



How to Conquer Digital Marketing



**Get Found.
Get Customers.
Get Results.**

Conquer Digital Marketing



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**Local Expertise
Global Standards**



TODAY

How to Conquer Digital Marketing

1. What is Digital Marketing?
2. Connecting the Dots 2021 ... Strategy
3. Digital Marketing Simplified
4. Conquering Digital Marketing
 - What's the 20% you need to do to get 80% benefit with digital marketing.
 - Sneak peek of our new platform (being released May 2021)

Local Expertise
Global Standards



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What is Digital Marketing?



**Digital
Marketing**
encompasses all
marketing efforts that
use an electronic
device or the internet.

What is Digital Marketing?

All marketing efforts
that use an electronic
device or the internet.

**Get Found.
Get Customers.
Get Results.**

What is Digital Marketing?

Overwhelmed?

You are so busy running your business – **you don't have time to research a digital marketing strategy**, let alone implement it. With so many options, it's hard to know what strategies will actually get results.

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Confused?

SEO, reviews, Google rankings, social media, hashtags, Google My Business.

Where do you even start? And how will you ever get the time to do everything on your own?

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Worried?

Are you worried that your competitors are ranking above you?

Concerned about the changing landscape of business and how to leverage your digital presence?

Not sure how to connect with your customers online?

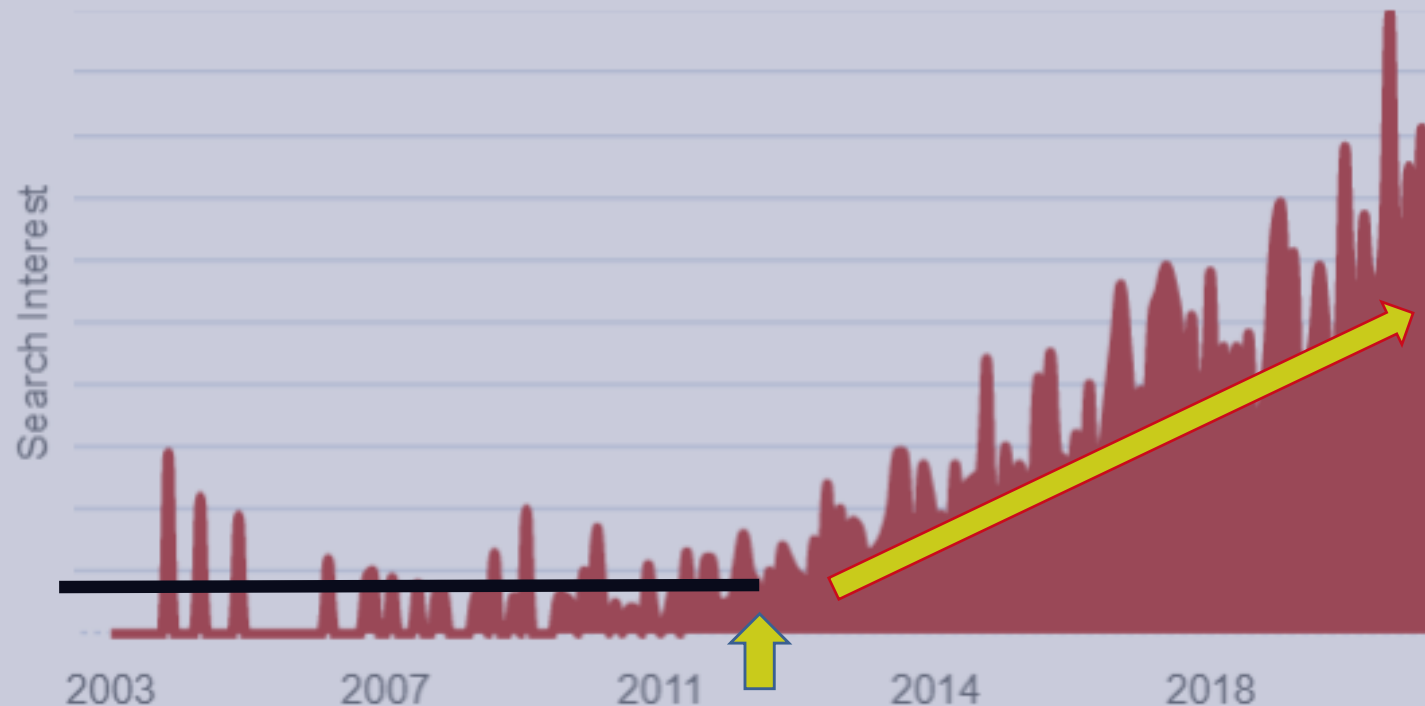
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K Trend Data For "what is digital marketing" (Global) ✕

7d 30d 3mo 12mo 5yrs All Time



Trend ...

