

WEBINAR

# Maximizing Your Online Advertising & Digital Marketing Budget

Date: Oct 19, 2020 11:00 AM

Online Advertising

Digital Marketing

Website Analytics

Social Media

PRESENTED BY:



beveridge

[beveridgemarketing.com](http://beveridgemarketing.com)



[www.DigitalMarketingExperts.ca](http://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.





# My Name is

## Elena Fordham

Elena Fordham is a marketing communications specialist with 15 years' experience creating strategic programs that build customer awareness, strengthen brand loyalty and drive revenue. Her most recent work includes marketing communications and PR for an AI-based Insurtech startup, managing all aspects of marketing for a professional services firm, branding an agency, and strategy and copywriting for a hospital foundation.

Since launching Beveridge Marketing, Elena has created profitable customer demand for SMEs and startups spanning professional services, AI, non-profit, construction, destination, finance, hospitality, and lifestyle sectors both for consumer and B2B brands.





# Message us anytime you want...

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Do you want to know how to maximize  
your digital marketing activities right now?





Could the pandemic be an opportunity to invest in marketing and leapfrog your competitors while they are hunkering down?





# Marketing During a Lockdown



# What You'll Learn:

1. How to create good PR opportunities
2. Be authentic yet remain sensitive to the times
3. How to check your competitor's marketing activities
4. Social media advertising tips
5. Paid search tips
6. Your online marketing activities – a checklist
7. Your analytics - see what's really happening
8. Tools we recommend



# How to create PR opportunities





## PR Strategies and Organic Ways to Gain New Followers, Clients and Customers

### B2C

- Engage micro influencers online (approx. 10K-20K followers)
- Pitch seasonal or timely products/services to media.
- Encourage online consumer reviews and photos on your Google Business page to boost your ranking online; comment, reward and thank good customers

### B2B

- Get testimonials from great top clients and post online
- Create thought-leadership pieces for your website and LinkedIn (Be an expert! Have a point of view)
- Host webinars, virtual panel events or roundtables (speak at online Chamber events) to gain new contacts and clients

### Both

- Host joint contests on social media that align with your brand and gain new followers online





# Examples of Smart PR!



**ld.humanresources** Edit Profile 🔔

332 posts   1,474 followers   715 following

**Luisa DeJesus**  
 Hire. Train. Retain.  
 Custom HR solutions

- Femmepreneur 🧑💼
- Increasing office productivity since 2003
- Mother
- Mental Health Advocate

[www.youtube.com/watch?v=MW9ktWiz1pw](https://www.youtube.com/watch?v=MW9ktWiz1pw)

B2B

**NEW SERIES FOR SEPTEMBER** →

**Reminder:**  
Rest is a productive activity. restore  
*Happy Weekend!*

**If you don't know someone's gender, (or when talking about a group), use gender-neutral language.**

✗ mankind	✓ humankind
✗ businessman	✓ representative
✗ policeman	✓ police officer
✗ husband/wife	✓ spouse
✗ boyfriend/girlfriend	✓ partner
✗ salesman	✓ salesperson
✗ manpower	✓ workforce
✗ fireman	✓ firefighter

**Parents!**  
How do you feel about sending your kids back to school? Do you have concerns?

**76%**  
of employees are more attracted to an employer who cares about their financial well-being.

**Five steps to increase visibility at work** →

**It's National Senior Citizens Day!**  
“  
To care for those who once cared for us is one of the highest honors.”  
-LA MILLER

**Tackling Microaggressions in the Workplace** NEW LDHR BLOG POST  
Read on! Link in Bio.

**WHAT TO TELL MYSELF WHEN I'M FEELING DISCOURAGED**

1. This is rough but so am I.
2. I may not be able to control this situation but I am in charge of how I respond.
3. I haven't figured this out yet.
4. This challenge is here to teach me something.
5. All I need to do is take it one step at a time. One step. And do the next right thing.

**Ontario's Reopen Plan: Business Owners, Are You Ready?** NEW LDHR BLOG POST  
Read on! Link in Bio.

💬  
Success is closely tied to doing what you enjoy, and developing your skills and talents.  
-Richard Branson

**Happiness Chemicals**  
and how to hack them →





## Examples of Smart PR!

We hit 1000 followers!...

