

KELCIE GLASS, LLC

Digital Marketing & Brand Strategy

**DEMYSTIFYING SMALL  
BUSINESS MARKETING:  
DEVELOPING THE RIGHT  
ENTREPRENEURIAL STRATEGY**





# Digital Marketing & Brand Strategy

Kelcie has extensive experience in brand development, digital marketing, marketing automation, integrated digital campaigns, and social media optimization. Her client-based projects have allowed her to have on-going relationships with major brands like Amazon, Bozzuto, Kettler, Apple, Nordstrom, Jim Beam, Jack Daniels, Samsung, and many others. She has worked with brands on inclusivity initiatives, often developing brand strategies for new markets.

She also has expertise in political communication and messaging, policy and advocacy, and has worked with several progressive organizations. She was a communications consultant for two elected DC council members and has led digital marketing and organizing for three campaigns for the Communications Workers of America, helping the union find frontline workers who deserve more protection and job security.

Her professional goals are to not only share marketing tools and resources with marginalized communities, but to make sure business owners (both small and large), have a more robust and integrated approach to their digital marketing efforts.



## KEY TAKEAWAYS:

# Things we will discuss:

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- Marketing services vs. marketing products
- Things things you already know and how to optimize this knowledge for your business
- Are paid ads necessary for your businesses marketing strategy
- Best platforms for customer acquisition
- Top performing types of content
- Important tools you should be using for your marketing efforts.





# Where do I even start?

?

**Do I need to be thinking beyond social media, or are my platforms creating the type of revenue I need?**

?

**How can my small businesses get the most out of marketing tools large companies use with a much smaller budget?**

?

**If marketing dollars are limited, what should my business prioritize?**

?

**How do I turn passive engagers into active shoppers, clients, members, or supporters?**

?

**Do I even have to spend money on marketing and advertising? Isn't well designed organic content enough?**

# Top Social Media Platforms

## Small Businesses & Organizations

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### INSTAGRAM

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Instagram is not only one of the best branding platforms that helps give your brand an identity, voice, and aesthetic, it is the most shoppable platform for e-commerce brands.

FB owns Instagram allowing you to schedule content across platforms, get in-depth audience insights, and set up ads one-time in your Business Manager and have the ad run in 10 different placements.

### FACEBOOK

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Facebook is the original social media platform. Because of this, FB has one of the most robust marketing business manager platforms.

Your business MUST not only have a Business page, but a Business Manager account, even if you prioritize sharing content on other platforms first. From back-end pixels you embed into your site, to audience discovery & customer acquisition cost, the tools are just better. Plus, FB owns WhatsApp too!

### LINKEDIN

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Similar to Facebook's Business Manager, LinkedIn has an amazing interface that allows you to see better business metrics, and to create low-cost large-scale marketing campaigns.

LinkedIn has some of the BEST audience targeting when trying to reach people in certain fields, education levels, professional interests, etc. It is also one of the TOP platforms for industry specific thought-leadership opportunities. Write and publish op-eds regularly on this platform!

### TIK TOK

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No surprise here, but TikTok is an entire wave for e-commerce brands and industry experts.

Not because it has high usership and great editing capability, but because it launched with great advertising platform that helps small businesses make creative content for little to no cost.

Note\* It is very easy for high quality original content to go viral on the platform. If you sell products, invest time and energy on TikTok

# CAMPAIGN PLANNING



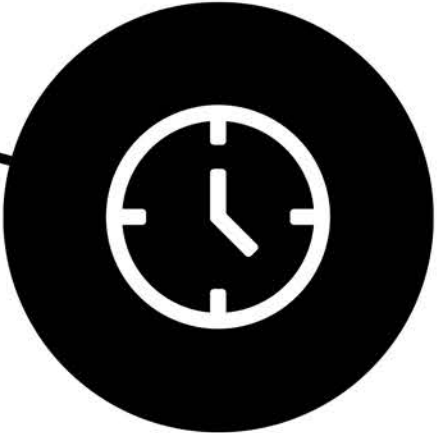
Focus & Goal



Audience



Platforms



Timeline

**Focus**

Be specific about the goal of each campaign. Do I want more customers, more followers, new email subscribers, brand awareness?

**Audience**

Who is my target audience for this campaign? Lean into all of the demographic info you know about this audience.

**Platforms**

What will be my priority platform? Secondary platform? Partnership and cross-campaign opportunities?

**Timeline**

What is the campaign launch date? How long do I want this campaign to live? Can it be evergreen?

# ORGANIC SOCIAL MEDIA STRATEGY

## You already know what to do



### Show up consistently

The most difficult part about an organic social media presence is showing up regularly with quality content. This takes time and energy we often don't have.

