



STRATESTORM

by **THREE21** CREATIVE

(Leveraging) Your Online Presence & Content Marketing

By: Carey Sobel
Three21 Creative

Why Worry About Your Online Presence ?

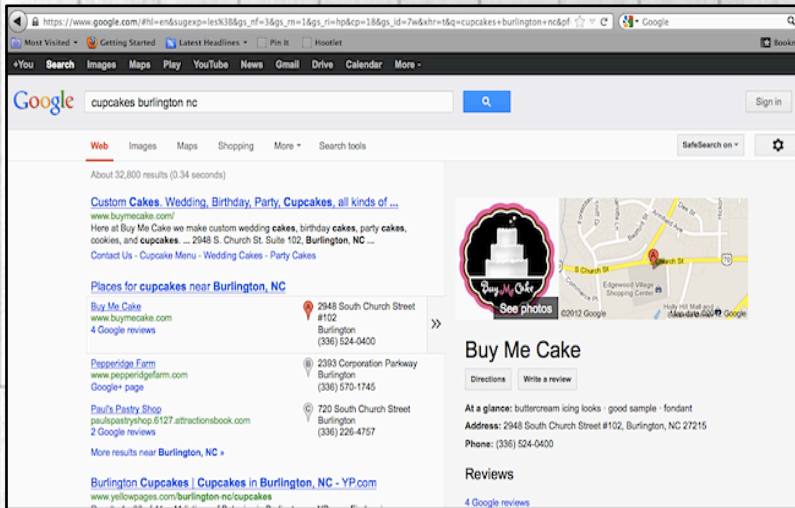
- **Accessibility.** 24/7/365.
“The internet never sleeps”
- **Brand Building.**
“Building a potential customer’s trust in your company or product”
- **Reviews, Audience Size, and Customer Acquisition Cost.**
- US Retailers \$227 Billion in 2012, up 5.2%
- 78% of the population in North American have/actively use the Internet.
- 77% have searched online for product information while shopping in a store.

1) Display Correct/Relevant Information

- **Consistent N/A/P.** (Name, Address, Phone Number)
- **Stay Organized and Relevant.** ‘Structural Consistency’ and ‘Structural Familiarity’.
- Answer Questions about your Company **before they are asked.**
- **Create Integrity.** “Lack of Trust Kills Conversions”
- **Diversify Your Content.** “Some want to read. Some want to listen. Some want to watch”
- **Use analytics** to capitalize off noticeable patterns **to increase conversions**



2) Refine & Optimize Your Listings



- Display **Accurate Information**
- Start with **Directories**, claim your **Google Plus Business Page**
- Continue Listing with **Authority Websites**
- Meaningful Descriptions, and Consistent Categories
- Improves your **Organic Rankings for SEO**
- Create Comfort and Trust by Being Found Often



3) The Importance of Reviews

- “Word of Mouth Marketing. **Online.**”
- Google Reviews, Yelp, Third Party Websites,
- Inner-company & Website Testimonials
- **Always respond to reviews**, whether positive or negative.
- **Offer Discounts for Reviews**



The image shows a screenshot of a Google Reviews page for a business named G. Falzon. At the top, there is a red button that says "Write a review". Below this, the word "Reviews" is displayed. There are three reviews listed, each with a five-star rating and a date. The first review is from Susan, dated Apr 22, 2011, and says "G. Falzon have beautiful gold and silver pieces with excellent pricing. George, the owner, is attentive, patient, and funny. They also do repairs and buy gold. I plan to go back again soon and highly recommend G. Falzon. Thanks, Susan". The second review is from Tim, dated Jun 18, 2011, and says "Excellent place to sell your gold. I searched around metro west and G. Falzon's company gave me the best price for my scrap gold and a few other pieces. It was worth my travel from Worcester to the store for sure." The third review is from Elen, dated Jul 5, 2011, and says "George's attention to detail and understanding my taste in jewelry made for an excellent buying experience." Each review has a "Was this review helpful?" prompt with "Yes", "No", and "Flag as inappropriate" options. A large, diagonal orange watermark with the text "Ask For a Review!" is overlaid on the reviews.

Content Marketing

“Creating and sharing valuable, free content to attract and convert prospects into customers, and customers into repeat Buyers”

- The type of content you share is closely related to with what you sell. In other words, you are educating people so that they know, like, and trust you enough to do business with you. Make them aware of your product/service and prove that you are an expert.

