

SOLVING THE DIGITAL MARKETING JIGSAW PUZZLE

ALAN HENNESSY
THE DIGITAL MENTOR

THE DIGITAL MENTOR.IE

*Dedicated to
Linda, Jessica and Holly
You are my Inspiration*

Alan Hennessy
THE DIGITAL MENTOR

FOREWORD

Kami Huyse
CEO, Zoetica Media



I first met Alan on a Twitter chat run by Madalyn Sklar for marketers. In the chaos of the chat, where 100s of messages fly by every few minutes, Alan stood out to me right away.

He said interesting things and seemed to really understand the points I was trying to get across. He seemed to care about what others were

FOREWORD

up to and went out of his way to share their work and support them. In a noisy world of social media shouters, he seemed to be a true encourager.

At the time, Madelyn and I still had our podcast and Alan became a regular listener. He engaged with our content, posts and more. He deepened the relationship by having us as a guest in his podcast. He invested in us, and in turn, we invested in him. He started what I like to call the virtuous circle.

As I read through the pages of this book, I realised that this was all by design.

His professional relationships are a great example of how Alan lives out his tagline, too „think locally and act globally,, He has used digital marketing to make his business truly international.

One example is the Global Tea Break that he hosts with D. Scott Smith every month. This gathering of small business owners from around the globe is unprecedented in that it creates community and bridges the gap with digital technology. Alan can teach you to do the same.

In the pages of this book, Alan shows you how to master digital marketing and authentically connect with people. He,ll also help you to become the best version of yourself. This Is an unexpected gift from a marketing book.

Digital marketing is a lot more than just products, messages, pictures, fonts, websites and other content.

Digital marketing is a doorway to connect with people, both locally and everywhere around the world. The unlikely friendship that Alan and I have grown over the years would have never happened had it

FOREWORD

not been for digital marketing and social media, especially since I live in Houston, Texas, and Alan lives in Dublin, Ireland.

But we have so much more in common than we have differences. And that has been the most refreshing revelation of all.

But don't be fooled, this is also a practical book.

As a small business owner or consultant, you may have been trying to piece together a marketing strategy that will work for your business without a pathway to success. As Alan says, It's like putting together a jigsaw puzzle without a picture of how it will look once it's done.

In this book, Alan has laid out a step-by-step process for you to follow, and has even added some of his own valuable assets and case studies that will help you apply the concepts.

Alan has skill-fully laid out both a pathway for you to master your digital marketing and also master being a decent human being. With the way things are online right now, it's refreshing to be lead with adding value instead of being worried about the competition.

Having run my own successful digital marketing agency for over 20 years serving some of the biggest brands in the world and also more local change-makers, I know the power of the tools and approaches Alan is sharing with you in this book.

Read what Alan has laid out for you and apply it to your business as soon as possible. Don't just set it aside to do „later,„ but take the time to do the exercises that he has put together for you and take full advantage of this opportunity.

Don't let another day slip away where you leave money on the table and allow relationships are pass you by that could change the course of your business and life.

FOREWORD

It's a great time to be alive. Seize this moment and live your authentic self while growing a business you love.

Here's to using your talents and skills to make a difference in the world. I wish you well and leave you in good hands.

ABOUT THE AUTHOR

Alan Hennessy - The Digital Mentor is a Digital Marketing Consultant and Trainer who has been working in the field of marketing for almost twenty years.

Through his consultancy and training programmes, keynote speaking engagements, seminars, Live Streaming Shows and his podcast, Alan has helped clients and students learn the true value of digital marketing and develop a digital mindset to elevate their online presence and build their brand awareness and visibility.

Alan works in association with various government initiatives in providing consultancy and strategies and provides proven methods in navigating the Digital Landscape.

Alan brings an extensive wealth of knowledge, experience, honesty and his infectious passion shines through in everything he does. His ability to clearly and concisely share his expertise has helped him to be a much sought after Digital Marketing speaker worldwide.



You Know You Need To Be Online?

This is the first thing people say to me, I need to be online but where do I start?

Well this book will help you gain more clarity and give you proven methods on how to implement your online presence to create visibility and build your brand awareness.

Every time I speak about Digital Marketing and mention those two words people run a mile or bury their heads in the sand.

You get the same responses every time...

What should I be doing?

How much time should I be spending at it?

What should I concentrate on first?

Don,t panic, this book will help you understand the path you need to take.

THE OUTLINE

The Difference Makes The Difference

Alan Hennessy -The Digital Mentor



The landscape has changed over the past number of years in Digital Marketing. In the past, we would push our products and services out to general audiences in the hope that someone would require them.

This has changed dramatically with consumers now taking the power! We live in a world of on-demand and the customer client now decides what they want to view and consume along with where and when.

So this book is not about breaking down your expertise, It is about the methodology and steps you need to carry out and put into practice in order for you to achieve visibility and awareness for your products or services and showcase yourself as the

authority in your field. The aim here is to guide and help you to understand the process to succeed.

Some of the biggest barriers in developing your presence online are stuck in your own head. You know that you want to share your expertise but there are so many different elements and facets involved in your offers that you do not know where to start or how to put them into order.

Throughout this book we will touch on Mindset, sometimes it can be a real stumbling block that stops us from even starting or worse again jumping in and trying to create a lot of different elements at the same time.

When the task gets too big for us or overwhelms us, we try our best to move away from it and take another route to success. So much of marketing is about mindset and chunking down the parts into bite size goals that you can achieve and feel good about.

This is also about getting better small results that feed into the bigger end goal. Your confidence will grow and sprue you on to greater things and build momentum.

Let,s look at building a brand or creating visibility like the jigsaw puzzle. You see the big picture that you are looking at but when you open the box there could be hundreds of pieces to put together to create that wonderful masterpiece on the front. This is very similar to the confusion around marketing yourself and your brand. We have so many different pieces and know what the end goal we are trying to achieve is but we struggle to put them all together and make sense of it.

Like with a jigsaw, we have to have a plan or process in order to start building and completing the puzzle. You can see the details on the front of the box and visualise the finished masterpiece you want to create, in marketing terms we call these objectives and Goals.

The next part of the puzzle is to separate the pieces into their different sections. This is the planning and strategy stage. Then we start to build the borders and in marketing, this is the framework.

Once we have the borders in place we can then start to figure out what pieces go where in the jigsaw and which section you should work on first. In Digital Marketing terms it is very similar, we start to build and create content that is relevant to our audience.

The next part is to start adding the pieces to the puzzle. In marketing this would be the implementation process. Where are we going to distribute our content that will look right in the specific areas (Website, Social Media, Email Marketing)?

Now we are nearing the completion of the jigsaw puzzle we need to make those last adjustments to the project. So look at tweaking your content and make sure it solves a problem or answers a question.

The final piece of the puzzle is to complete and showcase it as the same you would yourself or your brand.

We will break down each of these areas in the book and give you an overview and suggestions that you can implement into your own branding and marketing.

Similar to the jigsaw puzzle you can recreate these steps over and over for any project or marketing campaign you are creating.

Each of the chapters in this book will have a summary at the end, which will serve as a quick guide and reference to content within the chapter. You will also find a section below the summary recap with a Take Action items you can implement immediately on your digital journey.

I have also included a workbook to go along with this book, so you can keep track, take notes and jot down ideas you can implement into your digital marketing strategies

Clink on the link below to download your work book .

Thedigitalmentor.ie/dmworkbook

So what are you waiting for turn that page and let,s get started...

UNDERSTANDING THE CONCEPT

When The Vision is Clear, Strategy is Easy
Alan Hennessy – The Digital Mentor



The Internet has changed over the past ten years.
Before the Internet, there were three books that mattered

Encyclopedia Britannica

The Big Book of Amazing Facts

The Yellow/Golden Pages

10 years on we have changed the way we consume information

Britannica has now been replaced by Wikipedia

The Big Book of Amazing Facts has been replaced by The Internet

The Golden Pages have been replaced by Google.

Reference, UnMarketing, Everything Has Changed and Nothing is Different

Book by Alison Lramer and Scott Stratten

This is how life has changed over the last number of years, we
have now become so dependent on the Internet to access

information. As an entrepreneur or business owner, it is imperative that we take full advantage of the incredible opportunity to reach our customers and prospects through Digital Marketing.

Have you seen others in your industry killing it online through their Website, Social Media and Email Marketing? Are you very impressed by the amount of exposure they receive? Maybe you have dabbled in the online world and have not had the success you thought you would get from all the efforts you put in. Do you wish you had the right formula?

Well, the great news is, you can be guaranteed that it did not happen overnight for them either. I use the saying, "It took me 10 years to become an overnight success".

Like everything in business, success does not just happen overnight, you have to put in the work and the hours.

You may have invested money into creating a website and expected the business to just roll in but you have received very little traction from it and it is not reaching page one on Google.

You may have set up your social media profiles and posted products or services on them and gained very little interaction.

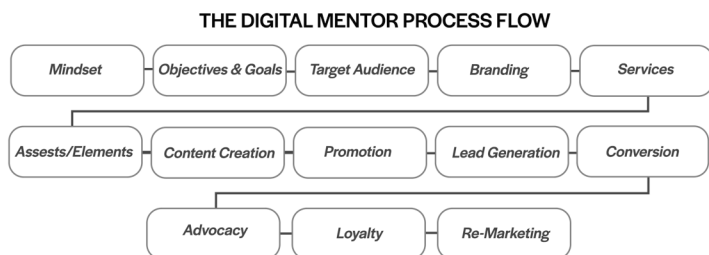
You might have set up a free account on an email marketing platform and sent out hundreds of mail shots and received very little response or worse some people may have unsubscribed from your list.

Is this you? Well don't panic this happens to a large number of sole entrepreneurs and business owners worldwide at the very

beginning of going online. It is the cross over from bridging the gap from Traditional Marketing to Digital Marketing.

Once you understand the steps you need to take and how to implement those actions, it will become a lot easier to create them on a regular basis. So do not worry, we have all been there at one stage or another.

When I started I did not find a guide I liked for developing a digital presence that worked for me and answered the questions that could give me the guidance I needed. So through trial and error and a lot of hard work, I created my own framework and implemented a guide that I followed to gain my successful branding methodology.



In this book, I am going to help you to gain confidence and share with you the guidelines and steps you need to take to create a successful Digital Marketing presence and develop strong online visibility.

The advantages of these strategies are, that they can be implemented not only for an overall digital presence but can

also be used to create micro-campaigns within your overall online communication.

Let me share with you the overview of what we are going to cover in this book.

- *Digital Marketing Mindset*
- *Goals and Objectives*
- *Branding*
- *Planning and Strategy*
- *Framework for building successful campaigns*
- *Creating The Content*
- *Graphic Design*
- *Implementation Process*
- *Social Proof and Social Currency*
- *Showcasing your Products and Services (Publishing and Promotion)*
- *Measurement and Analysis*
- *Results*
- *Digital Navigation*

These steps are the elements to creating your visibility and brand awareness online.

Chapter Summary

- Take advantage of Digital Marketing and attract new audiences to your business and content.
- In order for Digital Marketing to work you have to spend time on it and learn from others.

- You need to implement systems and processes to achieve success online.
- Create and build a Digital Strategy that will keep you on track and accountable.

Action Items from this chapter

- *Create your digital guidelines with The Digital Mentor Process Flow to map out your digital journey.*
- *Use this process by filling your details as you read through this book.*
- *You can build a framework that you can revert back to throughout the course of this book*
- *If you have not downloaded your workbook for this book click the link to start actioning the items above and build your digital marketing strategies*
- *Workbook Download Thedigitalmentor.ie/dmworkbook*

DIGITAL MARKETING MINDSET

Tomorrow is a direct result of what you choose to do today

Alan Hennessy – The Digital Mentor



In order for us to be successful online, we need to have a digital marketing mindset. What I mean by this that, we have to put ourselves in the shoes of our customer. If we do not do this we are only banging our heads against a brick wall.

Look at it like this, if we think we know what our customers need, instead of understanding what they require, we are just going to fail. So with this in mind, we have to take a different approach in the way we market to them.

Before we can do this we need to get out of our own heads and into theirs. Once we do that we can change the dynamic of the conversation. So the less we think about what we think they need and understand what problem would our products or

services help solve for them the goals become much more attainable.

To do this we must shift our state of mind into a consumer mindset. See the bigger picture. Everyone leads a busy life so grabbing their attention is what counts, think about what problem you can solve with your product or service and focus on helping them to understand the benefit it can bring to them. Don,t sell them the product, sell them the solution. You want people to stop and take notice and help them reach their end goal.

We are creatures of habit and if we see something that is out of reach we move on. But if we can create something that is of value to us we will be more inclined to engage.

It may sound very simple, but in actual fact getting into this mindset can be very easy when you strip it back. Don,t over complicate it. Stand back from it and look at it from another viewpoint.

We need to clear our minds and take into consideration if we were online would this be of interest to me? Would you stop and read or view more? Would you further investigate this? If you can answer yes to the above, you will have a great chance of connecting with your audience.

The message you put out there needs to resonate with your consumer, they can see through smoke screens and glossy content. They want you to talk to them and be honest with them and help them solve a problem they have. If you start by changing your mindset it will help you to achieve success.

