

DIGITAL
MAIN ST.



PLEASE MUTE YOUR MIC

DIGITAL MAIN ST.

Google

shopify

Microsoft

intuit quickbooks



FACEBOOK



Square



YellowPages
Pages Jaunes

Toronto

Canada

This project is funded in part by the Government of Canada through the Federal Economic Development Agency for Southern Ontario.

Ontario



Program created by

tabia

Digital Main Street

Helping main street businesses grow by adopting digital tools and technologies



Support

The Digital Transformation of small main street businesses and business owners



Provide

Businesses with the knowledge and guidance needed to make informed decisions as they increase their level of digital adoption



Empower

Main street business owners to become smart consumers as they undergo digital transformation



Create / Build

Connected cities where main street businesses have a high level of digital adoption

Introductions

Chelsea Armstrong



Connor McDowell





S O C I A L M E D I A



Agenda

1. Know Your Brand
2. Plan Your Content
3. Creating Unique Content
4. Schedule & Publish Your Content
5. Promote Your Content
6. Analyze Your Content
7. Edit Your Content
8. Q&A

Know Your Brand

Why Is Branding So Important?



1. 86 percent of consumers say that authenticity is a key factor when deciding what brands, they like and support
2. Using a signature color can increase brand recognition by 80 percent (Reboot, 2018).
3. Customers appreciate it when a business has a consistent brand. In fact, consistent presentation of a brand has seen to increase revenue by 33 percent (Lucidpress, 2019).
4. It takes about 50 milliseconds (0.05 seconds) for people to form an opinion about your website (8ways, 2019).
5. Customers appreciate it when a business has a consistent brand. In fact, consistent presentation of a brand has seen to increase revenue by 33 percent (Lucidpress, 2019).

Branding & Design

WHAT IS IT ?

When you create your business, you're also creating a **brand**.

Branding is your way of :

- defining who you are
- what you do
- how you're going to communicate your values.
- How you want to be recognized



W H Y ?



W H A T D O I
N E E D ?



H O W D O I
D O I T ?

Branding & Design



WHAT
IS IT?

WHY?

An important reason to have consistent branding is building **brand awareness**.

Customers are significantly more likely to purchase from a brand they **recognize** for their **consistent image**.



WHAT DO I
NEED?



HOW DO I
DO IT?

What Are Your Goals?

 Specific	 Measurable	 Attainable	 Realistic	 Time-bound
<p>Do: Set real numbers with real deadlines.</p> <p>Don't: Say, "I want more visitors."</p>	<p>Do: Make sure your goal is trackable.</p> <p>Don't: Hide behind buzzwords like, "brand engagement," or, "social influence."</p>	<p>Do: Work towards a goal that is challenging, but possible.</p> <p>Don't: Try to take over the world in one night.</p>	<p>Do: Be honest with yourself- you know what you and your team are capable of.</p> <p>Don't: Forget any hurdles you may have to overcome.</p>	<p>Do: Give yourself a deadline.</p> <p>Don't: Keep pushing towards a goal you might hit, "some day."</p>

- Set your businesses unique goals
- Questions to get you started:
 - What is your main objective? What do you want to talk about? Who do you want to reach? What is your brands aesthetic?
- Find your target audience
 - Create an avatar

What Are Your Goals?

Café Café - Smart Objectives Example

S: Increase our Instagram following from 200-400

M: Use Instagram Insights to measure the increase of followers from April to July

A: Spend 1 hour a week to create content and 20 minutes a day to engage with followers

R: Taking 3 Canva Workshops to develop my skills

T: Hard Deadline of July 31st

Branding & Design



WHAT IS IT?



WHY?

WHAT DO I NEED?

A good way to make sure you stay consistent with how your brand appears is to create a **brand guide**.

Your brand guide will help you deliver a consistent visual brand to the world. It's how you communicate what your brand stands for.



HOW DO I
DO IT?

Creating a simple Brand Guide



DETERMINE YOUR TARGET AUDIENCE

If your brand doesn't resonate with your audience, it won't lead to that brand awareness, recognition, trust, and revenue.