The power of Digital Marketing started way ahead of the pandemic.

Digital Marketing is here to stay.

Conquer Digital Marketing

Then 2020 Happened

The rules changed.

In the shadow of uncertainty, many companies – regardless of industry – find themselves facing the daunting task of rebuilding.

What worked before might not work now or in the future.

We're in the middle of a global crisis. When it ends, we may not even realize. After all, not many people can pinpoint exactly when the Great Recession ended.

Digital Marketing is here to stay.



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2020 Happened

Our attention as consumers has shifted the internet has swept in to help us manage our lives more effectively, and our behaviors have shifted too.

PDF "Connecting the Dots 2021" by

<https://www.globalwebindex.com/hubfs/Reports>

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2019 "Before"
Facebook / Amazon / Google



Connecting the Dots 2021


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2020 Happened

For older groups, our engagement continued to flourish. These shifts represent a **step-change** in how the internet fulfills the basic needs of older consumers, and how much we'll rely on the internet in the future.

"Connecting the Dots 2021"

by <https://www.globalwebindex.com/hubfs/Reports>

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2019 "Before"
Facebook / Amazon / Google



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2020 Happened

3 Significant Shifts
**HOW MUCH WE WILL RELY ON
THE INTERNET IN THE
FUTURE?**

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2019 “Before”
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Connecting the Dots 2021


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Consumers attention has shifted ... and Behaviors have shifted too.

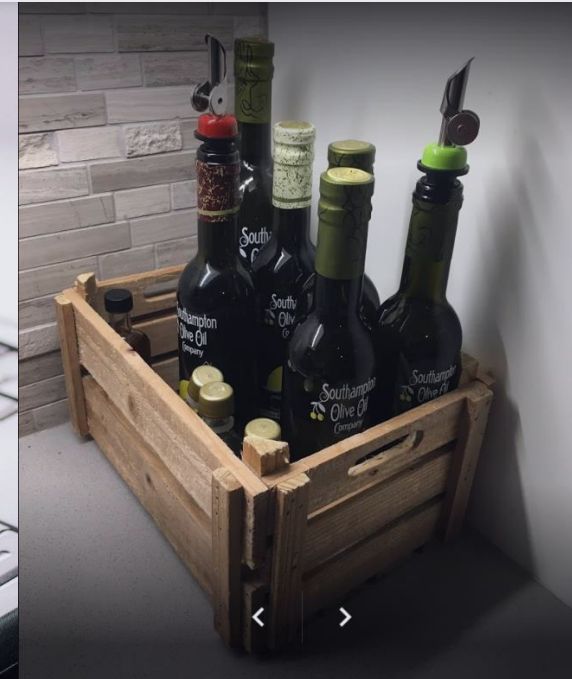
HOW MUCH WE WILL RELY ON THE INTERNET IN THE FUTURE?

1

COMMERCE

- * more buying online
- * **SHIFT:** not just material things ...
- * Sustenance, daily living items, like groceries is a new and growing trend online.

How many of these food items have you bought online? Coffee, Fresh Vegetables, Groceries, Olive Oils ...



Connecting the Dots 2021



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Consumers attention has shifted ... and Behaviors have shifted too.

HOW MUCH WE WILL RELY ON THE INTERNET IN THE FUTURE?

2 FINANCE

- * online banking (ourselves, aging parents)
 - fewer bills coming in the mail
 - statements, monthly bills by email
 - paying bills online
 - online trading, investments
- * **SHIFT:** e-Transfers for payment common place (easy between family, friends, no fees for vendors; but more challenging to track?)
- * not using cash much anymore.



Connecting the Dots 2021



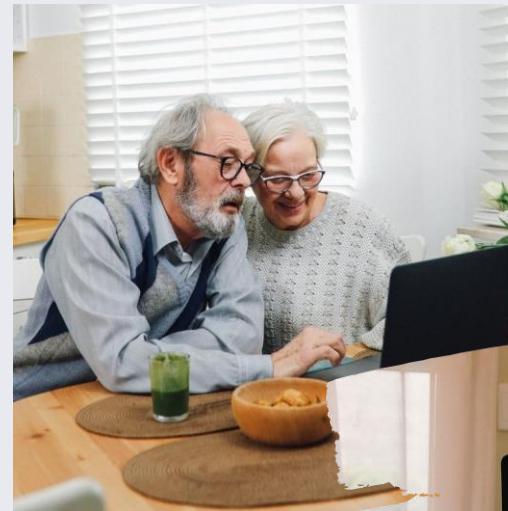
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Consumers attention has shifted ... and Behaviors have shifted too.

