

How to Create Your Digital Footprint

Getting Started with the Right Elements and Strategy



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- Owner, Kurtz Digital Strategy, kurtzdigitalstrategy.com
- Focus on relationship marketing communication through digital strategies
- Clients are independent professionals and small businesses
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Starting a Digital Footprint

- Purchase a Domain address with your company name. (NEVER let anyone buy a domain for you.)
 - [Domain.com](#)
 - [Namecheap](#)
 - [GoDaddy](#)
- Set up a company Email address
 - Email can be hosted with your web provider or use [Google G Suite](#) (\$5/mo)
 - Second Best: register for a Gmail account: [businessname]@gmail.com (free)
- Create an email signature
 - Include logo, name, email and phone

Represent Your Business



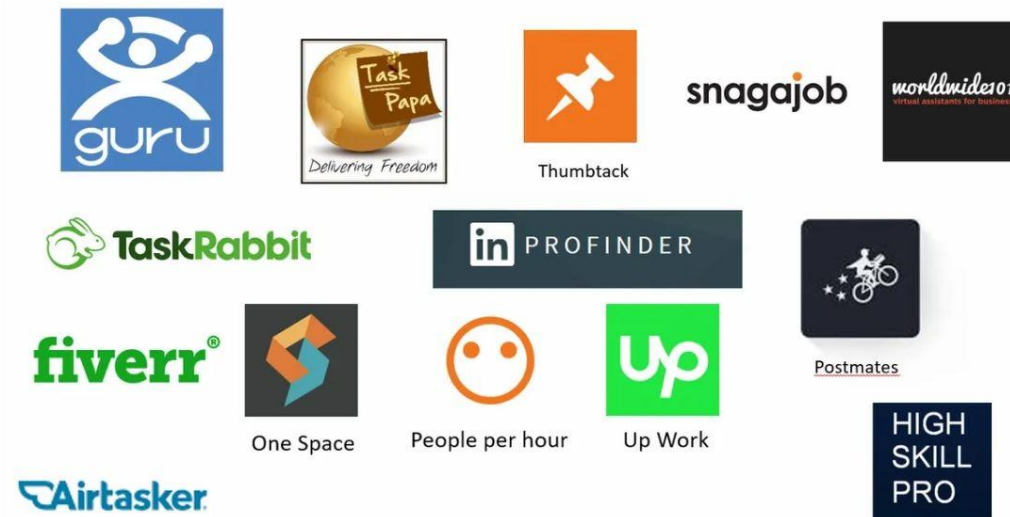
- Spiff up your LinkedIn profile
 - Connect with customers and prospects
 - Add and complete all applicable components
- Create a FREE [LinkedIn Business Page](#)
 - See BoomerWorks Training document on creating marketing messages <https://boomerworks.org/marketing-your-business>
 - Complete all the fields
 - Customize the URL



- Create a FREE [Facebook Page](#)
 - Use consistent marketing message
 - Complete all fields
 - Customize the URL

Freelancers

- Create/update your profile on all applicable freelance sites
- Use brand and descriptive messaging
- See BoomerWorks complete listing of Freelance sites with descriptions at <https://boomerworks.org/freelance-jobsites>



Ecommerce

- Will you be selling your products on a well-know consumer shopping site?
 - Create your branded account
 - Use consistent marketing message
 - Customize the URL

The Amazon logo, featuring the word "amazon" in a lowercase, black, sans-serif font with a curved orange arrow underneath it.The Shopify logo, consisting of a green shopping bag icon with a white letter 'S' on it, followed by the word "shopify" in a bold, black, lowercase sans-serif font.The Etsy logo, featuring the word "Etsy" in a stylized, orange, serif font.The JUSTFAB logo, featuring the word "JUSTFAB" in a bold, black, uppercase serif font with a registered trademark symbol (®) to the right.The eBay logo, featuring the word "ebay" in a lowercase, sans-serif font where each letter is a different color: 'e' is red, 'b' is blue, 'a' is yellow, and 'y' is green.