LD  
HUMAN RESOURCES  
HIRE. TRAIN. RETAIN.

Mother's Day Giveaway!

Instructions to enter below!

ld.humanresources

ld.humanresources 🎁 Giveaway Alert! 🎉 Thank you to all of our amazing followers! We are so excited to announce that we have hit 1000 followers in under 10 months!! To celebrate, we are hosting another giveaway in honour of Mother's Day. 🎁

One lucky winner will win:

1. A choice of either 2 hours of leadership coaching or 2 hours of career coaching with @ld.humanresources
2. A dozen donuts of your choice made and delivered by @artsybaker
3. A jewelry gift of your choice (approx. value of \$50) by @karamella\_designs

Liked by luisadj12 and 53 others  
APRIL 17

Add a comment... Post





# Examples of Smart PR!



MAY 03, 2016

ADOPTING YOUR FUREVER BABY...WHAT TO ASK THE SHELTER

[READ MORE](#)



DECEMBER 08, 2015

3 TIPS FOR LOOKING FAB THIS WINTER BY IGGY JOEY

[READ MORE](#)

B2C

## FASHION HELPS YULIN RESCUES GET ADOPTED

JANUARY 25, 2017

Dog Tales welcomed 63 dogs into their sanctuary in King City, Ontario. Dog Tales' 50-acre sanctuary has green fields, rolling hills, a wooded area, and kilometres of walking trails. There is plenty of room for these dogs to stretch their paws. The 63 were saved from the Yulin Dog Meat Festival in China. 110 dogs were saved in total by Humane Society International from this controversial festival.

As we know, Canadian winters are cold and unpredictable. To help keep these fur babies warm while awaiting adoption, Hotel Doggy sent 63 sweaters to Dog Tales Rescue. Each rescue received an extra layer of love and comfort.





**Key takeaway:** How is your business pivoting to the current situation? How are you supporting frontline workers, the local community or charitable causes?