- Use a content calendar
- Schedule out your content using schedule tools
- Plan out social media marketing campaigns at the top of the year.
  - Think through evergreen content
  - Test, test, & test



### Have a clear and clean brand

Once you have created a brand style guide that includes your logos, approved fonts, brand color palettes, boilerplate language, etc, stick to it. Branding catching your audiences eyes, and becomes interchangeable with your products/services.

Loyal audience members will have an chemical and emotional response to just seeing your brand and recognizing it.



### Speak directly to your target audience

Everyone is not your ideal customer or client. Don't over extend your brand by joining conversations that do not relate to your work, or by speaking too broadly.

Take some time, every 3-months, to do audience discovery, test what messaging AND content is resonating with your core market, and pivot/optimize when necessary.

# Validating Your Brand



Validating your brand →

Digital marketing and social media has helped small brands grow into million dollar companies. Always be intentional about what you share.

Every type of small business owner can say I am an expert in this space and here is why.

Share the evidence →

Go beyond marketing design and show up daily.

Whether you are on day one of your new business, or years in, validating your brand means sharing real evidence of your expertise. Write op-eds, share customer feedback, provide solutions.

Connect a layered personal brand →

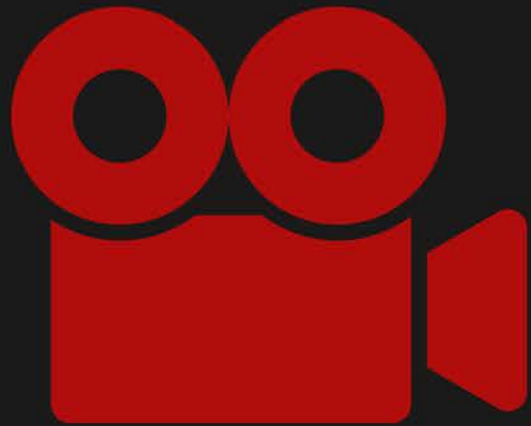
Your audience has options, sometimes too many. Sharing your personal brand and your "why" creates the loyalty you need to scale and grow. You can literally calculate the value of a "free" referral.



# Top performing content

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What content should you be posting on social media



High resolution  
videos



Reels & Tik Toks



High resolution  
photos



Branded graphics



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# **PAID ADVERTISING**

DEVELOPING THE RIGHT  
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STRATEGY

A close-up photograph of a person's hands holding a smartphone. The phone's screen displays a grid of social media application icons, including WhatsApp, Instagram, Facebook, Pinterest, and TikTok. The background is a blurred indoor setting with a wooden table and a woven basket.

**62%**

of small business owners  
fail with digital ads

## Why?

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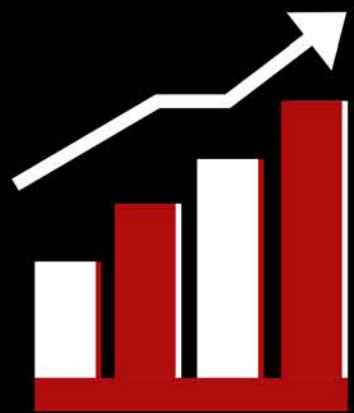
Because they are only boosting posts and are not using the more strategic and higher-performing business managers on social platforms.



# Campaign Objectives

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Most valuable to least valuable for small business owners.



Lead Generation



Website Traffic



Direct Messages



Engagement





## Boosted Content/Posts

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- An item first shared organically, then boosted
- Can have a call-to-action once boosted
- Useful when a post is already performing well organically
  - Opportunity to use algorithms to your benefit
- Language can not be edited once it becomes an ad.
- Must live on your public-facing page.
- Can be targeted and use previously created audiences

## Ad Campaigns

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- Set up in the business ads manager
- Can include several iterations of the ad image and language
  - You should ALWAYS test multiple iterations to determine top-performing language and ad creative.
- Can be edited after ads are running.
- Many different ad types and goals
- Powerful conversation tools
- Better metrics
- Ads do not have to live on public-facing pages.

Campaigns WOC Worldwide (623800658504567) Updated just now Discard Drafts Review and Publish (5)

Search and filter Lifetime: Sep 14, 2020 - Feb 18, 2021

Campaigns Ad Sets Ads

+ Create Duplicate Edit A/B Test Rules View Setup Columns: Performance Breakdown Reports

