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ONLINE MARKETING TIPS & TRICKS GUIDE

SHOW THE BEST SIDE
OF YOUR BUSINESS



Have a question?
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If you're here, you probably have some questions about how to effectively strengthen your online presence.

In this guide, we will touch on:

- Brand Guide
- Landing Page
- SEO Tricks
- Social Media Content Creation
- Content Planning



01. BRAND GUIDE

02. LANDING PAGE

03. SEO TRICKS

04. TYPES OF SEO

05. SOCIAL MEDIA
CONTENT CREATION

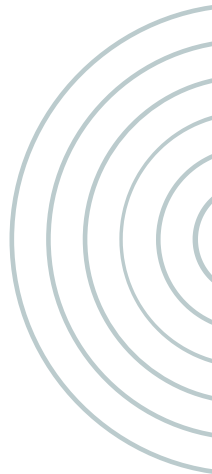
06. COMMON POST SIZES

07. CONTENT PLANNER

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BRAND GUIDE

A brand guide is a document that defines your brand's visual identity, messaging, and overall personality to ensure consistency across all designs. Having a brand guide is essential for businesses to maintain a strong, cohesive presence, build trust with customers, and stand out in a competitive market.



New Beginnings™

Final logo - a blend of two fonts: Magnolia Sky and Awesome Birds - solid black, vector



Flavor Designation
 Main: Montserrat Light, tracked to 50
 Sub: Montserrat Med, as is, half size of flavor

RICH CHOCOLATE SHAKE

-NATURAL FLAVORS & SWEETENERS-

Body Text: Montserrat Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

Net Wt Info: Helvetica LT Pro Light, tracked to 75

7 Packets- 1.4 oz (42g) Each/ Net Weight 10.3 oz (293g)

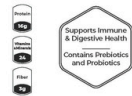
Web/Mobile

QR CODE:



WEBSITE- www.mynewbeginnings.com
 APP-

Supporting Elements: Montserrat family used for all



HEALTHY EATING FOR EVERY BODY

Color Palette - Main Products



Color Palette - Variety



Products

- | | | | |
|--|--|---|---|
| <p>BARS
 Cinnamon Sugar Crisp Bar
 Graham Cracker Fudge Bar
 Minty Cocoa Crunch Bar
 Chocolate Caramel Bar
 S'mores Bar</p> <p>SOUPS
 Homestyle Creamy Chicken Soup
 Mexican Style Tortilla Soup</p> | <p>BREAKFAST ITEMS
 Creamy Apple Cinnamon Oatmeal
 Fluffy Pancakes</p> <p>PUDDINGS
 Double Chocolate Pudding
 French Vanilla Pudding
 Cinnamon Swirl Pudding</p> | <p>LITE ENTREES
 Country Style Chili
 Sweet and Tangy Sloppy Joe</p> <p>SHAKES/SMOOTHIES
 Very Berry Smoothie
 Strawberry Banana Smoothie
 Rich Chocolate Shake
 Velvety Vanilla Shake
 Mocha Latte Shake</p> | <p>HOT DRINKS
 Café Au Lait
 Campfire Hot Cocoa</p> <p>SNACKS
 Pretzel Twists
 Cheesy Cheddar Chips</p> |
|--|--|---|---|

LANDING PAGE

A landing page is a standalone web page designed to capture visitor attention and drive a specific action, such as signing up or making a purchase. It typically features a clear call to action (CTA) to guide users toward a goal. Common CTAs include "Get Started" for service sign-ups, "Claim Your Offer" for special promotions, and "Download Now" for lead magnets like catalogs or guides.



A well-optimized landing page helps increase conversions, generate leads, and improve marketing performance.

