

# Online Marketing Fundamentals

*Bastrop Main Street  
Sheila Scarborough  
Tourism Currents*

---



# What to do first?

## Fundamentals:

- 1) A strategy and a plan
- 2) A website
- 3) [www.google.com/business](http://www.google.com/business)
- 4) Active Facebook Page

# 1) Strategy... Get One!



Have a digital content plan that supports your goals

Know *what* you are going to post or email

Know *why* you are posting it

BUSINESS/ORG GOALS & PURPOSE



MARKETING PLAN

MARKET  
CUSTOMERS

GOALS

Blue  
Willow

MARKET  
CUSTOMERS

GOALS

FiestaWare

# Strategy Down to Each Social Post

Overall goals for business or organization



Marketing goals to support



Social media that supports your marketing



Instagram



Photos/videos on IG to reach a particular customer

# Strategy to Post Example

Be the go-to place to buy Fiestaware



Marketing to support – reach likely Fiestaware customers



Social media that supports your marketing



Instagram



Photos with #Fiestaware, #VintageKitchen



#vintagekitchen

558,992 posts

Follow

## Top posts



2) Your website =  
YOU control your  
“online real estate”



L.A. Ornamental Corp  
3708 N.W. 82nd Street  
Miami, Florida 33147  
Phone: 305-696-0419

[LAOrnamental@aol.com](mailto:LAOrnamental@aol.com)

**Designed to Enhance the Entry of your home with Custom Ornamental Decorative Driveway Gates while bringing Safety, Security and convenience.**

[Home](#)

[Driveway Gates](#)

[Modern Driveway Gates](#)

[Custom Driveway Gates](#)

[Privacy Driveway Gates](#)

[Garden Gates](#)

[Modern Garden Gates](#)

[Privacy Garden Gates](#)

[Fencing](#)

[Fencing\\_2](#)

[Railings](#)

[Modern Balcony Railings](#)

[Openers - Operators](#)

[Ramsel](#)



Search

41

G+1

All of our Aluminum or [Wrought Iron Gates](#), or Fences are designed and manufactured to withstand a range of outdoor conditions. Our commitment to our customers and dedication to produce quality gates has earned us thousands of satisfied customers.

Although we offer a wide selection of Ornamental Designs or Decorative Designs, we can design and manufacture any style in aluminum or wrought iron metals. L. A. Ornamental & Rack Corp also offers Fences, Garden or Walk Thru Gates to match your driveway gates. With over thirty five years of experience in manufacturing and designing elegant, custom, or exotic [Aluminum Driveway Gates](#) and Fences, our past and future customers can have peace of mind that they are receiving quality workmanship. We are a Fence Company that gives our customers 110% of dedication to manufacture quality driveway gates and fences.

For a quote please send an e-mail to [LAOrnamental@aol.com](mailto:LAOrnamental@aol.com)

If you're looking for Privacy with your Driveway Gates, Garden Gates, or Walk Thru Gates, we offer a Solid Backing with your choice of Aluminum, Steel, Plexiglas or Plastic. All solid backing are offered in many different colors to choose from. [Privacy Gates](#)

We offer a large selection of Gate Openers and Gate Operators for Residential Driveway Gates, Light or Heavy Commercial Gates, or industrial locations. If you're not sure the style or size of the Gate opener / gate operator you need, please e-mail or contact us so we can gladly help guide you to the correct choice. We offer all types of Gate Openers / Gate Operator, Sliding Gate Openers / Gate Operator, Swing Gate Openers / Gate Operator, Hydraulic Gate Openers / Gate Operator. We also have a wide selection of replacement [Main Circuit Boards](#) for all brands, and [Remote Controls](#), for Vinsys or Kwickset.

**Top Brands of Gate Openers and Operators, Commercial, Residential, Industrial, Swing, Slide, Rack & Pinion, Barrier**

Content on your website  
& blog = give 'em what  
they're Googling for.

[All](#)[Maps](#)[Shopping](#)[News](#)[Images](#)[More ▾](#)[Search tools](#)

About 96,300 results (0.74 seconds)



[Rating ▾](#) [Cuisine ▾](#) [Price ▾](#) [Hours ▾](#)

### T-Bone Tom's Steakhouse

**4.4**  (153) · \$ · Steak

Huge portions of Southern-style eats

707 TX-146

Opens at 5:00 PM



### Crazy Alan's Swamp Shack

**3.3**  (84) · \$\$ · Seafood

Upbeat scene with Cajun-style seafood

310 Texas Ave



3) Claim your free  
Google Business  
Profile listing  
(formerly Google My Business)

[www.google.com/business](http://www.google.com/business)

# Stand out on Google with a free Business Profile

Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalize your profile with photos, offers, posts, and more.

