



WELCOME to
Avid, *edu*

Created by and property of Avid Marketing Alliance, 2018





Who am I?

Free Tools are Effective!

30 calls a day increased to 60 calls a day

125 hits a week increased to 1800+ hits a week



Effective & Low Cost Tools

Branding
Ideal Client
Your Unique Value
Social Media
Editorial Calendar
Your Website is Your HUB
SEO

Branding

Consistent use of your logo and company information.

Consistent messages

Strong and consistent tagline that people can repeat to others

Easy ways for your connections to refer people to you



CREATING YOUR IDEAL CUSTOMER PROFILE

Get the details

like demographics, personality, habits, hobbies, and more.

Ask your current customers

how they found you, what made them buy, and what sets you apart.

Follow your customers

to find out what physical and digital places they frequent, how they search and how they learn.

Find out how they buy

like how they begin their research and how the solution benefits them.



Your Ideal Client

Who is YOUR Ideal Client?

Age?

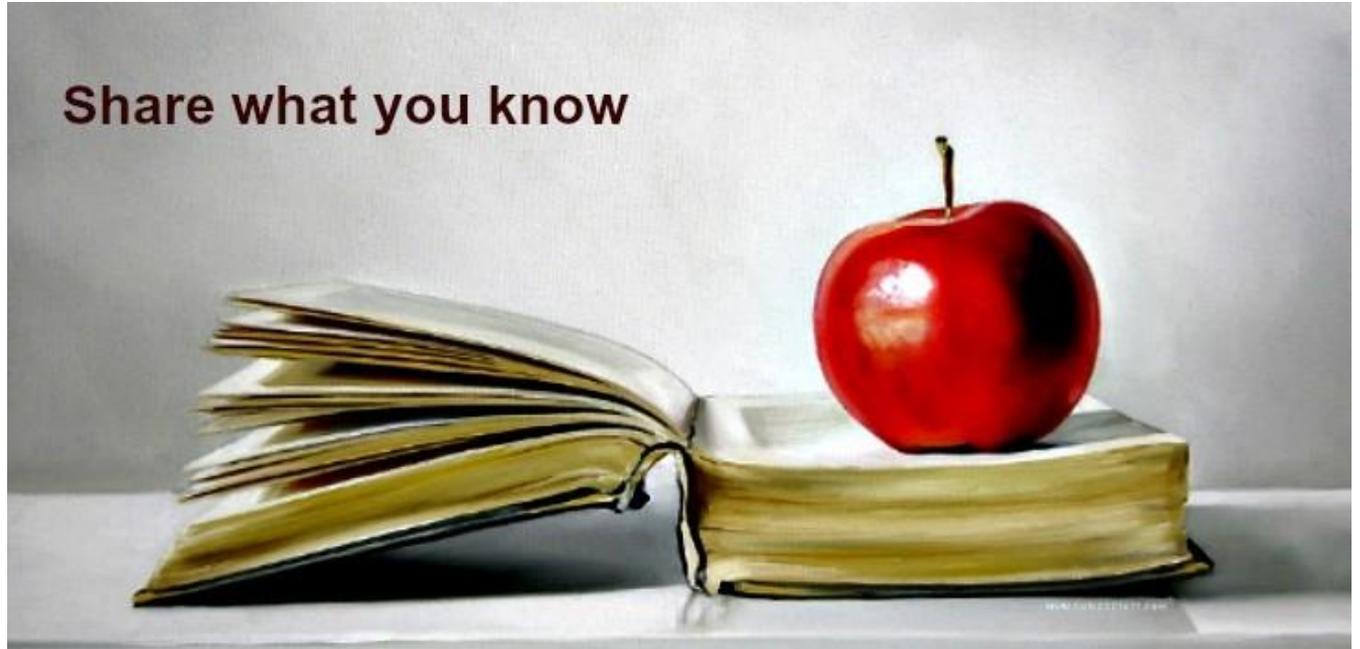
Male? Female?

Where do they go? Shop?

What social mediums do they use?