PUT TOGETHER A LOGO & COLOUR PALETTE

The one thing you want everyone to recognize. Explain your logo & how it should be used. It's important to make core brand colours well known and consistent.



CHOOSE YOUR TYPOGRAPHY

Have a primary for headings and titles and a secondary font for body content to stay consistent across print (flyers, business cards, etc) and digital media.



BRAND STORY & BRAND VOICE

Your brand story encompasses why your organization exists and why people should care about your brand. Brand voice is how you want your communications to come across.



APPLY YOUR BRAND ACROSS YOUR ORGANIZATION

Once you finish designing and creating your new brand (or rebrand) integrate it throughout every inch of your business. Pay extra attention to ensure it's displayed anywhere your business touches customers (website, social media, packaging where applicable, ads.).



Avatar Sample

Alice Steward



"There is nothing permanent except change."

Age: 44

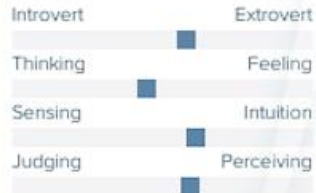
Work: Strategy Manager

Family: Married, one kid.

Location: Toronto

Character: Curious

Personality



Accountable

Problem Solver

Analytical

Leadership

Goals

- To generate a secure and adequate income for personal and family goals.
- Provide a comfortable life for the family and enjoy quality time with them.
- Encourage the highest level of education for her kid.

Frustrations

- Over-commitment, especially in a big city where everything is so rushed.
- Channeling the energy of her kid to something constructive and practical for his future.
- Transit is becoming a nuisance with all the construction and new LRT.

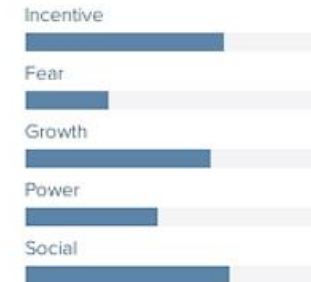
Bio

Alice has a master's degree in business administration and has been working in the field for 20 years, giving her enough experience to provide a comfortable life for her family, which she considers the most valuable asset in her life.

Alice and her family live in Young and Eglinton where great schools are located for her kid (7-year-old), copious health services, safe environment, grocery stores, and parks, It is a great location to raise children. It is also very close to her work and not too far from her husband's either, giving them more time to enjoy among themselves.

As a great Strategy Manager, Alice is used to collecting info and planning and has always been curious and open to new information and new ways of solving problems. She also likes to read and keep up to date of trends in her field, as well as being well aware about news around the world.

Motivation



Preferred Channels



Branding & Design



WHAT IS IT?



WHY?



WHAT DO I
NEED?

HOW DO I DO IT?

You don't have to spend tons of money to do this.
You can do it on your own using the resources we
have available for you.

Plan Your Content

Why Social Media?

	Facebook	Instagram	LinkedIn	Pinterest
Purpose	Build Relationships	Conversations and Relationships	News, Articles & Conversations	'Scrapbooking'
Users	<ul style="list-style-type: none"> • >2.7 billion monthly active users • 25- 54 years old • 56% Male 	<ul style="list-style-type: none"> • > 850 million monthly active users • 25-34 years old • Nearly 60% female 	<ul style="list-style-type: none"> • > 40 million weekly users • 18-34 years(80%) • 57% male 	<ul style="list-style-type: none"> • >442 million monthly users • 18-49 years old • 70% female
Best For	Building Brand Loyalty	Lead Generation, Visual B2C businesses, Artists	Building Business Relationships, B2B	Lead Generation. Arts, Design businesses
Ideal Posting Frequency	2-3/week	4-5/week	2-3/week	2-3/week

Post Consistently



- Don't "post and ghost"
- Use a content calendar to plan ahead
 - Great ones to use are;
 - Hootsuite
 - Sprout Social
 - Later
 - Create automated messaging to direct message
- Use hashtag generators, and hashtag groups
 - Create your own #Hashtag
- Keep in constant contact, and have your contact information readily accessible