[Manage now](#)**Detroit Voltage**4.9  (27)

Electrician in Detroit, Michigan

[OVERVIEW](#) [UPDATES](#) [SERVICES](#) [REVIEWS](#) [PHONE](#)

CALL



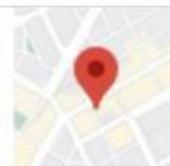
DIRECTIONS



SAVE



WEBSITE

[REQUEST A QUOTE](#) 400 Monroe St #261,  
Detroit, MI 48226 **Open** · Closes 5 PM



**In the 12 weeks leading up to a trip, there are:**

3X  
more **experiences**  
searches than  
hotel searches.

8X  
more **experiences**  
searches than  
air searches.

Think with Google



Source: Google/Greenberg, Global, Travel Tours and Activities Survey and  
Behavioral Study, Dec. 2018.

→ *Are you ready for “cool museum near me?”*

4) Have a complete,  
active Facebook Page

# Facebook Page Basics

- Get the Page itself set up properly.
- Update frequently. Follow a plan.
- Short, punchy content that inspires and helps. Images and interaction are a must.
- Followers must care about what you have to say, and interact with/share it.
- Grow followers mostly organically, with some ads

# Have a Great Facebook Page Cover Photo



New Mexico River Adventures

@newmexicoriveradventures

Home

About



Like

Follow

Share

...

Book Now

Send Message



it's officially a SWEATPANTS DAY and that means allll the comfort food. we...  
a year ago · 845 views

13



it's MYSTERY BAG SATURDAY AHHHHH!! today only! if you haven't...  
a year ago · 623 views

27



we are going to remain closed this full week. our shop had a power outage a...  
a year ago · 2K views

89



0:08

it's been 1 year since we perfected and released our Take & Bake Shepherd's...  
a year ago · 1.1K views

22



1:28

we are proud to donate \$1 from every sale of Pumpkin Chiffon Pie this mont...  
a year ago · 1.9K views

88



0:17

feeling adventurous?! it's MYSTERY BAG day! FIVE slices for just \$20, but here's...  
a year ago · 811 views

34



0:23

have you tried our Pumpkin Crumble with a scoop of fresh Whipped Cream ...



