

Busy Business Owner's Guide to Digital Marketing

with Amy Morales

KAPEESH
MARKETING, LLC

Let's Be Real



Smackdowns incoming!



LIMITED TIME, ENERGY, FOCUS



TRIAGING LIKE AN E.R. DOC IN A
SHONDA RHIMES DRAMA



INFORMATION OVERLOAD

That Said...

Sources: SproutSocial, Pixolabo.com, Sweor, and Zippia 2021-2022



96% of small businesses say they use social media in their marketing strategy, but only 20% say they can quantify the success of their efforts



Only half (49%) of small businesses invest in SEO while 97% of users searched online to find a local business



38% of people will stop interacting with a poorly designed site while 70% of small business websites lack a clear Call to Action on their homepage

What Can We Do About It?

- Plan
 - Define goals, write it down, execute, and follow up
- Leverage Tools
 - Create your toolbox of timesavers
- Build a Team
 - Identify ambassadors, include your team, ask for help



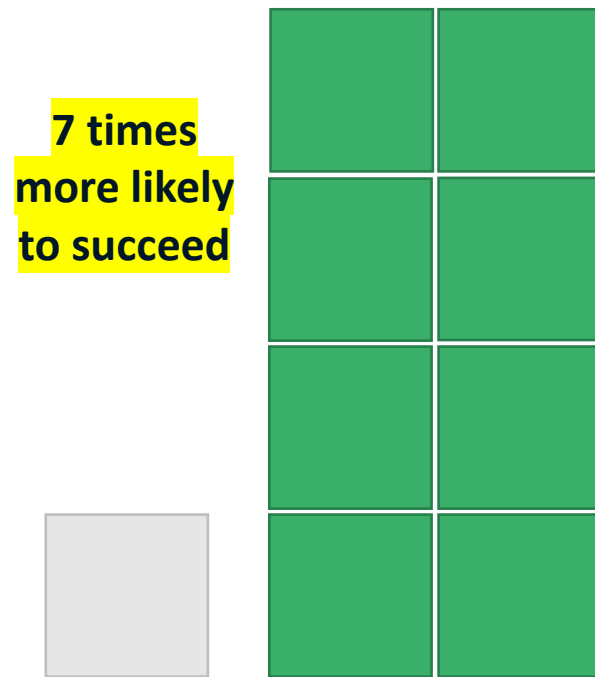
Plan. Execute. Report.

- Marketing plan: a *literal* document
- Customer avatar/personas
- Competitive analysis
- Simple SWOT analysis
- Key Performance Indicators
- Establish branding standards, voice



What Difference Does It Make?

CoSchedule 2022 Marketing Trend Report: <https://coschedule.com/marketing-statistics>



ORGANIZATION



PLANNING



GOALS

Leverage Tools & Resources

Website

- Google PageSpeed Insights
- Google Lighthouse

SEO

- Yoast SEO (WordPress)
- AnswerThePublic
- Arefs: ahrefs.com/seo
- Google Autocomplete

Leverage Tools & Resources

Social Media

- Promo.com Calendar
- Advocacy by AgoraPulse

Design

- Canva
- Pexels
- CC Express

Bonus Resources



Chamber of Commerce, Economic Development, SCORE,
H-GAC, SBDC, and KAPEESH MARKETING Meetups



AMY's TEXT COMMUNITY: (979) 710-7520

Build An Action Team

Internal Stakeholders

- Standard Operating Procedures
- Branding Standards
- Challenges & Goals

External Stakeholders

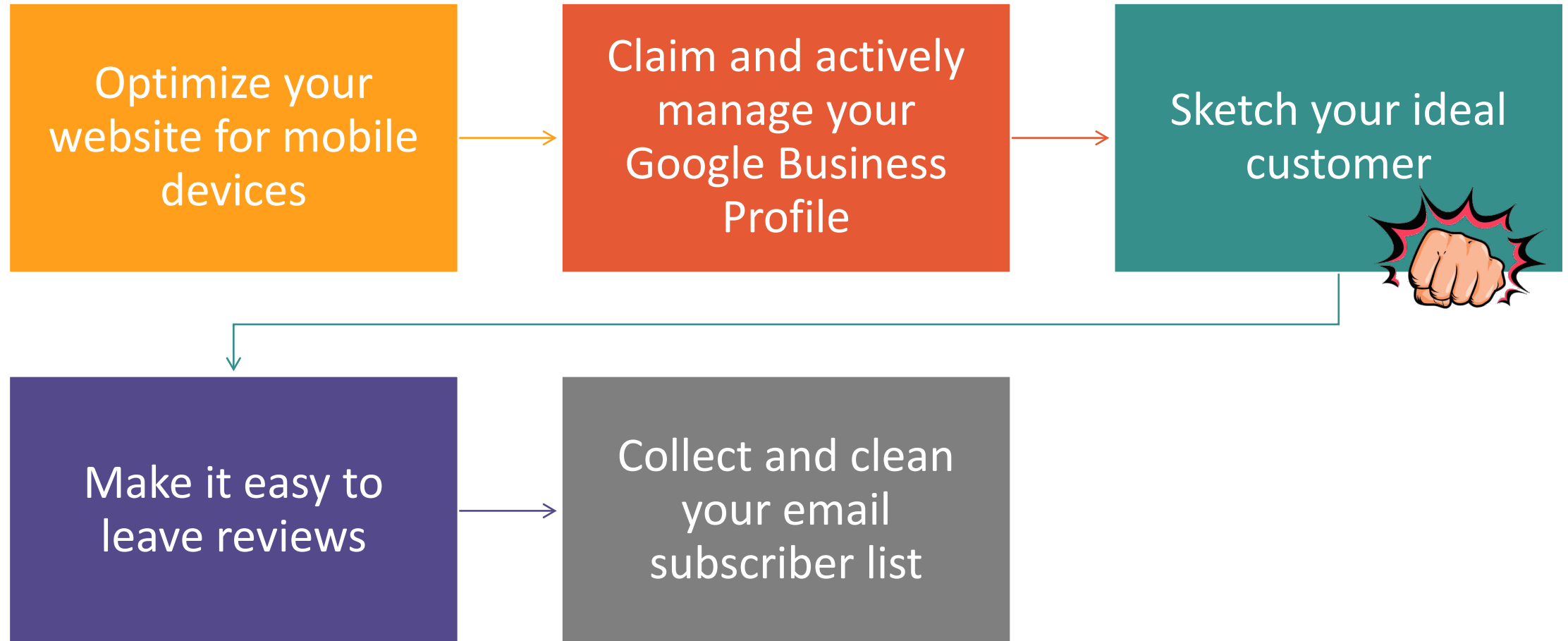
- Segmented
 - VIP/Ambassadors
 - Loyal Customers
 - New Customers
- Feedback
- Ask for Help
- Upsell & Invite

Press Contacts

- PR Distribution
- Event Listings
- Advertising



Steps to Take This Week





Thank you!

I absolutely LOVE what I do, and I appreciate your willingness to listen.

If ever you're interested in getting professional marketing strategy and planning help, I would be honored to have you in for a consultation.

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