	Campaign Name	Delivery ↑	Bid Strategy	Budget	Attribution Setting	Results	Reach	Impressions
<input type="checkbox"/>	Instagram Post: Happy Black History Mont...	Completed	Lowest cost		7-day click or ...	99 Link Clicks	3,839	4,459
<input type="checkbox"/>	Beauty Survey - Lead Generation	Off	Lowest cost		7-day click or ...	2,634 On-Facebook Leads	28,808	87,632
<input type="checkbox"/>	Women of Color Conversations - Event 2	Off	Lowest cost		28-day click o...	—	—	—
<input type="checkbox"/>	[01/08/2021] Promoting wocworldwide.com/...	Completed	Lowest cost		28-day click o...	130 Link Clicks	5,339	5,677
<input type="checkbox"/>	Post: "Get a \$50 Nordstrom Gift Card!"	Completed	Lowest cost		28-day click o...	46 Link Clicks	1,748	1,839
<input type="checkbox"/>	Instagram Post: Hey ladies we need your help...	Completed	Lowest cost		28-day click o...	210 Link Clicks	39,313	61,073
<input type="checkbox"/>	Post: "Nordstrom wants to hear from you! Ta...	Completed	Lowest cost		28-day click o...	20 Link Clicks	2,214	2,444
<input type="checkbox"/>	Beauty Survey - Survey Takers	Completed	Lowest cost		28-day click o...	1,584 Link Clicks	39,662	76,931
<input type="checkbox"/>	Post: "#WOCFTB Sneak Peek!"	Completed	Lowest cost		28-day click o...	37 Link Clicks	1,800	2,169
<input type="checkbox"/>	Post: "Women of Color Conversations" hoste...	Completed	Lowest cost		28-day click o...	12 Link Clicks	1,614	1,681
<input type="checkbox"/>	Final WOC Conversations	Completed	Lowest cost		28-day click o...	105 Link Clicks	4,617	5,218
<input type="checkbox"/>	Instagram Post: "Women of Color Conversati...	Completed	Using ad set bid...	Using	28-day click o...	4 Link Clicks	4,220	4,284
<input type="checkbox"/>	Post: "Women of Color Conversations" hoste...	Completed	Lowest cost	\$20.00	28-day click o...	16	2,030	2,212
<b>Results from 26 campaigns</b>					<b>Multiple Attrib...</b>	—	<b>184,451</b> People	<b>322,064</b> Total

**Campaign Details**

Auction

**Campaign Objective**

Awareness

- Brand awareness
- Reach

Consideration

- Traffic
- Engagement
- App installs
- Video views
- Lead generation
- Messages

Conversion

- Conversions
- Catalog sales
- Store traffic

# FACEBOOK BUSINESS - ADS MANAGER



# Why prioritize lead generation ads?

## 01

### Captures Important Contact Collateral

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Lead generation ads offers an immediate mechanism for follow-up.

When you prioritize ads that drive traffic to your site, you may be less likely to receive an email sign-up.

You've just missed an opportunity and potentially wasted ad dollars.

## 02

### Short Input Pipeline

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Facebook's Business Manager as well as LinkedIn's Campaign Manager auto-fills customer name and contact information.

Customers are in turn, more likely to click submit.

Little to no effort to sign-up, much less drop off, and cuts through social noise.

## 03

### Additional Brand Touches

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It takes an average of **SEVEN** touches before a person shops with your brand.

Lead generation ads shorten this timeline by allowing you to control the brand touches and frequency.

Consistent email communications and follow-up will turn passive engagers into active consumers



## Content Marketing Sales Funnel



# Why prioritize lead generation ads?

Only 2% of site visitors will actually check-out or take an action.

Capturing information will give you a follow-up mechanism.







# Successful Metrics

How do you know your organic or ad campaign is successful?

- Low cost per result:
  - CPV, CPA, CPC
- Several new leads come in daily while you are running your ad
- Leads come in on organic landing paging and website forms.
- Increased impressions and reach
- Increase in ad conversions
  - Ads will always perform better over time.
- Pull your social media reports from the business manager for graphs and metric details on growth
- Check your insights regular
  - Let's check together right now



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# **LINKEDIN FOR GROWTH AND THOUGHT LEADERSHIP**

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# LinkedIn for Growth, Thought Leadership & Customer Acquisition

LinkedIn is a great social media tool for service providers and industry experts. It is important that you have both an organic and paid social media strategy for the platform. Similar to Facebook's Business Manager, LinkedIn has a robust interface that allows you to choose a campaign objective, budget, targeting, etc.



Organic strategy:

- Write relevant and industry specific op-eds
- Utilize LinkedIn Live and partnerships