SEO TRICKS

6 Tips to Improve Your Site

- **Optimize Page Titles & Meta Descriptions** – Use relevant keywords in your title tags and meta descriptions to improve search visibility and click-through rates.
- **Use High-Quality, Keyword-Rich Content** – Create valuable, original content that naturally incorporates keywords while addressing user intent.
- **Improve Website Speed & Mobile-Friendliness** – Ensure fast loading times and a responsive design to enhance user experience and search rankings.
- **Optimize Images with Alt Text** – Use descriptive file names and alt text for images to improve accessibility and help search engines understand your content.
- **Build Internal & External Links** – Link to relevant pages within your site and earn high-quality backlinks from authoritative websites to boost credibility.
- **Regularly Update Content & Monitor Performance** – Keep content fresh, update outdated pages, and track performance using tools like Google Analytics and Search Console.



TYPES OF SEO

White Hat SEO

- Useful & Relevant Content
- Keyword Research
- Earning Links from High Authority Sites

Black Hat SEO

- Keyword Stuffing
- Spammy or Paid Link Building
- Cloaking

Grey Hat SEO

- Clickbait Content
- Paid Reviews
- Link Exchange Between Sites

On-Page SEO

- High-Quality Content
- Proper URL Structure
- Image ALT Tags

Off-Page SEO

- Link Building
- Social Media Marketing
- Positive Reviews on Online Platforms

Technical SEO

- XML Sitemap
- Crawling & Indexing
- Structured Data

Brand Guide

A summary of your logo(s), fonts, colors, and any images you may use regularly, like patterns, textures, or watermarks. This provides consistency in all designs.

1

Inspiration

Looking at other successful campaigns in the same market is a good way to see what has already worked.

2

Strategy

- Message
- Audience
- Length
- Goal & ROI

3

Write Copy

Writing out copy in bulk ensures a consistent brand story, streamlining content creation while keeping messaging engaging and cohesive.

4

5

Image Bank

Build a collection of diverse images that complement each other to tell a visual story—from dark to light, brightly colored to photo realism.

6

Create

Put it together by combining text and images. This is where it can get tricky if you're not into the artistic side, but thankfully, there are professionals for that.

7

Calendar

Figure out what days and times to post. Observing when you get the most interaction and establishing a cadence will help maximize engagement.

SOCIAL MEDIA CONTENT CREATION

COMMON POST SIZES

Facebook:

- Landscape: 1,200 x 630 px
- Portrait: 1,080 x 1,350 px
- Square: 1,200 x 1,200 px
- Stories: 1,080 x 1,920 px
- Profile Picture: 320 x 320 px
- Cover Photo: 851 x 315 px

Instagram:

- Square: 1,080 x 1,080 px
- Portrait: 1,080 x 1,350 px
- Landscape: 1,080 x 566 px
- Stories & Reels: 1,080 x 1,920 px
- Profile Picture: 320 x 320 px

TikTok:

- Videos: 1,080 x 1,920 px
- Profile Picture: 200 x 200 px

Pinterest:

- Pins: Standard: 1,000 x 1,500 px
- Square: 1,000 x 1,000 px
- Profile Picture: 165 x 165 px
- Board Cover: 800 x 450 px

Google Ad Sizes:

- 250 x 250: A square ad
- 300 x 250: An inline rectangle ad
- 336 x 280: A large rectangle ad
- 468 x 60: A banner ad
- 300 x 600: A half-page ad
- 970 x 90: A large leaderboard ad

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THE NEXT PAGE WAS DESIGNED TO BE PRINTED

social media content planner



SOCIAL MEDIA CONTENT PLANNER

TITLE:

DATE: TOPIC:

COPY:

TITLE:

DATE: TOPIC:

COPY:

TITLE:

DATE: TOPIC:

COPY:

SERVICES PROVIDED BY PORTFOLIOOFLAURA.COM

LOGOS

Elevate your brand with a custom-designed logo that captures your identity, builds recognition, and sets you apart from the competition.

CONTENT

Bring your brand to life with expertly crafted content that engages your audience, strengthens your message, and drives results across all platforms.

ANYTHING ELSE

Check out my entire portfolio at www.portfoliooflaura.com or send an email to plantsbylaura@gmail.com to get in touch.

...and much more. Reach out today to learn how I can help bring out the best in your online presence.