Target Objectives:

1. Engage
2. Convert
3. Subscribe/Request
4. Share

Content Marketing (continued)

- **Some commonly used vehicles include:**
 - Blogs
 - Social Media
 - Videos & Rich Media
 - Persuasive Landing Pages
 - Conversion Driven Emails
 - Podcasts & Webinars
- Establish integrity by presenting relevant & factual information. Own your product/service!
- **Ineffective Messaging are companies biggest issues in content marketing.**
- First establish marketing and business goals. Then, create content to support them.



A Few Pointers....

- Deepening loyalty with existing customers is just as important as acquiring new ones. **Existing customers are your best sales tool!**
- **Insourcing content** almost ALWAYS beats outsourcing it.
- If a prospect or return customer asks you a question, answer it. If they engage, acknowledge it. **Don't miss out on FREE opportunities to interact.**
- **Fine tune your e-mail lists and contact lists.** This is valuable information! Send postcards, make digital posts. Stay in your customers head!
- If you have something to say, create a compelling message, and build a campaign around it. Be creative, offer a discount, whatever you need to do to gain attention.....

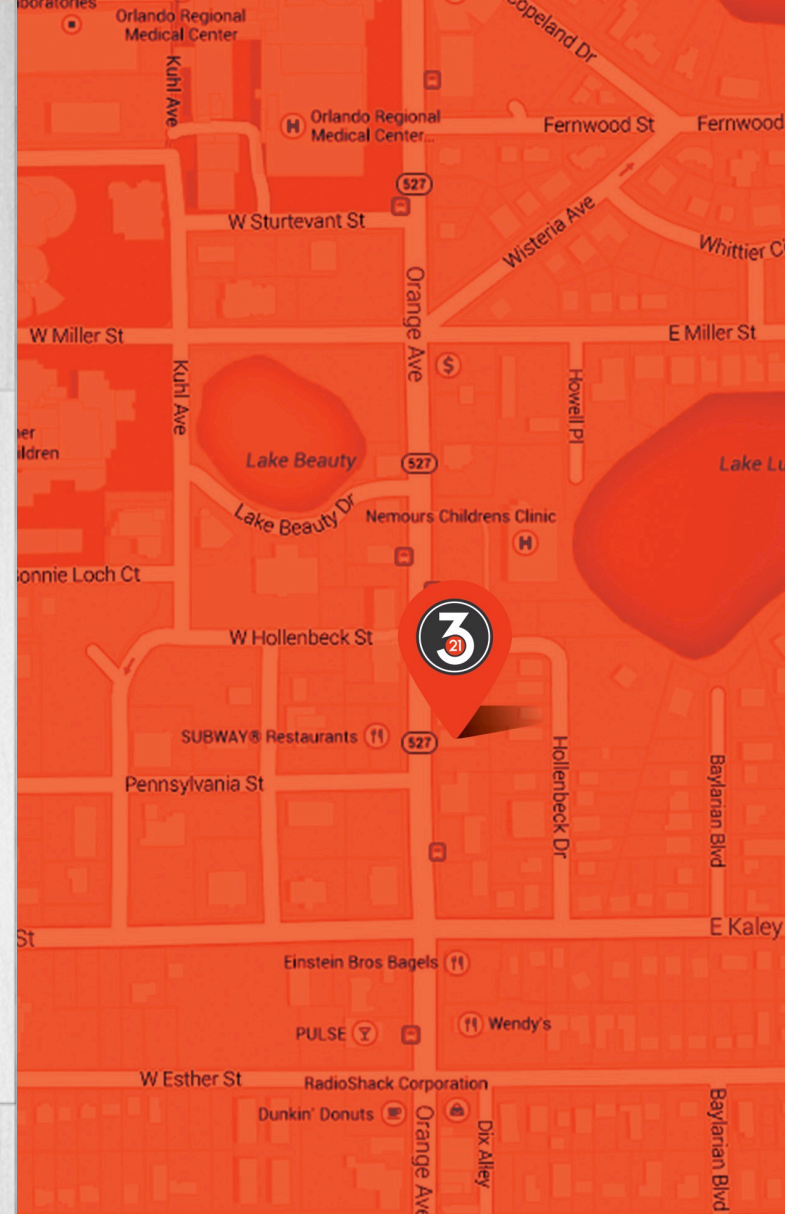


THREE21CREATIVE

- Creative Marketing Agency
- Clear and focused messages to respective markets, backed by strategic & creative development & design
- StrateStorm



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by THREE21CREATIVE



**1743 S. Orange Ave.
Orlando, FL 32806**