



Your Digital Main Street Consultation

Book yours today by emailing digitalmainstreet@wellknowncompany.com

DMS ONLINE DIGITAL ASSESSMENT

The DSS can help you register on the Digital Main Street website and start the assessment process. After reviewing the assessment, the DSS will provide you with professional advice and suggestions on how to improve your web and social media presence, Google products, customer communications and address any other related concerns.

GOOGLE PRODUCT DISCUSSION

- assist with registering and opening a Google Business listing
- provide recommendations for improving your Google Business listing
- discuss and explain the function of Google Ads
- assist with registering and opening a Google Analytics account
- discuss and explain the function of Google Analytics

SOCIAL MEDIA REVIEW

- register and open social media account(s) when necessary
- reviewing and analyze current social media accounts, making professional recommendations
- discuss a social media strategy to increase brand awareness, walk-in traffic, and profits



- advise on content and concepts that are required on social media platforms for improvement of business
- help find the numerous free and/or paid resources available for social media creative: stock photography, stock video, and stock sound bites
- discuss the importance of hash tags, and engagement on social media
- review the unique elements of each platform, explain how to use them, and discuss Facebook story board, Instagram stories, Instagram highlights and social media profiles
- help identify relevant social media influencers
- teach etiquette, best practices and proper protocol for using social media for the purpose of business
- discuss how to communicate with their followers, customers and prospects on social media platforms when it comes to messaging, replying to comments, complaints or questions
- uncover the benefits and the execution of social media advertising, especially as it relates to the cottage season

WEB DEVELOPMENT / SEO RECOMMENDATIONS

- review your businesses website and make any necessary recommendations
- discuss your Google rankings and searchability
- review integration of social, CRM, and lead generation on website
- make suggestions about content updates, flow and function

CRM / EMAIL COMMUNICATIONS DISCUSSION

- review your current CRM system
- discuss various CRM platforms that could work best for your company
- suggest ways to build your customer database
- suggest lead generation tools, engaging and creative content, and best practices

NEXT STEPS: Discuss and schedule your Google 360 photo session.



Meet your Digital Main Street Service Squad



Kyra Watters / DSS Lead
Well Known Founder + Strategic Director

Kyra launched the Well Known company in 2011, and has grown the business by leaps and bounds over the past 8 years. She has recruited the very best professionals in the industry to join the Well Known team, and has created a powerhouse of a marketing and advertising agency that services businesses across the Muskoka region.

Dan Powers / DSS Lead
Well Known Digital Marketing Director

Dan develops and implements comprehensive multi-channel advertising campaigns across platforms such as Google, Facebook/Instagram, YouTube, Snapchat, Amazon and Shopify. Dan's experience includes working as a Senior Strategist and Business Development Lead for one of Canada's largest independent marketing agencies.



Marie Kamukuny / DSS Administrator
Well Known Assistant Account Director + Social Media Assistant

Marie is deeply engaged in her community with a passion for supporting grassroots and social justice initiatives. She attended Western University where she earned a Bachelor of Arts degree with a double major in women's studies and media, information and technoculture. After graduating from university, she earned a diploma in graphic design from Toronto Film School. At Well Known, Marie applies her social justice lens and attention to detail, serving as the last set of eyes on many messages before they go out onto social media. "I love the process of seeing something come to life in a way that really meets the clients' expectations."



Emily Blackman / DSS Google 360 Photographer
Well Known Account Director + Photographer + Stylist

Emily is passionate about all things creative. She's worked for various local companies in product styling, sales, client management and photography. Her keen interest in arts and culture has guided her skills as a photographer; Emily's work has been featured in local newspapers, magazines and blogs. This passion for creativity transfers well to her role at Well Known, where she consistently captures clients' brands in ways that are fresh, and unique. "I like the challenge of interpreting what's on-trend and translating how that may or may not apply to a specific brand and a client's identity."