Content Statistics



- Videos drive the most ad clicks on Facebook. ([DataBox](#))
- Facebook Stories have 500 million daily viewers. ([TechCrunch](#))
- 81% of businesses prefer video marketing on Facebook. ([Buffer](#))
- 93% of Twitter community members are open to brands getting involved in conversation, such as providing help and support. ([Twitter](#))
- Videos get 21.2% more interactions compared to images and 18.6% more interactions compared to carousels on Instagram. ([Sprout Social](#))
- 83% of people use Instagram to discover new products and services and 87% said they took specific action, like making a purchase, after seeing product information. ([Facebook for Business](#))
- LinkedIn is the top paid and organic social channel for B2B businesses. ([Content Marketing Institute](#))

	Social Marketing Calendar																							
	Profile Links				Monthly Focus & Goals								Key: Content Categories								Notes (or			
	Facebook																							
	Instagram																							
	Twitter																							
	Pinterest																							
	LinkedIn																							
Week 1	Monday, Feb 1, 2021				Tuesday, Feb 2, 2021				Wednesday, Feb 3, 2021				Thursday, Feb 4, 2021				Friday, Feb 5, 2021				Saturday, Feb 6, 2021			
Channel	Content	Image	Link	Approved	Content	Image	Link	Approved	Content	Image	Link	Approved	Content	Image	Link	Approved	Content	Image	Link	Approved	Content	Image	Link	Approved
Facebook				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>
Instagram				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>
Twitter				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>
Pinterest				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>
LinkedIn				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>
Holiday/Event																								
Week 2	Monday, Feb 8, 2021				Tuesday, Feb 9, 2021				Wednesday, Feb 10, 2021				Thursday, Feb 11, 2021				Friday, Feb 12, 2021				Saturday, Feb 13, 2021			
Channel	Content	Image	Link	Approved	Content	Image	Link	Approved	Content	Image	Link	Approved	Content	Image	Link	Approved	Content	Image	Link	Approved	Content	Image	Link	Approved
Facebook				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>
Instagram				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>
Twitter				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>
Pinterest				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>
LinkedIn				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>
Holiday/Event																					Valentine's Day			
Week 3	Monday, Feb 15, 2021				Tuesday, Feb 16, 2021				Wednesday, Feb 17, 2021				Thursday, Feb 18, 2021				Friday, Feb 19, 2021				Saturday, Feb 20, 2021			
Channel	Content	Image	Link	Approved	Content	Image	Link	Approved	Content	Image	Link	Approved	Content	Image	Link	Approved	Content	Image	Link	Approved	Content	Image	Link	Approved
Facebook				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>
Instagram				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>
Twitter				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>
Pinterest				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>
LinkedIn				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>
Holiday/Event																								
Week 4	Monday, Feb 22, 2021				Tuesday, Feb 23, 2021				Wednesday, Feb 24, 2021				Thursday, Feb 25, 2021				Friday, Feb 26, 2021				Saturday, Feb 27, 2021			
Channel	Content	Image	Link	Approved	Content	Image	Link	Approved	Content	Image	Link	Approved	Content	Image	Link	Approved	Content	Image	Link	Approved	Content	Image	Link	Approved
Facebook				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>
Instagram				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>
Twitter				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>
Pinterest				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>
LinkedIn				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>				<input type="checkbox"/>
Holiday/Event	President's Day																							