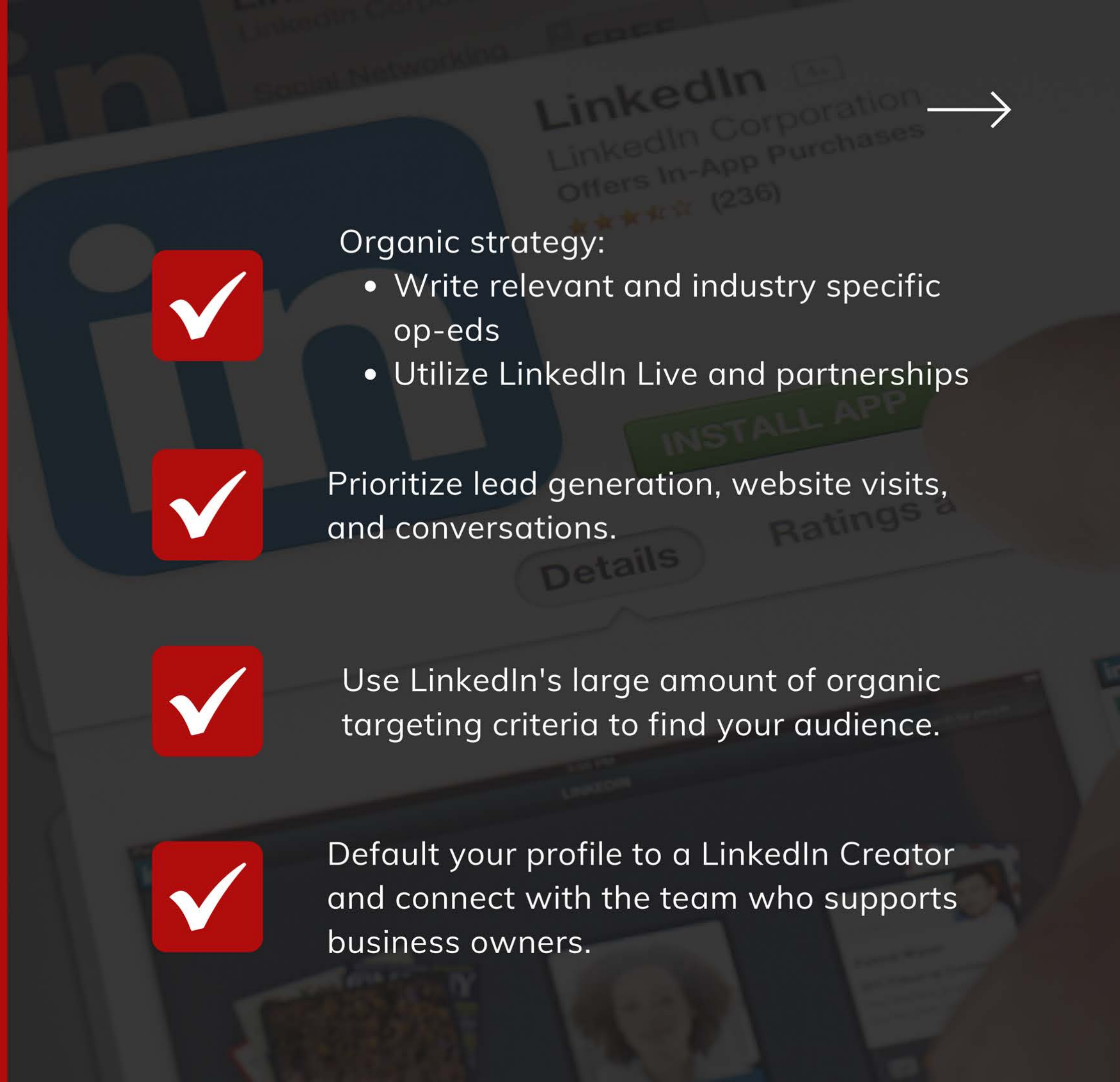
Prioritize lead generation, website visits, and conversations.



Use LinkedIn's large amount of organic targeting criteria to find your audience.



Default your profile to a LinkedIn Creator and connect with the team who supports business owners.



# Examples of LinkedIn & Medium Op-Eds

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**All Things Mental Health!**  
802 subscribers  
10 editions  
Mental health and wellness strategies in the workplace to improve your company culture

Subscribed

Edition 10 • 6d  
Looking for tips on how to minimize stress in the workplace?? Read my latest newsletter, Stress Less:...

**STRESS LESS: STRATEGIES FOR ACHIEVING A BETTER WORK-LIFE BALANCE DURING STRESS AWARENESS MONTH**

CHRISTI VENABLE  
CEO & FOUNDER OF SMILE THERAPY SERVICES

www.smiletherapyservices.com @smiletherapyllc

Stress Less: Strategies For Achieving a Better Work-Lif...  
Christi Venable, NCC, LPC, NMSDC and WBENC Certified on...

