

Digital Marketing

Sheri Bay



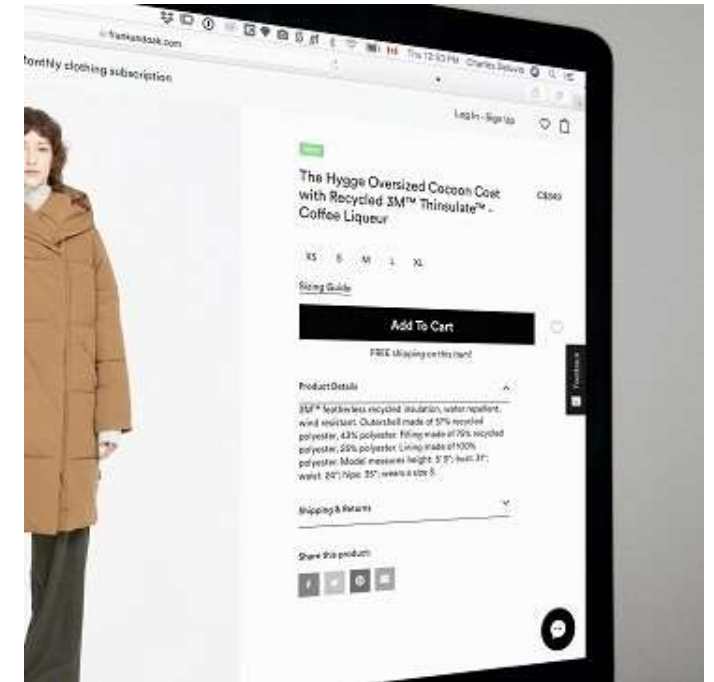
Swift Water MARKETING

www.swift-water.com

Your Company



Local, brick & mortar



E-commerce

Digital Marketing



Brand Identity



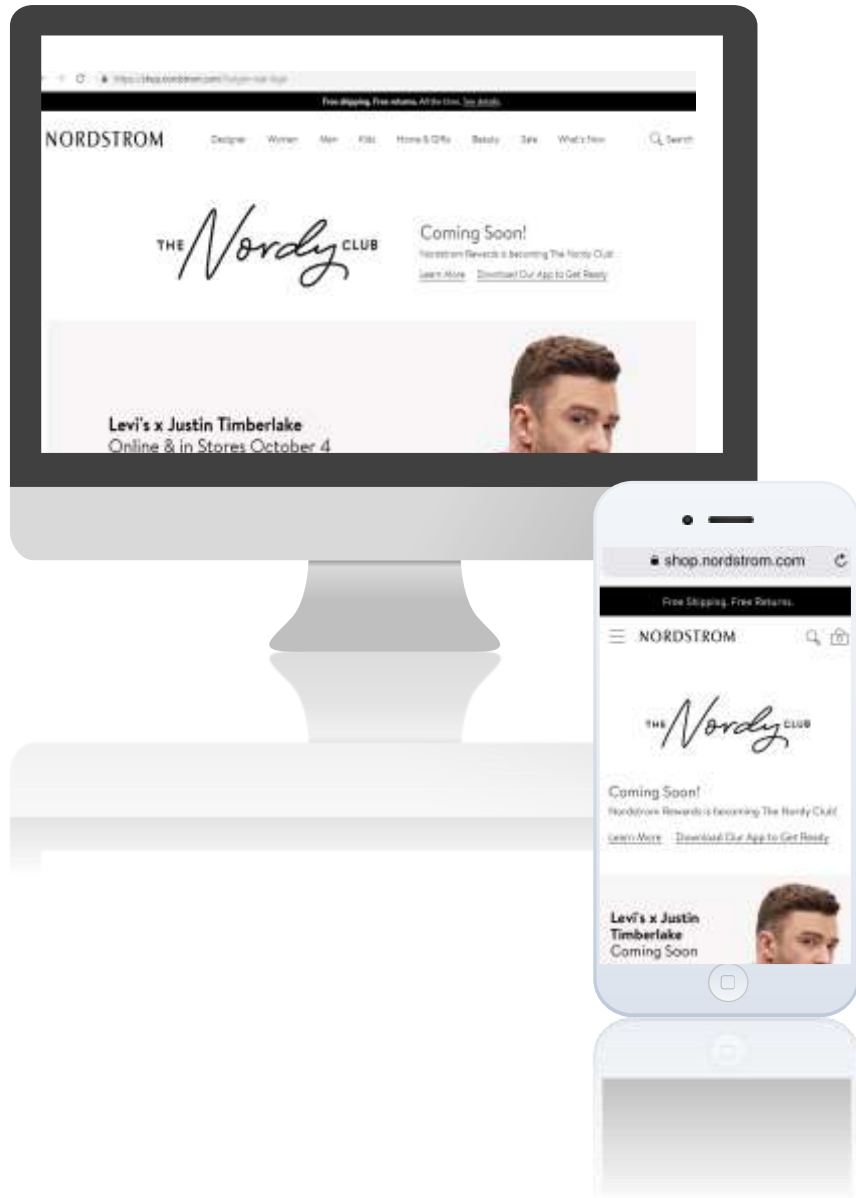
VISUAL ATTRIBUTES

- Logo, Fonts & Colors
- Online Presence
- Print Advertising

INTANGIBLE ATTRIBUTES

- Reputation
- Value Provided
- Personality

Website Best Practices



1. RESPONSIVE

2. DESIGN

- Focused on Target Audience
- Consistent with Brand
- Easy Navigation

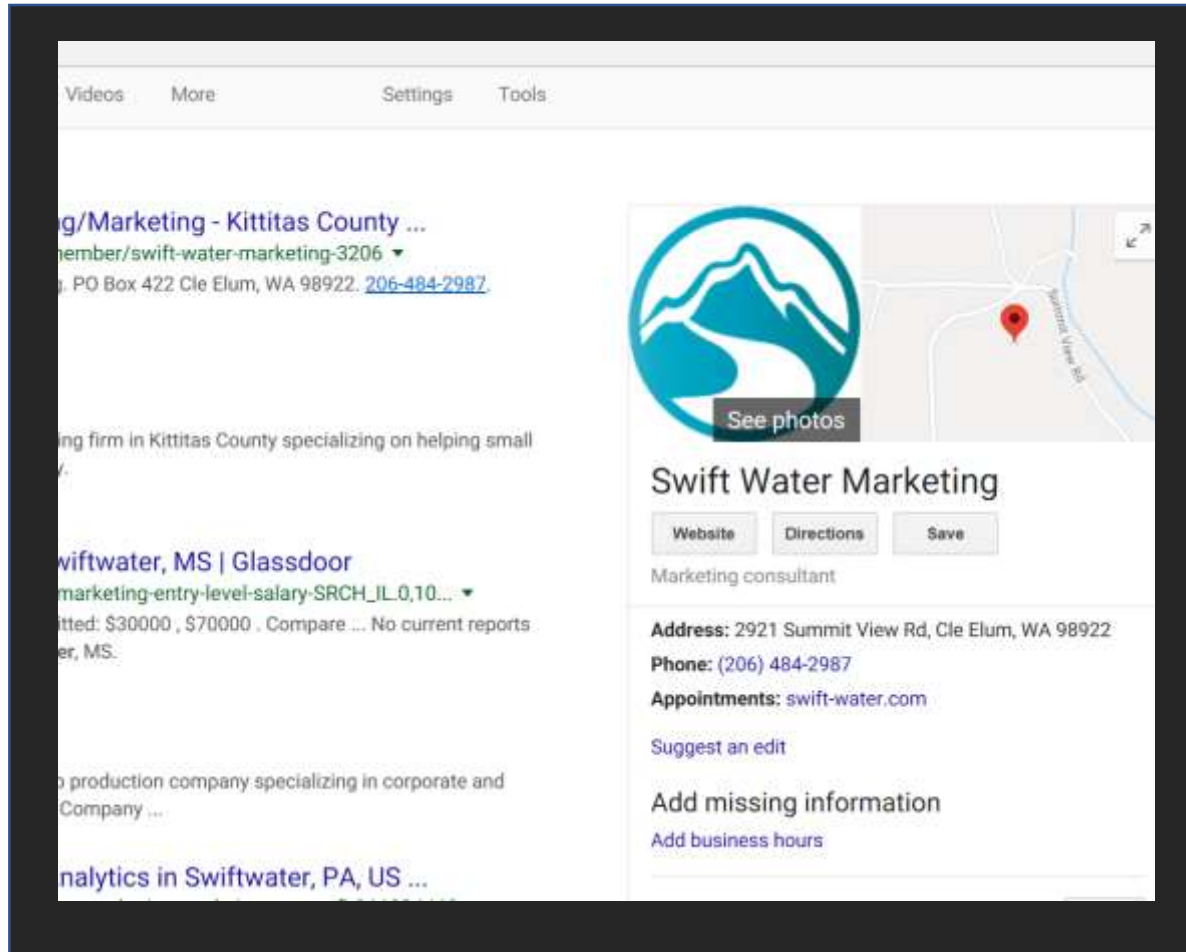
3. Strong Call to Action

4. Email Sign up

5. Analytics

6. Adhere to SEO Best Practices

Search Engine Optimization – SEO



1

Fresh Content

2

Name, Address, Phone, Map

3

Google My Business

www.google.com/business

Social Channels

- Visual experience
- Showcase intangible brand
- Younger audience



- Best for sharing info
 - Pay to play
- Older audience

- Most difficult to conquer
- Requires daily posting
- Geared for big brands



Social Media

A photograph showing a person's hand holding a smartphone, with a laptop and a tablet on a wooden table in the background. The scene is brightly lit, suggesting an office or meeting environment.