A great example of a company having a digital mindset is GoDigiCard, the CEO explained to me what they did. The majority of sales staff and entrepreneurs use paper-based business cards in their daily life when they are at meetings, networking events and so on and are very comfortable using this form of contact. The challenge for GoDigiCards was to create an innovative product that could be used digitally and still feel traditional, the digital business card which could be shared from smartphone to smartphone and it worked well that they offered for their customers.

Like all companies they were looking for new ways to innovate and provide their customers with cutting edge technology. Traditionally Business Professionals would present paper, based business cards to customers and clients they would met for the first time so they would have a reference to their first meeting. GoDigiCard adopted the Near Field Communications Card (NFC) ,which had been around for some time and are commonly used by credit and debit card customers to tap when paying for products.

They spotted a gap in the market where instead of just giving your card with contact details on it that will be thrown to one side after a meeting, the business person could tap the other person,s phone and direct them to a Digital Business Card, a Website or even a Social Media account.

Coming up with a Marketing Strategy was always going to be hard, simply because people don,t like change unless it makes their life easier or is of value to them. GoDigiCard developed a whole campaign around the ease of using one of these cards, the

benefits associated with them and credibility it projected and the reaction they received when using them.

So instead of promoting the cards as a stand alone product they looked and developed a very successful marketing campaign with the Digital Mindset of their customers point of view and that is what increased their sales with these NFC Cards.

For more details about GoDigiCard, visit their website at godigicard.com

This example shows how GoDigiCards tapped into the emotional connection they could make with their customers and deliver content that created empathy and value. This is what a Digital Marketing mindset entails, getting into the minds of our customers and delivering content that connects with them.

Chapter Summary

- To create meaningful content we must change the way we market online and change our mindset to a digital one.
- If we keep looking at our marketing in a traditional format it will not work when we transfer it to digital.
- We must look at content that we deliver, be more customer-centric, remember the customer is now in control and deliver on their terms.
- Your message needs to resonate with the consumer and deliver value.
- Did you know its probably your mind that is keeping you from success.

Action Items from this chapter

- *What are the challenge's your customers face daily*
- *How can your products or services help and benefit them*
- *What are the advantages for them using your product or services*
- *When you answer these questions, ask yourself would this be of value to you as a consumer*
- *Write down three reasons why these products or services would be of benefit to you, then integrate these reasons into your marketing campaigns*
- Download The Digital Mindset Map Creator here,
- thedigitalmentor.ie/book/mindsetmapcreator

GOALS AND OBJECTIVES

Your Only Limitation is You

Alan Hennessy – The Digital Mentor



To create anything meaningful you need an outcome at the end of it. Throwing yourself headfirst into it and chopping and changing all the way through will only end up in disaster for you.

Before you even put pen to paper, or in this case fingers to keyboard, you need to set out some ground rules for yourself. Yes, it's fine to have a vision in your head and manifest the change you want to make in your life and business, but it is imperative to focus on the final destination.

This is where we need to set goals and objectives, if we do not spend time on this at the start of any project or campaign we will not be successful and will run into problems throughout the process. Setting goals and objectives will also help us stay on

track and if you feel you are veering off and going down another path, you can revert back to those original goals and get back on track.

When setting your goals and objectives make sure to be specific and write them down with a pen and paper this is very important and comes back to mindset as well. The reason for this is when you write them down, the mind sees them and believes them. Remember everything starts with a thought, conceiving something in your mind and then writing it down on paper makes it more tangible and helps you to cement it into actionable tasks.

Setting Your Goals.

Your Goals need to be specific. You need to drill down and make them achievable. Instead of just saying you want to create visibility online for yourself, you need to quantify what exact level of visibility you want to achieve.

It may seem very hard to do, but if the subconscious mind can focus on an exact level it will help you to put these actions into place. If you don't write them down it simply means you don't believe strongly enough about the goals.

The Reasons for your Goals.

I know there seems to be a lot to do in this section but trust me it will give you much more focus. The next piece you need to look at is the reason for your goals. If the reason is strong enough you will follow through. Ask yourself the questions and drill down deeper until the answer gives you a clearer focus. What I mean by this is, "Why do I want to become more visible digitally?" If you answer this question with "I want to make more money and

buy a nice car or go on better holidays with my family', then they are just material things which over time you can achieve and do not have longevity. However, if you answer, "I want to be more financially secure and look after my family and help others', now you have a purpose and motivation to reach these goals.

Goals are achievable outcomes that are usually long term, whereas objectives are more short term and define the measurable actions you need to achieve your goals. Even though these two terms are different they still work hand-in-hand. One cannot function without the other, they both create the steps you need to reach the final outcome.

Once you have the goals in place now you can start to create the objective to reach them. One of the beauties about objectives is short term gain and results which help create stepping stones and unique perspectives when it comes to completing tasks.

There are a number of different objectives you can implement into your process.

- Strategic Objectives
- Tactical Objectives
- Practical Objectives

Strategic Objectives,

Strategic Objectives in a Digital Marketing Campaign can consist of a number of elements including Branding, Website Design, Social Media, Content Marketing, Email Marketing and Video Content. These objectives will ensure you have a clear

direction and actions you need to take in reaching your overall goals.

Tactical Objectives,

Tactical Objectives should be short-term deliverables that feed into the long-term goals. For example, setting up or updating your Social Media profiles are short term objectives that lead to the overall goals online. This is one of the elements that needs to be addressed and also refined on a regular basis, but they are part of the bigger picture.

Practical Objectives,

Practical Objectives also referred to as Operational Objectives are focus points that should be actioned on a daily, weekly, or monthly basis. An example of this could be your website content that should be regularly updated, maybe on a weekly basis, in the form of Blog or Video Content. It could be monthly special offers you may be promoting.

There is no set formula for Goals and Objectives, it is down to the campaign or project type. Before you jump in and start creating content. You need to establish the fundamentals of what you are looking to achieve and put together a structure around it. We will talk more about this in the planning and strategy phase of your campaign.

In recap let us look at the goals you are trying to achieve

- Define Your Branding
- Develop a Strong Digital Presence
- Highlight Your Expertise
- Create Visibility and Brand Awareness

- Build Engagement and create opportunities

Your Objectives you are trying to achieve

- Brand Building
- Target Market
- Content Creation
- Website Development
- Social Media
- Email Marketing
- Timelines

Now we understand our Goals and Objectives we can now start to implement the actions we need to take to complete these tasks. The more we break down these elements the easier it becomes.

Another way of looking at this is future pacing ourselves. Future pacing is commonly used in Design Thinking Marketing where we look back at the timelines and see the steps, we used to achieve the outcome.

A good example of this happened to a colleague of mine who was nervous about public speaking and had to give a talk to a number of his peers at a conference. His biggest fear was stage fright and forgetting his presentation. This particular person was an expert in their field and knew they're subject inside out and upside down.

When we spoke a couple of days before the conference, he told me about how he felt. So I suggested future pacing himself before he gave the presentation. I told him to visualise himself

coming off the stage to huge applause, people in the audience smiling and delighted that they were at his talk, other people coming up to him wanting to shake his hand and talk to him as he left the stage. As he started to smile and see this in his mind, eye, I told him to visualise that before he went on stage and the nerves would leave him.

He rang me several days later to let me know, he did what I suggested and it was one of the best presentations he has given in his career.

The science of future pacing can work in most situations. Visualise what the final outcome is, see it and then work back in stages depending on the time-frame and see the steps you took to reach your goal. This could be daily, weekly or monthly. It will make it easier for you to understand what you need to do to get to the conclusion.

Chapter Summary

- Setting your goals.
- The reason for outlining your goals in Digital Marketing.
- Goals and objectives will help you to be more focused on your outcome.
- Breakdown of objectives into three areas Strategic, Tactical and Practical.
- Implement an action plan from your goals and objectives.
- The power of future pacing and understanding your road map to success.

Action Items from this chapter

- *Take time out to write down your goals and objectives for your digital campaigns*
- *Break them down into the different objective types*
- *Use the exercise of future pacing yourself to see the final goal and work back through the step you would have taken to reach the final conclusion*

BRANDING

*Create Your Brand for Where You Are Going NOT Where You
Are Now*

Alan Hennessy – The Digital Mentor

When it comes to branding most people think it is about your logo and brand colours. Branding runs a lot deeper than this. There are so many other elements that make up a brand. Let's take a look at an overview and some items to take into consideration.

- Your Brand Name and Tagline
- Your Brand Colours
- Your Brand Font Family
- Your Logo Design
- Your Brand Voice
- Your Brand Story
- Your Target Audience

Your brand name is of the utmost importance. You want to think of a name that will be immediately identifiable and stand out. One that is easy to remember and taking it one step further is easy to write. It should also have meaning.

For example, our company name is Kompass Media. We used this name because we cover a number of different areas in Digital Marketing, so like a compass, it can move in many different directions from Kompass media to Kompass events, etc. One of the reasons we spelt it with a L is its a talking point. When we mention it we will always say” that is Kompass with a K‘ we make people visualise it in the mind,s eye and it sticks there with them.

Another element to think about is your tagline, make it catchy and give it some sort of purpose. Think about big brands like Nike.... what is their tagline?

You automatically remember it’s” Just Do It‘. Even if you just see these three words you recognise the brand immediately. Kompass Media tagline is” Think Locally Act Globally, this works on two levels. We are local but we act and work globally.

There are so many important reasons to choose a strong brand name. If you are going to use your own name as your brand, make sure to highlight if it is a bit harder to spell than the normal name and choose a descriptive tagline. I use” Alan Hennessy - The Digital Mentor‘ you can very quickly identify who I am and what I do.

Your Brand colour and font family are of key importance. Think in the long term and also visualise how they will stand out.

There are a huge number of websites out there to help you pick colours and tones that work together, so choose wisely.

One little tip - make sure you can reverse your colours for light or dark backgrounds. The textual content should reflect your brand and also use fonts that are easy to read and are computer friendly. Most fonts will come within a font family so explore them and you may find one that fits your brand perfectly.

When it comes to Logo design you should think long and hard about this as this will be something that will differentiate you from the rest of your competitors and help you stand out. Take into consideration what feeling people will get when they see it. If you are a brand that is more personal look at softer edges with your logo. If you target a more professional corporate marketing make it stronger and more direct. Your logo should also include your branding colours and should stand out on a transparent background as well as on coloured background.

Tip, Make sure if you have a white background always remove it when adding it to coloured images. It will look more professional and it shows you care about attention to detail.

Your Brand Voice is very important. Just like when you meet someone in person, people will immediately make up their minds about you in the first 60 seconds by the tone of your voice and how you portray yourself. This is magnified to 20 seconds online. If you do not grab their attention in this time you run the risk of losing out on a potential followers or connections which in turn can change to clients or customers down the line. With this in mind, think about how you want your brand to be

perceived online and create the tone of voice for your online content.

Every Brand or individual has a story about why you started your company and the reason why they saw the need to create it. This instills confidence in a brand to the customer and helps them build a better picture of who you are. This is a huge part of the marketing term ,”Know, Like and Trust‘ it goes back to the idea that if I know you I will like you and if I like you I will trust you. So helping people understand your brand story is very important in building long-lasting relationships with your customers and clients.

Your target marketing is one of the key elements of a successful brand. If you do not know who you serve you cannot put out the right message to attract these customers. Whenever I ask this question, I always get the same answer, ”oh it is people in their 30,s to 40,s in a certain area that are looking for these services or products‘.

Let,s look at it this way it is like walking out onto the high street and hold up a piece of paper and say buy this from me. People will walk past you and not take any notice of you. Now let,s try that in a different way, what if you were to walk down that same high street and pick the people you know would need your service or product, do you think they would be more inclined to buy from you? Of course they would because you are being more specific and targeting the right people.

In order to identify your target audience, you need to understand the persona of your audience.

Building a picture of them will help you understand the type of person they are - their values, their financial circumstances, their marital status, their technical understanding (*type of Devices they use*), where they spend their time online (*Surfing the net and on Social Media*) their goals and their frustrations. All of this information will help you to assess the best ways to reach them and what type of content you need to put in front of them. Developing your customer persona will help you be more direct and focused with the content you publish and grab the desired attention of target audience.

Build your own customer persona here with this free downloadable Persona Builder.

See Action Items Below for Link to download

All of these elements will help you to build a stronger brand and are part of the bigger picture in solving the Digital Jigsaw puzzle and help you with your digital presence.

Chapter Summary

- Understand a brand is more than just a logo.
- Your Brand should include a wide range of elements from your voice to your design and how you portray yourself online and offline.
- Creating your brand identity should take into consideration different formats of digital and print formats and resolutions.
- Develop your ideal customer and target market by building a persona of your potential clients.

Action Items from this chapter

- *Spend some time working on your branding tone of voice, fonts and colour palette.*
- *Create your own Persona of your ideal customer and build it today (you can have a number of different persona for your products or services)*
- *Download your Persona Builder eBook and Template here*
- *thedigitalmentor.ie/book/personabuilder*

PLANNING AND STRATEGY

A Goal Without a Plan is Just a Wish

Alan Hennessy – The Digital Mentor

Now that we have established your goals, objectives and branding it is time to put the strategy and plan together, remember Rome was not built in a day.

