

EAST GWILLIMBURY CHAMBER PRESENTS

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

Keynote Speakers Maryam & Hollie



EAST GWILLIMBURY
— Chamber of Commerce —



www.DigitalMarketingExperts.ca





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

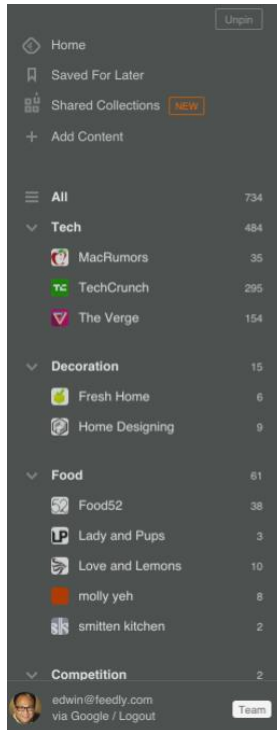
Twitter: @eforblog

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

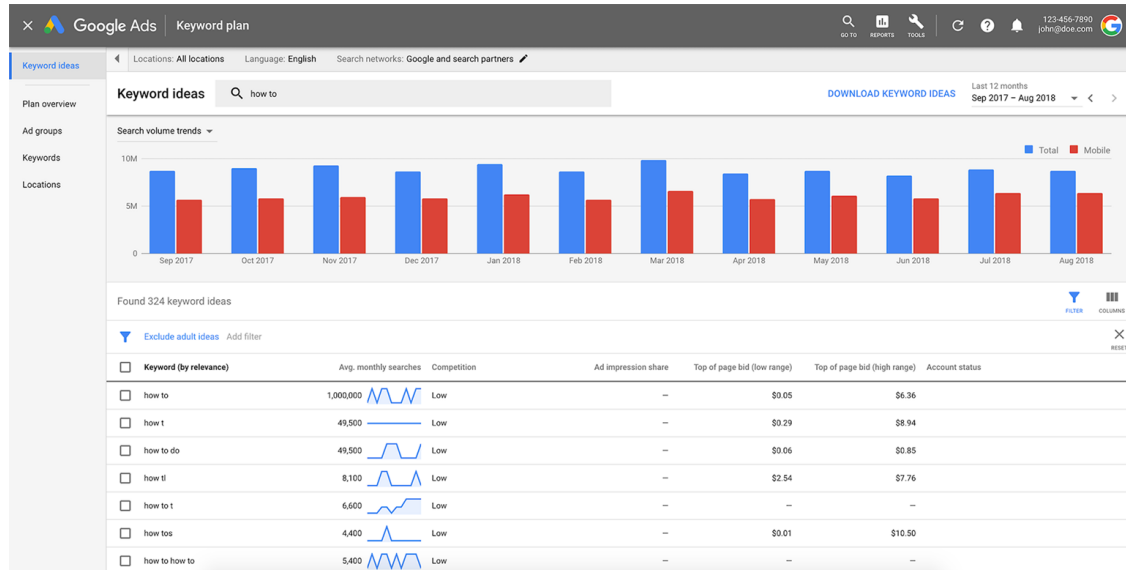


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Google Keyword Planner

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

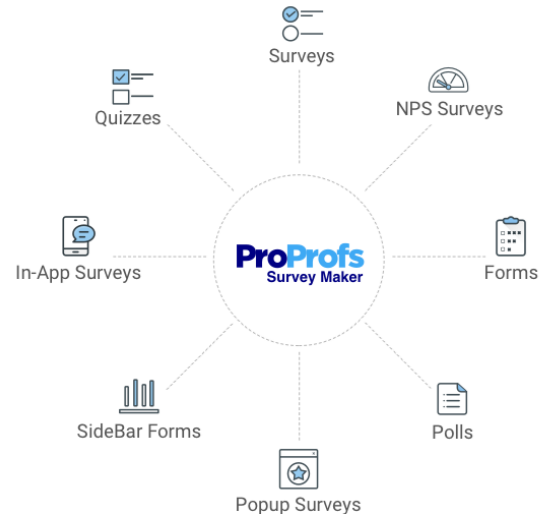
Use NPS surveys to benchmark your performance and make smarter decisions.