**Be Authentic**

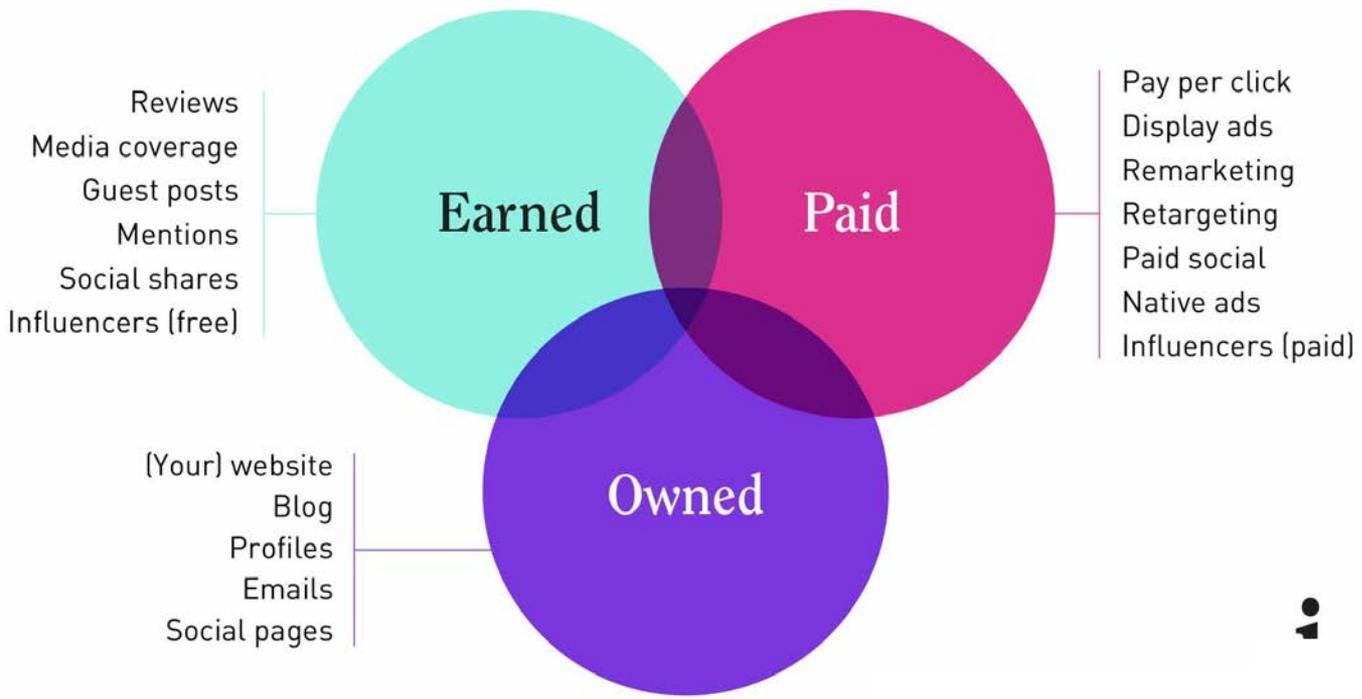
**YET**

**Remain Sensitive to the Times**





Always watch for when someone asks you to pay to play. That's not true PR!





Consider your tone and audience with every piece of content you generate.

Ex. 1

 **mokshayogabloorwest**  
Toronto, Ontario



 Alek is our mirror

21 likes

**mokshayogabloorwest** What propels one of us to bring pain to our family but our own inability to recognize and process our own mental pain? Who of us has not been there on some level, whether it's a sarcastic comment or imagining death upon another? Acknowledging this reality is the practice of compassion, the practice helping to heal ourselves and our global family by connecting to truth. MYBW shares the pain of the victims families, the pain of the family of the perpetrator, and the pain of the perpetrator himself. We send you all Love.

Ex. 2

Koodo 3:10 PM 56%

**Adamson Barbecue**  
368 Tweets

Tweets **Tweets & replies** Media Li

Young, healthy people barely sick with covid-19 a...  
washingtonpost.com

748 5,027 5,840

**Show more replies**

**Jesse Parker @evolgress · 1d**  
No way. Nationally it's probably more like 3% of the population





# How to check your competitor's marketing activities





Consider what your competitors are doing – at a minimum, do the same and overtake them where possible.

## **Run a Social Media Audit**

- Use the Google “News” tab to search for your competitors
- Set up Google Alerts with the names of your competitors and industry keywords
- Follow your competitors closely online - keep track of what you like, don't like, could do better!





## **Key takeaways:**

1. Follow your competitors to see what stories are getting coverage.
2. Get to know everything you can about their products/services.





Sending a virtual hug



loading...



[@macy.com](#)

It's a really difficult time for everyone and we're all adapting. Offer your services for free to help small businesses or offer free advice where you are able. At the start of lockdown, all my usual appointments were cancelled, so I've been offering my time for free for those who need it.





**Key takeaway:** Are you able to offer advice and support to other businesses through social media or a webinar?





# Social Media Advertising Tips





## Try the Facebook Ads Library

### Facebook Ad Library

The Ad Library provides advertising transparency by offering a comprehensive, searchable collection of all ads currently running from across Facebook Products. Anyone can explore the Library, with or without a Facebook account.

You can access all active ads, even ones that may not have been shown to you because you weren't part of an advertiser's intended audience.





LinkedIn has a similar feature

in CAMPAIGN MANAGER FixDex Marketing CVO Account

Create new ad

Name this ad (optional)

FixDex Designer Ad 3 0/255

Introductory text

Do you love people? Are you a designer? Are you a designer who loves people? Well then we should talk. 126/600

Keep this under 150 characters to avoid truncation across most devices.

Destination URL

<http://www.fixdex.com/careers-creative>

This URL comes from your introductory text.

Ad creative

Image file

Coolimage.jpg Upload complete ×

Headline

Designers Wanted 50/200

We recommend a max of 70 characters.

Cancel Create

Preview

Desktop Mobile

Suggested for you ...

FixDex Promoted

Do you love people? Are you a designer? Are you a designer who loves people? Well then we should talk.