Having a strategy and plan in place helps you track your progress. This will have a direct impact on the goals you are trying to achieve. Sometimes this can seem quite daunting trying to figure out what should go where and how to do it. Let's break it down into manageable chunks in order for you to get your head around it.

The best place to start is to set a time-frame. This will allow you to have control and give you a pathway to achieving small wins along the way. Your time-frame can be as long or as short as the project requires. If it is a bigger project or goal the longer the plan needs to be and likewise if it is a small campaign this will determine the size of the plan you need to put in place.

Personally, I work to a three-month time-frame. This helps me build a strategy and create a plan to develop content that is relevant and on point to entice and resonate with the target audience. You can then break it down into the different formats you use to create your content from Blog Posts, Podcasts, Graphics, Video, Email Marketing or Live Streamed content and so many other elements you can include.

You will very quickly see the different number of elements you have and learn where you need to add or remove some of these pieces of content, i.e if you are planning 15 graphics and 3 videos maybe you need to increase your video content and reduce your graphical content. It also helps you to assess which could work better and where you need to level up with your content.

As you put together these elements into a planning document you will start to see the way it is shaping up and it also gives you a visual representation of what structure you need to put together. It will also help you to develop your short term and long term strategy.

By mapping out this content you will see gaps that you need to address and maybe have missed along the way. That is why this part of the campaign is so important within the implementation process. (This type of planning can also be adapted into other areas of your business.)

So what way can we do this? There are so many great tools online to create these planning and process maps. If these tools are not in your budget a simple spreadsheet can be just as effective to start with.

There is an example of how you could develop for your planning schedule.

Social Media Planning Schedule

Create a spreadsheet with 12 multiple tabs with the different months of the year

Each sheet should then be broken down into weeks per month and days on the top.

Down the side of the sheet add a column with the relevant platforms e.g. Facebook Twitter etc

This type of planning schedules will help you to be more focused on short term goals and feed into the overall strategy and implementation process.

See example of a Planning Schedule spreadsheet with content type include as examples of how assets can be broken down. This will assist you in determining the kind of content you can deliver to the relevant platforms.

You can break these out into the social media platforms down the side, days of the week across the top and then the type of content you are going to deliver every day. In the example shown below I have add the general headers but you can be more precise in the type of post you want to add and even add some graphics in there as well to give you a quick visual clue to the content you are going to post on the particular days.

Solving The Digital Marketing Jigsaw Puzzle

Social Media Planning Schedule							
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Facebook	Question Engagement Post	Brand Product Post	Quote Post	Tips Post	Value Added Content Post	Blog Post Post	Industry News Post
Twitter	Top Tips Post	Motivational Post	Tuesday Thoughts Post	Industry News Post	Thursday Throwback Post	Friday Feeling Post	Retweeted Post
LinkedIn	Shared Content Post	Industry News Post	Blog Content Post	Shared Content Post	Product Benefits Post	Top Tips Post	Quote Post
Instagram	Product Benefits Post	User Generated Post	Product Post	Motivational Quote Post	Link of Blogs Post	How To Guide Post	Question Engagement Post
TikTok	Value Added Content Post	How To Guide	Observation Post	Product Post	How To Guide	Friday Fun Post	How To Guide
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Facebook	Industry News Post	Value Added Content Post	Question Engagement Post	Value Added Content Post	Tips Post	Brand Product Post	Question Engagement Post
Twitter	Retweeted Post	Industry News Post	Top Tips Post	Thursday Throwback Post	Thursday Throwback Post	Motivational Post	Top Tips Post
LinkedIn	Quote Post	Product Benefits Post	Shared Content Post	Product Benefits Post	Shared Content Post	Industry News Post	Shared Content Post
Instagram	Question Engagement Post	Link of Blogs Post	Product Benefits Post	Link of Blogs Post	Motivational Quote Post	User Generated Post	Product Benefits Post
TikTok	How To Guide	How To Guide	Value Added Content Post	How To Guide	Product Post	How To Guide	Value Added Content Post
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Facebook							
Twitter							
LinkedIn							
Instagram							
TikTok							
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Facebook							
Twitter							
LinkedIn							
Instagram							
TikTok							
Additional Notes or Actions							
							Examples of Content you can publish to keep you top of mind in your customers eyes and build brand visibility on a daily basis on social media.

Included in your Planning and Strategy Digital Marketing campaigns should be,

Increasing Your Brand Awareness:

Get your brand out there and build longevity, be authentic, move away from solely publishing promotional content, focus on content that showcases your personality and adds value first.

Generate Leads and Conversions:

Remember your customers buy from you, give them an incentive to sample your products or services. Create some free content or online promotions to get them more interested, this is what is called gated content. Try to create exclusive deals for your followers or even some free eBooks where they need to share their email address to receive this content. This will help you learn more about products or services they are interested in and also help you build your email marketing lists as well. Simple ways of developing warm leads which you can turn into conversions and sales.

Grow Your Audience:

The best way to grow your audience online is to discover conversations around your business or industry. How to find these conversations is quite simple... use keywords, phrases and hashtags to narrow your search, use google alerts with your chosen keywords in them. When someone starts talking about these keywords you will receive notifications about this. You can also use the search function on all of the social media platforms to learn more. Use Hashtag also to narrow down the search to become more focused on keyword conversations that are happening on social media and engage with them on these platforms i.e. Twitter, LinkedIn, Instagram.

Community Engagement:

Boost your engagement. 46% of consumers like brands that engage with them on a personal level and just a thumbs up does not cut it. Think about this way, if you were to engage with a person face to face would you just give them the thumbs up every time they said something to you? The answer would be no, so why do it online? There is no difference between the offline world and the online world. When you engage on social make sure you connect with the person and thank them for engaging with you, also name check them (tagging) so they are alerted to your comments.

Another great opportunity you have is to highlight their comments in a post by creating user-generated content. This delivers trust, loyalty and can also speak volumes to your audience. People feel appreciated when a brand mentions them. They will also re-share it with their community which gives you further reach on social media.

Chapter Summary

- Develop a Digital Marketing Strategy and implement a plan to execute and take action.
- Create a time-frame you can work to that is realistic and achievable.
- Decide on the type of content you are going to create and look to the different formats you will use.
- Create a Social Media Planning Schedule so you are focused on the job in hand.
- Ensure your Digital Strategy includes the following elements - Brand Awareness, Lead Generation, Audience Growth Incentives and community engagement.

Action Items from this chapter

- *Develop your social media planning schedule spreadsheet*
- *Research keywords related to your business or industry*
- *Create Google Alerts for Keyword Analysis*
- *Use Keywords in Hashtag formats to join in on conversations on Social Media*
- *Create a spreadsheet or word document to store keywords as reference points*
- *Social Media Planning Schedule Spreadsheet Template*
- *thedigitalmentor.ie/book/planandscheduletemplate*

FRAMEWORK FOR BUILDING SUCCESSFUL CAMPAIGNS

Your Head of Social Media is Your Customer!

Alan Hennessy – The Digital Mentor



The framework for building a successful campaign is to understand your marketing, what your target audience is looking for and how you can best serve them. There is no point in creating content or a service without researching it to see if there is a requirement for it. You need to understand your customers clients and what they are looking for. You should develop the products or services that speak and solve problems and search out the customers online that they will benefit from them.

When I was looking for a guide to help me build a digital presence online I could not see one that fitted all the criteria that I required. Yes, there was a huge amount of information online from YouTube videos and blog posts that held great value

but they were at the higher end of the scale and required a huge investment which my budget did not allow for.

This got me thinking, am I the only one in this boat or were there others that felt the same way? That is when I started to talk and listen to other Business Owners and Entrepreneurs that we're facing the same issues and feeling the same way and did not have that time to invest as they were trying to grow their business as well.

My mother used to say " Every day is a school day and we should be soaking up as much information that will help us along the way". I know that saying is used a lot but there is so much truth in it. I saw a gap in the market to build a number of inclusive Digital Presence courses that would encompass all of these elements into one programme. Before started this process and course development.

I reached out to fellow Business Owners and asked them what were some of the biggest challenge's for them and what areas in Digital Marketing they would like to learn more about? To my surprise some of their answers in these conversations were a lot different than what I had expected to hear.

Why am I telling you this? Well sometimes what you think people need is not always what they want. I could have spent six months developing these incredible courses and they would have literally sat on the shelf gathering dust. So reaching out and listening to my audience helped me create a variety of different types of courses that people were actually interested to learn more about.

Another light-bulb moment that happened throughout this process I learned was the timescale that people were interested in. They told me that they did not have time to take a day out from their business which would result in loss of revenue to them. So taking this into consideration, I was able to break down these courses into bite size chunks of information which were extremely valuable to them and kept bringing them back for more.

That is why building a framework for your campaigns and doing your research can be the difference between success and failure. This comes back to planning and content creation which I go into more detail later.

When you are building the framework for your campaign, you need to figure out if the content is going to answer and solve a problem for your audience. Are they going to learn from your systems and be able to implement this into their business? Are there short-term results they can achieve over the days after they have read or interacted with your content (Immediate Wins) or is this a longer-term process to achieve the outcome and results. Finally, are they going to enjoy reading, watching, listening to your content and does it keep them engaged?

By taking these steps and facets into consideration you will save yourself so much time and it will help you achieve your objectives and goals leading you down the path to success.

Some of the key elements to building this framework include,

- Research what people are looking for from your services or products

- What angle can you use to entice them and what separates you from your competitors
- Talk to your customers or potential clients and understand their challenges
- Deliver content that is relevant and helpful.

Listen to your customers

A great example of listening to your customers and something that I did a number of years back which proved invaluable to my business was creating and delivering a number of free monthly seminars. You could also do this either in-person or in a webinar series.

To gain an in-depth understanding of what my customers and potential clients required and wanted to learn more about, I gave a series of free talks on different aspects of Digital and Social Media Marketing.

This worked on so many different levels and was so beneficial for both the attendees and myself. The attendees received expert advice they could implement into their businesses immediately. They also had the opportunity to ask questions and get answers that were relevant to them and not having to spend endless hours trying to search for the information they needed. They also felt comfortable in an environment of learning and got to network with like-minded business owners.

The point I am making is that in order to discover what our audience is looking for, we must do the research and learn what is valuable to them and deliver it on their level. You are an expert in your field but for people that are not entrenched in your industry sometimes simplifying the process can increase

your bottom line. It also creates loyalty and will keep them coming back for more from you.

Chapter Summary

- If the product or service is not commonly available, build one of your own.
- Do the research and find out what your customers are looking for and get creative from this point.
- Do not build something that will sit on the shelf, create something of value.
- Build the framework to support your projects.
- Give more and learn from your audience to gain a deeper knowledge of what they require.

Action Items from this chapter

- *Do your research and reach out to your clients or community to understand their challenges*
- *Create a focus group and explain the concept for it*
- *Ask your focus group for input to your questions and invite them to share their experience with you*
- *Create your content around the answers you have received and build on it*

CREATING THE CONTENT

Content is Anything That Adds Value To A Reader's Life

Avinash Kaushik, Google



When it comes to planning your content you need to take into consideration the velocity of the content you are going to produce and understand the wants and needs of your customers.

Ask these questions about your content?

- Does your content build brand awareness?
- Will it drive higher quality leads?
- Will your content position you as a thought-leader in your industry?
- Can it engage prospective buyers?
- Does it help my readers?

- Is my content engaging?
- Do I solve a problem?

It is important to understand how your content will help you to move prospective customers through a sales funnel or a path to purchase. Are you answering your prospects questions at each stage of their journey and then providing the correct path to convert them into clients or customers?

Start by looking at the overall campaign and then break it down into bite size pieces. This will give you purpose and focus when it comes to curating and creating your content. This is a valuable exercise to carry out.

Example One.

Showcase your expertise.

Create a list of Assets.

Your Background story

(What path you took to reach your current position)

Your expertise

(Share your expertise and let people know what you do)

Your Specialist Areas

(If you have more than one Specialist Area, Break them down and share them)

What makes you stand out

(What differentiates you from your competitors)

What experience you have

Solving The Digital Marketing Jigsaw Puzzle

(Share some case studies to highlight your experience)

What value can you deliver

(What are the outcomes your clients will benefit from working with you)

Why people should work with you

(Show some success stories of working with you)

Reviews, Testimonials and Recommendations

(Let people know what others think about you from their experience working with you)

These are only examples of some of the assets you can create content about. They are here to give you some ideas and the concept of creating content-driven materials.

Now that you have put together your list of assets it is time to start to expand on them and start to create content around each one of them. The beauty of this is you can also start to create a sub-list from each asset and this type of material is infinite. So let's start to think of ways to expand on it and what type of formats you can use.

Textual Content

- Blog Posts
- Short form content for social media
- Case Studies
- Expert Tips
- eBooks
- Media Editorials (Newspaper and Magazine)
- Testimonials

Visual and Audio Content

- Personal Podcasts
- Podcast Interviews
- Audio Books
- Short Form Soundbites
- Live streams
- Recorded Video Presentations
- Promotional Events and Online Speaking Appearances
- Guest Speaker at online Streaming Events

EXAMPLE TWO.

Delivering an Online Course, the campaign is to deliver a course on Marketing.

