInsiderSecrets>

Insider Secrets - Our Team Reveals Their Fail Proof Content Creation Process

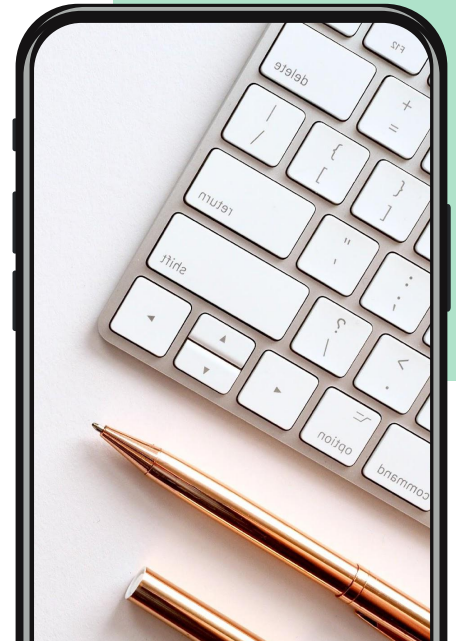
November 25, 2019



Insider secrets from our talented social media managers how they take the time to plan and source social media content for our clients.

[Read More](#)

Tools for *generating* content

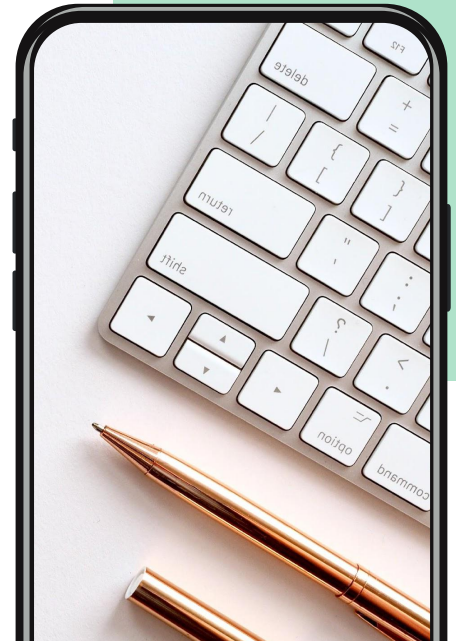


Generating content

- [Google Alerts](#),
- [Quora](#),
- [Medium](#),
- [Google News](#),
- [Reddit](#),
- [Giphy](#),
- [Buzzsumo](#),
- [Pocket](#),
- [ContentGems](#),
- [Feedly](#),
- and search your Chrome Extensions



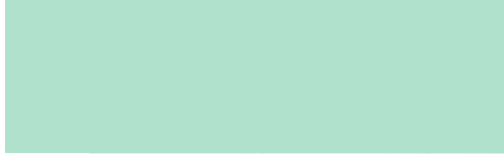
Tools for *creating* content



Canva

If you are going to be designing your marketing materials yourself, I highly recommend using a free design tool called [Canva](https://www.canva.com)! You can create images like:

- Flyers or brochures
- Covers for Facebook page
- Social media posts and stories
- Animated posts
- Embed videos



Others

- RepostApp,
- [WordSwag](#),
- [Instaspacer](#),
- [Placeit](#),
- Flipagram,
- [Videorama](#),
- [Piktochart](#) (Infographics),
- [BeFunky](#)



Also consider user generated content



elaines_bb
545 followers

[View Profile](#)



User Generated Content is defined as any type of content that has been created and posted by unpaid contributors or fans. It can refer to pictures, videos, testimonials, tweets, blog posts, and everything in between and is the act of users promoting a brand rather than the brand itself. ***This tactic is best for businesses who sell products.***



