

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
- 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

Blue Willow

MARKET/
CUSTOMERS

GOALS

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”



Welcome To: **Gates N Fences**

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

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

Ramset



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



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

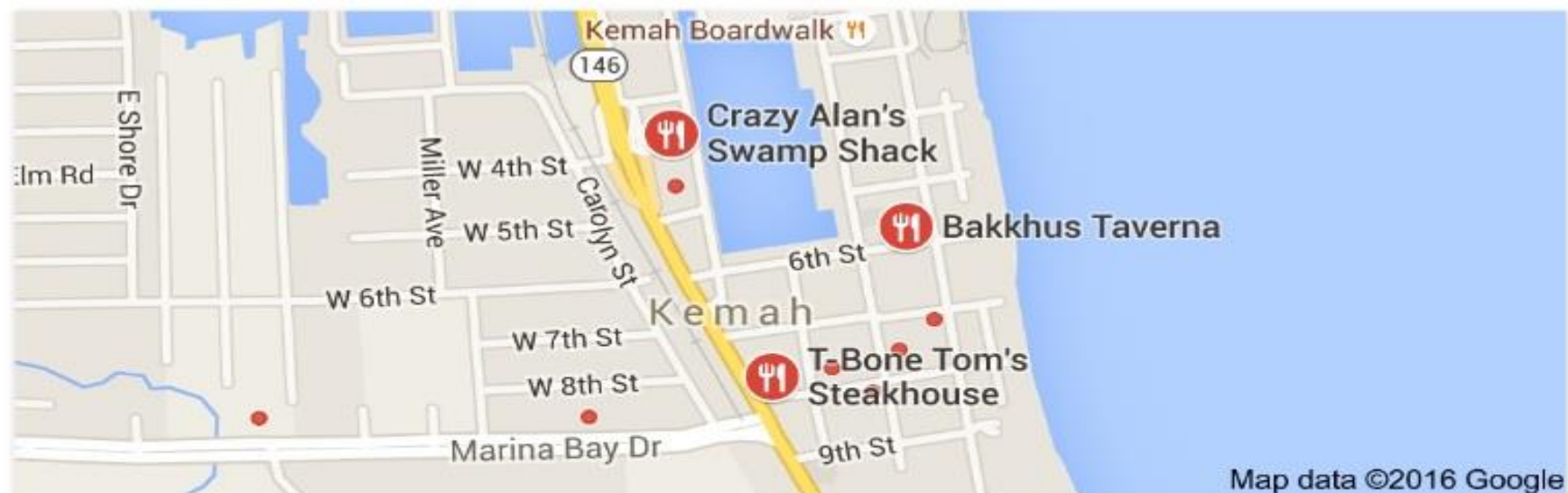
If your looking For Privacy with your Driveway Gates ,Garden Gates, or Walk Thru Gates, we offer a Solid Backing with your choice of Aluminium, Steel, Plexiglas or Plastic. All solid backing are offered in many different colors to choose from. [Privacy Gates](#)

We offer a large selection of Gate Openers and Gate Operators for Residential Driveway Gates, Light or Heavy Commercial Gates, or industrial locations. If your 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 type 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 Minors or Karchers.

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

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

PHOTOS



CALL



DIRECTIONS



SAVE

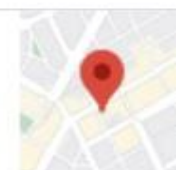


WEBSITE

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

@newmexicoriveradventur
es

Home

About



Like

Follow

Share



Book Now

Send Message



Pie Junkie



Shop on Website



Liked



Message



0:06

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



13



0:17

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



27



0:52

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 cake, likely a chocolate cake, with a thick layer of white frosting on top. The frosting is decorated with chocolate shavings and a small yellow flower. The text is overlaid on the image.

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 you 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



Rob Pedigo

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

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)

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?

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! 🙏

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
- 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

Sheila@tourismcurrents.com