HOW MUCH WE WILL RELY ON THE INTERNET IN THE FUTURE?

3 SOCIAL CONNECTION

- * Facetime, Zoom, Facebook Live, Messenger
- * **SHIFT:** started with social media (video chat with grandparents) now 'let's Zoom' has become a new word for 'let's meet' or 'talk'.
- * *Who makes phone calls anymore?*
- * Education was heading toward more online; *it's been forced into fast-forward.*



Connecting the Dots 2021



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Consumers attention has shifted ... and Behaviors have shifted too.

HOW MUCH WE WILL RELY ON THE INTERNET IN THE FUTURE?

1

Commerce

2

Finance

3

Social Connection

Connecting the Dots 2021



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CALM



CITY LIVING

The pandemic has without doubt contributed to a growing desire to **escape from the city**, but one that's not so much defined by the movement of people as it is by **a shift in the urban mindset.**

Don't focus on consumer postal/zip codes; double down on the **changing consumer lifestyle.**





During lockdown we were forced to adapt to a new way of living that made us take a step back and realize **what really matters to us and what brings us joy** might not be the same as before.

A still life scene featuring a basket of bread, a vase of wheat, a cup of tea, and two sleeping cats. The basket is filled with various types of bread, including a large loaf of dark bread and several smaller rolls. A small red dish in front of the basket contains more bread. A glass cup of tea sits on the table. Two cats, one grey and one orange and white, are sleeping on the table. A vase of wheat is in the background.

The nights out with friends transformed into nights in with family; the saved money from theater and live concert tickets has been reinvested to **make our homes more comfortable.**

A woman with long brown hair, wearing a green t-shirt, black leggings, and a backpack, is hiking up a grassy hill. She is smiling and using two trekking poles. The background is a lush green forest.

Not to
mention the
enthusiasm
about that
daily outdoor
exercise slot.

This doesn't mean that cities are dead – but our relationship with them,
and what we enjoy about them, has changed.

A photograph of a forest scene. In the foreground, a small stream flows over rocks. The background is filled with tall, thin trees and dense green foliage. The lighting is bright, suggesting a sunny day.

Outdoor Walks

RV'ing

Camping

Biking, Hiking

Living w/ Pets

Enjoying Nature

Knowing & Supporting a Neighbour

Behaviors that were
mostly associated with
suburban culture or rural
living have now sprawled
across cities' young
populations, slowly but
surely becoming
ingrained into actual
consumer interests.

Cooking, home improvements, and gardening have come to symbolize our new reality



On a more profound level, these behaviors are more than just new pastimes consumers have picked up because of the CoVid outbreak ...

Pandemic Fashion & Social Media Trend

#cottagecore
1,601,629 posts

Represents:

- SIMPLICITY
- TRANQUILITY
- NOSTALGIC COMFORT

With their therapeutic effects, they speak to a desire to wind down and push the brakes on the fast-paced pre-COVID way of life – even within a city setting.

**Vaccines may eventually
take care of the virus
itself – but the mental
health impact will persist**

Cabin Fever

39%

of those living with
friends/roommates are
concerned about their
mental wellbeing.

Supporting
Mental Health
Awareness
Continues to be
Paramount



**The “hidden wave” is lying in wait. Vaccines may
eventually take care of the virus itself – but the mental
health impact will persist for years to come.
We neglect it at our peril.**

Prepare for a Hyper-Local Future

**We Call it
“Shop Local Momentum”**

***Great news for us here
in Bruce County***



Prepare for a Hyper-Local Future We Call it “Shop Local Momentum”

This new urban mentality means everyone, even global **businesses should be thinking local.**

Global companies are getting on board.

Bud is tapping into everyday moments in an effort to get into 25- to 34-year-olds’ hearts, hands and refrigerators.

Here’s the inside scoop on its new marketing blueprint:

The brand has recognized that its sweet spot is “the intersection between something that has social currency within a sub-community and Budweiser having an authentic way of tapping in,” **Tactical example in Michigan:** Getting its very own **Big Sean 25oz tallboy Budweiser** in honor of the rapper’s new album, **Detroit 2**

What does it mean for our local small businesses ... ?