Claim Your Business

- Set up or claim your business account on:
 - [Google Business](#)
 - Professional/industry directories
 - [Yelp](#) (important for voice searches)
- Depending on your target customer, consider:
 - [NextDoor](#)
 - Quora



Profile Tips: Be Consistent



**Same Name, Address, Phone
EVERYWHERE**



Branding



Marketing Message

Focus on value proposition and
differentiators

Crafting Your Brand Messaging & Elevator
Speech Worksheet

[https://boomerworks.org/marketing-your-
business](https://boomerworks.org/marketing-your-business)



Website – Your Digital Home Base

- 100% control and ownership
- Doesn't have to be perfect to start – it will be an evolution
- Consider
 - WordPress platform (all)
 - SquareSpace (small businesses)
 - Shopify for Ecommerce (all)
- Hire professional support as needed
 - Web Developer
 - Content Writer
 - Photographer/Graphic Artist

Develop Your Digital Marketing Strategy



How to create the right digital marketing strategy

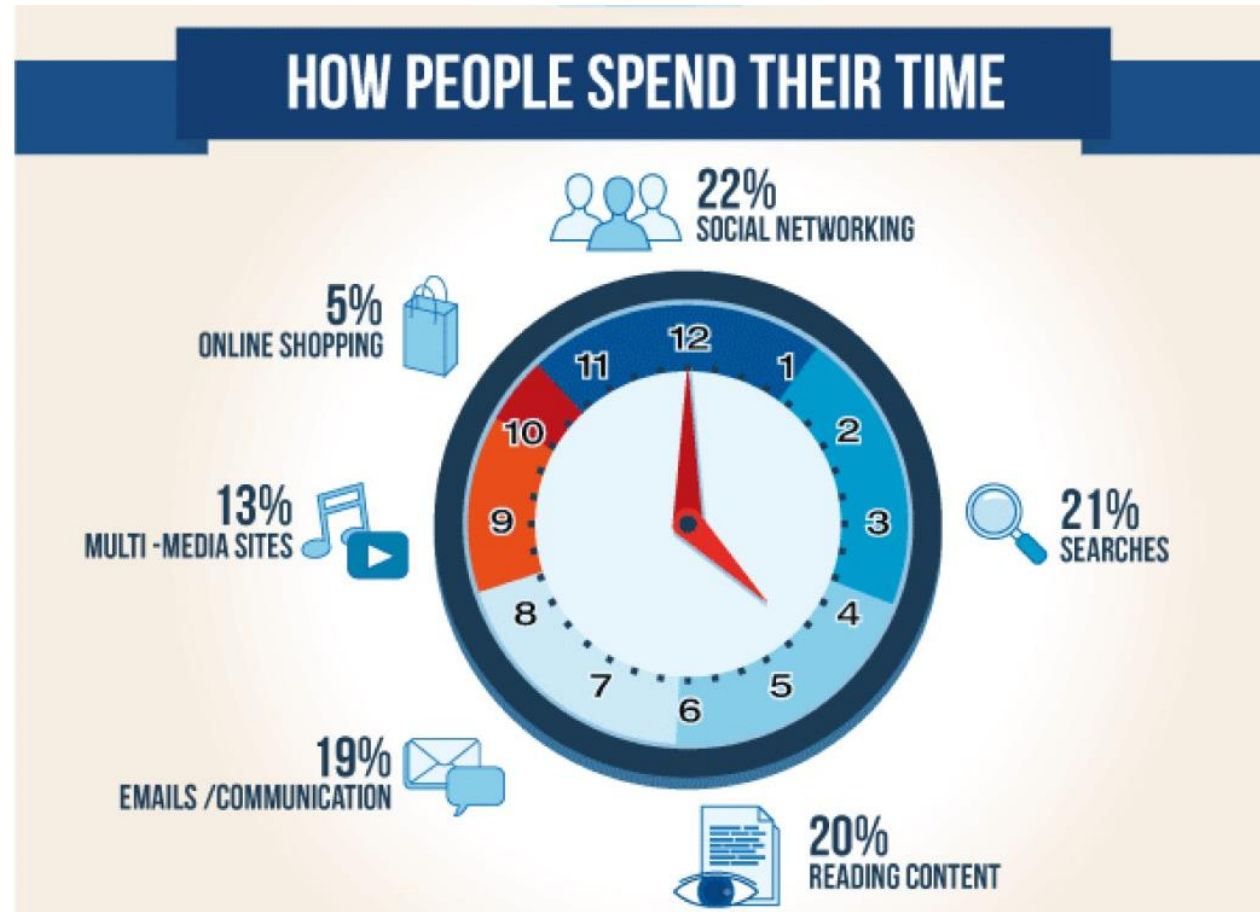


Tips to stay on track



Top tools to consider

Why Invest in Digital Marketing?