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](#)

Confirmed Subscribers	79,833	32.46%	5.46%	2.8M	3
Confirmed Subscribers	79,833	32.46%	5.46%	2.8M	3





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

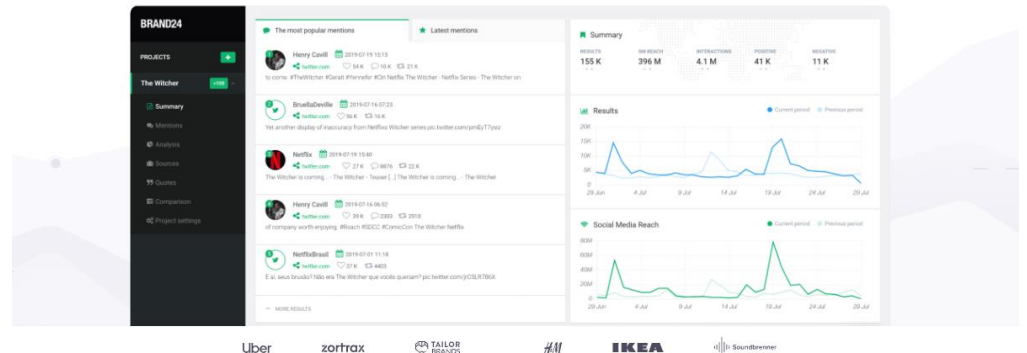
[SIGN UP FREE](#)

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.

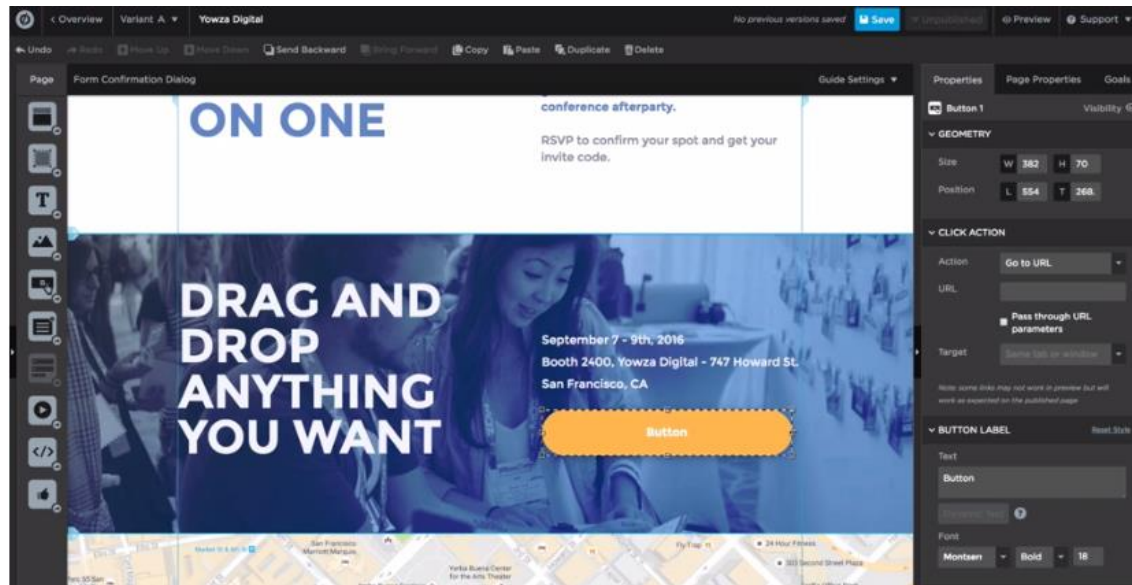
Get a Demo





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 displays the Vimeo website interface. At the top, there is a navigation bar with the Vimeo logo, 'Join', 'Log in', 'Inspiration', 'Product', and 'Pricing' links. 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 leggings sitting on a wooden floor, performing a yoga or fitness routine. 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

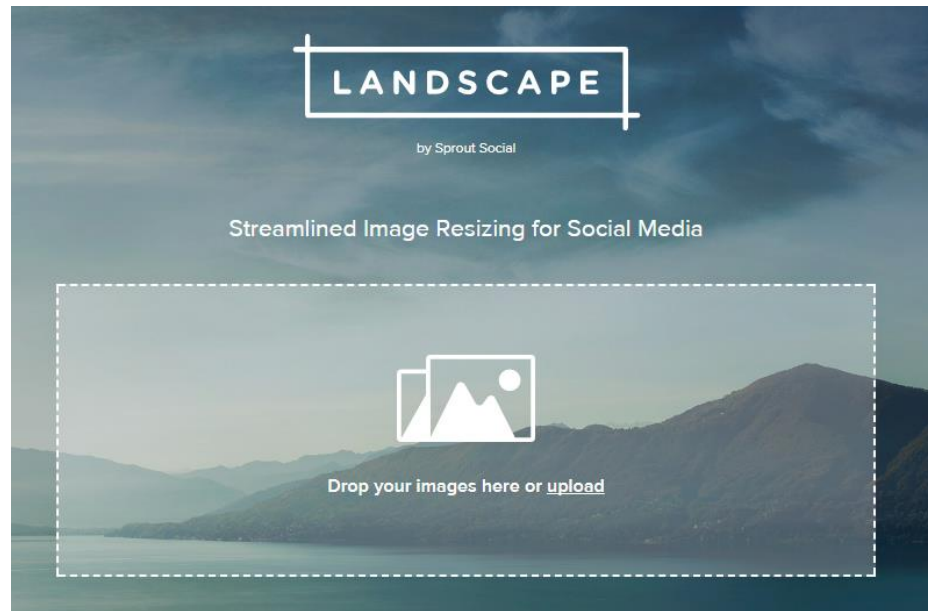
Below the stats is a 'Live Chat' section with '1,108 members'. To the right of the video player is a promotional message: 'Just add Live.' with the text 'Capture any moment with reliable, professional live streaming.' and three call-to-action buttons: 'Go live', 'Connect your entire team on one secure, enterprise-level video platform.', and '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.