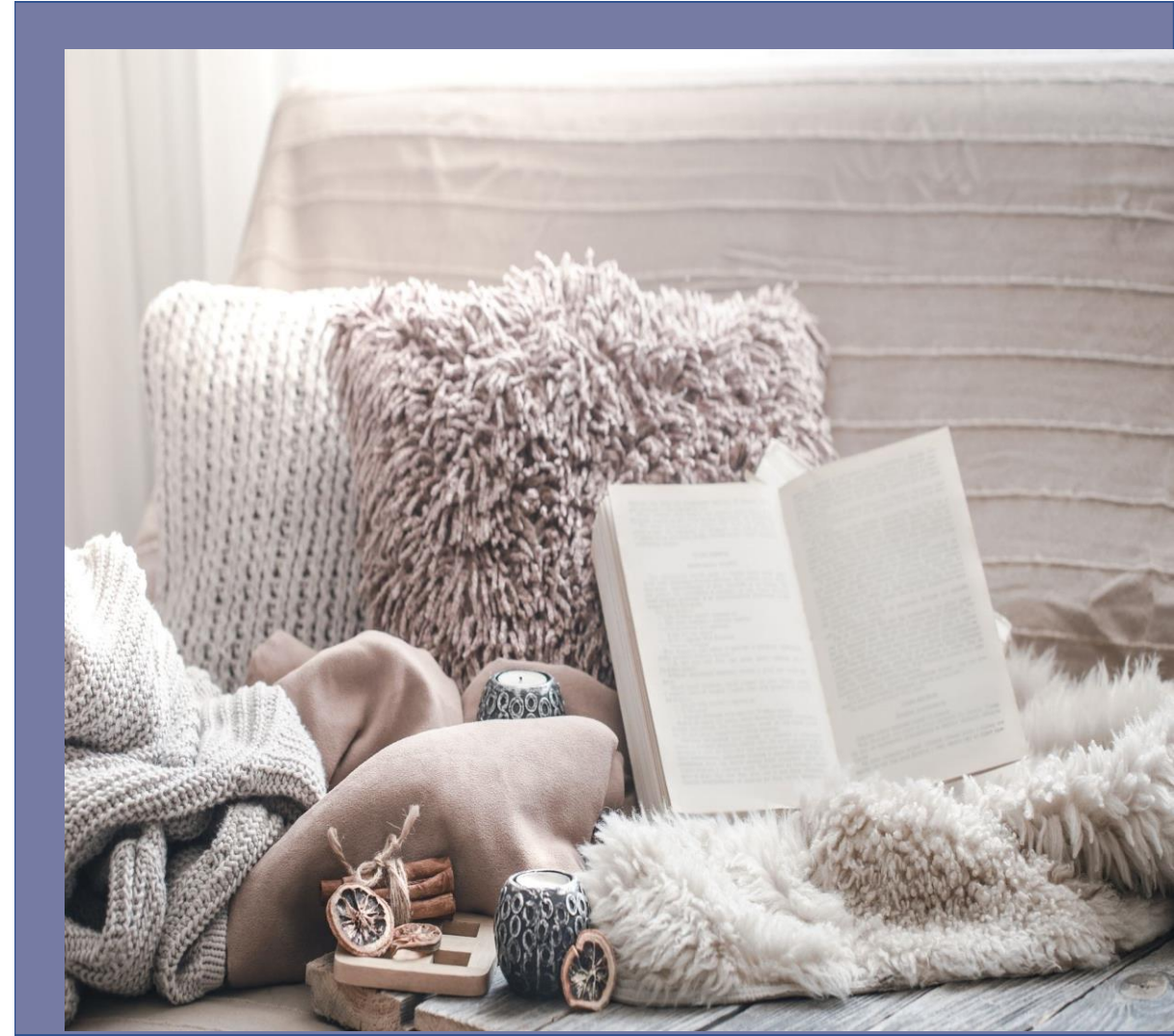
Our next customers are literally ‘**right in our own backyards**’.



Prepare for a Hyper-Local Future We Call it “Shop Local Momentum”

The bond people have established with their households isn't going to be easily broken, although it's likely to be loosened as public spaces and offices are deemed safe again.

- All the comforts of “home”
- Baking, Making Bread, Cooking, Gardening
- Pets, Comfy ‘casual home’ Décor.
- Simple Life Pleasures ...



Prepare for a **Hyper-Local Future** We Call it “Shop Local Momentum”

By the end of the decade ... **most global consumers are expected to be older than 60.**

SHIFT: The Generation Gap is Narrowing Online.

- The pandemic pushed the 60+ generation online
- Banking, Paying Bills, some Investing
- Zooming, Video chats (socializing, not just family)
- Even TikTok Challenges #over50 ... to see them
- Researching
- Buying gifts, groceries, supporting local businesses

Yet the power and influence of older groups in the marketplace seems to have been largely lost on some marketers.