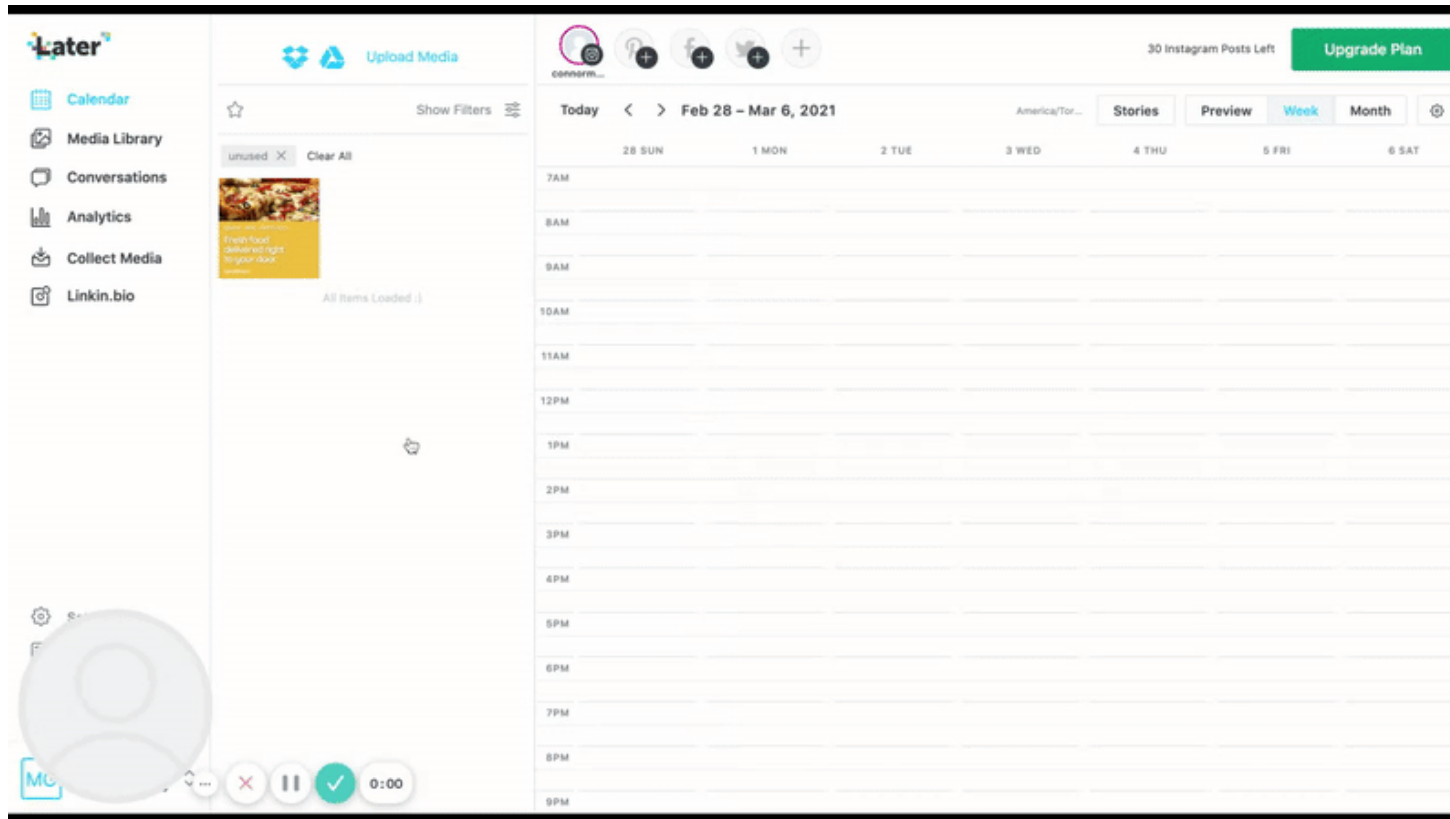
Hashtag Search and Hashtag Groups



- Hashtags to Search
 - Local geography (neighbourhoods, city, townships, etc)
 - Loyal followers
 - Giveaways and contests
 - Products you sell or compete with
- Hashtag Groups
 - Industry
 - Niche
 - Community
 - Location
 - Events or special occasions

Schedule and Publish Your Content

Schedule Content



- Optimize for the best posting time.
- A Year's Worth of Holidays, National & Otherwise
- Content Categories
- Find your posting frequency