The elements of that course should then be broken down into bite size pieces for promotional use that you can share on your Website, Blog, social media, Podcasts, Live-streams.

List of Assets.

You can develop your content around these lists of assets and share short explainer pieces on them.

- Breakdown of the elements in this course
- Why this course will help you
- The Benefits of this course
- What you will gain from this course
- How can the attendee implement this course into their business

- Aspects of the course that will deliver immediate results
- Blog Post
- Short-form Social Media Posts
- Offline Traditional Media (Editorials, Magazine)
- Quotes from within the course
- Testimonials from attendees from previous course or seminars

Textual Content you can create

Share content that will help people gain a better understanding of your course through these different textual formats

- Blog Post
- Short-form Social Media Posts
- Offline Traditional Media (Editorials, Magazine)
- Quotes from within the course
- Testimonials from attendees

Visual and Audio Content you can produce

- Course Content Overview Video
- Break Down of Modules Recorded Video
- Podcasts
- Soundbites
- Short-Form Content
- Testimonial from Students
- Promotional Video
- Backstage content.

All of these assets and elements are only a guide to help you to understand that the possibilities are endless as to the content you can produce for online marketing. Remember for every one piece of content you produce you can develop at least eight to ten other pieces.

So many people just create one piece of content for their website to promote a product, service or event they have and then post a promotion on social media to highlight it and share it to their followers and connections online. I have heard this line before, "We only have one shot at this so let's make it count" The thinking behind this for most businesses is to just keep re-posting the same piece of content over and over again on social.

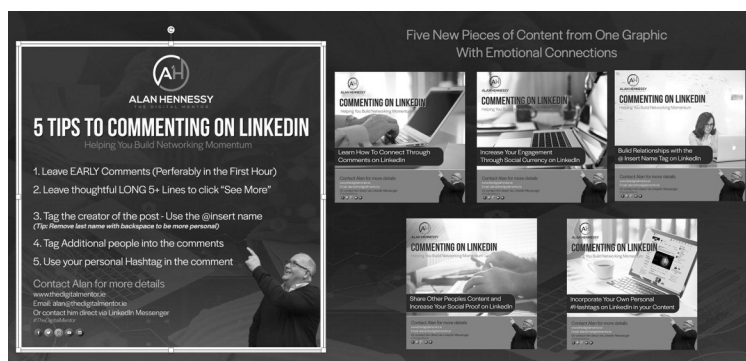
If your followers see the same thing showing up on their feed over and over, they just scroll by it or worse unfollow you because they are sick of you annoying them on their timeline. So how can you prevent this and keep them engaged with the promotion you have created? I always say for every one piece of content you create you have at least eight to ten other pieces you can develop from it.

This is a golden opportunity to keep your audience interested. Think of the promotions they do for movies or TV shows online. Firstly, they tease viewers with a Coming Soon Promotion, then they share teasers of the movie or TV Show. Secondly, they share the release day and then when the movie or show is released, they make a huge splash on promoting it. Thirdly, the movie or show is gone live they share snippets of it every day such as, interviews with the stars of the movie, behind the scenes footage of the movie being made and general

promotion material. Now I understand you may not have a big movie budget like these film companies, but you can do this in a way that fits your own budget. You are missing out on so many added opportunities to use this one piece of content and develop it into more interesting pieces of promotional material.

I do this on every campaign I create and have also done it for clients as well. Here is a quick example of a promotion I developed for a recent LinkedIn Course I was running.

As you can see, I created a number of thought-provoking graphics to engage people and create more interest. I wrote content directing them to enrol onto the new course and created interest about the content of the course. So instead of just one graphic that people would get bored of seeing over and over, I kept them interested by create different visual content. This also enticed different audiences that were interested in different aspects of the course. So, developing other pieces of content from your original piece will increase your visibility within each campaign as you move forward.



Now that you understand the assets and elements you can start to create your content. You now need to figure out where you are going to place them and how you are going to promote them to your audience. There are so many different avenues you can go down with your content, but having a base camp or an online shop front on your website is important to showcase what you do and how you do it.

Website Base Camp Shopfront,

I know a lot of people will understand the importance of having a website to share all this information but it is also about the structure and the back-end logistics of your website that is crucial to your success.

The ownership of the domain is important as well. More often than not we seek out website designers and developers to build our websites. This is a great idea if you are not technically minded but there are some key pieces that you must do before you hand over the website to be built to avoid problems down the road.

The first thing YOU need to do is purchase the domain name yourself. Do not leave this to your developer as they may be kind enough to buy it for you and include it in their pricing for designing and developing your website but ultimately, they will own the domain name as it is registered in their name or their company name. The best option for you is to buy the domain from one of the reputable domain companies. Some domain registration companies are Let's Host, Register365, GoDaddy or Blackknight. Depending on your location worldwide choose one of the main players.

The next item you need to address is Hosting. If your developer provides this service find out who provides it for them? You do not want to end up on a server with hundreds of other websites as it will slow down your website load speed. Check what type of hosting is available when you are registering your domain. When you have done this, you can forward the details to your web developer. This will ensure you have control over your own website which is very important if you part company with your developer.

Here are a few points to take into consideration when building your website. Develop your site so it is easy to navigate for your visitors. They should never be any more than three clicks away from finding the information they require.

Visually you want the website to look appealing, but you don't need to make it so busy that they click and find it confusing. So the rule of thumb is to keep it simple to the point and smart.

Veer away from too many fonts and colours. This goes back to what we spoke about earlier in the chapter about branding. Try to stick to your brand colours and fonts. This creates consistency, ease of use and familiarity.

Ensure your site is built for mobile-first and then desktop. This does not mean you have to create two different versions of the site but just make sure it converts to the right size when viewed on different devices.

SEO (Search Engine Optimisation)

One of the big mistakes made with websites is SEO (Search Engine Optimisation). Some of the simple steps to ensure your

website is seen by Google is add a description and keywords into the head section in the coding side of your pages. Most people will add a description of what the page is about but the question I ask you is, Have you ever typed in those words to find a website? The answer is probably No. So if you have not done it, do you think others will? When you are writing the description make sure you add that long-form content in your text as people may add a phrase or a sentence to find what they are looking for on Google. Pick the keywords that you want to be found for.

Alt Tags

Another element to look at is Alt Tag all your photos and images on your website should have relevant words that describe the image for visually impaired visitors. This helps them understand the photo better and it also helps Google scan your images. Have you ever used Google Photos and added a keyword when you are searching for a photo and all of a sudden we're presented with a vast array of images on your screen? This is the reason for tagging your images so Google can share those images in search results and also in image results.

Regular Website Updates

Keep your content fresh on your website. Google searches for websites that are updated regularly. This is how you reach page 1 on Google. You might say to yourself well when I am developing this site that is all the content I am going to need. Think about it this way, you walk down the high street every day and most of the shops update their window display and you find your eyes attracted to this for a closer look but there is one shop that has not changed its window display since the day it opened. What do you do? You walk by it and never take any

notice of it. This is the same for Google, imagine them as your shopper.

If you don't update your site on a regular basis Google will also pass you by and lower your rankings. Some simple hacks for this would be to add a photo gallery to your site if you sell paintings or if you create events and share some photos of attendees at your events. The other option would be to create a blog page on your website and add new blog posts to it as frequently as you want, maybe bi-weekly or monthly. It is always about keeping your content relevant and in front of Google.

Google Analytics Tools

There is an old saying "The best place to hide anything online is on page two of Google'. We live in a world of on-demand and if you do not show up on page 1 of a Google Search you need to look at the reasons why this is happening. To understand and analyse your website traffic install Google Analytics and Google Search Console.

The great thing about Google Analytics is that it gives you the ability to understand where your traffic is coming from to your website, how many people have viewed your website, what pages they have looked at, how long they spent on your site and where they entered and what pages they looked at and where they left your website.

This information is vital to the success of your website. The more we can understand about website traffic the better we can improve our websites and create a better user experience for our viewers. We can also learn more about the things that are not working well on the site and figure out how we can make them

more enticing and hold the attention of your visitors. Finding out where your traffic is coming from can help us focus more on where we need to spend our energy promoting content. Take for instance Social Media traffic, we can quickly understand which networks our visitors are coming from and start to look at the content they viewed that brought them to the site. If we see a spike on one Social Network, look at the reasons for this and start to deliver more content on this platform. This is why Google Analytics and Google Console are so important to our content strategy.

These are some of the best practices for your website and fundamental to having a website that works and is searchable on Google. This will also impress your visitors if it is clean, clear, smart and easy to navigate and allows them to source the information they require.

Social Media Content,

Delivering the right content and speaking in the right tone of voice that aligns with your chosen platform where your audience consumes their information is important in creating an impact on Social Media.

It is estimated at the time publishing, there are currently over 8,000 Social Media Sites (give or take a few). Where should you start with that many of them and can they help you and your business or personal branding? Yes, they can but choose the ones your audience is going to be on. Take into consideration the one that you like as well. This will help you to enjoy delivering content on these platforms and give you the extra drive to become better on them.

Here are some bigger platform guidelines you should consider when developing your content on Social Media,

Twitter:

If you enjoy writing short-form content, Twitter is the place for you and if you want to get in front of particular people without having to go through the waiting game for them to connect and follow you. You can tag their names in your tweets and they will receive a notification in their feed. This is an ideal opportunity to reach out to them.

LinkedIn:

Build your network and share your expertise. Writing content on LinkedIn should be more direct and to the point. Think about sharing relevant information that is business-oriented. This is a great platform to produce long-form content in the shape of Blogs and Newsletters and build business relationships.

Instagram and Pinterest:

If you are more visually minded and have an eye for producing great images or photos Instagram and Pinterest can actually help your brand to leverage your visual content better and allow you to add details and links to your products or services on your website.

Facebook:

Creating a business page and NCET a personal page on the platform will help you gain traction with your audience. It will also help you learn more about your audience through Facebook insights and incorporate your Instagram posts and stories through their Business Suite.

YouTube:

If you are a lover of creating video content this is the best platform to use and to grow your audience. Remember YouTube is the second biggest search engine in the world. If you want to embed videos onto your website you can take your content from the platform and share it also on your site. This keeps your storage capacity to a minimum and frees up the space to add more content to the website.

Blogs:

Your content is important and if like me you have lots to say, sometimes a general post just does not have the space to allow you to share enough information. This is why blogs are so important and if you craft them correctly and fill them with rich content and keywords they can increase your visibility and build awareness. As we spoke about earlier blog posts also keep your website fresh and you can extract snippets and share them across your Social Media channels. Some people would rather read your content than listen or watch you speak about it. This is not to say you should not create Audio or Visual content, it is just another stream of content creation.

Podcasts:

Over the past number of years, podcasts have exploded and are now in more demand every day. There has never been a better time to develop this type of content. Our days are so busy now and the beauty of a podcast is we can listen to them as we work, rest or exercise.

There are certain key elements you should take into consideration when developing a podcast or being interviewed

on one. Is your content relevant? Will it engage your audience? Can it increase your visibility and build brand awareness? If the answer is yes to all of these questions you need to invest in the right equipment and it does not have to cost an arm and leg. The better the sound quality the more engagement it will deliver.

See Action Items for Links to Podcast equipment

If you are creating your own podcast, look at who is also creating podcasts in your niche and think about a different angle you can come at it from. Structure your show into segments that could range from your intro to the interview or advice if it is a solo show and the outro. There are so many different options you can incorporate into your marketing of your podcast from snippets of parts of the show to show notes and soundbites. The opportunities are endless.

Video and Live Streaming:

While text and audio content is an excellent way of creating visibility, we also have the ability to visually interact with our audiences. The power of video has grown exponentially and continues to increase daily. The opportunity for people to connect with you as they see you live on screen will increase your value and appeal to them. People will feel more comfortable getting to know you on camera and you will build trust with them if they can see how you portray yourself through video and live streaming online.

Let's look at these two very different opportunities. You may say to yourself they are both video content but there are different sets of rules to take into consideration with Recorded Video

content and Live Streaming Content.....let me break these down for you.

Recorded Video Content,

The big difference with recorded video content is you have the ability to create and edit your content and there is an incredible amount of Video Editing software available online. Some elements that you can implement into your recorded video include cut-aways, enhance your content transitions, overlays and lower third content. Cut-aways are when you switch and highlight other content within the recording, such as PowerPoint slides or a video. Transitions are exactly what they say on the tin, a piece of video to transition from one section to the next smoothly. Overlays are for bringing up content on the screen beside you. An example of this could be a text or an image displaying your logo or something that you are talking about. Lower Third content is the content you see running along the bottom of your screen⁷ it could be a link to your website, an animation that flies in and out with your name. These elements will enhance your videos and some of them are now the norm. If you have not got any of these don't worry there are hundreds of sites that you can create these elements on and download them. Some are free and some have a charge associated with them.

Live Streaming Video Content,

Similar to Recorded Video you can add the above elements with the one exception of editing prior to release. There are a number of live streaming websites where you can download your content after your live show has been broadcast and then you have the ability to edit and chop it up into bite size pieces. This can give you additional content you can distribute across

other digital platforms. One of the biggest challenges with live streaming is broadband connection. You don't want your promoted live stream to go down halfway through your show. Ensuring your broadband signal is strong is very important. Remember your viewers will remember this and may not return if you have intermittent loss of signal. Another key point is to dress to impress, ensure your lighting is good and your sound is on point before you go live.