Designers Wanted  
fixdex.com

39 Likes • 1 Comment

Like Comment Share





**Key takeaway:** Regularly review your social media activity and take advantage of cost reductions where possible; consider switching payment method from cost per thousand (CPM) to cost per click (CPC) to make sure you are not paying to be seen by less relevant audiences.



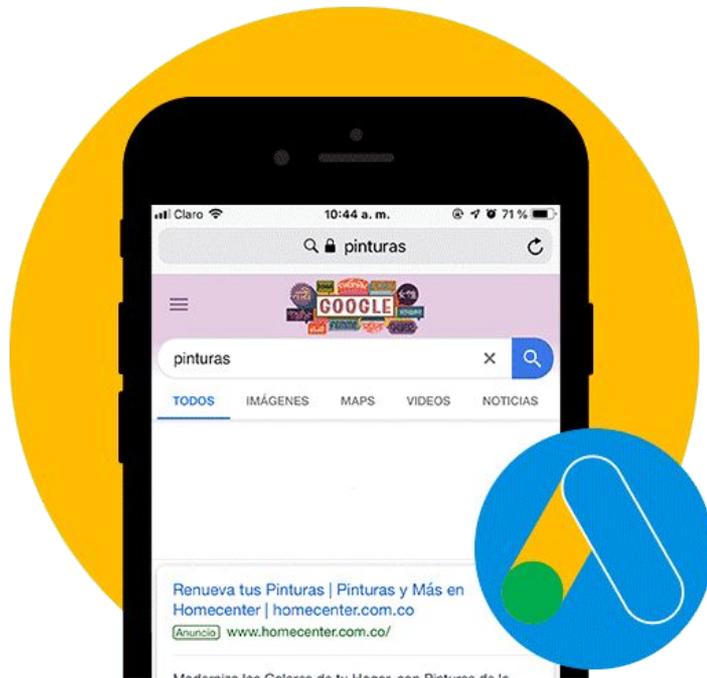


# Paid Search Tips





In Google, it's more difficult to find drops in costs per clicks (CPCs), because the paid search landscape has become much more competitive in recent years.





**Key takeaway:** Consider changing your paid strategy from pay-per-click (PPC) to cost per conversion (CPC). That way, you pay for conversion rather than a click.



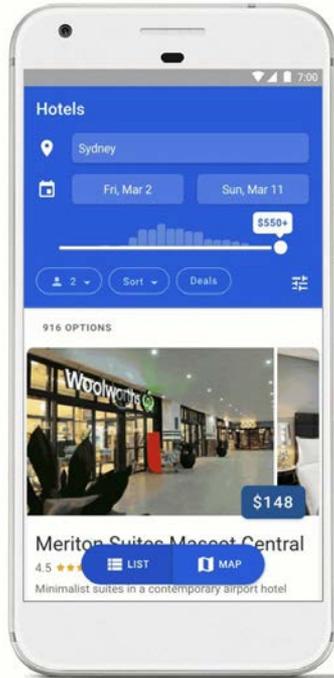


# Your Online Marketing Activities – A Checklist





# Keep customers and clients up to date!



## ALWAYS

- **Update opening times on the website**, as well as updated response or delivery times (in the footer, contact form, wherever its mentioned), and **repeat this on your Google My Business profile** including: Bing Maps, Waze, Apple Maps, and any social media profiles.
- Tell customers and clients what you're doing to keep everyone safe during Covid-19.





## Frequently Asked Questions

Why is the moon sometimes out during the day?



Why is the sky blue?



Will we ever discover aliens?



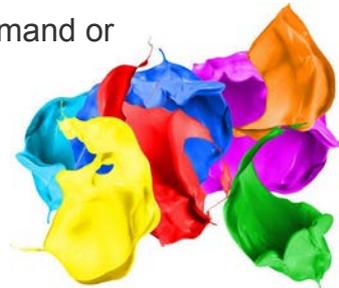
How much does the Earth weigh?



How do airplanes stay up?