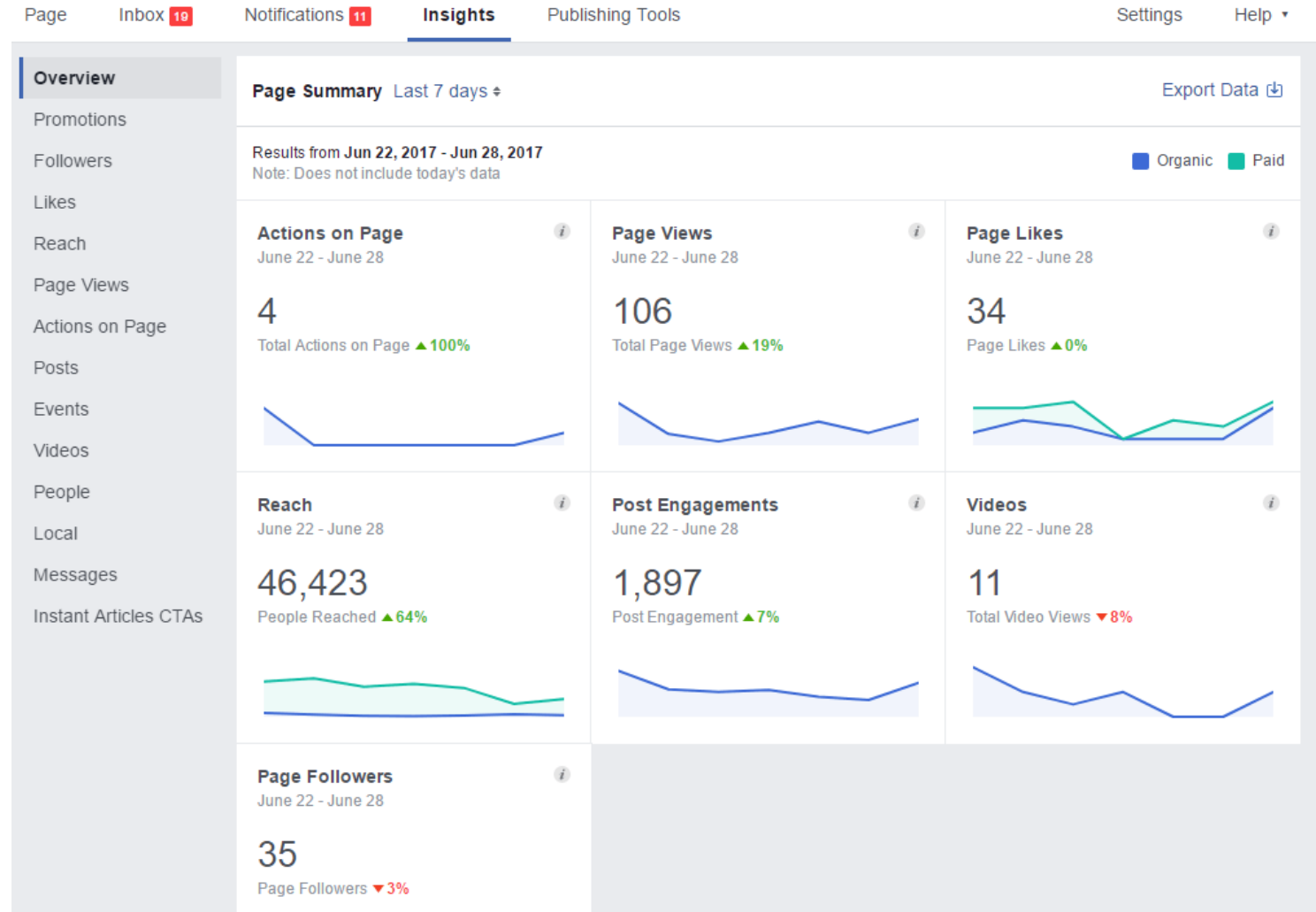
Analyze Your Content

Keep Track of Your Metrics

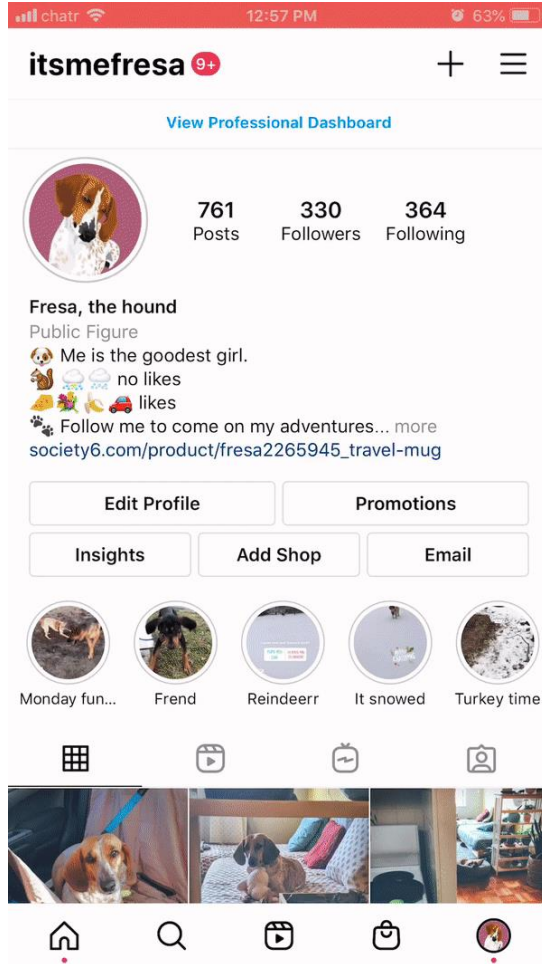


Content Calendars not only help to automate your posts and create content, but also to be aware of the increase in engagement and reach, by looking at follower's growth, likes, comments, shares, visits, and more.

Facebook Insights



Instagram Insights



Important Insights:

- Audience
 - Active Times
 - Location
 - # of follows/unfollows
- Accounts Reached:
 - Impressions
 - Reach
- Content Interactions:
 - Post
 - Story
 - IGTV
- Post Engagement
 - Likes
 - Comments
 - Shares
 - Bookmarks

Creating Unique Content

Create Engaging Content - Instagram



- Stories
 - Polls
 - Questions
 - Countdown
 - Quiz
 - The 🥰 slider
- Posts
 - Different types include: testimonials, behind-the-scenes, promotional posts, brand store, video content...
 - Sharing or reposting content
 - Personalize it
 - Captions that keep their interest
 - Continue to make an effort
 - Check competition hashtags, local and universal ones

Product Facts



Types:

- Benefits of the product
- Pairings (what the product can go with)
- Options (customization)
- Origin of the product

How To



Types:

- DIY
- How to order
- How to assemble
- How to cook
- How to make



Types:

- Feature employee
- i.e. meet our head chef
- Feature a customer