Now you understand the concepts of both Recorded Video and Live Streaming Video content. It is time to put your plans into action.

Digital Mentor Tip for Live Video Streaming

When you go live make sure to thank your viewers for "watching the replay". The reason why you do this first is when you go live people will get a notification that you are now live by the time they come in you will have already said it and anyone watching the replay will appreciate the recognition for watching your replay.

Things to remember when you are broadcasting live,

- Say hello to viewers watching the replay
- Introduce your show and who you are
- Let your viewers know the topic you will be sharing on the broadcast
- Ask for their interaction and engagement e.g. where they are watching from
- Share comments on screen and mention one or two people (less is best)
- Have a call to action at the end of your broadcast

- Let your viewers know how to contact you.

Now that you understand the platforms you can use to create your content, for and some of the details about the types of information you should develop and create, we should look at building consistency with this content. As I spoke about in previous chapters, branding is key to your success in being recognised by your peers, influencers, and potential prospects and clients.

The best way to incorporate all of these elements is to develop baseline templates of backgrounds, fonts, logos and social media links in all your assets.

Chapter Summary

- Answer the questions about the content you will produce.
- Create a list of topics you can develop into content.
- Explore the different formats you can create this content into.
- Expand each piece of content into 8-10 additional pieces of content.
- Look at where you can distribute and publish your content.

Action Items from this chapter

- *Check that you own your domain and hosting*
- *Install Google Analytics and Google Search Console on your website*

Solving The Digital Marketing Jigsaw Puzzle

- *Research Google Analytics to learn where your traffic is coming from and what they are looking at on your website*
- *Post on the Social Media Platforms that your audience spends their time on*
- *Explore the other format opportunities to deliver your content*
- *Download "The Digital Mentor Tech Guide Here*
- *thedigitalmentor.ie/book/techguide*

GRAPHIC DESIGN

Simplicity is The Answer, Keep it Simple and Smart

Alan Hennessy – The Digital Mentor



Everywhere you look online you see incredible visual campaigns whether they are promoting products, courses, TV shows, movies, live events online or offline to businesses or personal branding. Over the past number of years this has intensified with the introduction of Digital Advertising and General Social Media content.

The great news is you can also create this type of content for a fraction of the price that it would take to engage in the services of a Graphic Design company.

Every day there are new graphic design tools coming online to help entrepreneurs and small business owners compete with the big design houses, that is not to say professional graphic design is a thing of the past. Yes, if you have the money to invest, they

are a fantastic option for you and your business, but if you are running a marketing campaign on a tight budget you would be surprised by the results you can achieve with inexpensive software programmes and online tools.

Before we look at what tools are available online let us get back to basics. What should we look at first? It goes back to the chapter on branding and what should be the cornerstone of your design, typeface, font families, brand colours and consistency. Once these elements are in place the next step should be a clear message that will stand out online or offline. We want to be seen and easily recognisable so when people are scrolling by they will stop and take heed of your content.

Look at some of the biggest brands and influencers in the world today and learn from them. They have spent thousands of euros or dollars on marketing and design. Now I am not saying to steal their content and copy it. What I am saying is look at what they do by breaking it down into smaller pieces and take direction from them.

Take Starbucks and the way they get you to buy their coffee. We can all buy any number of coffees from any shop so what makes them stand out? They sell you the dream of drinking their coffee with enticing graphics, from the steaming hot cup of coffee sitting on a counter with cool trendy folks sitting around chatting, to their iced coffees with the backdrop of a warm sunny day with blue skies. This is what we call creating the feeling, pulling on your heart string and memories and inviting you to be part of the Starbucks family. They also very smartly display their logo in every image, whether that be straight on or to the side.

Even though there is no name on the logo you can still see the green circle and siren in the middle of it, if you look closely at the siren you will see that she is not symmetrical instead she is asymmetrical. The reason for this is Starbucks did not want the perfect rounded face but in fact they wanted an imperfect face which aligns with the brand. Everyone does not have the perfect face and we are all different. The one key factor in this is that even without a name tag Starbucks is known for its consistency in colour and design, plus it is recognised anywhere in the world online or offline. The lesson from this is be creative with your design and play to people's emotions.

I understand everyone does not sell branded products, you may be in the service industry and need to create a personal brand that will stand out. So let's look at some of the visual clues you should take into consideration when it comes to creating graphics. Yet again look at some of the people you admire in your sector. What are the successful personal brands doing that make you remember them or pop straight into your head? Why do they spring to mind immediately? Is it because you consume their content more or do they stand out online to you? This is the reason why it is important for you to analyse and understand how they are doing this.

First off, get past the fanboy or fangirl barrier and look deeper at the type of visual graphics content they are producing.

Take for instance an image with them on it.

- How have they positioned their layouts?
- Do they have a photo of themselves on their graphics?
- Where are they placed (left or right)?

- How is the text laid out?
- Are they using big bold fonts to draw you in?
- Are the details in a different size font?
- Do they make good use of their branded colours palette?
- Do they have an image background or is it clear?
- Where is their logo positioned?
- Do they have a call to action on the graphic and if so where is it placed?

Take a look at a number of different graphics from this person or business and are they consistent. Remember for this exercise, we are not looking at the content you are looking at the layouts and what are the key elements that come across all the time.

You can learn so much by just spending a small amount of time breaking down this type of content. Research online their Social Media and see what got the most interaction and engagement. One of my favourite sayings when it comes to visual content is, "Did it stop the scroll and draw you in?"

When you are creating visual content some of the most successful content should be your own. What I mean by that is, photos that you have taken or had taken for you, either on your smartphone, your DSLR camera or by a professional photographer. This shows you care about your branding and content and makes it a lot more personal and also showcases your creative side.

On the other hand, if you do not have your own images to create content there are a wide range of websites with royalty-free images that you can download. Just make sure you have the

right to use them in your content. Check the description attached to the photo or small print to see if you have permission to use them in your content.

Some images may ask you to credit the photographer or not allow you to use them for profit from their content. So make sure you check before you publish any of them and stay away from downloading images from Google. They are licensed and you do not want to infringe on somebody else's content. There is a section on Google in the tools drop-down menu under 'Usage Rights' that allows you to filter unlicensed images, but make sure to check this before you use any of them.

Now that we have established what we should be looking at and what elements we need to add and how to structure them we can move on to how you can create this content. There is a wide range of software tools and online resources available to you today, and every day there seems to be new ones popping up. Some of the bigger players in this field have incredible features that if you master them you can really up your game online. When we look at visual content we must take into consideration a cross section of options, from video, animation, video sound bites and static image content. You have the opportunity to deliver stunning content that will engage your audience. Some of these tools are free, yes they have limited capability, but if you are starting out it is a good way to get used to how they work and you can progress to the paid features if you wish. When you subscribe or buy these tools you have an even larger pool of features to choose from. Let's look at some of the great tools out there.

Canva

If you are looking for a cheap and affordable content creation tool, Canva is your best option. You can create so many different pieces of visual content in this online platform and all you need to start using this is an email address or Facebook or Google account. The opportunities are endless and for a small marketing team you have so much to choose from. Social Media graphics with templates with the correct sizes for each platform, social media videos, presentations, business cards, brochure design and so much more. It is a one stop shop for visual content. One of the major advantages of this platform is when you create a piece of content you can download it and it also saves a copy on your profile in case you want to come back to it or amend it. A great piece of advice would be to create templates that you can use for multiple content pieces. This will save you time and make your content consistent and easy to recognise. Another great feature of Canva is you can access it on any device from your Desktop to Laptop to Tablets and Smart Phones. This is a great way to create content on the fly.

Website Link: www.canva.com

Adobe Express

Adobe is one of the world's biggest content creators with a wide variety of tools available in their creative suite. Adobe Express is very similar to Canva with a much simpler interface but not as many features. One of the great features of Adobe Express is that it is very straightforward to use and also saves your projects on your profile. It is really a matter of preference which one you feel more comfortable using. This also has a free version and paid version as well.

Website Link, www.adobe.com/express

Some of these are paid or subscription based tools include

(All of the Adobe Products are available through the Adobe Creative Suite, they also have trial versions you can use for 30 days to see if they are the right choice for you)

Adobe Photoshop

Adobe Bridge

Adobe Premium

Camtasia

There are many different free and paid software and online tools you can avail of. There are too many to go into in depth here but if you would like more information and links to more digital marketing tools you can download The Digital Mentors tools kit and spend some time learning more about all the fantastic tools, we have collected for you. There is a variety of free and paid tools which you can deep dive into at your own leisure.

Throughout my career in Digital Marketing, I have had the opportunity to work with many great tools that have become part of the tool kit I use on a daily basis. Over the years I have built a huge database of these assets and I have exclusively included them at the end of this book as part of some bonus material for reading this book. So, check them out and get busy using them.

Chapter Summary

- Understand the tools that are used for Graphic Design do not cost a fortune.

- Research and learn more about the free and paid graphic design tools available online.
- What elements to include in professional graphic design campaigns.
- Starbucks case study.

Action Items from this chapter

- *Take some time out to research some of the bigger brands and how they layout their content*
- *Start using the free online Content Creations tools Website and get comfortable with them and then think about upgrading to the paid versions*
- *Download your free Royalty Free Images Site Guide here*
- *thedigitalmentor.ie/book/royaltyfreeimagewebsitesguide*

IMPLEMENTATION PROCESS

Sell The Problem You Solve, Not The Product

Alan Hennessy – The Digital Mentor



The journey of putting together a digital marketing jigsaw puzzle can be a long-drawn-out process but when you start to see the list of assets you have collected along the way you will be much more aware of the message you are delivering and in the correct formats plus the value you now have at your disposal. Some of the benefits include creating evergreen content with a purpose, direction and an understanding of how to achieve your goals.

The added bonus to this process is you can use this methodology over and over again on different projects, all that needs to change is the goals, objectives and content. You might say that is the bones of it, but once you understand the fundamentals of this jigsaw you can replicate it every time.

So now that we have reached the point of the implementation process, we need to look at how, where and when we are going to publish your content. We also need to look at promoting it to your audience and potential prospects or existing clients.

We have a number of different options we can implement in this process, from self-promotion to interviews, social content, website showcasing to social currency and social proof.

So let's break down these implementation processes and dig a bit deeper into each of them.

Self-Promotion and Influence Tactics

As in previous chapters, we need to have a clear direction in where and how we are going to promote our content. Self-promotion is more than just sticking a post out on social media or sharing a website page, it is part of it but you need to create momentum in order to gain traction with your content. Your self promotional pieces must give your followers or potential clients a reason to engage with you and your content. It should not be about you directly eg. "Buy from me because I am the best or the cheapest". This type of promotion never works and will do you more damage than good in the long term. The approach you should be taking is to create empathy with your audience, build trust and gain their confidence in you.

How can we achieve all this with our content? It is really quite simple to keep your eye on current trends that are happening in your industry. From the content that you have already created, what piece would fit into this type of trend? Could you come at it from a different angle of helping them solve a problem or maybe offer some expert advice? This shows you are aware of current

trends or news affairs and if you are sharing valuable expertise you will start to build your credibility and influence which in turn will build your reputation as a go-to person for this information.

An example of this would be, when the Covid Pandemic struck, a large number of businesses had to close their doors and were scrambling to get their business online. One of the biggest issues was how were they going to keep in contact with their customers and clients. Businesses turned to Zoom Calls and the Zoom Communications company exploded overnight with people creating Zoom Accounts left right and centre. Zoom had on average 10 million daily meeting participants pre pandemic and grew to 350 million meeting daily during the pandemic.

Reference Zoom Communications.

I saw this happen right before my eyes and could see people on social media asking questions about how to use Zoom. The next morning, I created over 20 short form videos, all less than three to five minutes in length explaining how to use the basics of Zoom. I uploaded them to YouTube and started to share them on social media in the platforms where people had been asking the question.

I did not charge anything for them, I gave it as a free resource to help business owners understand the basics so they could stay in contact with their customers. This solved a massive headache for business owners. I started to receive calls, emails, texts, and messages online saying this was a God-send for them. I saw a problem I could quickly solve and help others. This boosted my visibility as we were also having bricks and mortar businesses put their social media management on hold with us, so we had

to move swiftly and look at other streams of revenue we could quickly adapt to. My intention was never to make money from this crippling pandemic, it came from a place of helping others.

A number of weeks later after things had settled down, I started to receive phone calls and emails from some of the business owners that we helped inquiring about training as they found my approach to teaching very easy to understand. They now had time available to learn more about Digital Marketing and had paid the price for not taking more notice of online communication and social media in the past. This is a perfect example of how self-promotion and influence can be created indirectly and help you gain traction very fast. I understand that was an extreme situation, but by following trends and keeping an eye on social media and watching or listening to the news, you can identify people need that you can provide. You are incredibly lucky to have these forms of media at your fingertips.