21 5 reposts

Edition 9 • 1mo  
As we celebrate... imperative that w

**WOMEN IN LEADERSHIP: BREAKING DOWN BARRIERS AND BUILDING SUCCESSFUL ORGANIZATIONS**

CHRISTI VENABLE  
CEO & FOUNDER OF SMILE THERAPY SERVICES

www.smiletherapyservices.com @smiletherapyllc

WOMEN IN LEAD...  
Christi Venable, NC

11

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11 7 comments

**HEALING FROM TRAUMA: HOW TO INTENTIONALLY SUPPORT YOUR BLACK EMPLOYEES**

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Marissa Williams MA, LPC, CCTP, NCC and 14 others

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# **MUST USE MARKETING TOOLS**

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<b>Economic uncertainty may hit nonprofits hard   Here's how we can help</b> Hi {{First Name}}, I hope this message finds you well. I wanted to take a moment to introduce you to Orr Group, a nonprofit consultancy with over 30 years of...	-	54	5.3%	51.9%
	Scheduled	Delivered	Bounced	Open
<b>Concerned about the economy? We can help {{Company Name}} navigate the current economic crisis</b> Hi {{First Name}}, I hope this message finds you well. I wanted to take a moment to introduce you to Orr Group, a nonprofit consultancy with over 30 years of...	-	13	-	61.5%
	Scheduled	Delivered	Bounced	Open
<b>We can help {{Company Name}} meet its fundraising goals during uncertain times</b> Hi {{First Name}}, I hope this message finds you well. I wanted to take a moment to introduce you to Orr Group, a nonprofit consultancy with over 30 years of...	-	47	11.3%	63.8%
	Scheduled	Delivered	Bounced	Open
<b>Fundraising support: We have a customized plan for {{Company Name}}</b> Hi {{First Name}}, I hope this message finds you well. I wanted to take a moment to introduce you to Orr Group, a nonprofit consultancy with over 30 years of...	-	74	2.6%	62.2%
	Scheduled	Delivered	Bounced	Open
<b>Economic uncertainty: We can support {{Company Name}}'s mission during economic changes</b> Hi {{First Name}}, I hope this message finds you well. I wanted to take a moment to introduce you to Orr Group, a nonprofit consultancy with over 30 years of...	-	12	7.7%	58.3%
	Scheduled	Delivered	Bounced	Open

Name	Title	Company	Quick Actions
<input type="checkbox"/> Jodi Robbins in	Senior Manager Talent Acquisition at...	Macy's	1
<input type="checkbox"/> Charlie Keller in	Senior Manager Talent Acquisition	Macy's	1
<input type="checkbox"/> Kayley McCranie in	Senior Manager, Campus Recruiting	Macy's	1
<input type="checkbox"/> Erika Villavicencio in	Talent Acquisition Manager	Macy's	1
<input type="checkbox"/> Lashawn Morgan in	Talent Acquisition Manager, Talent S...	Nordstrom	1
<input type="checkbox"/> Kimberly Hiegel in	Talent Acquisition Manager	Nordstrom	1

# Apollo.io

## A must use tool



### Find Contact Any Information

Set a search criteria to find contacts and decision-makers at any company in any industry



### Automate one-to-one emails

Send out sponsorship, press, and partnership inquiries, and outreach emails of any kind in automated sequences



### Test high performing subject lines

Optimize your outreach efforts across the board by seeing high performing subject lines, open rates, and who is viewing your content

# Zapier

## Marketing Automation

### ● Workflow Automation

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Zapier connects your marketing programs and moves information between apps. These are called Zaps.

For example, if someone submits their email address via a lead gen form, Zapier can drop that new email into a Google Excel Sheet, your Mailchimp account, your inbox, and 1,000 other places!

### ● Easy Data Management

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Zapier handles your busy work. Until your brand/company grows, Zapier can be your data specialist.