- i.e. meet our 100th customer

Behind The Scenes



Types:

- A tour of the operations behind the business
- What is currently being worked on
- The processes behind making a product

Sales/Deals/Discounts

XYZ
BOUTIQUE

BLACK
FRIDAY
SALE!

Check our online shop
to see all items on sale!



Types:

- Seasonal items
- Discount codes for online shopping
- New products
- Announcement of sale



Types:

- Positive commentary about products
- Live stories featuring products

Promote Your Content

Paid Advertising



Benefits of Paid Ads:

- Expands reach to non-followers
- Call to action
- Direct link to website
- Increase sales
- Various forms of content
- Analytics
- Faster growth

Organic Advertising



Benefits of Organic Ads:

- Budget friendly
- Authentic audience
- Accessible
- More trustworthy in Google Search
- Better long-term results

Edit Your Content

Before



After



Let's Do One Together

Captions

Before

Large pizzas only \$5.00 now! Get them while they're fresh.

.

We deliver right to your door.

.

Go to www.xyzpizza.ca to place your order now!

After

Quick. Hot. Delicious.

.

At XYZ Restaurant we know that fresh pizza is the best pizza (minus leftovers which are GOLDEN).

.

We've got ingredients that come right from the marketplace, a wood fire oven, gooey dough made right in house, smack dab in the morning.

.