5 steps to using UGC

1

Plan ahead for UGC and how to market it

2

Create a hashtag to monitor posts

3

Find the content on social media platforms

4

Comment on the post and ask if you can share on your social

5

Save the image to build a content library

Why UGC is awesome for your brand

#1

Promotes
authenticity

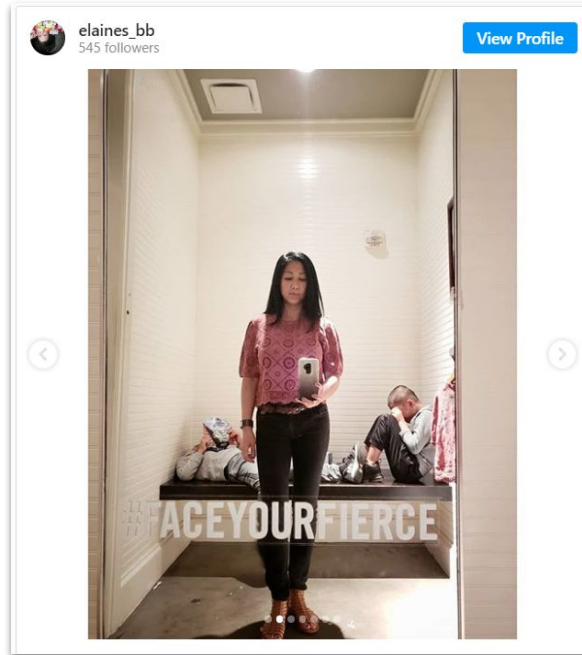
#2

Creates trust and
showcases brand loyalty

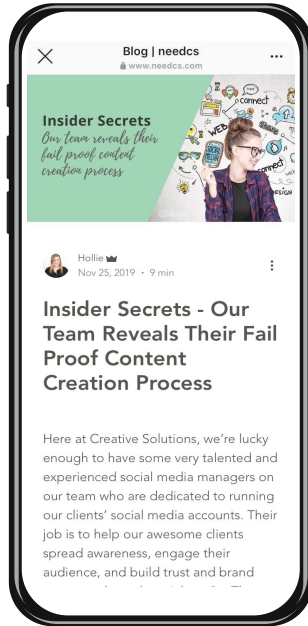
#3

Drives purchasing
decisions

Great example of a UGC plan



Evergreen blog content



Create an image post for social media

Create a story image for Facebook and Instagram

Record a video about the blog. You can use [Loom](#) to record your screen and you speaking

Add that video to IGTV and YouTube. Embed that video on the blog on your website

If it is a list, create a carousel post with a cover page and multiple images for each number on the list

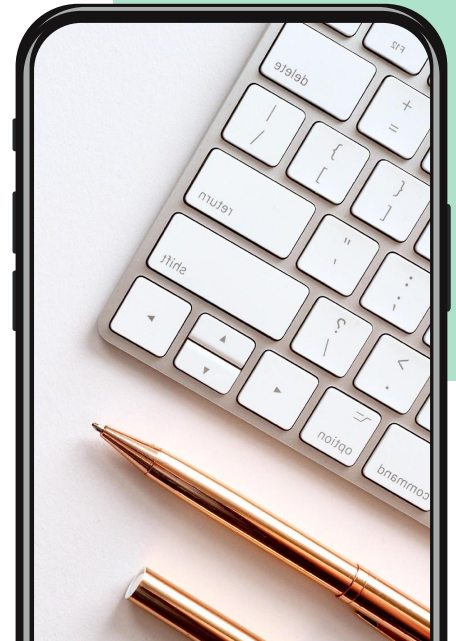
Schedule the blog, images and videos to be posted once a week on your social media platforms

Free stock photos



1. [Unsplash](#)
2. [Gratisography](#)
3. [Morguefile](#)
4. [Pixabay](#)
5. [Stockvault](#)
6. [Pexels](#)
7. [Picjumbo](#)
8. [Pikwizard](#)
9. [Rawpixel](#)
10. [Reshot](#)

Tools for *scheduling* content



Scheduling

- Facebook
- [Facebook Creator Studio](#),
- [Hootsuite](#),
- [Buffer](#),
- [Onlypult](#),
- [Planable](#),
- [Later](#)



“Content is fire. Social
media is gasoline.”

– Jay Baer



We are here to help you.



www.DigitalMarketingExperts.ca



www.needCS.com