Webinar 5

Ask Us ANYTHING

Introduction:
It's Great To Meet You!

Aims & Objectives

LAST WEEK

- Looked at one of the remaining key areas of activity and investigation when putting together our digital marketing plans for the first time

THIS WEEK

- Q&A / Ask Us Anything

“I need a new website and have narrowed down my options to Wordpress or Wix - what are the pro’s and con’s?”

Wayne, Trust Fact

Wordpress Vs Wix

Pros of Wix

- Fast and simple to get to work
- Dont need any technical knowledge to get to work
- Low monthly costs versus higher initial investment
- Security etc all taken care of for you

Cons of Wix

- You don’t really own your own website
- Limited customisation and functionality
- Not as SEO friendly as Wordpress

Wordpress Vs Wix

Pros of Wordpress

- Incredibly customisable
- Offers maximum bang for buck
- Massive community of online developers
- Constant update, improvement and innocation

Cons of Wordpress

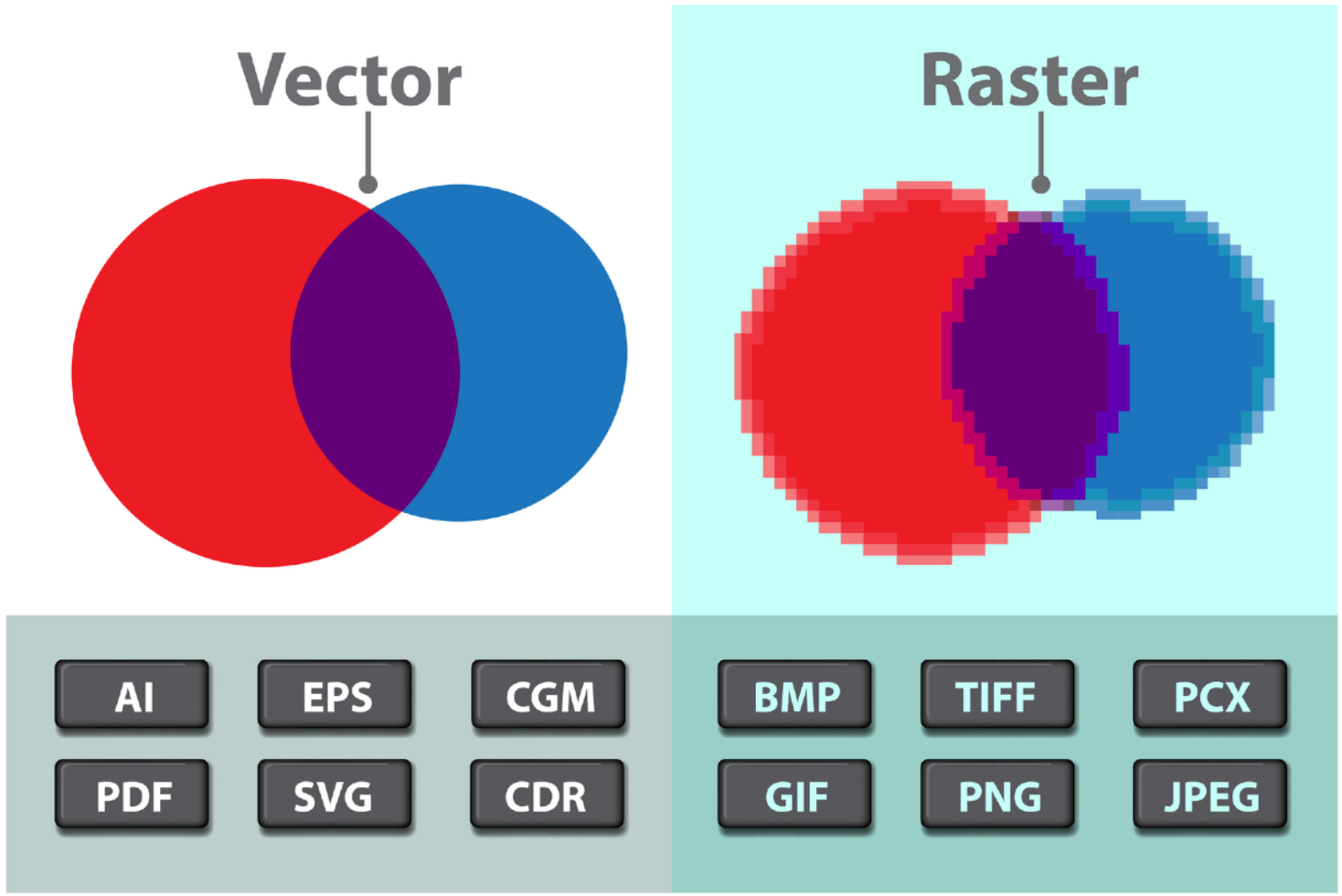
- Costs a little more up front
- Requires a little more technical knowledge

“I’ve been asked for a vector version of my logo - what is that?!”

