

File

Edit

Learn

New

Online

Skills

New Lockdown...

Same Problem...

Close...

Open Your Mind

Browse New Skills...

Close Your Doors

✓ **Save The Highstreet**

Starting Shortly

Grab A Coffee

Cameras On

Bury Head In Sand...

Starting at 10:00am



Why the high street needs digital

Google
My Business

 Google Ads

facebook

 Google Analytics

FREE RESOURCE & ACTION PLAN

SAVE
The highStreet
DIGITAL SKILLS EVENT

HOSTED BY 
G
Sleeping **GIANT**

THE SPARK
AGENCY
part of the Sleeping Giant Group



SOMETIMES YOU JUST NEED A LITTLE SPARK...

Inside...

- Why we need a digital high street
- Local Search Marketing & Google My Business
- Local Paid Advertising
 - Part A. Pay Per Click & Adwords
 - Part B. Display Adverts
- Social Media
 - Part A. Social Media, Boosted posts
 - Part B. Social Media & Facebook Business Manager
- Google Analytics





We'll make it plain and simple.

Digital Marketing is very much top of our 'to-do' list.

We're sure you have other things on yours. But that doesn't mean we can't add a little spark to your online efforts.

Our objectives, as always, are to;

-  Improve digital ROI
-  Lay solid search foundations
-  Build on & develop performance



Standing on the shoulders of Giants

Since 2009 we have strived to maintain an outstanding level of service to our clients. We achieve high levels of performance for your digital marketing through knowledge, passion and endeavour.

We are a RAR Recommended Agency, as well as CIM Agency of the Year 2017 and finalists in 2019 & 2020. We're multi award winners of customer service awards too – well recognised for the work we deliver our clients.

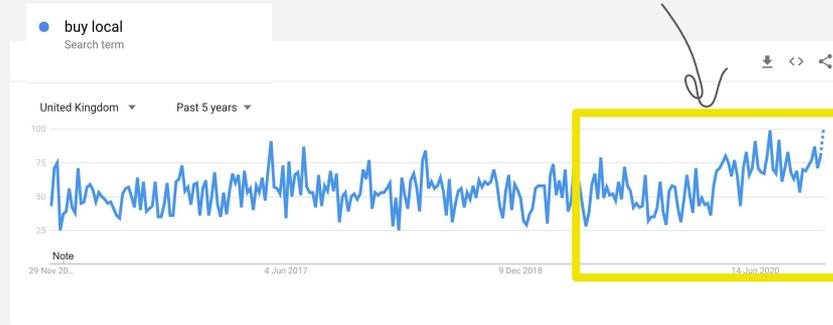


Why we need a digital high street...

UGOV's latest research suggests:

“Brits are keen to shop on the local high street rather than heading to crowded shopping centres post covid.”

The need is real!



70%

of those who shopped locally say they will continue to do so to some extent, even when lockdown is fully lifted.

Motivations when shopping locally



Product Availability



Social Distancing Measures



Avoiding Public Transport



ONLINE

Ecommerce online or
being discovered online

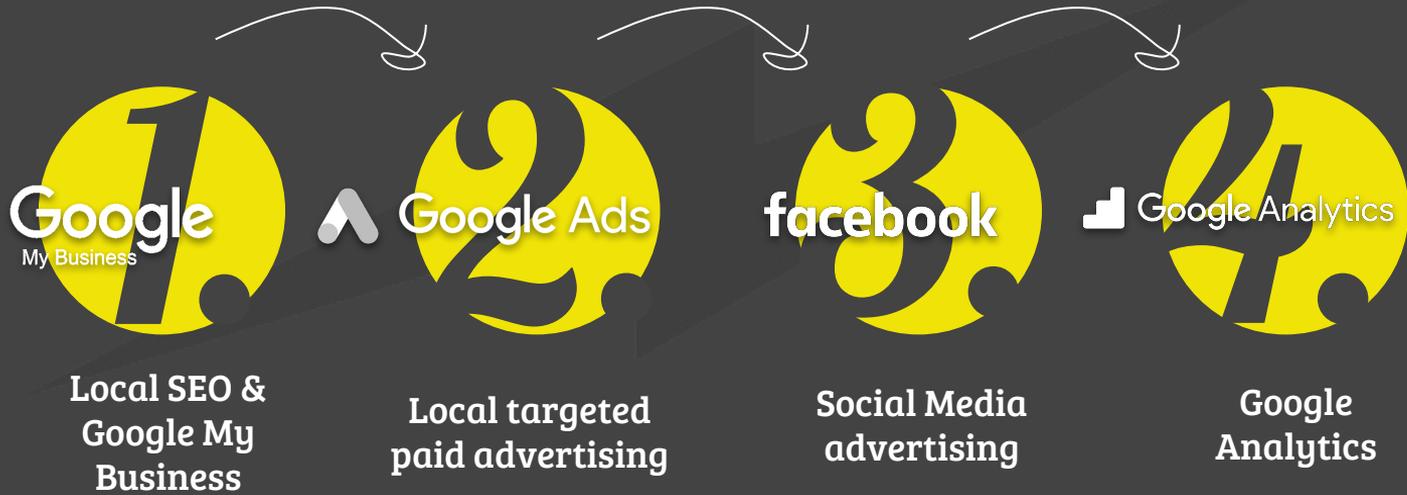
We don't **GO** online anymore We now **LIVE** online.

So being **online** is here to stay, even for local audiences.