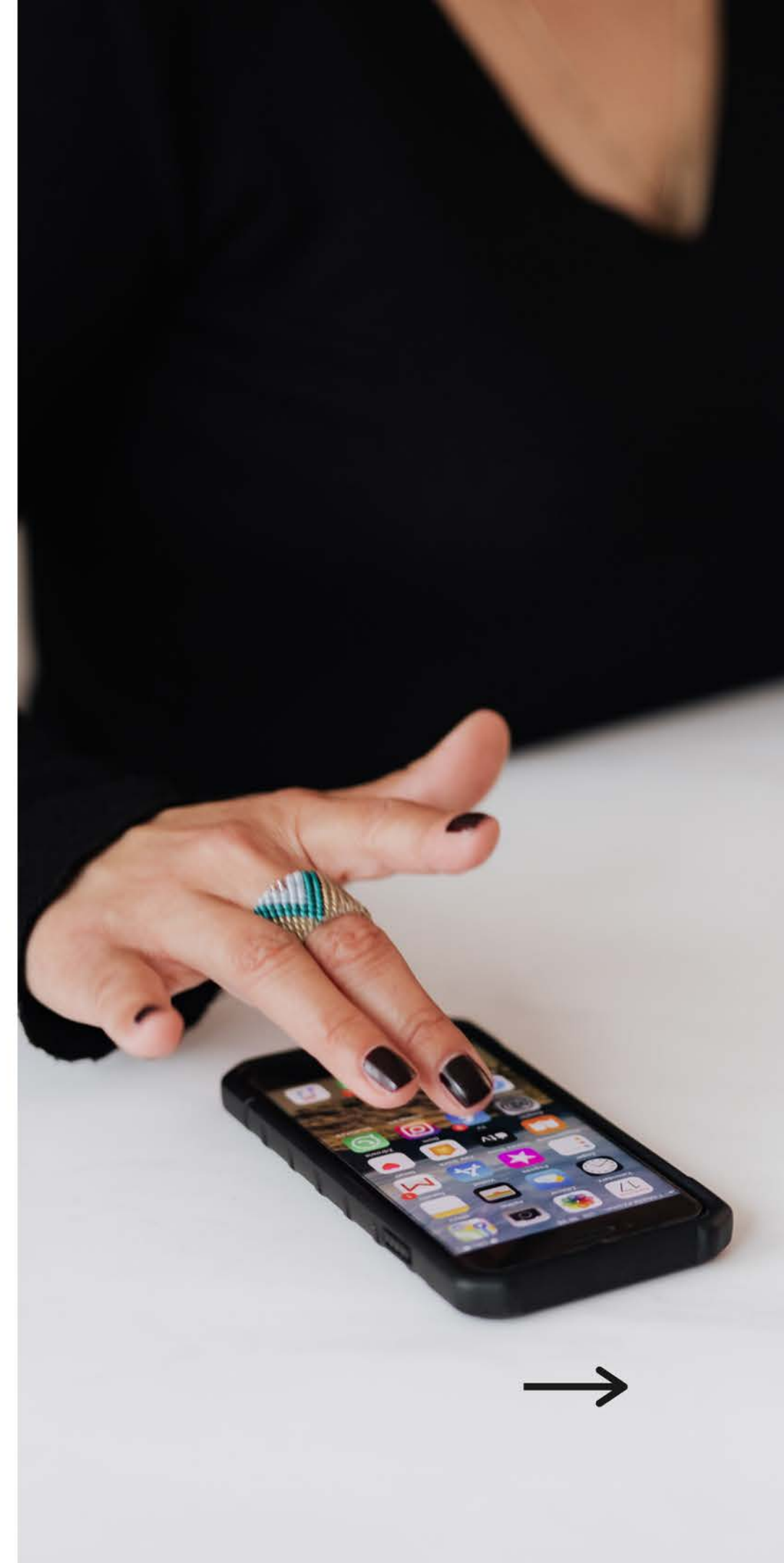
It is extremely useful as your volume of new leads grows.