Another case study that highlights this was Irish born reporter Donnie O'Sullivan who had been working for CNN News in the US for a number of years and his career was doing well. On January 6th 2021 his broadcasting career took a huge leap forward. Donnie was reporting on the President Trump rally just down from Capitol Hill and as we know the Capital Buildings in Washington were marched on by Trump supporters. Donnie was one of the early reporters on the scene and was giving live reports and talking to people on the ground which was picked up by so many international stations around the world. Since then, Donnie's career has grown exponentially. This goes to prove if you can react and move fast on information out there you can increase your visibility tenfold.

These are two completely different case studies but they are fundamentally the same. Creating content that solves a problem which in turn can develop self-promotion and influences indirectly gaining your customers trust and building your brand awareness.

Interviews and Podcasts.

We have never been so lucky in the time we live in now with so many opportunities to be interviewed either on a live streaming show or a Podcast. Yes, there are also the options of TW and Radio and they are both extremely helpful in building visibility and brand awareness. The only problem with this is it is very hard to gain that exposure. The explosion of Live Streaming and the resurgence of Podcasts over the past number of years gives you the ability to get in front of different audiences that watch and listen to these types of broadcasts. You can also start your own shows, we will look at this aspect later. Let's look at being a guest on these shows and how you can get on them.

Some people just jump in and ask to be a guest on shows. This can work sometimes but more often than not; you will receive no reply. The better way to approach this is to start interacting with the host or the producer of the podcast on social media. If they have a live show make sure to add your comments and join in the conversation. The more you engage with the shows the more familiar you will become to them. If you are commenting on their content make sure it is constructive and not just saying anything to get noticed. You want them to connect with you and start conversing with you to build an element of trust and connection. You will be invited to be a guest quicker this way than the other route.

If you are hosting your own live show or podcast it is important to ensure you have guests that are knowledgeable and can also hold a conversation. Another key factor should be practice before you start inviting guests on your shows or podcast. It is very easy to turn on a camera or open a mic but you need to learn how to be real on camera or over a microphone.

You want your audience to be engaged, informed and most importantly entertained. The best policy for this is to be prepared and natural. Think about it this way, if your viewer or listener were to meet you in real life, face to face, would they see and hear the same person.

You also need to think about your tech, e.g. Microphones, Lighting, Cameras. Your setup is so important for your show. Statistics show that people will be more willing to stay tuned to a show even if the visual side of things is not great but if the audio is bad, you will lose them immediately so bear this in mind when purchasing your technical equipment. I have created a downloadable eBook with a guide to Tech equipment for live streaming and Podcasts.

Social Content,

Your social media content goes beyond what you post on your social channels. Planning and publishing your content are only a small percentage of a successful social media strategy. A good strategy involves finding ways to actively distribute your content so that as many people as possible see it. When you establish a content distribution strategy, you'll set up your posts to be shared more widely. If you actively blog, include share buttons on your posts so your audience can distribute your content to their followers.

You can also encourage your audience to engage with your content by asking a question and encouraging them to share their answers on social media or in the comments section of a blog post. This will increase visibility for your content. Creating a content calendar will ensure you can see what, when and where you are posting your content.

You should also set up a content measurement tool and keep track of results from your content posts. If the goal is to increase visibility and brand awareness, start to track what is receiving the highest amount of likes, shares or comments. It is also important to measure what is under performing and analyse the data from this as well. Was it the tone of voice you used? Was it the wording you crafted or could it have been the graphics or videos you used? Measure both and constantly refine your content until you are happy with the results. Don't waste time on developing content that doesn't, engage your audience as this will be of no benefit to you and your time and may even harm your brand.

Your audience will start to get comfortable with you when you use the same consistent type of posts and sometimes it is good to throw a curve ball but not that often. Someone that is new to your content will very quickly make their own assumption and decisions about you and your brand. Remember first impressions last, in the world we live in now our eyes are drawn to visual content first and then the detail. Think about it this way, if you have an Instagram account and your followers have just found you they will look at your page and your grid of images you have already posted so your content should show consistency.

Your branding is so important from your colour palette to your font family. That is what people will see first and if they like the look they will investigate you further. If it does not appeal to them, they are gone and you may never get them back.

Website Content,

We spoke earlier about developing your website and some of the fundamental elements you need to include. Now it is time to promote your content on your website. You have so many options to gain traffic to your website not only from Google, but also from other search engines. Your social media content and blogs or interviews can give you the gateway to increased visibility and resources you can share which in return will develop engagement and return on investment for you.

You might say that is common sense, but so many businesses develop their site and never talk about it or they say "Oh I forgot to mention that page on my website". Remember social media and third-party websites are rented space and if they closed in the morning and you just relied on them for your business you would be in trouble. After all, you have spent the time to create the content and branded up your website, shout about it and let people know it is there.

When you are promoting yourself or your brand company incorporate calls to action (CTA) to your website. The content you push out on social should be gated content. What I mean by this is, if you are talking or posting on social media about a particular product or service you direct your viewer to the relevant page on your website that talks in more detail about this.

An example of this would be, in a interview on the Social Media Talks podcast with Todd Giannattasio he shared a case study with us about when he worked with a lighting company a few years back and they wanted to promote a new range of kitchen lighting, they had just started to supply. He wrote a number of blogs about the benefits of these lights, what lights work best in a kitchen, and how to install these lights. They were all uploaded to the company's website with calls to action at the bottom of each blog for a Free Lighting brochure eBook with a discount code. All the customer had to do was to share their email address with them and then would receive a email to download this eBook.

They created engaging content on Social Media to direct them to the relevant blog posts and when they read the blog which spoke to them directly. They could click the CTA and they received the brochure and they received their email address. They then could target them with a thank you follow up email and a few months later they could target them with other offers the company had available.

[Link to Podcast Interview with Todd Giannattasio](#)

This is why your website content is so important? One, you own the website and two, your Social Media Platforms are the gateway to getting your followers to perform an action on your website from sharing their email address or getting in contact with you directly. It is another sales funnel and when done correctly can garner huge results for your business.

"The money is not in your email list, the money is in the relationship you build with the list"

Todd Giannattasio

Chapter Summary

- How to implement and process your content.
- Create evergreen content that you can use over and over again with no timeframe.
- Tactics you can use to promote your content .
- Where you should be distributing your content.

Action Items from this chapter

- *Keep up-to-date with current trends and weave your content around them where possible.*
- *Research Current Podcast and Live-streaming Show and interact with them*
- *Create gated content that you can direct your followers to your website Encourage your followers to comment and engage with your content*
- *Link to Todd Giannattasio Podcast Interview*

SOCIAL CURRENCY AND SOCIAL PROOF

Social Media is Like Money, It Works Well When You Use It Wisely

Alan Hennessy – The Digital Mentor



SOCIAL CURRENCY

You need to invest in your social currency. This in turn will help you build your social proof. What is social currency?

It is built around the four basics of *Time, Effort, Emotion and Expertise*.

To further develop your Social Currency, adopt and implement the four-pillar race model.

"The R.A.C.E. Model"

React - Adapt - Comment - Engage

Social Currency is all about amplifying other people's content by sharing and commenting on it, from your peers to businesses to influencers. I do not just mean reposting their content, this is just laziness and holds no benefit to you or the person's content you are sharing. Firstly, it may have no context to the message you want people to receive from it and secondly, people may not understand why you are doing it. This can harm your social proof as well which we will talk about later in this chapter.

So getting back to social currency and sharing and commenting on others' content will give you the ability to put your own stamp on it and share your viewpoint, knowledge and expertise. You also are given the opportunity to endorse the person as well and support their content.

The great thing about social currency is you can create a reaction to it and that is what we want to do online. It also helps you get people in a frame of mind to reciprocate with your content. It is human nature to be kind and helpful to other people, and by keeping your audience informed they will also learn that you care and have taken the time to read this person's content and understand it and share your opinion on it.

Show your appreciation by giving reviews and endorsements on social media and Google for businesses you know, like and trust, and it will come back to you tenfold. This may not be from the business themselves, if they do that would be great, but other people will see you doing this and take notice of you.

We learn to trust each other more than trust a business. It is down to a human approach that will build your social currency.

SOCIAL PROOF

"Social Proof is a psychological phenomenon where people assume the actions of others in an attempt to reflect correct behaviour for a given situation"

Wikipedia

In order for us to build our Social Proof it is exactly the same as building your everyday reputation in business and your personal life. The key element of this is to develop a trust factor online. We trust reviews and testimonials because others have experienced the products or services, unlike ourselves. We value and rely on others to gain insights and affirm our decision making. If we can gather enough proof, we will be more inclined to take that relationship or purchase to the next level.

Social Proof is the format which can yield incredible results and also on the other hand damage a business or reputation. It is so important to build strong social proof online today, as this is usually the first or second port of call when we are looking for a product service or a person we want to buy from or work with. It also has a persuasive effect to creating collaborations as well, (Side-note, if you are entering into a collaboration, make sure to do your due diligence on the other party to make sure they are reputable. The last thing you need is your reputation ruined in one fell swoop after building it up to what is today.)

The Halo Effect,

Marketers and advertisers have been using the Halo Effect for a long time, whether they were conscious of it or not. They knew that by associating a product with something or someone attractive, they could raise the perceived value of the product as

well. In business and as a persuasion strategy, we consistently see this effect employed on a daily basis.

There are a number of ways to build your Social Proof, as some of you already may have done, and are not aware of which you can capitalise on immediately. Let me give you a personal example, when I started my business after a lot of planning and strategising, one of the key components I wanted to incorporate a personal approach into the business with each of my clients '. I understand that every company wants to deliver this level of service to their customers. We were not like all the other companies. We were Kompass Media and we did not look at other businesses in their approach, we looked at developing our own ecosystem with our own personal stamp on it. So, from the start anyone that worked or engaged with us understood that the personal connection was the most important part of our business.

To this day, it has always been a key part of what we do. This has helped us build a fantastic reputation among our clients, the students we train and collaborators, we work with. It has also shone true online with reviews, testimonials and recommendations. You might say that is well and good but how do you sustain this as the company grows? Very simply, we always come back to the core principles and foundations which helped us to grow to where we are today building relationships and creating a personal touch with all our clients.

One of the first things our clients say about us online and offline is how personal their relationship with us is, and the level of commitment we show them, plus all the other factors that go into providing the services for them. This is the best form of

Social Proof, when you have clients or customers creating this content for you online or in conversations being had across Social Media that creates the social proof you need to establish and gain the trust of potential customers. As humans we value the opinions and recommendations of others before we progress a relationship of any kind.

Some key Social Proof Strategies you can implement to increase your level of trust,

- Invite Experts or Influencer,s to promote your campaigns on Social Media
- Collaborate with Experts for your Social Media or offline events
- Thank followers and connections for mentioning you online
- Share Milestones, Anniversaries, Reaching X Amount of Followers or Downloads
- Curate User-Generated Content
- Customer reviews and testimonials
- Mention Size of Customer Base in your Bio,s online
(But do not boast)
- Encourage Rating and Reviews from your customers clients

Social Proof is such a big part of building the "Know, Like and Trust" factor online. It can be the thing that makes or breaks you online. If you have enough people talking about you, sharing your content and engaging with you, it can have a massive effect on your credibility and enhance your brand awareness and visibility. You can create as much content as you like but if you

are not receiving Social Proof and Social Currency it is an even longer journey to success online.

”

*A Brand is What a Business Does,
A Reputation is What People Remember and Share ‘
Ted Rubin*

Chapter Summary

- Create Social Proof and it will raise your credibility online.
- Social Currency is not based on what you do, it's based on sharing other people's content and them reciprocating with you.
- Build relationships online and build trust and likability by engaging with your connections and followers.
- The Halo Effect whereby we trust others' endorsements and recommendations.
- Develop key Social Proof Strategies that you can put into practice daily.

Action Items from this chapter

- *Every week comment and share at least 3 to 5 pieces of content from others*
- *When you share other people's content add your opinion and take on it.*
- *Engage with the person whose content you are sharing (Tag them on your re-post)*

Solving The Digital Marketing Jigsaw Puzzle

- *Track your engagement content and learn who is of value to you going forward.*
- *Build relationships with others and give testimonials and recommendation to them*
- *When you have built a strong relationship with your peers or influencer,s asks kindly for a recommendation from them and add it to your social media profiles and website*

PUBLISHING AND PROMOTION

Want Something Tomorrow, Build It Today

Alan Hennessy – The Digital Mentor



This is the exciting part of the process in keeping with the theme across this book, showcasing you're jigsaw. Now that you have all of this knowledge and have created some wonderful, meaningful content, it is time to publish it and share it out with your community and potential customers and clients.

It is time to dig deeper into publishing content and focus on getting your message across online. Technology and the Internet and social media move so fast these days that if I were to give you all the latest advice in posting and publishing your content, it would have changed by the time you have read this. So, we are going to stick to some of the fundamentals that will never change and are the lifeline of Digital Marketing. These

strategies will help you increase your visibility online and build brand awareness in controlled and measured campaigns.

Make your content shareable:

Every piece of content that you deliver should have an opportunity for the viewer to be able to easily share it with their community or network, so make sure you add a share button or links that they can quickly access and do not require them to go looking for it and have to figure it out for themselves. The best content should be have an easy-to-see share button incorporated. You can also sometimes ask your followers to share your content if it would be valuable to their community. Note, Don,t do this on every post, just a selected few that you think are worth sharing.