Share Your Knowledge

Share what you know



What makes you unique?



How Social Media Helps Businesses

Faster, Easier Communication
Networking & Partnerships
Boost Organic Visibility
Increase Website Traffic
Customer Feedback
Impress Potential Customers
Branding
Track Your Competition
It's FREE!





214 million users.
With more than
1.8 billion monthly
active users.

www.statista.com

Facebook – My Fave!

Personal vs Business Page - different strategies

Excellent Sharing Tool when there is a url included. Our goal is to create a high engagement and share experience.

Personal: OK to post business: 1 out of every 4 or 5 posts.
Soft ask. GREAT for referrals because they LOVE YOU!

Best when the info is coming from your Blog so it leads people to your website.

Boosting your posts are affordable and cost effective.

Facebook Events!



Instagram & Pinterest

- 150 million users
- Visually Stimulating
- More Engagement
- Behind the scene photos and employee images tend to rank well
- Your company is more attractive and trustworthy which in turn can have a positive effect on your bottom line.



- 125 million
 - [72% of Pinners use Pinterest](#) to decide what to buy offline.
 - Over 5% of all referral traffic to websites comes from Pinterest.
 - [93% of active pinners](#) said they use Pinterest to plan for purchases and 87% said they've purchased something because of Pinterest.
-

Relationship Marketing:

Providing great
service,

maintaining
relationship,

and asking for
referrals.

IT'S ALL ABOUT
RELATIONSHIPS





Avid Marketing Alliance

Creating Visibility for Clients and People Who Wish to Grow. [616.581.5876](tel:616.581.5876)

HOME

ABOUT US

MARKETING SERVICES

CLASSES OFFERED

What is Integrated Marketing?

A strong integrated technology base for communications is the key to any successful marketing strategy. It is basically telling your story and sharing your knowledge on various platforms so it shares your information in a way that 1) reaches many people and 2) sets yourself as an industry leader. We teach people how to roll out their knowledge with a rhythm and cadence that not only provides valuable information but also encourages the reader to share it with their network.

The goodness all starts with your Hub which is your website! When your Hub is strong, easy to navigate, valuable, easy to update on your end

PHONE: [616.581.5876](tel:616.581.5876)



RECENT POSTS

What is Integrated Marketing?

Free Training for Veterans – Sponsored by SpartanNash!

Marketing Training Bootcamp
Let's save time to work ON your business, not IN your business.

This Marketing Bootcamp is Educational, Fun and Productive!
Move Your Business Forward Today.

We work in small groups so we can learn, interact, think, laugh, breath, and share ideas. We will create YOUR strong marketing and communications base for maximizing strong relationships and gaining more sales. You know the material, we simply teach you how to say it, when to show it, and how to use the low cost and free tools for doing it!

- July 11 **Build Your Effective Newsletter Templates and Articles**
AOL 1000-2000 to be 11, 10, 2 to 1pm
- July 11 **Effective Website & Organic Search Engine Optimization**
Coffee Center 837 Stealing Ave 100 GP, 2:30 - 4:30pm
- July 18 **Blog Your Best - Share Your Knowledge - Become the Expert**
Coffee Center 837 Stealing Ave 100 GP, 2:30 - 4:30pm
- July 18 **Skills Content for Selling Better**
Coffee Center 837 Stealing Ave 100 GP, 2:30 - 4:30pm

Seating is limited to 8 per class
RSVP Required
Cost is \$49 / Class
For 5-8 employees, \$2

Christine Moore
Marketing Specialist
Avid Marketing Alliance
616.581.5876

First Name *

Last Name *

Email Address *

How can we help?

Feel free to ask a question or simply leave a comment.

Comments / Questions *

Send Message

Search Engine Optimization: SEO

Tips and Tactics for your website which helps you to reach the top of the search engines.