### ● Simple Set-Up

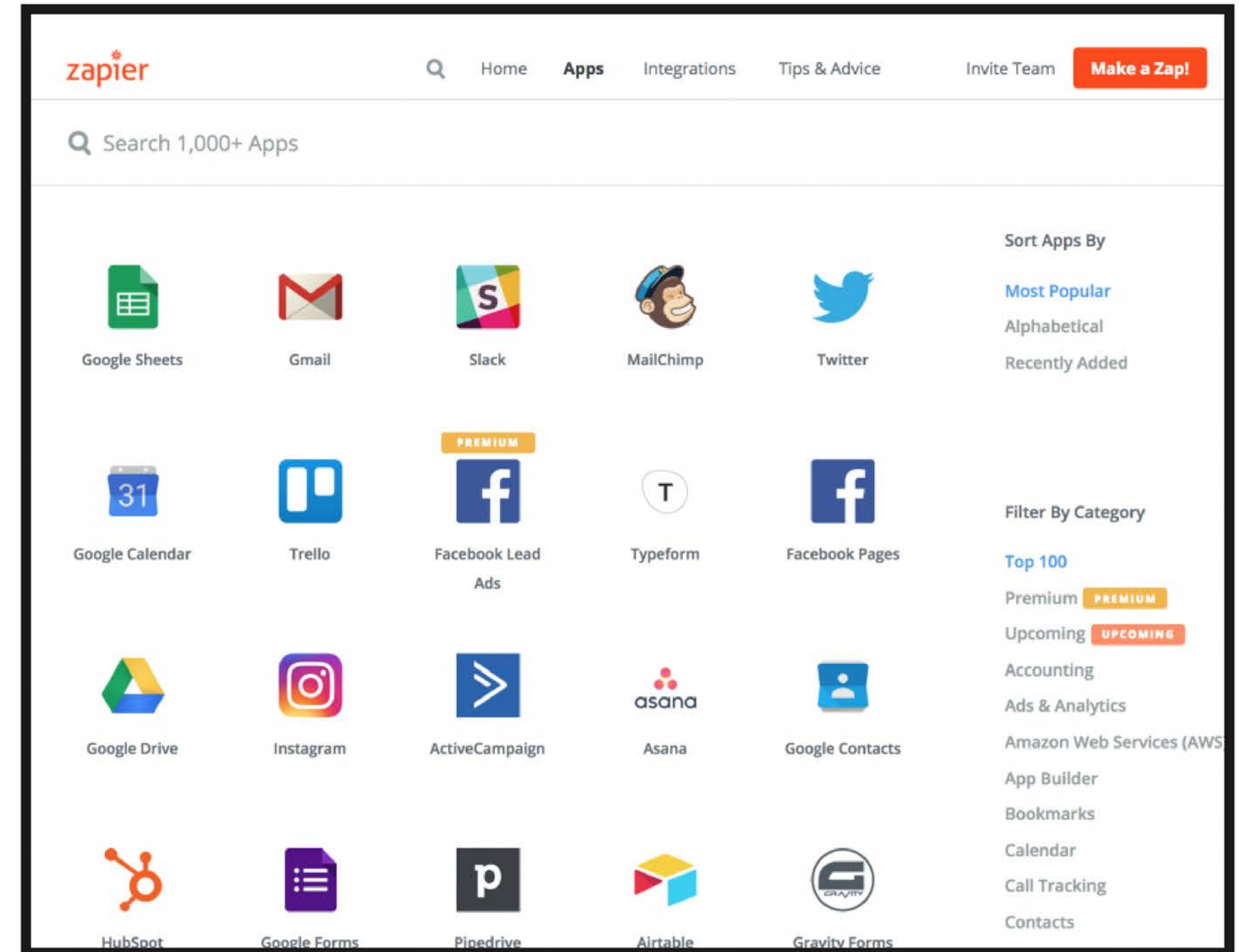
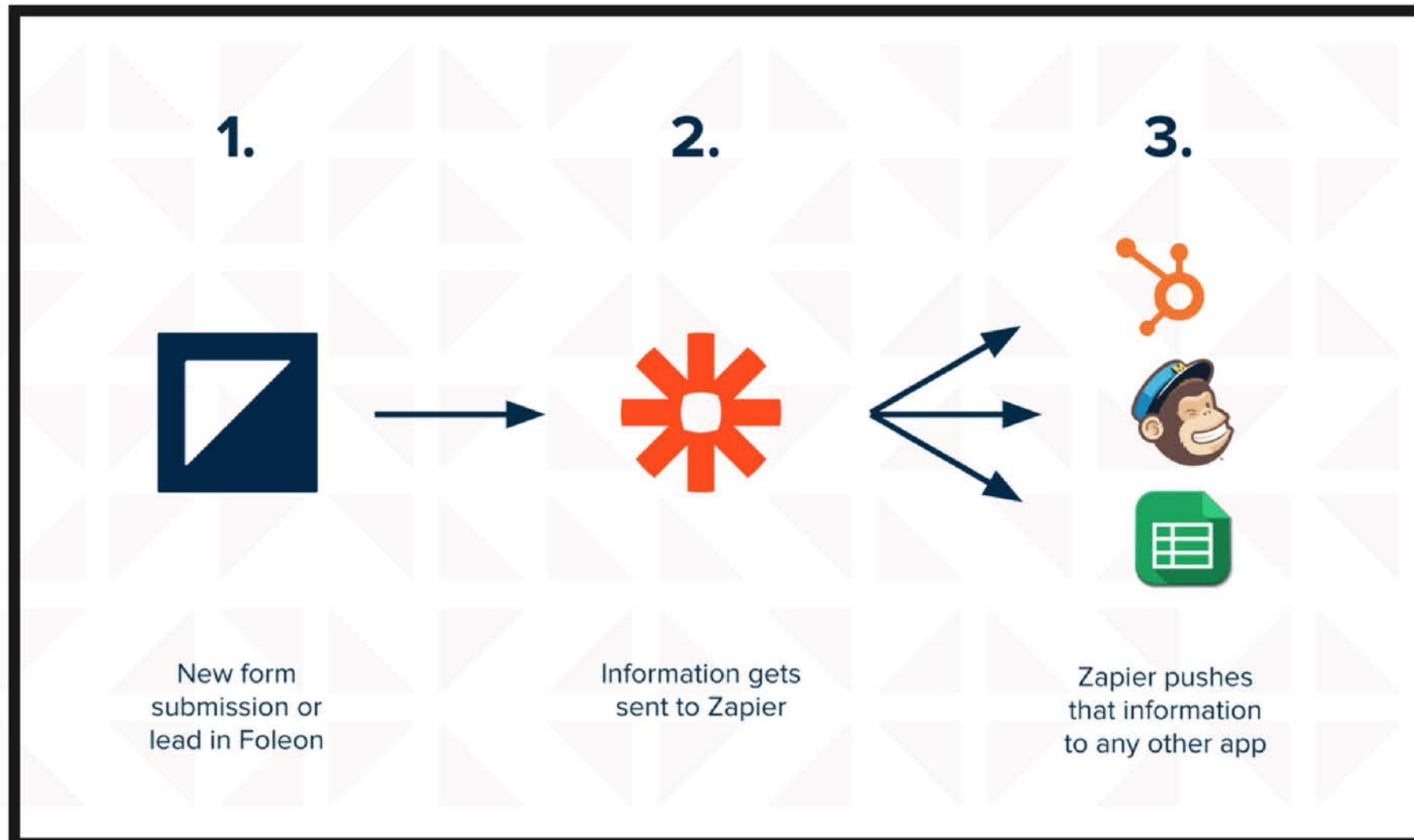
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For the most frequently used workflow apps, Zapier has a simple set up.

