

# Digital Marketing for Small Business

Tools and Services Hiding in Plain Sight

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Carnegie Agency

# WELCOME – TONIGHT'S TOPICS

- ✓ websites
- ✓ audience segmentation
- ✓ measurement
- ✓ social media
- ✓ newsletters
- ✓ SEO (packages)
- ✓ sharing links
- ✓ learning

# BACKGROUND – BIG AND SMALL



J. & W. Seligman & Co.



BLACKROCK®



Vestige  
Technologies



Morgan Stanley



CarnegieAgency

PRACTICAL MEASURABLE MARKETING

# QUALITY WEBSITES MATTER

Like it or not, people will always check the company website before a meeting or making a decision to visit a store or purchase products.

Recent changes in Technology have improved the ease of creating a presence on the web.

# WEB BUILDER TOOLS AND SERVICES



**FACEBOOK IS ABOUT TO KILL ORGANIC REACH OF FB  
PAGES ... OR SO IT LOOKS LIKE.**



**Test Markets effective 10/30/2017**  
**Slovakia, Serbia, Bolivia, Guatemala, Cambodia and Sri Lanka**

# DIGITAL MEASUREMENT



# KEEPING IN TOUCH WITH CUSTOMERS





# KEEPING IN TOUCH WITH CUSTOMERS

Carnegie Agency | Digital Marketing | Hiding in Plain Sight (1 comment, 9 likes)



658 views

1 reshare



11 people from Morgan Stanley viewed your post

TIAA	8
DIVERSANT, LLC	6
Cognizant	5
Citi	3
Alty	2
Capgemini	3



40 people who have the title Salesperson viewed your post

Software Developer	29
CEO / Executive Director	25
Recruiter	21
Consultant	19
Business / Corporate Strategist	15
Marketing Specialist	15



Your biggest audience is from Greater New York City Area

Greater Boston Area	22
Greater Philadelphia Area	21
Charlotte, North Carolina Area	15
San Francisco Bay Area	10
Hyderabad Area, India	10
Dallas/Fort Worth Area	10

# INCREASE INTERACTIONS

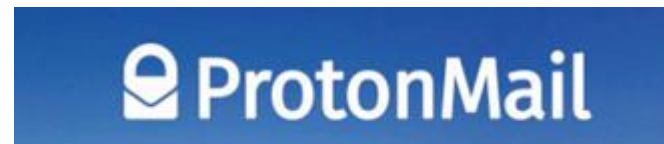
- Set goals
- Be Prepared to write
- Use Warm leads... LinkedIn
  - Keep it Brief
  - NO TYPOS
- Use correct grammar
- Bright colors are your friends
  - Review results