→ **Create FAQs to help answer common questions** and update accordingly for any new customer queries. We recommend creating a blog category on this if you have more than five pages on COVID-19. This is particularly important if you are ecommerce and need to **communicate any changes to delivery times or delivery options** due to increased demand or a reduction in staff.





The screenshot displays a website editor for a 'Slideshow' on the 'Home page'. The main content is a banner for 'VICTORIA' with the following elements:

- Phone number: 1-888-555-5555 | 123 Daylesford Malmesbury Rd.
- Navigation: HOME, SERVICES, SHOP, LOOKBOOKS, FAQ, BLOG, CONTACT
- Text: 'No time? No problem.', 'We love to shop', 'Personal shopping services'
- Image: A woman's legs and a smartphone showing a shopping app.

The editor sidebar includes sections for 'OVERLAY' (Type: Painted, Position: Right), 'TEXT' (Preheading, Heading, Subheading, Button label: Personal shopping services, Slide link), and 'COLORS' (Theme actions).

- **Link to your key information** from prominent banners on your homepage (banners, menu, footer, in coloured links so not to be missed).
- Provide a link in your company email signature and social posts. Make sure customers can easily find and access the information they need.





## Re-negotiate supplier costs as needed

- Review any recurring content, sponsorship, paid advertising or partnerships that are out of scope
- Cancel expensive software or tools that you may not need for the next few months
- Re-negotiate invoicing for unused resources (certain suppliers, for example, may offer to reduce or pause invoicing - always worth a try!). Leverage against supplier competitors to help!





**Your Analytics – see what's really  
happening!**





This is a really good way to understand what's happening and how your customers are behaving.

- Use **annotation markers within Google Analytics** to mark key events, announcements or changes to your marketing; as this will enable you to better understand any changes in traffic. Examples include 'ad spend budget reduced', 'office hours reduced' or 'government announcement made'.
- Set up alerts to **be notified of abnormal website activity**, such as big drops in traffic, increases in visits, blog views, enquiries or sales, etc. You can also receive alerts for when your traffic picks back up!
- Stay alert to online visitor behaviour to better understand **how current events are impacting users**

Do this and you will **identify potential issues** and **spot new business opportunities!**





## What to look for!

- ❑ Are your web visitors seeking out different products, services or content?
- ❑ Are they searching your site differently?
- ❑ Are you providing users with what they need?
- Examine visitor behaviour under **Acquisition > Traffic > Channels** within Google Analytics to view any changes in activity. It might be that your organic traffic compensates for a reduction in paid search due to higher levels of internet usage.
- Add a **call to action** on each page to help benchmark success and drive users to act!





## What to look for!



Book a demo!

Sign-Up

Learn More

Ralph Tiede is married with four children and hails from Boston. Prior to retiring in October 2019, he spent 40 years in risk engineering within commercial property insurance. We asked him to describe his career and the industry changes he has experienced, first-hand. Here is what he had to say:

Subscribe to Our Newsletter

Subscribe now with your email to receive the latest risk engineering and AI insights from OrbiSeed.

Sign Up

B2B

*This profile on an insurance industry veteran got **6000 views in 2 weeks** for our AI tech startup! Leverage your network for thoughtful, expert interviews that drive traffic to your website through organic search! Amplify content on social media, especially LinkedIn!*

**A call to action on each page will help to benchmark your successes year over year, and drive users to act.**





**Key takeaways:** Examine your own data in Google Analytics to get a clearer picture of how your customers are behaving and how they are searching you. Use this insight to inform your marketing activities. Always provide a call to action!





# Tools We Recommend

## **Website**

Squarespace, Wordpress

## **E-Commerce Platform**

Shopify

## **Generate Content**

Google Alerts

## **Schedule Posts**

Hootsuite

## **Design Social Posts**

Canva

## **Create a Movie**

iMovie

## **Infographic**

Canva, Piktochart

## **Email Newsletter**

MailChimp, Constant  
Contact

## **Webinar**

Zoom, AirMeet

## **Analyze**

Google Analytics



**All of the Above**





**Questions?**

We're happy to help!





We are here to serve you.



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Thank you to

**ysbec**  
*YORK SMALL BUSINESS  
ENTERPRISE CENTRE*