



# A Digital Online Presence: Why is it so Important for you and your business?

- ▶ 1: EVERYONE is ONLINE. Young and not so young are now online using Zoom, Facetime, Skype, to communicate with friends and family.
- ▶ 2: Seniors are online now more than ever, not just to communicate, but also to SHOP, research (get information, education), and find needed Services.
- ▶ 3: A recent client of mine received an actual Phone call from an elderly couple from out of state who found her online via a google search. IF she did NOT have a significant online presence, they would have found her competition instead.
- ▶ 4: Having a viable online marketing strategy is no longer an option, it is a NECESSITY for your success.
- ▶ These are trends that will NOT go away. They may change and morph and transform but they are here to stay.

# What do I need for Online Marketing?

- 1: **A website.**
  
- 2: **A Landing Page: (a one page “website”)- working in conjunction with an autoresponder:**
  - (Such as: Aweber, Get Response, MailChimp, Sendlane)
  - Includes: Opt-in form to collect name and email
  - A discount or Free E BOOK as incentive gift to download
  - Thank you page followed by automatic email/newsletter “drip” campaign
  
- 3: Depending on your target market: A **presence on certain social media sites:** i.e. Facebook, LinkedIn, Instagram, Pinterest, Tik Tok, Twitter
  
- 5: Optional: **online calendar** for prospective customers to schedule a meeting/call with you
  
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- Having all these elements in place and using them correctly is known as a marketing “FUNNEL”.
- This is sometimes known as the buyer's journey or sales **funnel**. In a nutshell, it's the steps your audience take from first recognizing that they have a problem to choosing your product or service to solve it.

YOU NEED VIDEO: WHY? A captivating video is one of the best Selling Tools: it is a shortcut to getting your biz on pg. 1 of google



Videomagic to the Rescue



Brand Yourself  
Be the Expert in Your

Video is the missing link for many businesses and must be added to the Funnel:





# YOUTUBE & GOOGLE

- ▶ Youtube is the 2<sup>nd</sup> largest Search Engine in the World
- ▶ Google is the # 1 largest search engine in the World
- ▶ Google OWNS Youtube and therefore LOVES to help rank VIDEOS from Youtube higher than other types of media. As long as you optimize the videos correctly with proper keywords, tages, and descriptions, the video can rank on google.
- ▶ By “RANKING” high on Google, this means that when your prospective clients/customers search for your type of business or service that they will find YOU.
- ▶ Remember, they don't know the actual name of your company Yet, so they search for your TYPE of business, such as “grief counselor & spiritual advisor” because they might not know Carol Pilkington YET...Until, she appears in a google search: .....
- ▶ OR, an elderly couple in Virginia searches on line for Professional Organizer and finds one in Southern California because a video appeared when they searched. They watched the video and MET Colleen who is a professional organizer in Manhattan Beach, CA, they felt she was knowledgeable, like her, trusted her and CALLED her. Colleen filmed a selfie of herself and a video was created from that. Colleen also created some short audio only files, and other videos were created from those thereby giving Colleen a strong online presence without ever having to be filmed professionally. [how to declutter your home-your 2020 guide to declutter](#)

# Summarize:

- Optimized Video with a call to action (CTA)
- Call to Action directs viewer to your Landing Page
- On your Landing Page:
- Visitor will find either or all: Chat Bot, Welcoming message or Avatar,
- Opt-in Form: they fill out which gives YOU permission to add them to your email/newsletter/blog “drip” campaign where messages get sent to them on a pre-determined, pre-scheduled time
- After they fill out the opt in form, they will be redirected immediately to your thank you page
- On the thank you page, they can: schedule an appointment with you via your on line calendar and/or
- Download your free E Book or download your discount or other free offer
- The Landing Page is like a ONE Page Website. You can have images, text, videos, and hyperlinks to other sources such as your website.