# MAIL SERVICES

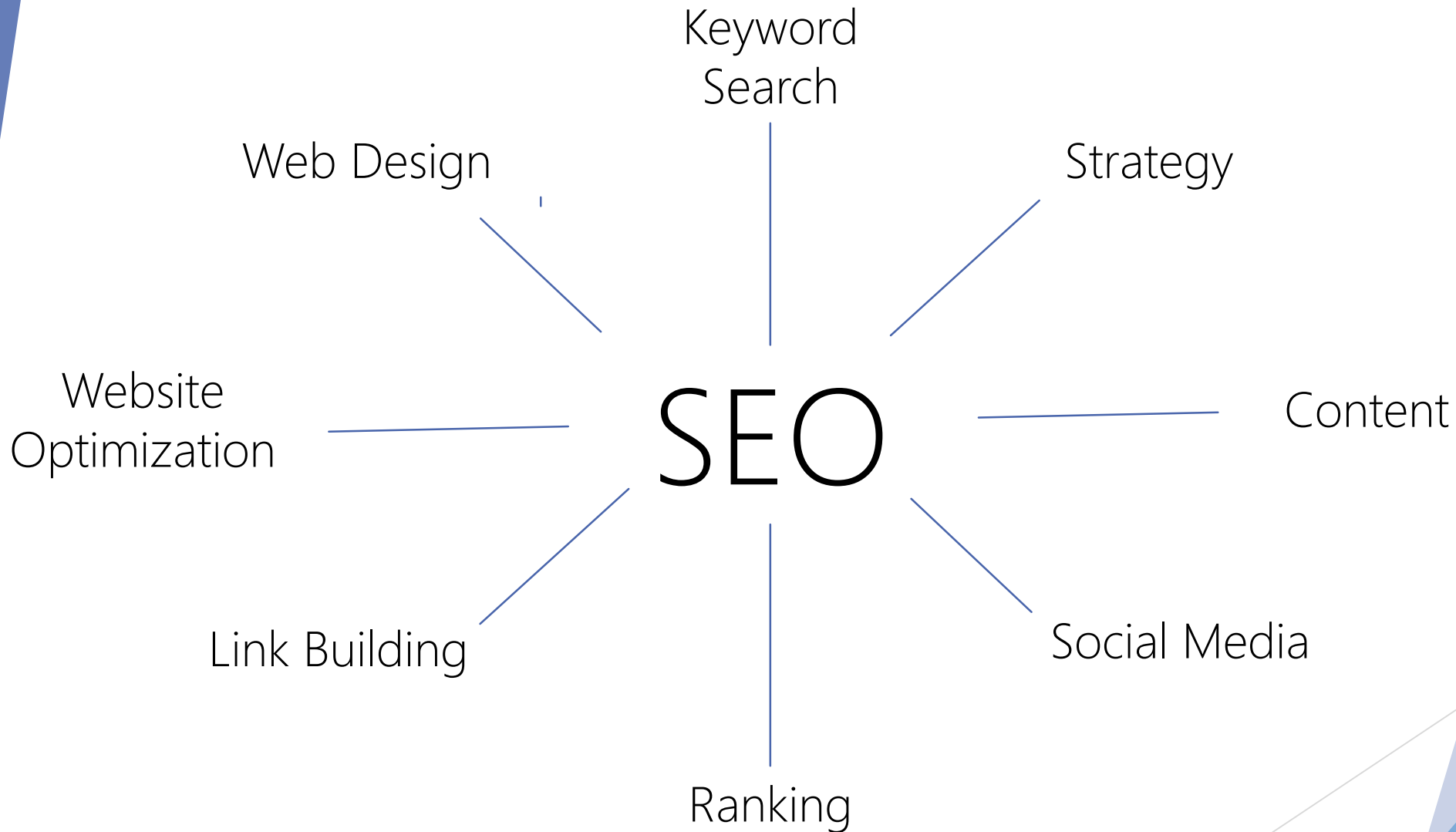


# EMAIL ADDRESS IS IMPORTANT TO CUSTOMERS



Yourname@YourDomain.com

# SEO (SEARCH ENGINE OPTIMIZATION)



# SEO (SEARCH ENGINE OPTIMIZATION)

They all report on the same stuff... use them to get themes and ideas.