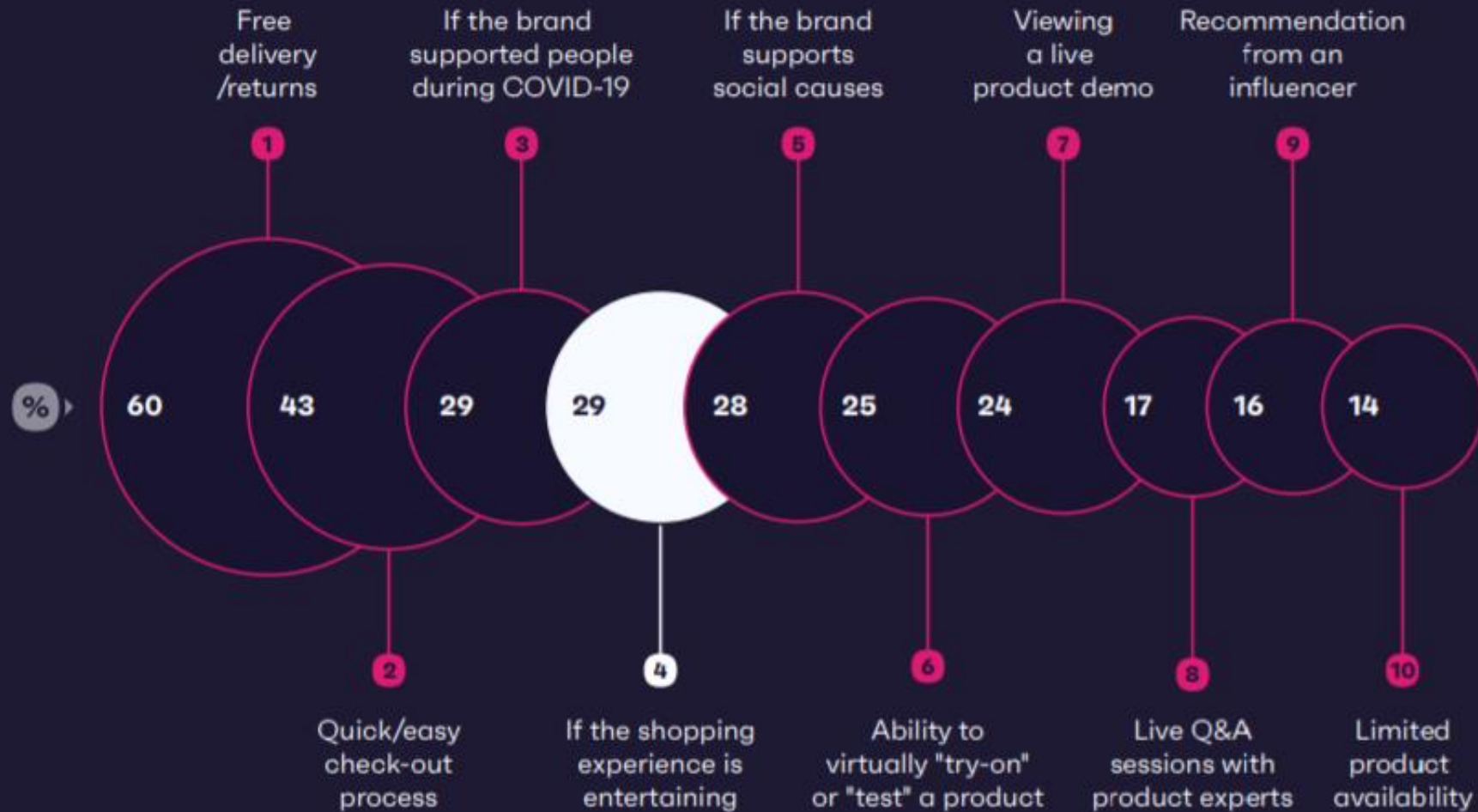


Expectations
Shopping Online

Your Digital Storefront

Connecting the Dots 2021

% who say the following would encourage them to buy a product when shopping online (in 7 countries)



Expectations Shopping Online

NEW:
Entertainment is just as important as 'support'