Why Strategy?



Activity with
no plan is just
guesswork



You don't
have resources
to waste



You will never know what
works

4 Big Questions



What is my goal? (awareness, sales, relationship building)



What does my best customer care about?



What are my resources? (time, money, people)



How will I measure progress?

Questions to Ask Yourself



What is my goal? (awareness, sales, relationship building)



What does my best customer care about?



What are my resources? (time, money, people)



How will I measure progress?

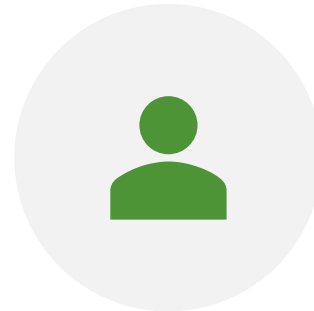
Pick the Right Elements



CURRENT
PRESENCE (GOOGLE
YOURSELF!)



PLACES YOUR
CUSTOMER VALUES



CONTENT YOUR
CUSTOMER WANTS



ASSESS YOUR
COMFORT ZONE AND
SKILLSET



Worth Considering

- WEBSITE
- GOOGLE BUSINESS
- FACEBOOK
- LINKEDIN
- YELP
- DIRECTORIES
- NEXTDOOR

Establish Yourself as an Expert

- Social Media Posts
 - Your content
 - Curated content from other experts
- Write LinkedIn Articles
- Forums: Ask Questions, Offer Answers
 - Professional Organizations
 - LinkedIn Groups
 - Quora/Reddit Topics

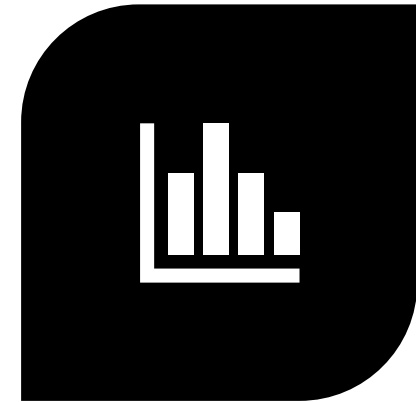
The Right Digital Strategy



WRITTEN



SPECIFIC



MEASURABLE

Tips to Stay on Track

- DEVELOP A CALENDAR
- MAINTAIN AN ASSET INVENTORY
- ASSIGN TIME
- DOCUMENT PROGRESS
- FLEX BASED ON REALITY!



Poll



What will be your biggest challenge to stay on track with your marketing?

- Creating a plan
- Implementing a calendar
- Creating content/assets
- Keeping track of content/assets
- Devoting time
- Being consistent yet flexible

(Mostly Free) Tools to Consider

- Management: [Hootsuite](#), [Buffer](#)
- Images: [Canva](#), [GIMP](#), [Unsplash](#) (royalty-free photos)
- Writing: Word Spelling & Grammar, [Grammarly](#)
- Content Ideas: [Answer the Public](#), [Hubspot Blog Topic Generator](#)
- Video: [Doodly](#), [Animoto](#)

Key Takeaways



Marketing Your Business Online

- Establishes your brand
- Establishes expertise
- Connects with customers



The “Right” Plan Depends on Your Business & Goals

- Should be right-sized for your time, budget and skills
- Evolves over time



What's Next?

Future BoomerWorks videos and Zoom recordings on these topics from the [Lean Business Plan Template](#):

- ✓ Unique Selling Proposition
- ✓ Crafting Your Elevator Pitch
- ✓ Spreading the Word / Marketing
- ✓ Networking / Alliance Partners
- ✓ Income Potential
- ✓ Running the Business
- ✓ Outsourcing & Technology
- ✓ Key Action Items
- ✓ Accountability
- ✓ Future Revenue





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