Anon

Vector Logos

Simple answer - there are two types of graphical file formats:



“How often should I be posting on my blog and how long should it be?”

Jane, Peterborough

Blog Posting

Our general feel is that you should be posting onto your blog as often as you can…

- Great flow of new keyword heavy content going into site
- Source of new material for social media
- Builds your authority and trust with google
- Enhances your reputation with customers visiting the site

Blog Posting

While all blog posts will be different we tend to find blogs that score well from an SEO point of view will…

- Be between 300-500 words in length
- Have keywords in the titles and headers
- Have keywords in your meta description
- Include images with appropriate titles and alt tags
- Include links both internally to elsewhere in the site and externally outside of the site

“Do we NEED a security license on our website? We’re trying to save costs everywhere we can right now…”

William, Northampton

SSL Licenses

Simple answer: YES you really do NEED a security license in place for your site

- Encrypts your website traffic to provide additional security to you and your users
- Required for compliance by PCI standards
- Not having one can impact your SEO score
- Some browsers will identify the risk and even block users from your site

“Our videos look a bit rubbish… How can I add some production value without spending a fortune?”

Grant

Video Creation

General Advice for Improving the Quality of Videos:

- Choose a location that is well lit - ideally with natural light
- Avoid being backlit
- Find somewhere quiet
- Use an Autocue app eg Teleprompter
- Add logos, onscreen text, bottom thirds,
- Add some royalty free music

Video Creation

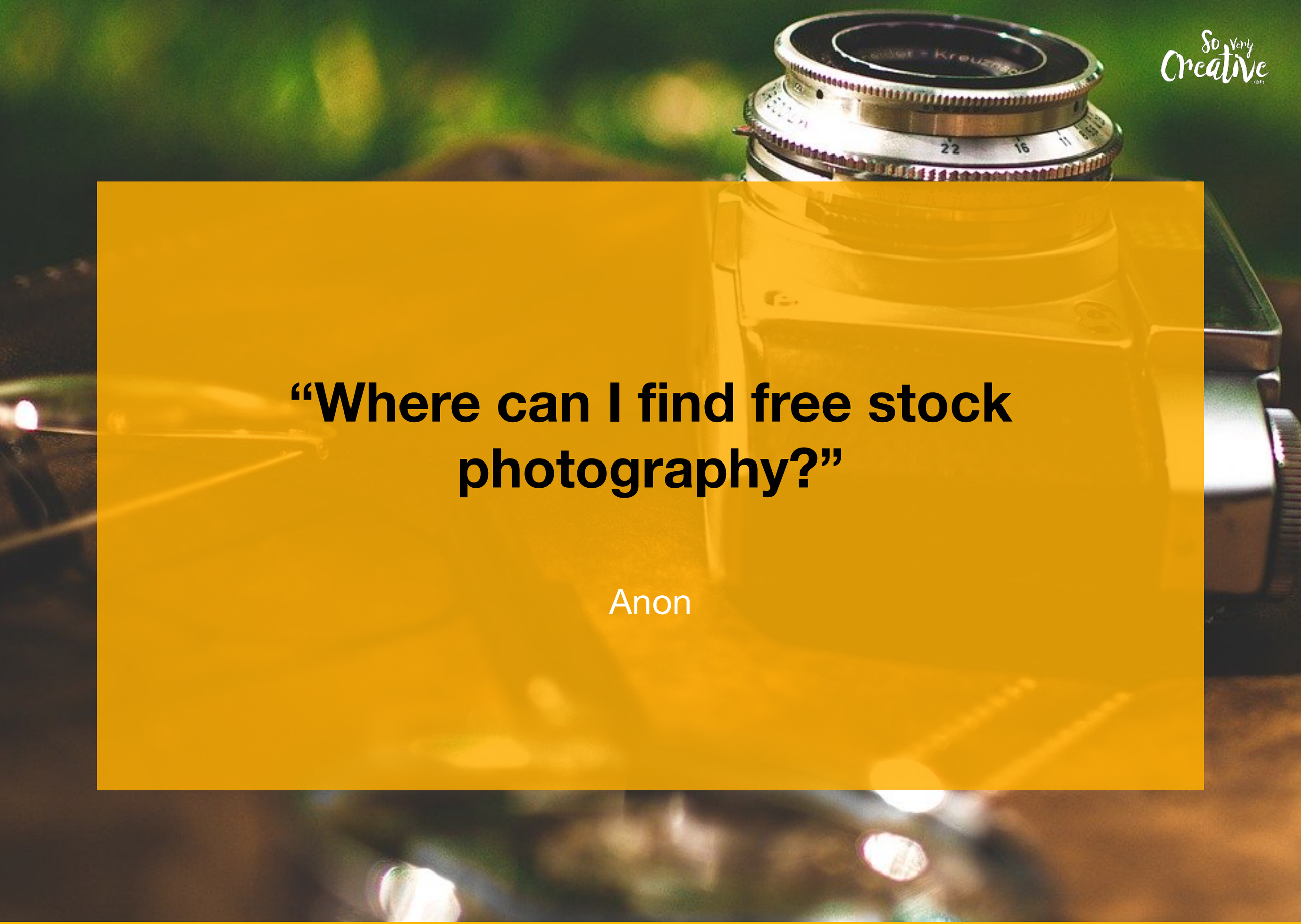
<u>There are some great apps available for video editing on the fly:</u>