Your Digital Storefront

Connecting the Dots 2021

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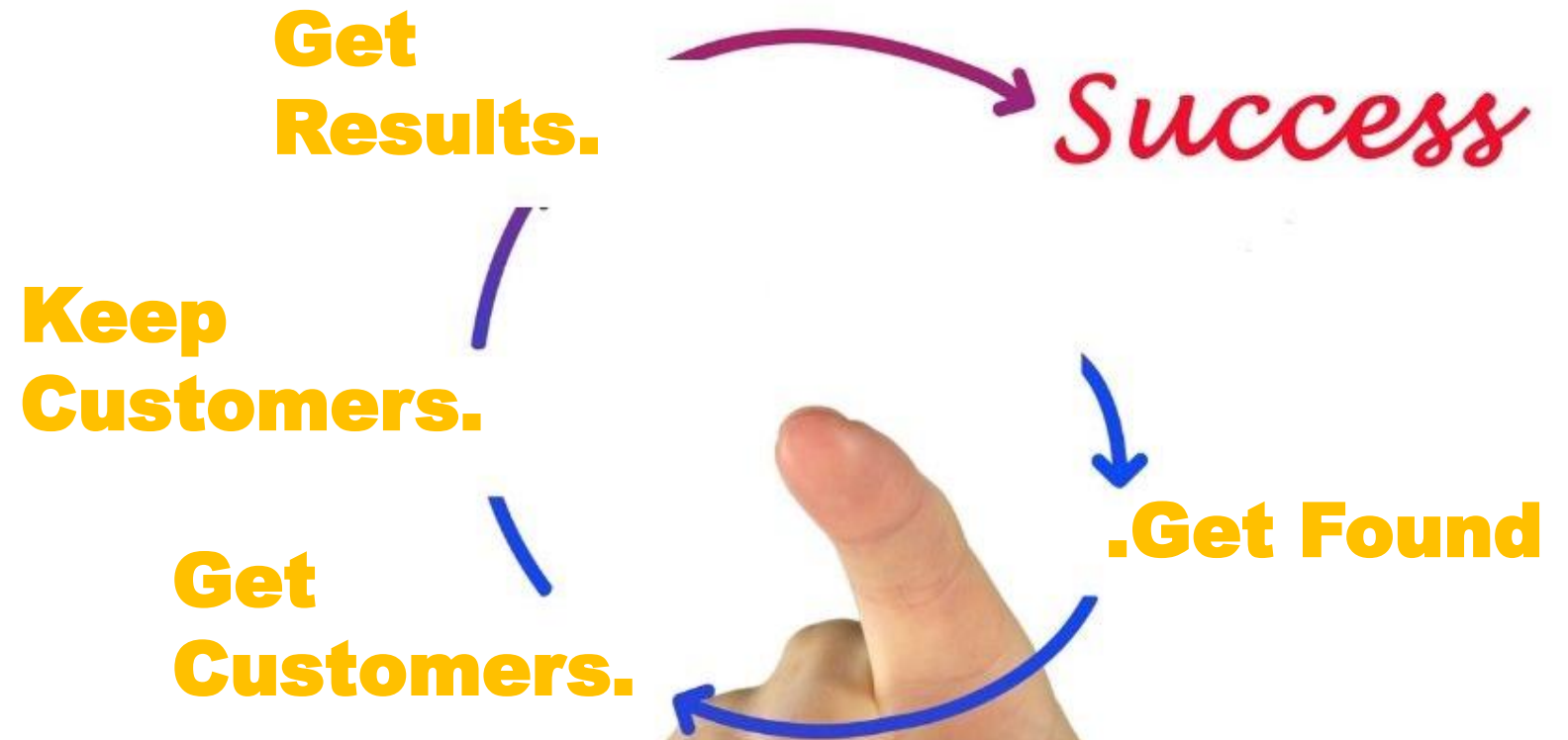


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All marketing efforts
that use an electronic
device or the internet.

**Get Found.
Get Customers.
Get Results.**

What is Digital Marketing?



Digital Marketing Simplified

Get Found

LOCAL SEO (Search Engine Optimization) plays a big role in your business being found online.

- **Google My Business Profile** – get ranking in the Google Local 6 Pack.
- **Website** – built with SEO in mind, content rich, relevant keywords, searchable. Own your space online.
- **Be found in major directories** – Google, Facebook, Yelp, Trip Advisor (if relevant)
- **Reviews** – nurture your customers, collect, monitor and respond to reviews from customers online.
- **Technical SEO Stuff** – backlinks, fix broken links, title tags, meta descriptions, citations, keyword rich content, recognition from authority sites in your industry and more ...



Digital Marketing Simplified

Get Customers

GET NEW CUSTOMERS

- By Getting Found Online;
- Does your website match your service and customer expectations doing business with you? (mobile friendly);
- Using Social Media to attract a following;
- What Social Media is your target audience using?
 - Facebook
 - Twitter
 - Instagram
 - LinkedIn
- List Building [asset] – have a way to capture names of new prospective customers to add to your mailing list.
- If you don't have one: Start building a list of existing customers to nurture, request reviews, referrals, build word of mouth.