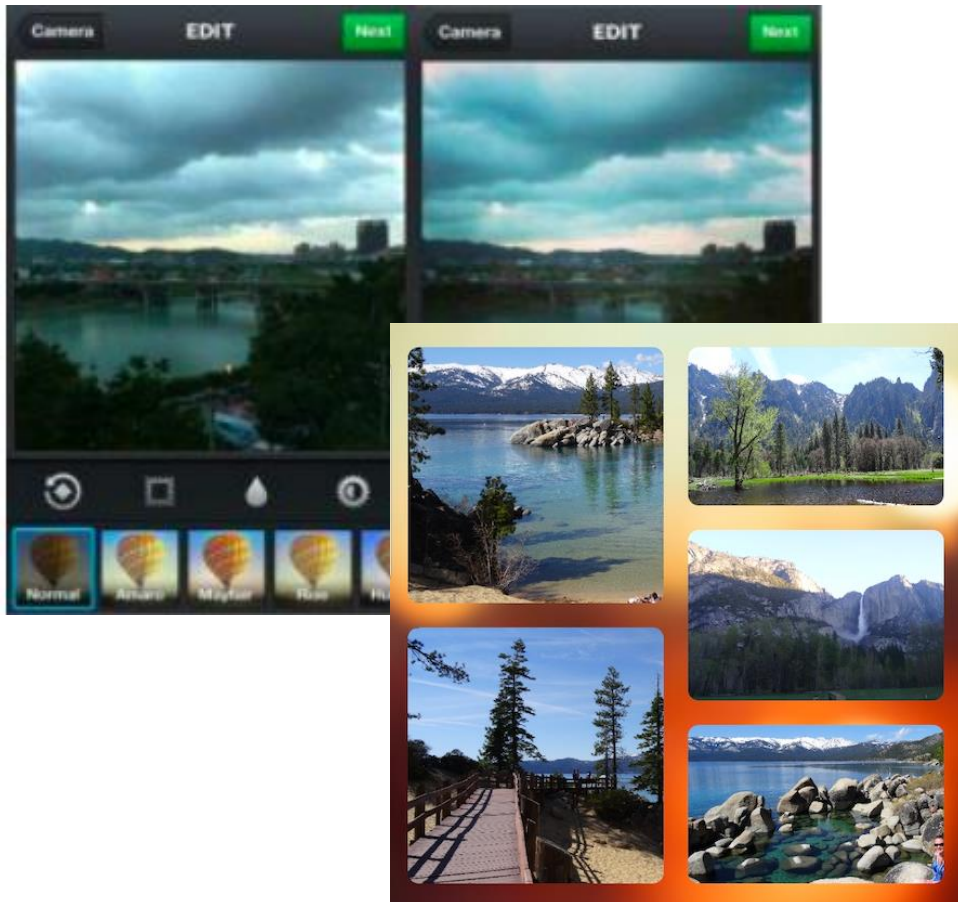
Smelling that delicious scent of melted parmesan, juicy tomatoes, and sizzling bacon? That can be delivered right to your door.

.

Interested? You'll want to order now at the link in bio or call XXX-XXX-XXXX.

Resources

Resources



Apps to help give you the added edge:

- **Photo Editing:** VSCO, PsExpress, Huji Camp, Collageable, and Canva.
- **Video Editing:** Kapwing and PICFX
- **Graphic Design:** Canva.com
- **Tagging Tools:** Toptager.com
- **Hashtag generators:** Hashtagsforlikes, RiteTag, KeyHole
- **Analytics:** Social Insight, and Social Rank
- **Others:** Kicksta (increase followers)

Want To Learn More?



Visit www.digitalmainstreet.ca to complete a digital assessment about your business to see what your digital strengths and weaknesses are! You can also find additional resources and to RSVP to upcoming webinars [here](#).

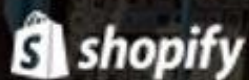


Q & A



DIGITAL MAIN ST.

Google



Microsoft



intuit
quickbooks



mastercard

FACEBOOK



Square



YellowPages
PagesJaunes



TORONTO

Canada

This project is funded in part by the Government
of Canada through the Federal Economic
Development Agency for Southern Ontario.

Ontario



Program created by

tabia