SEO Analyzer

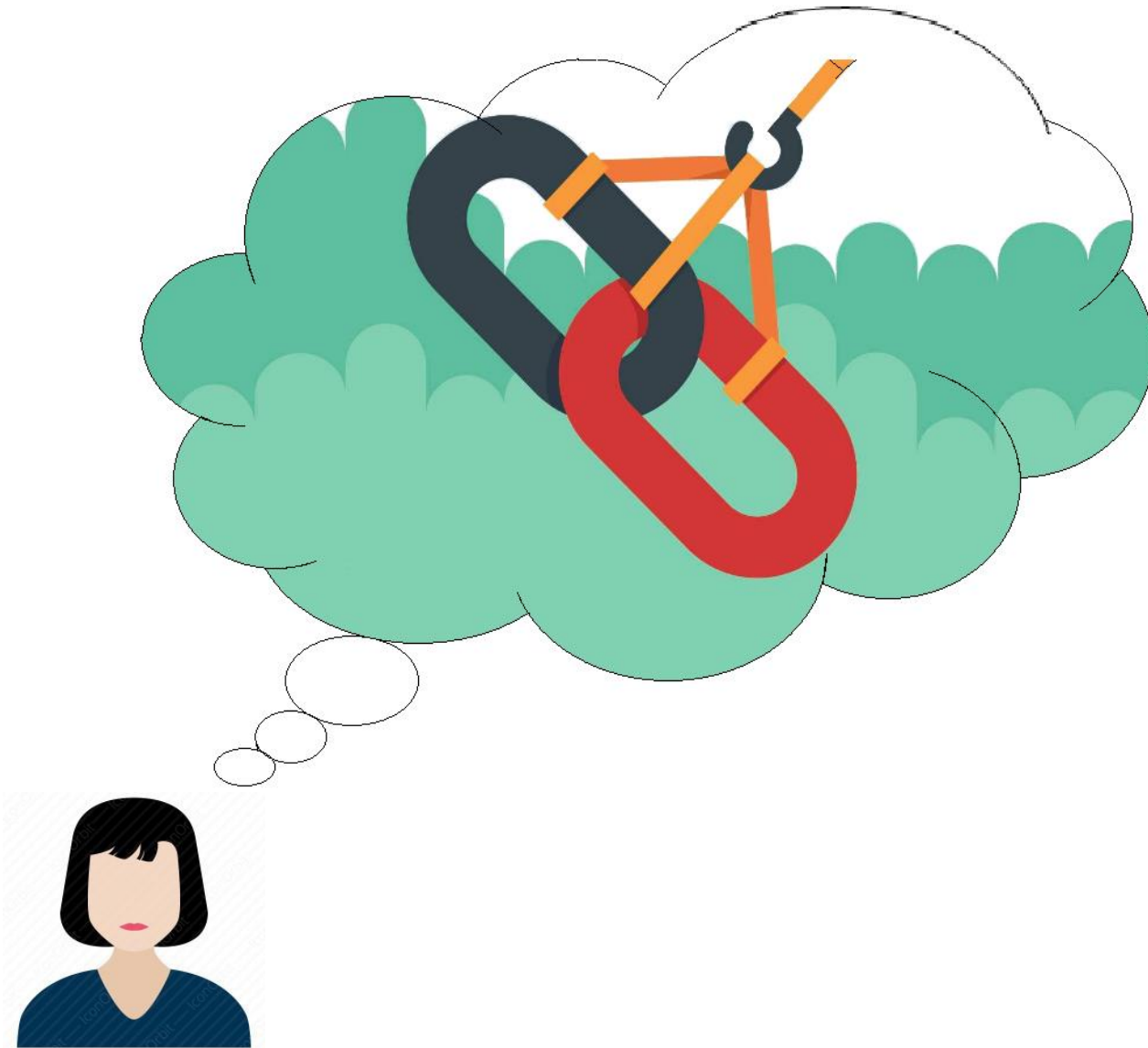


LPAYstation.com

Useful statistics about almost every website in the world!

FREE TRIALS... WAIT TO PAY FOR ANY SERVICE!

# BENEFITS OF SHARING LINKS



# ONLINE INSTRUCTION AND CERTIFICATION

coursera



MOZ



HubSpot





FINAL THOUGHTS

SEO Toggles



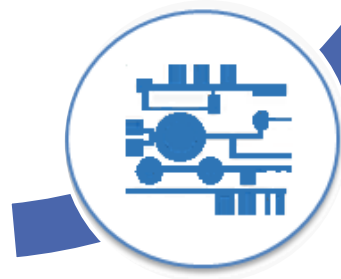
Content



Links



Mobile



HTTPS

# TO REACH US...

Don't forget to request the exclusive list of URLs discussed tonight by providing your email address.

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PRACTICAL MEASURABLE MARKETING