Digital Marketing Simplified

Keep Customers

HAPPY INFORMED CUSTOMERS

- By Easily Being Found Online when they need you or refer you;
- Keep your website up to date (referrals);
- Use Social Media to stay top of mind;
 - Facebook
 - Twitter
 - Instagram
 - LinkedIn
- Communicate directly to stay top of mind with your existing customers by email and/or text.
 - Request reviews, and respond;
 - Send info about specials, events, news.



Digital Marketing Simplified

Get Results

INCREASE YOUR BOTTOM LINE

- Monitor traffic to your website
- Keep your GMB Listing current (hours, products, pricing, special offers)
- Monitor your Local 6-Pack Results
- Monitor reviews and reply
- Monitor online directory listings
- Monitor social media posts
- Stay in touch with existing customers
- Follow up with all communications (email, text, FB Msgs, Reviews)
- Continue with SEO efforts (Get someone to do this for you).
- Maintain your Online Presence by Keeping Information Current, Fresh.



Digital Marketing Simplified

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**What if there was a
way you could do**

20%

of the work and get

80%

**of the benefit of
DIGITAL MARKETING?**

Conquer Digital Marketing



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Here are the 4 things you need to do:

(to conquer digital marketing)

1. Social Media
2. Reviews
3. Nurture Customers
(Email/Text/Build List)
4. Local SEO



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Sneak Peek
of our new
platform

PinPoint Central
Official Release May 2021

**What if there was a
platform that helped
you with all of this in
one place?**



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Home

Social Media

Get Reviews

Email and Text

Customer List

Grow Your List

Get Found

Account

What would you like to work on today?



Connect Via Social Media



Social Media



Stand Out With Reviews



Get Reviews



Nurture Your Customers



Email and Text



Get Found With Local SEO



Get Found

Conquer Digital Marketing



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Home

Social Media

Get Reviews

Email and Text

Customer List

Grow Your List

Get Found


Account

What would you like to work on today?




Connect Via Social Media

Social Media




Stand Out With Reviews

Get Reviews



Nurture Your Customers

Email and Text



Get Found With Local SEO

Get Found



We have a virtual
marketing assistant
who will make 8-10
posts/month for you.

Conquer Digital Marketing



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PINPOINT LOCAL

[Home](#)[Social Media](#)[Get Reviews](#)[Email and Text](#)[Customer List](#)[Grow Your List](#)[Get Found](#)[Account](#)

What would you like to work on today?

 Connect Via Social Media**Social Media**

We have a virtual marketing assistant who will make 8-10 posts/month for you.

 Stand Out With Reviews**Get Reviews** Nurture Your Customers**Email and Text** Get Found With Local SEO**Get Found**

Our SEO analysts will help your business get found online with Local Focused SEO.

Conquer Digital Marketing

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[Home](#)[Social Media](#)[Get Reviews](#)[Email and Text](#)[Customer List](#)[Grow Your List](#)[Get Found](#)[Account](#)

What would you like to work on today?




Connect Via Social Media

Social Media

↓

We have a virtual marketing assistant who will make 8-10 posts/month for you.




Stand Out With Reviews

Get Reviews

↓

Collect, Monitor and Reply to Reviews all in one place!
Email/Text your customer list from one portal.



Nurture Your Customers

Email and Text



Get Found With Local SEO

Get Found

↓

Our SEO analysts will help your business get found online with Local Focused SEO.

Conquer Digital Marketing

Home

Social Media

Get Reviews

Email and Text

Customer List

Connect With Social Media

Enter **PinPoint Central** and our team of digital marketing experts.
8- 10 Posts DONE FOR YOU PER MONTH



Approve Post



Photo Library



Create Post



Repost Content



Manage Accounts

Conquer Digital Marketing



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Home

Social Media

Get Reviews

Email and Text

Customer List

Grow Your List

Get Found

Account

Get Reviews



Essential



Customer List

Essential



Review Request
Templates

Essential



Request Reviews

Essential



Read Reviews

Essential



Connected Accounts

Intermediate



Sent Reviews

Conquer Digital Marketing



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[Home](#)[Social Media](#)[Get Reviews](#)[Email and Text](#)[Customer List](#)[Grow Your List](#)[Get Found](#)[Account](#)

Email or Text Your Customers

Keep your business front of mind through text or email! Share a promotion, sale, event, or message with your customer list and invite them to work with your business.



Essential



Customer List

Essential



Email Customers

Essential



Text Customers

Bonus Feature



Grow Your List

Email and Text History

Promo Name

Subject

Recipients

Text/Email

Date

Status

No data available in table

Conquer Digital Marketing



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[Home](#)[Social Media](#)[Get Reviews](#)[Email and Text](#)[Customer List](#)[Grow Your List](#)[Get Found](#)[Account](#)

Build Your Customer List

Add your customer's email and phone number, so you can collect reviews, email, and text your customers.