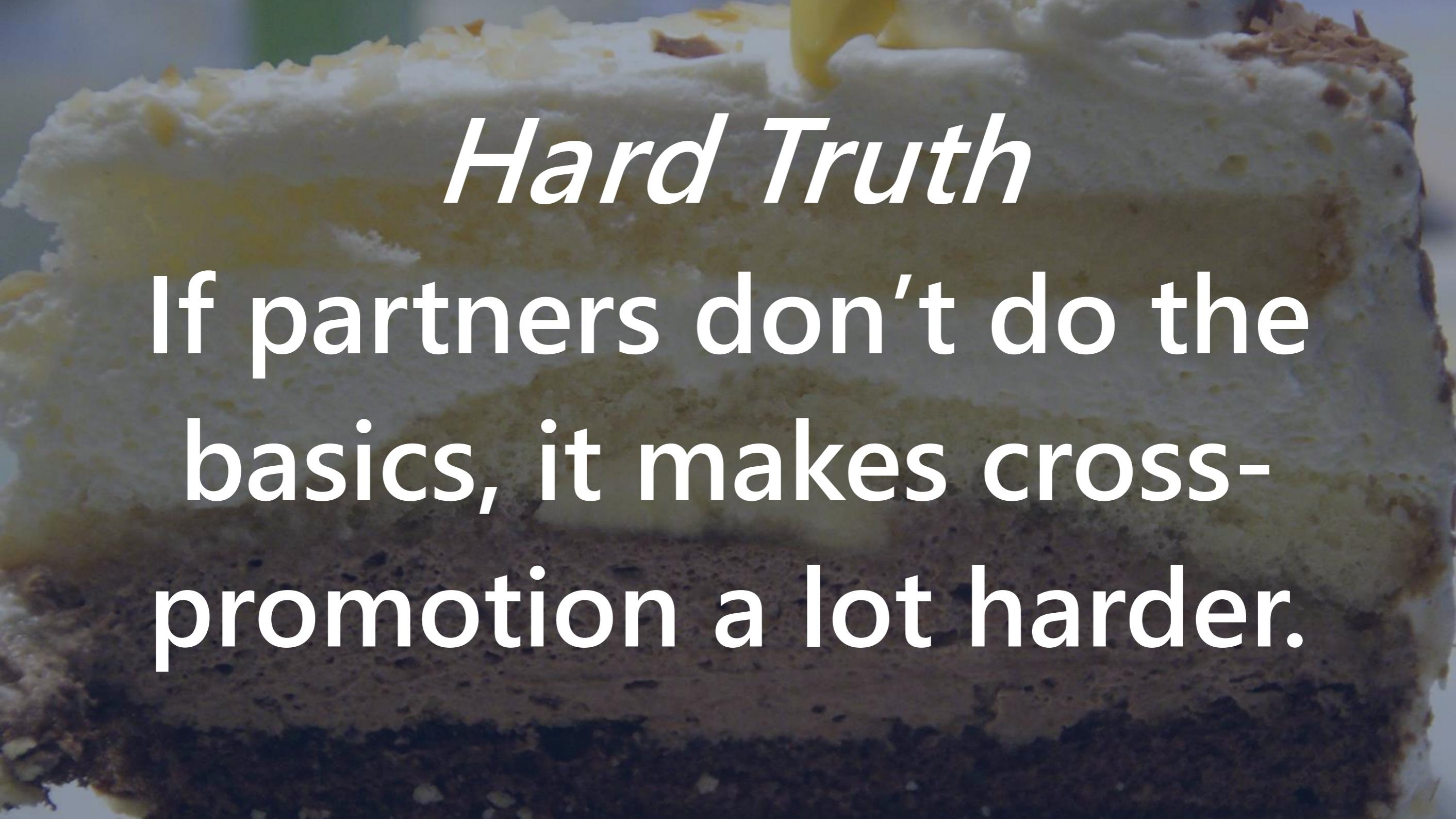
0:03

if eating in the street isn't your thing, give us a call and we'll package your...



0:20

Pie Junkie's Video  
a year ago · 1.8K views

A close-up photograph of a chocolate cake. The cake has a dark, crumbly texture and is topped with a layer of white frosting. Small yellow and white sprinkles are scattered across the frosting. The lighting is dramatic, with strong highlights and shadows.

*Hard Truth*  
If partners don't do the  
basics, it makes cross-  
promotion a lot harder.

# Okay, what else besides the fundamentals?

- 1) Consider an email list – another item YOU control.
- 2) Social media customer service – *respond* to visitors, guests, customers.

Social media is now a customer service channel, too. Answer “the social phone” when it rings.



The Market At 76067 is 😊 feeling excited at The Market At 76067.

May 24 · Mineral Wells · ⚙

...

Ok y'all... These will sell out pretty quick... so don't say we didn't warn you 😂😂😂😂

The Market At 76067 just received our Mineral Wells, Cityscape Coasters!!!