Optimise your photos and graphics:

A big mistake that people make is not optimising visual graphics for their website and social media. When it comes to website graphics, talk to your developer and they will let you know the file sizes, format and photo sizes. The difference between file size and photos size can have a detrimental effect on the speed of your website and also may cause issues if you share links on social media from your website.

When we are looking at sharing visual content on social media keep in mind that a number of the platforms prefer different size graphics, for example,

- LinkedIn Standard size for posts is 1280px by 640px
- Instagram standard size for posts is 1080px by 1080px,
- Instagram Stories sizes are 1920px by 1080px.

- Twitter usually prefers graphics to be sized at 1280px by either 640px or 720px.

(These size are constantly being updated by the Social Media platforms so make sure to check for regular updates. These sizes where correct and time of book publication)

I have included a link at the bottom of this chapter for” A Complete Guide to Social Media Image Sizes ‘. If you use the correct sizes across the social media channels it will also help when your followers are sharing your content.

Video Content Re-purposing:

The beauty with this type of content you have already developed is you can also highlight it in short form video clips to gain extra traction for your content. Think about a product or service you are promoting, maybe you have written a blog post about it or you have just updated your website with new content. A quick short snappy video clip with you talking about whatever the content or promotion is about will increase its reach. Some people prefer video content more than the written word. This enables you to also reach different audiences. If your content interests them, they will further investigate.

Keyword Effectiveness

To attach new followers to your content, make use of keywords to highlight your products and services in your written content. Your keywords will be picked up by search engines and will increase traffic to your content from a number of different sources including Google My Business if you sign up for an account and anyone searching for aforementioned keywords in Google as well as Social Media, this content will be put in front of them.

Hashtags

A lot of people do not understand hashtags and the relevance they hold for narrowing down specific content related posts. Using relevant hashtags can bring more eyes on your content. A number of the Social Media Platforms now give prompts for the high value hashtags you can choose from, include more succinct hashtags related to your content plus geographical based one as well to capture people in your immediate location.

Share Your Content in Different Places

Sharing your content on your own channels and website is great, but remember to also share them in groups you may be a member of, or in discussion groups like Twitter Chats, Live Stream shows and podcast shownotes as well for added exposure.

Note on Podcast Shownotes,

Podcast Shownotes are a brief description and outline of the content of a particular podcast episode. Include guest contact details and links (if interview based) and share with your guest for them to promote as well, plus embed the podcast edition player as well, which allows you to house all the information in one place.

Create Engagement with Your Content

In your posts on social media pose a question to invite your readers to engage with you and ask for reactions in your comments section. The Social Media Networks monitor this type of engagement on posted content. The more interaction you receive the better chance of higher exposure your content

will be given from the networks. They want to showcase high achieving content across their platforms and will put it in front of more people if it is doing well. It is a win-win situation for everybody.

Content Communities

If you create a blog post, don,t just posts it to your website and share links on social media. Yes, this is great and will drive traffic to your site, but you also have more opportunities to reach other audiences through third party community sites like Medium and LinkedIn Articles, to name just two. Some people may not know about your website or that you even exist. If you are sharing your content on these websites it expands your reach and invites new audiences to view your content based on keyword research, they may have done on a particular topic you have written about. Some readers don,t like to visit individual websites and rather just use specific third-party sites like LinkedIn or Medium to access information and content.

Share Content To Your Own Network

Don,t always be looking outwards for Influencer,s to share or comment on your content. You have your own network of followers and connections you have built up over the years in business. This is the time to reach out to them and share and tag them. You may be able to even mention them in your content and make them aware you did so. Also, because they know you, they may be more likely to share your content with their own community.

Side-note, Don,t do this on every post as people they will soon get annoyed with you tagging them and unfollow you or even worse, delete you from their network. This type of action should be only

done if the content is relevant to them helps solve a problem or highlights and offer or event that might interest them.

Publish Your Content At The Right Time

There is no point in sharing your content, when your audience is not online. You may think that sounds obvious but a lot of people do this thinking they will catch new viewers. Sometimes this can work but it all depends on the content you are producing.

An example of this is, if you were to sell tablets to insomniacs at 2pm in the afternoon they may not see this as they may be resting. The correct time to sell this medication would be 2am, while they are wide awake.

Taking this information in hand, revert back to the persona,s we spoke about earlier in the book and make a calculated guess as to when you think they are online. Also, you can do some testing on this at different times of the day or night to see which gets the better engagement. This will help you understand when your audience is online.

Think about their work schedule and their down time.Try to understand their frame of mind and what would catch their eye and what they would be looking for.

Side-note, Share your content at 10 minutes past the hour or 10 minutes before the hour. Most marketers that schedule content set posts for the top of the hour. This will help you gain traction and not get missed in the posts that have been shared at this time, its a little tip to breaking through the noise on social media.

Social Media Paid Ads

Sometimes you need to spend some money to gain traction for your content. Low-cost advertising promotion and lead generation ads can help you with your reach and fast-track your content where necessary. Don't just jump in and start spending a fortune, start small and learn and make the most of the benefits of paid ads. If you can gain traction on your content organically it will be better and more cost-effective in the long run for you.

Chapter Summary

- The key to every successful Digital Marketing campaign is publishing content that is relevant to your audience.
- Cross Promote your content in wide and varied ways that will reach new and existing potential customers and clients.
- Optimise your content to effectively deliver your message.
- Share Your Content with your own network.
- Publish your content at the right time when your audience is online.
- Generate more interest through paid ads and lead magnets.

Action Items from this chapter

- *Add a share button to your blogs or add a link to relevant pages in your posts on social media*
- *Check your images formats and sizes on your website to optimise your website speed.*

- *Use the correct sizes for your images on the different Social Media networks*
- *Use Google to search for the size image formats for social media networks as they are being constantly updated.*
- *Download my Social Media Sizes Guide here (Reference Sizes right at time of book Publication, double check Social Media Platforms for updates)*
- *thedigitalmentor.ie/book/socialmediasizeguide*

MEASUREMENT AND ANALYTICS

If You Can't Measure It, You Can't Improve It

Peter Drucker



Analytics is the study of data gathered through marketing campaigns in order to understand patterns of how a campaign has worked in delivering conversions and sales, consumer behaviour, and effectiveness of your content. The objective of analytics is to use these insights and findings to further enhance future campaigns based on success or failure.

The power is in the measurement. Where have you heard that before? It is true, to really get a grip on your digital presence you need to be able to understand the metrics. This information gives you so many insights about how your content is performing and as we spoke about in earlier chapters it is all about concentrating on the things that are working and re-evaluating the things that are not performing. It may be down to

the simplest of things like time, content, format or outdated information. We have so much data to look at now from our Website Analytics, Social Media Insights, and Content Engagement to followers and connections. You can also start to measure the type of network you have built from your starting point to how your network has grown from delivering content online.

Website Analytics

Your website analytics has an incredible amount of data that you can review and gather insights from including Website visits, Social Media redirects, and time spent on particular pages to process flow throughout your website. It also gives you the ability to understand what operating systems your visitors are using to view your content.

Another aspect you can learn from is what devices they are using, which will help you enhance your website for mobile first and desktop. Understanding your visitors geographical location will also help you with further development of placing content in front of a particular audience which you can incorporate location-based content. The added advantages of Google Analytics is you can also create your custom reports and narrow down your focus into dedicated reports to help you gain more insights. The information in these reports is a great source of data and will help you track your customers journey on your website.

Social Media Insights and Analytics

To be efficient on social media you need to understand what is performing well and content that is under-performing. This will

cut out time wasting and make you more aware of how your content is being received.

All of the Social Media Platforms have their own versions of analytics for you to analyse. Most of the information is determined by the different networks languages they use, i.e. Facebook followers, LinkedIn Connections and so on. It is just about understanding the data that will help you to determine more valuable insights about your content and how it is performing. It gives you more information about the demographics of those viewing your content, further enhancing your knowledge of what you need to do more of and what you should not waste your time on.

Social Analytics will show you the spikes in your content and you can review it and gain a more detailed appreciation for content, topics or campaigns you have run around these particular time frames.

Measure Your Network

One of the great advantages of having a digital presence is growing your network. Every time we start with a new client, we create a digital audit to ascertain their current presence online and this is closely reviewed on a month-by-month basis. As part of this process we take into consideration their current network online. This is so important to have a starting point that we can measure the level of engagement and new followers, connections and advocates that we will build on over time.

If you are just starting your digital journey or currently have a network or community it is worth taking this information and storing it so you can see the increase month-on-month as you

move forward within your digital growth. Also take into account the number of new business connections you have made through Social Networking online. That could be in the shape of Webinars you may have attended, Zoom Networking meetings and so on. This will instil confidence in the work you are putting in online and also help guide you in delivering different types of content to these new connections and communities.

You can also learn a lot about your new network. An example of this is, during the lockdown I was invited to participate in a networking group on zoom and gained a lot of insight about the level of digital marketing knowledge this community had. I was under the impression the members of this network, which where all prominent business owners with large national and international businesses that were doing extremely well. They knew very little about basic digital marketing and some of the advantages they could develop within their organisations to be more time-efficient and reduce costs and give them a higher level of exposure online. They had so much valuable information that they could share with their audiences and just never thought about developing this type of content.

It was nothing too complicated, just simple steps like blogs content, video content, short-form posts, and information about their products and services. They were also unaware of the vast amount of free and paid online tools they could use to create this type of content. The point I am making here is that a network can be very valuable and open up the opportunity and insights of level of knowledge out there and the ability to connect with others. Measuring this will help you gain and understand going forward how you can develop these relationships and build on them and create content that would

be valuable to them. If you do not assess these figures, you cannot measure them.

Chapter Summary

- Measurement is key to your success in understanding what the data can help you to uncover.
- Your website analytics will help you to gather information about traffic coming to your website and your buyers journey.
- Social Media Insights will help you to determine what type of content is working and how it is being engaged with.
- Measuring your network will help you to gain a better understanding of the community that you have built and further enhance your knowledge of how to network online going forward.
- If you can,t measure it, you can,t master it!

Action Items from this chapter

- *Install Google Analytics on your website*
- *Create customised reports to focus on the data you required to learn more about traffic coming to your website*
- *Create a digital audit document for track on connections and follower you have built over a period of time. Update this on a monthly basis and review the data*
- *Review your Social Media Analytics and insights on a monthly basic and analyse the data for spikes and engagement and then do more of what is working for you.*

RESULTS IN LIFE AND BUISNESS

THE NLP APPROACH

Small Changes Eventually Add Up Huge Results

Alan Hennessy – NLP Master Practitioner



From the day we are born we are achieving results and every day since we have been creating opportunities. When we think about children and their gradual progression from babies to toddlers to children and so on, each day poses a new challenge in life. These are all breakthrough results in life. Some might say that is natural, but if we look at this with a different mindset, these results reflect who we are and how they define us.

We have all heard the saying” That,s a great result‘. In order for us to achieve results there has to be a process or as some people may say a journey. Let’s break down that journey and give you a few examples of how I now gained results in my personal and professional life and how I now look at the world differently and the way life looks back at me in the same light.

One of my favourite quotes is, "You Get More of What You Focus On", Danielle Serpico. I would say, I loosely understood this quote before I did my Neuro-linguistic Programming (NLQ) Practitioners and Masters course after learning the skills that NLQ taught me. I now live by the creed and guess what, it works so well.

It is all about changing your mindset and chunking down the works

"YOU" yes it is all about you,

"GET" give yourself the best opportunity,

"MORE" receive the benefits "What" the thing you desire,

"FOCUS" focus on training your brain to pinpoint the question or task in hand.

As we are all well aware, everyone is not the same but the one underlying fact is we are all looking and seeking results every day. Yes, we all have different traits, how we think, process information, communicate and our behaviour around others. So learning how to spot the signs when it comes to getting the best out of people and speaking and interacting with them in that manner is key to a successful result.

Let's take a look at a few different ways you can do this and give you a few examples of how I have developed the skills to achieve results.

As you may be aware I host a Podcast where I chat with International Social & Digital Marketing experts including New York Times bestselling Authors, CEO's of Multinational Companies and so on.

Through NLP, it has given me the confidence to understand how to get the best from my guests and make them feel relaxed. Plus how to let the conversation flow which gives both parties the best result. There are key elements I use every time I speak to these entrepreneurs and business owners.

1. Visual (Look & See)

When I book a guest for the podcast we do a Video Conference Call which gives me the opportunity to do a Face-to-Face meeting with them. This enables me to understand a huge amount of information about the person before they even open their mouths. I take into consideration their posture- Are they relaxed or on edge, their hand gestures, do they explain things visually and facial movements, are their eyes moving in different directions as they answer the questions, are they searching for an answer, are they confused or masking the truth?

You can tell a lot about a person by just watching them. This gives you the advantage and when you understand these signs you can guide the interaction in a way that makes them feel more comfortable which in turn gives you a better result.

So watch out for these traits the next time you meet someone and use them to help you achieve your goal or outcome.

2. Auditory Sounds Words

We all like to talk and this is key when it comes to Podcasting, otherwise it would just be the sound of silence. Understanding Auditory Signs can further assist you in making an impression. The key is to take into consideration that the tone of the person,s voice is it loud and forthcoming on soft and gentle?