Add Single Customer

[Add Customer](#)

Add Multiple Customers

[Upload CSV File](#)

Create Customer Groups

[Create Group](#)

Customers

2

Total Customers

<input type="checkbox"/>	Name	Email	Phone	Created Date
--------------------------	------	-------	-------	--------------

<input type="checkbox"/>				
--------------------------	--	--	--	--

<input type="checkbox"/>				
--------------------------	--	--	--	--

Filters

[Clear All](#)

Select Type:

☒ Subscribed

☐ Unsubscribed

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[Home](#)[Social Media](#)[Get Reviews](#)[Email and Text](#)[Customer List](#)[Grow Your List](#)[Get Found](#)[Account](#)

Grow Your List

We've built an easy tool that allows customers to add their contact details to your list, fully integrated businesses have had great success by offering this at the point of sale or as a QR code on a receipt. Post the form on your social media pages and website and invite your customers to get on your list to hear about upcoming sales, promotions, or events.

Build Your Form

You can build your form here.

[Build](#)

Form Na



Pinpoint Your Business on our Digital Marketing Roadmap

What is Digital Marketing? Download our digital marketing roadmap to learn how to build your brand online and get found in local searches.



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Local

[SIGN UP NOW](#)

Powered by Central

Example of a Web Form: this could be ready on an iPad at checkout for customers to add their info. It could be a QR Code in an ad, Eg. on a shopping cart advertisement or in a restaurant on a place card?

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[Home](#)[Social Media](#)[Get Reviews](#)[Email and Text](#)[Customer List](#)[Grow Your List](#)[Get Found](#)[Account](#)

Get Found with SEO

Ever wonder why some businesses rise to the top of a Google search? It's SEO (Search Engine Optimization). Owners don't have the time, expertise or know-how to increase their rankings in Google. Enter **PinPoint Central and our team** of digital marketing experts who help your business move into the local Google 3 (6) Pack. The purpose of SEO is to ensure your business is getting found by clients so you can gain new customers and new business.



Essential



Set UP Google My Business

Essential



Complete SEO Wizard

Essential



Request Reviews

Intermediate



Monthly SEO Reports

Intermediate



How to Understand SEO Reports

Intermediate



SEO FAQs

Enter **PinPoint Central** and our team of digital marketing experts | **SEO DONE!**

Conquer Digital Marketing



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Here are the 4 things you need to do:

(to conquer digital marketing)

1. Social Media - Done For You – Simply Approve!
2. Reviews
3. Nurture Customers
(Email/Text/Build List)
4. Local SEO - Done For You – Simply Review
Monthly Reports for Progress!



Conquer Digital Marketing

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How Much Would This Digital Marketing Help Be Worth to You?

(to conquer digital marketing with confidence)

Consider the lifetime value
of one new customer
\$\$\$\$

Consider the cost of hiring
someone versed in social
media posting & Local SEO?
\$\$\$\$\$



Conquer Digital Marketing

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Pricing

Apply the 80/20 rule to your business and watch as PinPoint Central delivers the digital marketing results that matter.

PinPoint Central evens the playing field and gives small businesses an online advantage at an affordable investment that gets results.

PINPOINT CENTRAL Conquer Digital Marketing for Your Small Business Your Digital Marketing Platform POPULAR	PINPOINT CENTRAL Conquer Digital Marketing for Your Small Business Social Media All Done For You, 519Web Team Approvals SOCIAL MEDIA	PINPOINT CENTRAL Conquer Digital Marketing for Your Small Business ALL DONE FOR YOU! 519Web Team Manages Your Account. FULL SERVICE
\$397 CDN Monthly	\$597 CDN Monthly	\$897 CDN Monthly
✓ Strategic Suite of Comprehensive Digital Marketing Tools	✓ Strategic Suite of Comprehensive Digital Marketing Tools	✓ Strategic Suite of Comprehensive Digital Marketing Tools

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I'd love to hear from you ...

I'd love to help your business grow online.

Reach out to me Deborah@519web.com



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Global Standards**



THANK YOU

BUSINESS TO BRUCE FOR HOSTING: How to Conquer Digital Marketing Workshop

If you would like a copy of the Research Report
“Connecting the Dots 2021”
Send me an email Deborah@519web.com

I'd like your feedback ...

On scale of 1-10 ... how was today's workshop.
Was it what you were expecting? Did it help you?



**Local Expertise
Global Standards**

Q & A

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