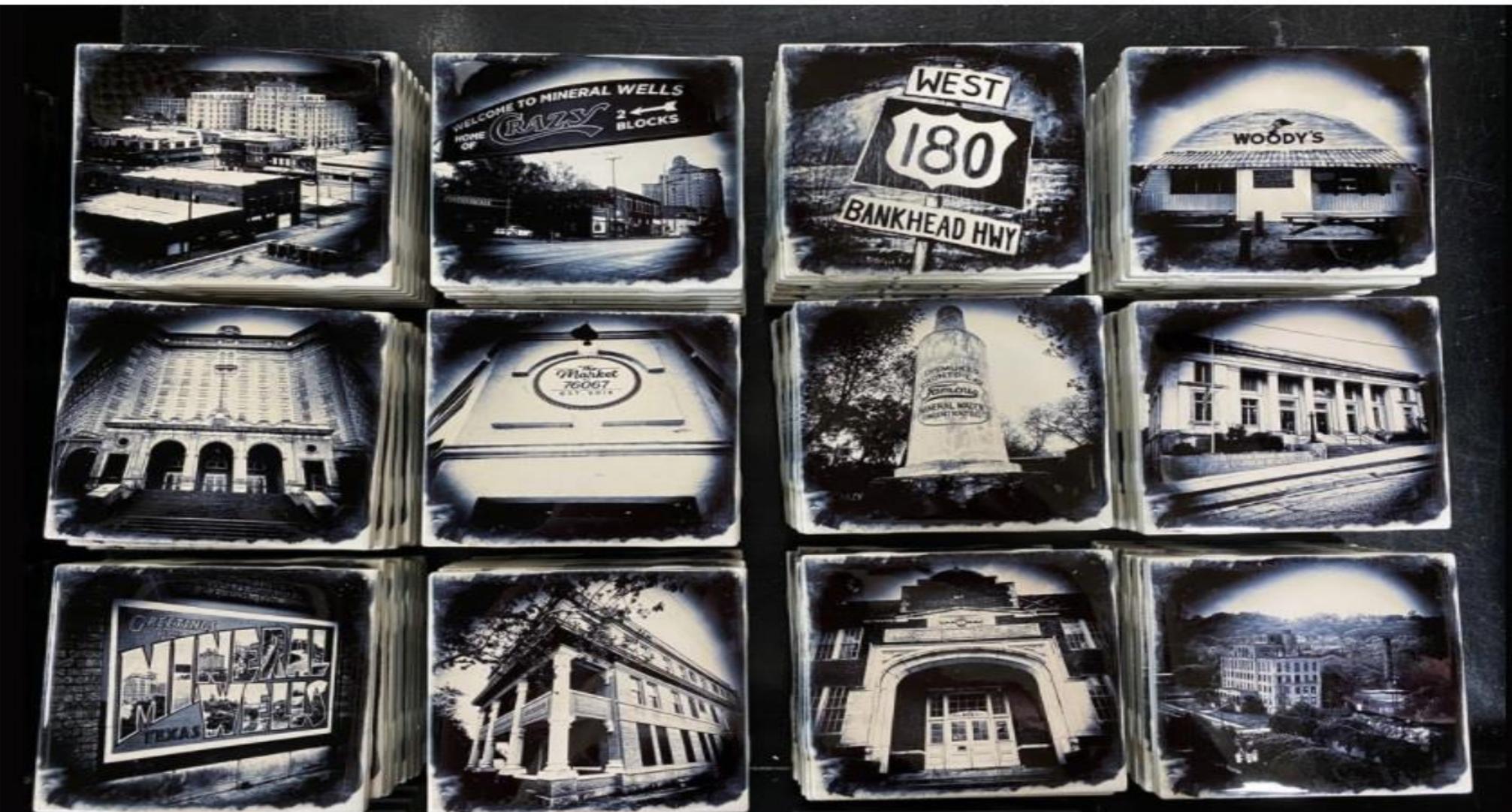
We currently have them setup in our Father's Day area as we think they will be GREAT Gifts!!!

No holds - If y'all want 'em - y'all have to come by for a visit 😍

#EatDrinkShop76067 #The76067 #MineralWells

PS - If you don't want to use them for "coasters" you can remove the cork backing and they are actual "TILES" that can be incorporated into the design of your home!!! Just saying....👑

These are Super Cool!!!





Katherine Spangler

How much is a set and can you choose a different design for each coaster in a set? Thank you



Like · Reply · 20w



Author

The Market At 76067

Katherine Spangler - The coasters are \$16.50 each and you get to pick and choose which ones you want



Like · Reply · 20w



Like · Reply · 20w



Rob Pedigo

I'm going to need a set. I'll call with my card in a bit.

1

Like · Reply · 20w



Elizabeth Roberts Murdock

I want to buy some for order. Can I do that? I am not local but did get married at the Old Post Office (aka: Women's Club)

1

Like · Reply · 20w · Edited



Anna Maurine Glidewell

Elizabeth Roberts Murdock Denise Duncan this is my sister. Do y'all ship or can I pickup for her?

1

Like · Reply · 20w



Denise Duncan

Anna Maurine Glidewell - I just sent her a message from our Page

It's all good

Have a Blessed day!

2

Like · Reply · 20w



Denise Duncan

Elizabeth Roberts Murdock - No worries at all

Just give us a call at **The Market At 76067**, our number is (940) 226-8701, and let us know which ones you want they are sold individually and are \$16.50 each. We can take payment over the phone and we can mail them to you or **Anna Maurine Glidewell** can pick them up for you. Whichever works best for you

I won't be there today - but any of the gals working can help

Y'all have a Blessed Day!

# What to do first?

## Fundamentals:

- 1) A strategy and a plan
- 2) A website
- 3) [www.google.com/business](http://www.google.com/business)
- 4) Active Facebook Page



*A gentle reminder to partners...*

**“It is the Main Street organization’s responsibility to get people downtown; it is *your* responsibility to get people through *your* door.”**



“This is your time. Now,  
go out there and take it.”

*Thanks very much!*



Sheila  
Scarborough

*Tourism Currents*

[www.tourismcurrents.com](http://www.tourismcurrents.com)

[Sheila@tourismcurrents.com](mailto:Sheila@tourismcurrents.com)