- iMovie
- Adobe Premier Rush
- Adobe Spark Video
- Luma Fusion (not free)
- Film Maker Pro (freemium)
- Apple Clips

Video Creation

<u>You can also look at some modest equipment purchases that can also help:</u>

- External microphones with wind shields
- Clip on external lighting
- Tripod - either for camera or mobile



“Where can I find free stock photography?”

Anon

Stock Assets

Stock photos, videos and music can be a great way to lift the production values of your marketing material

- pixabay.com
- unsplash.com
- freestock.com
- stockvault.net
- freemusicarchive.org
- Bandcamp

“Can you recommend a good app for making it easier to manage our social media feeds?”

Various

Social Management Tools

Lots of options available on the market for social media management at different price points and with varying levels of functionality:

- Hootsuite
- Buffer
- Tailwind
- Sprout Social - for teams and collaborations
- HeyOrca
- IFTTT

“I thought Linkedin was just for people looking for a job - should I be doing more on there?”

Lisa, Northampton

Linkedin

Short answer - yes we have found Linkedin to be an increasingly important part of the digital marketing mix

- Less cluttered than a lot of more mature social media networks
- More business focussed by design
- Very engaged audience and network of smart communities
- Ability to share a range of content with the world
- Also facilitates more intimate, one to one dialogues with people as well

Linkedin

Making the most of it….

- Ensure your profile is up to date
    - Relevant pictures,
    - Up to date experience and skills
        - Position your company not just yourself
- Be engaged with others
- Look to grow your audience with relevant contacts
- Look to personalise that experience as much as you can
- Dont forget though - not everyone is as prolific

“Any tips for starting out with Google Adwords?”

Iain via Twitter

Starting with PPC

PPC is undeniably a really useful tool for driving traffic to a website - especially a new one starting to gain traction and increase its organic reach

- Be sure to check on your geographical settings
- Keep an eye on Google notifications and proposed changes
- Keep an eye on regional trends
- Research your keywords
- Optimise your site before beginning
- Talk to an expert

Any Questions?

Next Time

Webinar 6: Tools for Our Updated Marketing Stack

Friday May 22nd @ 12pm

FURTHER READING

There are loads of great resources out there for helping digital marketeers navigate this landscape:

- Social Media Marketing Podcast with Michael Stelzner
- The Digital Marketing Podcast with Ciaran Rogers and Daniel Rowles
- Google Garage
- The Moz Blog - SEO and Inbound Marketing
- SocialFresh

And Don’t Forget….

You can also check out the Podcast **WORLD WIDE WHAT?** On Spotify and Apple Podcasts now for expanded conversations on these areas with local businesses, experts and more!

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from this and previous sessions