Click on the app you want to use, set up the trigger, fill in the blank, and automate.



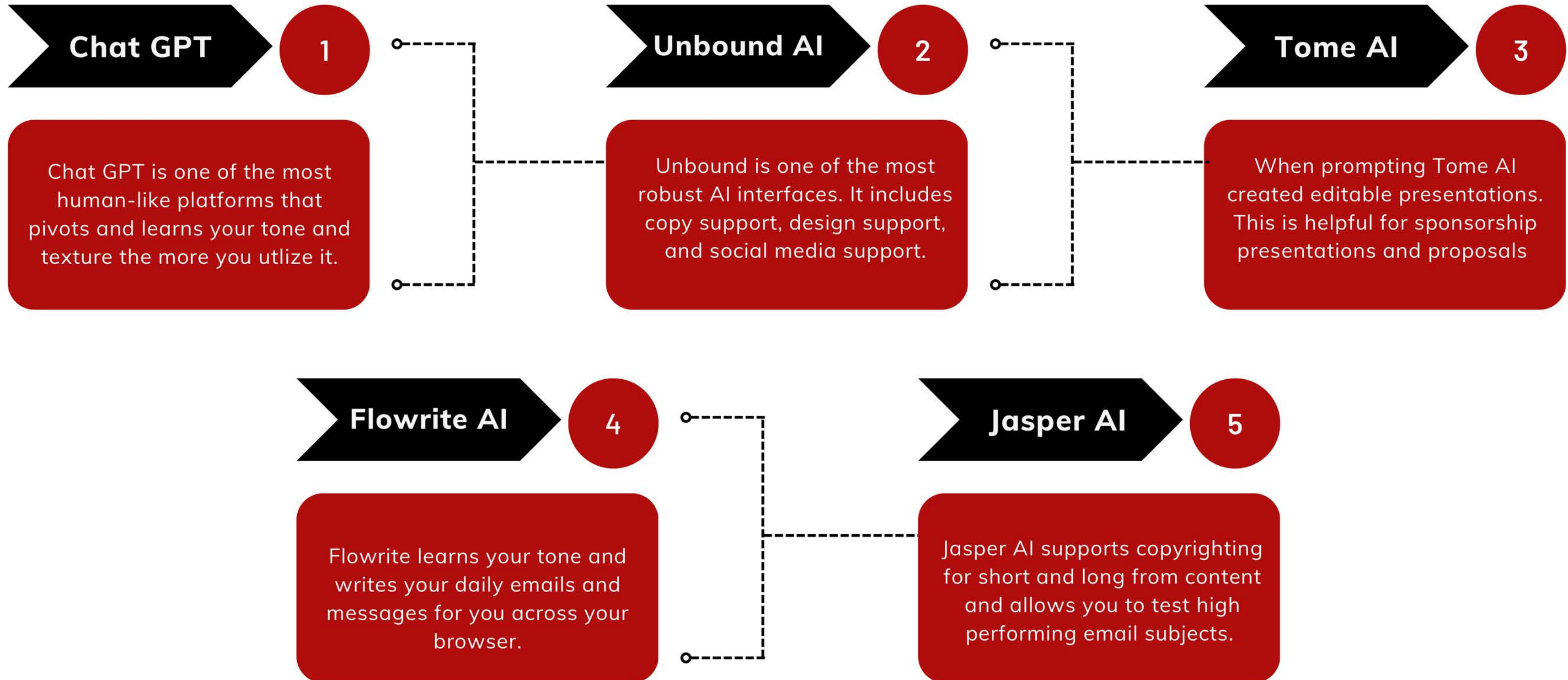
# Zapier





# IMPLEMENTING AI

Dig into AI and use it to help you scale your marketing efforts and capacity



A close-up photograph of a person's hands writing in a notebook. The person is wearing a light-colored, ribbed shirt. The desk is cluttered with a laptop, a keyboard, a mouse, and a pen holder containing several pens. The background is a blurred window with a grid pattern.

# Questions & Answers

Any questions about today's training?

Specific questions related to your business?

I'd love to follow up with each of you.



# Contact Information

## Email Address

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✉ [hello@kelcieglass.com](mailto:hello@kelcieglass.com)

## Website

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🌐 [www.kelcieglass.com](http://www.kelcieglass.com)