Overall Objective:

1. Get people on to your **WEBSITE**.
2. Get people on to your **SOCIAL MEDIA**.
3. Get people to your **STORE**.

Local Digital Marketing



1

Local SEO & Google My Business



What is Google My Business

- ⚡ Free tool for businesses to manage their online presence across search engines and maps.
- ⚡ You can claim and verify a page, which you can then update with relevant business information.
- ⚡ Help customers find you and tell them the story of your business.

Key Features

Description
Google Posts
Service area
Facilities
Accessibility
Book an appointment
Analytics
Q&A
Opening hours
Special holiday opening hours
Opening date
Images
Category
Subcategories
and lots lots more...

Benefits

- Manage Information about your store
- Be found in search results pages
- Interact with your customers
- Build brand loyalty & trust
- Collect reviews
- Customer search habits & data

Google My Business Action Plan.



Action	Your Notes	Status
Set up your Google My Business page or update your current one to make sure all info is up to date including seasonal holidays.		
Update to include information about social distance measures and upload photos evidencing this.		
Add a Covid Q&A section.		
Review, edit and upload eye catching photos, lots of them.		
Create an offer as a 'post' to promote any products/events.		
Look at the keywords big competitors are using across their online channels and include them within your copy.		

3 TIPS FOR OPTIMISING

1

Upload as many images as you can, as these can really drive footfall to your business

Keep them professional though!

2

Make sure you have a really strong description, rich with keywords

You only have 750 characters, and only 250 will be displayed in the panel so include a call to action!

3

Tell them everything!

When it comes to optimising your page, relevancy is key.



2

Local Paid Advertising



Google Ads

What is Adwords Express



A free platform that allows you to plan, set up and manage pay per click adverts so that your results appear first when someone searches.

What are Display Ads



Visual adverts that appear across the Google Display Network that have a specific call-to-action or objective driven by a landing page on your website. These can be moving or static images.

Key Features

Smart targeting by Adwords
Category optimisation
Keyword removal
Budget management
Location targeting
Ad copy optimisation

Different ad formats
Set budgets
Use targeted audiences
Remarket to people who have been to your site before

Benefits

- Immediate visibility
- Location targeting
- Refine SEO practices
- Track performance

- Visually compelling
- Great impressions/reach available
- Can be really targeted
- Brand recognition

Local Paid Ads Action Plan.



Action	Your Notes	Status
Create an account and set it up following the set-up wizard to ensure it is all up to date.		
Look at common search terms used to find your products or services in tools like Google Search Console or Keyword Planner, and Answer The Public.		
Take note of the businesses running ads currently for those terms and phrases.		
Set up 2 different types of adverts for both your brand name as a well as your product/service.		

3 TIPS FOR OPTIMISING

1

Don't rely on the automation alone...

Beat the competition by testing different functions, rather than just letting it run.

2

Change ad copy regularly...

Test different messaging, use call to actions, be engaging!

3

Remove irrelevant search phrases

Control (to some extent) where your budget goes...



Local Social Media

What is Facebook Business Manager?



An all-in-one tool for creating ads, managing when and where they'll run through Facebook and its platforms.



Tracking and analytics telling you how well your campaigns are performing.



One place for multiple users to manager business accounts.



Key Features

Custom audiences
Lookalike audiences
Facebook cookie tracking
Ad builder
See visual mockups
Build strong CTA's

Benefits

- Show your ads to the right people
- Easy to set up
- Lots of ad options
- Location targeting

Social Media Action Plan.

facebook

Action	Your Notes	Status
Create a Business Manager account, or go in and update the account you currently have.		
Come up with an objective for the social media ad campaign, what do you want it to do? This could be one campaign, or a few campaigns.		
Set up Facebook Pixel, UTMs and Google Analytics for your website.		
Create a campaign, with a specific objective, audience and CTA.		
Identify a metric or KPI that will determine success for your campaign.		
Create time in your calendar to report on your campaigns success.		

3 TIPS FOR OPTIMISING

1

Get creative

Try out different formats and creative opportunities.

2

Get your tracking set up

Facebook and Google have lots of information and videos on how to do this.

3

Measure against your goals

Set KPI's and make sure you measure them

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Google Analytics



What is Google Analytics?

- ⚡ A free platform from Google which lets you track who has been onto your website.
- ⚡ Lets you track the actions a user has made when visiting your website, such as link clicks and time spent on page.
- ⚡ ... not as scary as it looks!

Key Features

- Measure success in real time and through reporting tools
- Set up dashboards to show you the metrics important to you
- Identify audience behaviours

Benefits

- Measure and observe the local success of your online (or offline) activity
- Identify who your audience is and what content they resonate with
- Use the data collected to inform future marketing activities

Google Analytics Action Plan.



Action	Your Notes	Status
Create an account! It's free.		
Make sure you (or someone techy) has installed the tracking tag onto your website.		
Set up weekly reporting to start with to get you used to the platform.		
Review DEMOGRAPHICS and make profiles of the avg. visitor to your website. How does that stack up against your 'perfect' visitor?		
What % of your traffic comes from what source? Do you know how important social media is to your website?		
What pages are most visited on your site? What lessons can be learnt from these pages or pieces of content?		

3 TIPS FOR OPTIMISING

1

Use the "Audience" Overview Sections to build a picture of your users

2

Use your page activity data to identify what resonates with your audience

3

Use the Insights tab and ask Analytics Intelligence

A place for notes and inspiration.



Or doodles.

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