Enhance Brand Awareness

Build Consumer Confidence & Trust

Stay Top of Mind

Attract Employees

Boost Sales

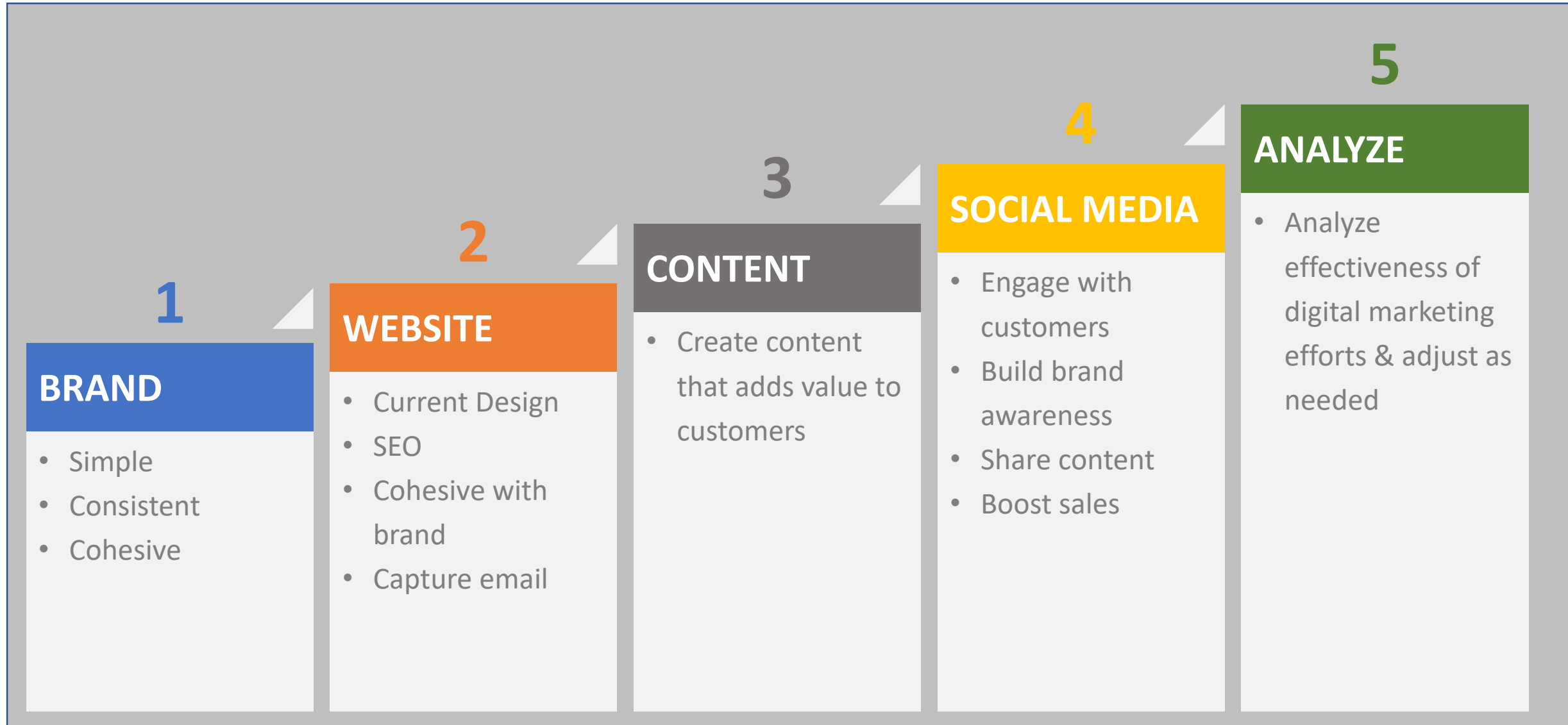
Tips & Techniques

- ✓ Create a business page
- ✓ Tell a story, be personal
- ✓ Keep business posts business related avoid, family, pets, vacations, etc.
- ✓ Incorporate 3 P's:
 - Personal – personal voice, but business topics
 - Purpose – have a reason for your post & add value
 - Promotion – this is where you can sell
- ✓ Include branding, but be cohesive



Digital Marketing

Getting Started Strategy





Swift Water MARKETING



BRANDING



WEB DEVELOPMENT



DIGITAL MARKETING

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