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



www.DigitalMarketingExperts.ca



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 Canvas Insights dashboard. At the top, there are navigation tabs for Canvas, Studio, Gallery, and Insights. The Insights tab is active. Below the navigation, there's a header for "Top 25 Most Shared Gallery Assets" with a date range of "January 1st, 2017 — April 26th, 2017" and a "Most Shared" dropdown menu. The main content is a table with 11 rows of data, each representing a shared asset. The table columns are TYPE, TITLE, SHARES, PUBLISHED DATE, and AUTHOR.

	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)

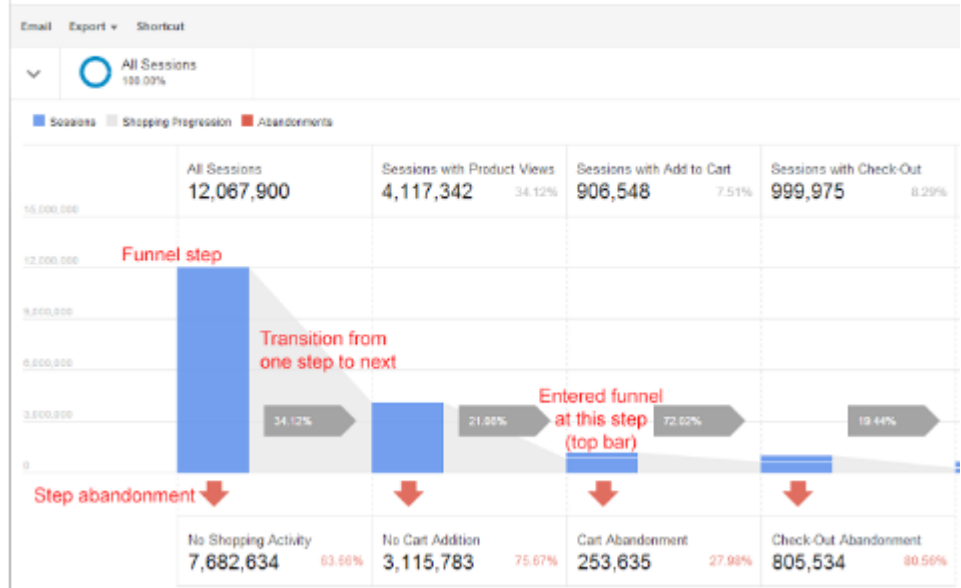




Google Analytics

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.

Shopping Behavior Analysis





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.

The screenshot shows the Zendesk interface for 'Manage articles > Content Cues'. On the left, a sidebar lists various article categories with their counts:

Category	Count
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

The main content area is titled 'Content Cues' and includes a description: '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.'

Below the description, there are three tabs: 'Articles to Archive (66)', 'Articles to Update (30)', and 'Support Topics (196)'. The 'Articles to Archive' tab is selected, showing a table of articles:

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

 |  | 

LiveChat

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

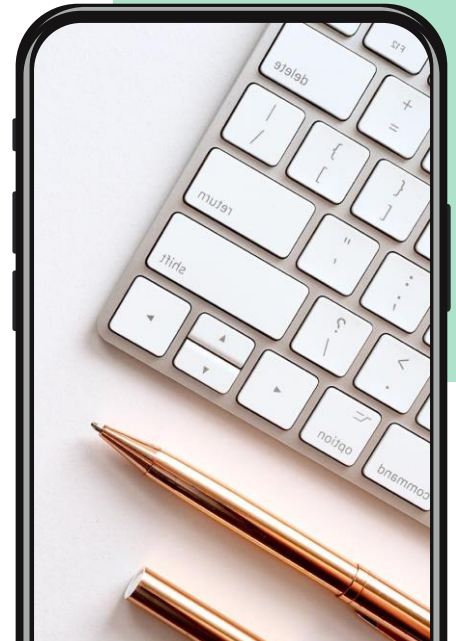
W

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

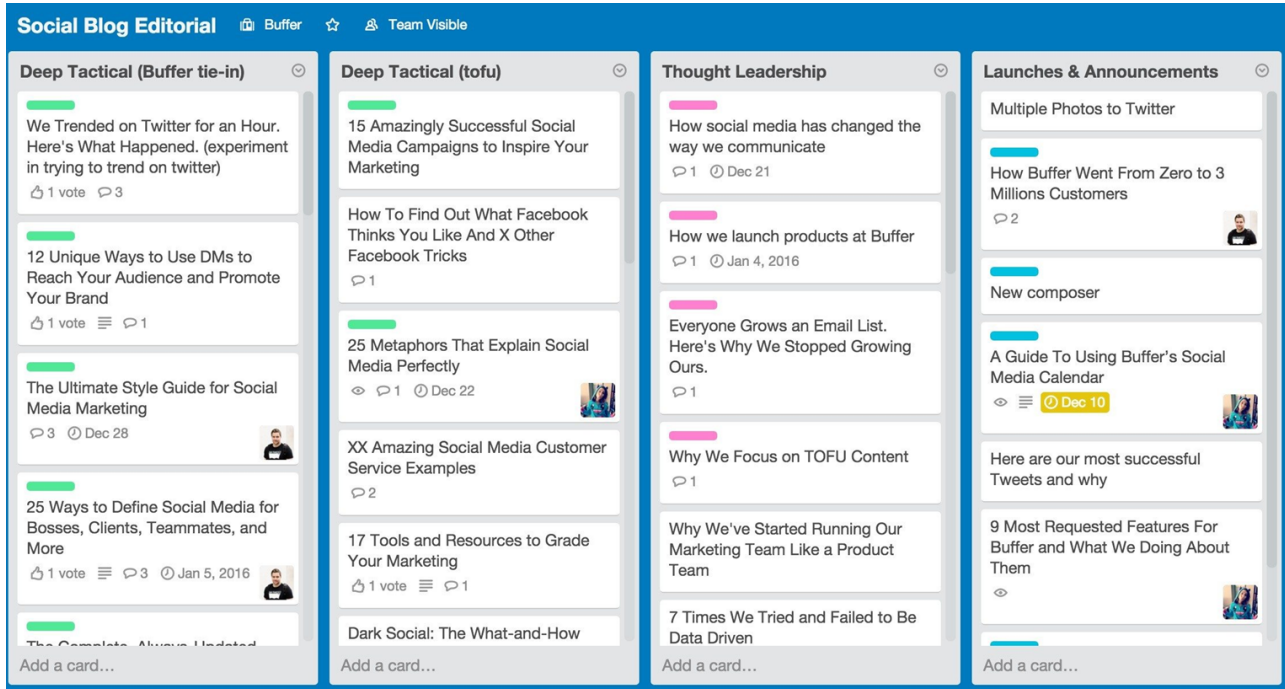


Tools that make your
social media better,
faster and easier!

Tools for *planning* content



Tool option #1: Trello



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

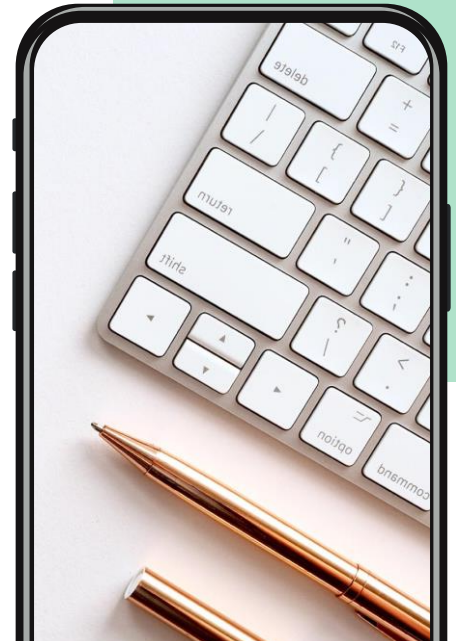
Saturday: #Caturday #SaturdayStyle #SaturdaySweat #SaturdaySpecial #SaturdaySale