93% ALL ONLINE EXPERIENCES
Begin with a Search Engine

75% USERS **NEVER SCROLL** TO
PAGE 2

70-80% Users **IGNORE THE PAID ADS**, Focus on
ORGANIC SEARCH RESULTS



Organic SEO Key Tips

- Domain name needs to match key search words.
 - Make sure your site is mobile friendly.
 - Content needs to prove legitimacy. No word stuffing.
 - Images need appropriate file names.
 - Pages need to be able to provide unique urls for sharing.
 - Adding social media (icons & links) provides legitimacy.
 - Google owns YouTube so they reward videos.
 - Google recommendations provides confidence.
 - Submit site to search engines.
 - Create backlinks.
-



Key Words & Messages

What Key Words do your Ideal Clients Like to Hear?

How Do You Help Your Clients?

What Makes You Unique?

What Knowledge Does Your Company Share?

What to People Type When Searching for YOU?

Blog

There are an estimated 31 million bloggers in the US alone in 2012 ([source](#))

Articles posted to your website which prove your knowledge.

350 words = 2 to 3 paragraphs

1 / week is best but 1 or 2 a month will work too.

Include information that will help or interest people.



MailChimp

Electronic Newsletters

Relationship Marketing: Sending an email **once a month** allows you to stay in front of your clients and allows them to forward your information to their contacts.

Mailchimp is an excellent, free, easy to use tool.

Constant Contact is my next a favorite. It has a fee and is great when you host events.

2 - 3 pieces of information with great images. Little bit of information and leads them to your website.

Electronic Newsletters cont....



Great place to store your database but ALWAYS keep an updated Excel spreadsheet on your PC as well.

These allow you to see who opens the newsletter and who visits your website after reading it.

Goal is to get 20% of the people to open it, 5% to visit your website, and some people to purchase your products or services!

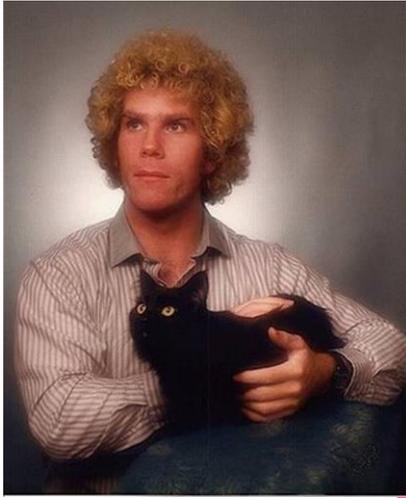
Create a strong sales funnel path.



A screenshot of the Avid Marketing Alliance website. The header includes the logo (a green and yellow flower-like shape) and the text 'Avid Marketing Alliance' with the tagline 'Creating Visibility for Clients and People Who Wish to Grow' and the phone number '616.581.5876'. Navigation links for 'HOME', 'ABOUT US', 'MARKETING SERVICES', and 'CLASSES OFFERED' are visible. The main content area features a blog post titled 'What is Integrated Marketing?' with a sub-header 'What is Integrated Marketing?' and a search bar. The post text discusses integrated marketing technology and its benefits. A 'Marketing Training Bootcamp' sidebar is also visible. Social media icons for Facebook, LinkedIn, YouTube, Google+, and Twitter are present. The 'RECENT POSTS' section shows the current post and another titled 'Free Training for Veterans - Sponsored by SpartanKash!'.



Blog



Rhythm and Cadence

Knowledge That Will Help People and They Want to Share

Fun or Personal About Your Organization

Soft Sell / Coupon / Sale

REPEAT

follow
— your —
heart

Let's Set the Plan!

Editorial Calendar

Knowledge That Will Help People and They Want to Share

Fun or Personal About Your Organization

Soft Sell / Coupon / Sale



*Speak your
Truth*

Measure. Measure. Measure.



Activity	February	March	April	May	June	July	August
Calls							
Emails							
Website Hits							
Facebook Likes							
Facebook Engagements							
Twitter Followers							
Instagram							
Instagram Engagement							
Pinterest							
Pinterest Engagement							
Database							
Electronic Newsletter Opens							
Electronic Newsletter Website Hits							

THANK YOU!

Q&A

Ideas!