#SaturdayNight #SaturdayNightFever #SaturdayShoutOut

Sunday: #SelfCareSunday #SundayFunday #SpotlightSunday #StartupSunday

#SundaySweat #SelfieSunday #WeekendVibes #SundayBrunch

Tools for *generating* content

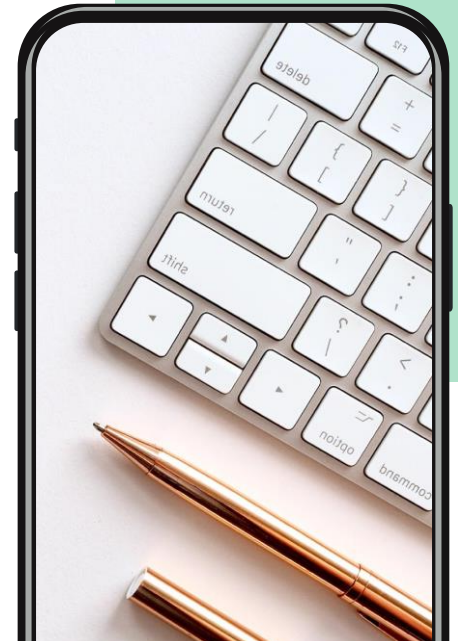


Generating content

- [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

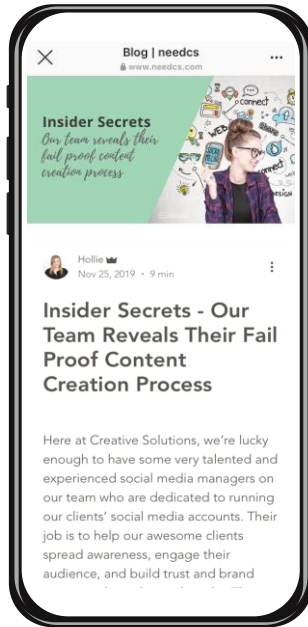


Others

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



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

Also consider user generated content



elaines_bb
545 followers

[View Profile](#)



Why UGC is awesome for your brand

#1

Promotes
authenticity

#2

Creates trust and
showcases brand loyalty

#3

Drives purchasing
decisions

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

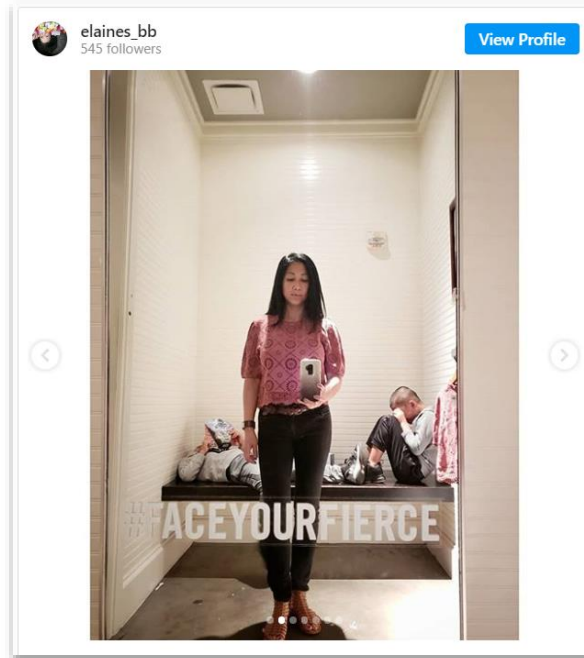
4

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

5

Save the image to build a content library

Great example of a UGC plan

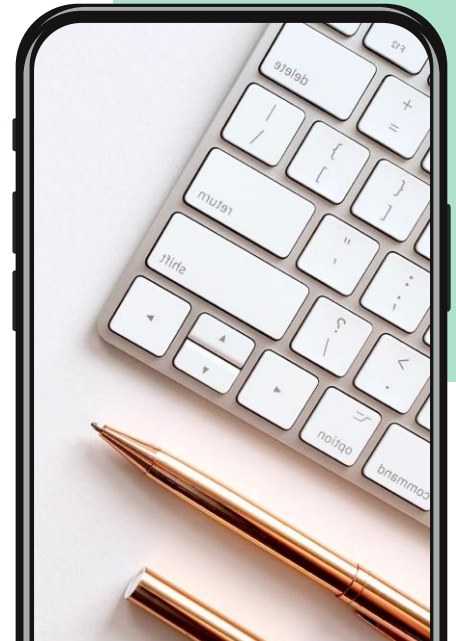


Free stock photos



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](#)



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](#)

“Content is fire. Social
media is gasoline.”

– Jay Baer



We are here to help you.



www.DigitalMarketingExperts.ca



www.needCS.com