When you mirror these tones, people will warm to you and begin to trust you more.

Listening to the language the other person uses is another key factor in how to drive conversations in the right direction and gain a better outcome. What words are they using to describe a time and place or an event? Is it friendly or authoritarian? We can tell a lot about the person by the words they use and give us an insight as to how best to approach each subject and how we can develop the relationship.

3. Kinesthetics. (Feel Do)

With the advent of Video and Live Streaming on social media we now have the ability to dig deeper and gain a much better understanding of the person in front of the camera. Part of this is commonly known as kinesthetics.

When a person goes live online or gives a presentation in front of a room of people you can very quickly understand the way they explain what they are talking about through their actions. Some common examples of this would be Hand Gestures, using their hands to shape something, showing the size of an imaginary object. That shows creativity as they want you to understand the size of what they are talking about. Their body language, standing tall, slumping over, and hands in pockets, this shows you their enthusiasm or lack of it for the subject they are speaking about. Also, keep in mind if they are messing with their hair or maybe if they are wearing a piece of jewellery and start playing with it, this will give you an indication of nervousness.

How can these examples help you?

By watching and listening out for these signs it gives you a better understanding of how to manipulate the conversation in a positive way and helps you gain the person,s trust in order for you to achieve the result you require.

State First

On a daily basis, I attend a lot of meetings and give many talks or presentations and one question always seems to pop up when I get asked about public speaking. ” How do I deal with the nerves before I give a presentation? “

There is one thing I do every time before I present and it is called State First. In order for me to be in control, I must get into the right state first and this goes for any task you carry out on a daily basis as well.

Let,s break this down into some simple steps that I use that help overcome the nervousness.

Firstly, I know my subject matter inside and out, I have rehearsed it a thousand times over and can recall it even if any equipment breaks down (i.e. Slide Decks, Computers, Screens).

Secondly, Know your audience and understand their level of knowledge of your chosen topic. Make sure to connect with them prior to your presentation either by chatting to them or mingling in the crowd.

Thirdly, Visualise the outcome you want going on stage. What I mean by that is instead of focusing on you going up on stage, focus on you coming off the stage or after you have made your presentation. Think of people clapping you, smiling at you and wanting to talk to you.

This can also be known as Future Pacing, where you see the outcome and relieves the stress in the mind of you going up on stage and focuses on the delight which increases dopamine and oxytocin in the brain.

The results from these three simple steps can have a huge effect on any kind of public speaking from the meeting room to full auditoriums.

The key steps for Results include,

Observation,

Be aware of your surroundings.

Listen,

Take note and really listen to the person that is speaking to you.

Body Language,

Use your visualisation skills to determine the person's state.

Words,

Take heed of the words they use to understand the path they are following.

Gather Information,

Use all the skills that I have spoken about here to achieve the results you desire...

If we want to truly effect change in our lives, we must believe in our own ability and take the bull by the horns and push ourselves to reach our true potential.

Often when we pursue results we forget that they are only part of a bigger picture for us. As a result, we grow and set in motion our aim to achieve more in life. This, in turn, creates so many

different emotions, courage, confidence, happiness, mindfulness, wellness and wisdom.

A number of years ago I attended a Business Development conference to learn how I could take my business to the next level. The tutor was a well-versed business coach in his field and gave some fantastic advice throughout the day. The afternoon session of the programme was to prepare us for a Fire Walk where we would walk across 250/400 degrees burning coals, putting this into context a car engine heats up to 220 degrees Fahrenheit. We were also going to be bending an iron bar with our throat and the other end of the bar pressed against the wall.

You may ask yourself what did that have to do with a Business Development conference? Well quite a lot, It is all about self-awareness and intent. After bending the iron bars and walking across the hot coals it gave me a number of different things in my life, a sense of achievement, and a new inner belief and confidence. This has stayed with me every day since. Now every time I come up against adversity in my life, I think back to the day I walked across hot coals and say to myself, if you can do that you can do anything, and I have.

Achieving results should be based on reasonable goals. Start by creating leadership in what you do (lead by example). This creates culture and your behaviour will have a positive impact on others. It will produce results that will develop a performance pathway culture that will energise behaviour.

Results don't come from business plans, they come from behaviour which is what happens every day of our lives. Behaviour is built by a culture that stems from core values and what is at the core inside each of us, if we believe what is in our

hearts and minds to be true we will develop our own culture around it. This brings us to leadership because if you do not believe the culture is in you, it will not pass through you, and if it does not live within you cannot lead.

Leadership is not based on authority; it is based on the trust you have earned. Think about the people you look up to, your parents, your spouse, ask the question why do you look up to them. It is because you trust them and they have instilled their values and their culture onto you, which guides you to lead and determines your behaviour which in turn gains results.

The word culture is not built on what you do. It is created by what you practice and promote every day. Remember if you live your life and believe in what you do you can achieve the results you desire.

So let's look back at what I have talked about. Be aware that every day we achieve results and take a step forward. Understand your environment, open your eyes and look and listen, take into consideration the information you can learn from the person you are talking with. Think about your state first and visualise your future pacing. Strength comes from within and it brings confidence and assurance, clarity and peace of mind . To achieve results we need to develop our skills in leadership, culture and behaviour to gain the best outcome and results in our lives.

Guide the journey of results from where it is too where you want it to go, become the pilot and stop being the passenger.

Start to work on these skills and the sky's the limit for you.

For more Information on NLP Training get in contact with my Master NLP Trainer and Mentor.

Danielle Serpico-The BlackBelt MasterMind

www.theblackbeltmastermind.com

Chapter Summary

- Results in your personal and professional life are built on understanding.
- You get more of what you focus on.
- Change your state of mind to help gain tremendous results.
- Look for the visual and audible cues when talking to people.
- Be aware of the world around you.
- Leadership is built on trust and not authority.

DIGITAL NAVIGATION

Don't Tell People Your Plans, Show Them Your Results

Alan Hennessy – The Digital Mentor



Now as you move into the final stage of your Digital Marketing Jigsaw puzzle you should have gained a better understanding and learned along the way about how to build your digital presence by creating brand awareness and developing your visibility online.

Some of the key factors to remember are looking at your marketing from a Digital Mindset. Taking into account all of the golden opportunities you can avail of at your fingertips. Also, taking note that Digital Marketing is not a quick game and requires hard work and time, but can be so important for the development and longevity of your business and brand.

Your Digital Marketing is there to assist you in increasing your return on investment and another facet of your business that

you can control and develop over time. It is a tool that will always be evolving and offer you endless ways to promote yourself, your business, your products and your services. It is like a car. You need to take care of it and keep it serviced in order for it to run smoothly and then every so often upgrade it to the latest model.

In everything that you do you need goals and objectives to steer you in the right direction and keep you on track so you do not veer off the road and start going down a rabbit hole. This is why at the outset you need to clearly identify your goals and objectives and keep to them. They should be always the thing you come back to with everything you do. Think about it this way, ask yourself, does this align with the overall goals and is this objective or habit going to help me to reach that goal? If it doesn't, re-calibrate and get yourself back on track.

Your Branding should tell a story even when you are not in the room talking about it. It should showcase what you do, how you do it and invoke likability, trust and professionalism every time. Don't get lazy and say "that will do", you will do yourself more damage in the long run if you do not take care of it and I am not just talking about visually. Remember you are the brand as well and all of your online and offline communication should instil confidence about your brand identity every day.

As you start to build your brand, there is always the thought process of "OK lets start posts now". This can have a detrimental effect if you have not developed a strategy and a plan of action you are going to take. It will also have an adverse effect on all the hard work you have previously put in so far. We are wired to have structure in our lives in everything we do, from making a

cup of tea to building a business. When you create a plan and follow it you will start to see results from it and this will encourage you to keep to that strategy in order to achieve your outcome. So, planning and strategies are there for a reason to keep you focused on the campaign or project in hand.

Creating a persona of your target audience will help you to better understand your customers and gain a deeper knowledge of their background and what they are looking to achieve by viewing content and how it will best serve them.

The framework for building successful campaigns includes a lot of elements as I have spoken about in the Framework for successful campaign chapter. You also have to take into consideration where this information is going to be stored and published. It may be great to have all this content in your head, but it is of no use if you cannot showcase it. That is why you need to have all your assets working in tandem for you.

As I spoke about earlier, your website should not be just a once-off project. Refining the details and updating it will keep it fresh and top of mind with your customers and also with Google. Like a bricks and mortar shop, you would not leave the same front window design there all year round, as people will just pass by it and never be curious to take a look inside.

So keeping your site up to date and refreshing the images and content will increase your visibility online and help you rank higher on Google and stay top of mind with your customers and clients.

Use social media to build your visibility and brand awareness with potential customers and clients who may need your

products and services. Social Media is rented space so do not put all your eggs into one basket, but leverage the different networks to engage, connect and showcase what you do to a wider audience. Remember these Ley Words” SOCIAL’ and ” MEDIA’ and think about what they mean

”**SOCIAL**” Be social and talk, engage with your customers, learn from them and build relationships with them. If you are lucky, they will become your advocates and champion what you do with their communities.

”**MEDIA**” The tool you use to get your message out there and deliver it to the relevant people in the shape of the different networks.

Capitalise on all of the different Audio and Visual outlets at your disposal. They will help you gain traction with different audiences as well. As you are aware people view content in different ways. You now have more opportunity to get in front of potential prospects with Live-streaming, Podcasts and Interviews to further enhance you’re brand than ever before. People are hungry for this type of content that is available now on demand, when they want to view or listen to it. So, capitalise on it today and build your visibility.

When it comes to publishing and promoting your content, creating consistency is imperative and will help you build trust. If you are showcasing you’re content on a regular basis and helping people and informing them daily or weekly, they will not forget about you and be more inclined to work with you. So, sharing informative, entertaining and educational content will always stand to you and help increase your visibility as the go-to person in your sector or industry. Consistency is key to building

brand awareness and staying front of mind with meaningful content, so remember too post often and regularly.

Keep well informed so you can stay current. There is nothing as bad as not being up-to- date with current trends or conversation or news related information. This also applies to understanding what type of content you are publishing and what is getting the most reaction. So, measuring and analysing your data is key to your performance online. It will give you the insights that will help you to create content that resonates with your audience and will keep bringing them back for more of what you can offer and help them with.

My final note to you is not to get overwhelmed with all this information in this book and walk away saying that is too much work to do to run a business. Look at this from a different perspective, think about it as part of your overall business plan. As I said earlier you don,t have to be all things to everyone. You should firstly concentrate on where your audience hangs out and become proficient in that area first.

Get comfortable with whatever channels of communications you are using. Then when you have built the confidence on that, expand your knowledge and presence on the next one. There is no point in spreading yourself too thin and not making an impact on any channel.

Digital Marketing should not be a chore it should be another outlet to share your expertise and help you develop your Digital Presence.

I hope this book will help you further navigate the Digital Landscape and put some of the pieces of this jigsaw together.

There are a number of links we share in this book with bonus materials which you can access on my website. Please feel free to use them and I hope they will help you along the way.

As a way of thanking you and another piece of bonus material for taking the time out to read my book I have included a short Mini-Course on LinkedIn profiles.

After watching this short course, you can immediately update your personal profile on LinkedIn, which will help you to be found by prospective connections on the platform.

Click on the link below to access this Short Mini Course.

Thedigitalmentor/linkedinminicourse

Talk to you soon

Alan -The Digital Mentor.

A handwritten signature in black ink that reads "Alan Hennessy". Below the signature, the words "THE DIGITAL MENTOR" are printed in a small, sans-serif, all-caps font.

INDEX AND REFERENCES

- Reference, UnMarketing, Everything Has Changed and Nothing is Different Book by Alison Kramer and Scott Stratten - Q 13
- Case Study from GoDigiCard marketing Campaign -Q 18 & 19
- Tips for White Background on Images - Q 28
- Blank Persona Builder eBook Download - Q 30
- Showcase Your Expertise, List of Assets - Q 42
- Tech Resources Guide eBook Download - Q 52 & 66
- Tips for Live Video Streaming - Q 54
- Starbucks Case Study - Q 57
- Royalty Free Stock Images and Drone Footage Websites eBook Download - Q 59
- Zoom Communications Reference - Q 63
- Social Media Talks Evening Case Study - Q63
- CNN- Donnie O’Sullivan Case Study - Q 64
- Bathroom Lighting Company Todd Giannattasio Podcast Case Study - Q 68
- Social Proof Wikipedia Reference - Q 71

- Tips for Podcast Shownotes - Q 77
- Social Media Image Size Guide eBook Download - Q 79
- NLQ Training and Coaching - Danielle Serpico, The BlackBelt MasterMind - Q 91
- Free LinkedIn Mini Course - Q 97

QUOTES FROM THE BOOK

"The Difference Makes The Difference"

Alan Hennessy - The Digital Mentor

"When The Vision is Clear, Strategy is easy"

Alan Hennessy - The Digital Mentor

"Tomorrow is a direct result of what you choose to do today"

Alan Hennessy - The Digital Mentor

Your Only Limitation is You"

Alan Hennessy - The Digital Mentor

"Create Your Brand for Where You are Going

NOT Where You Are Now"

Alan Hennessy - The Digital Mentor

"A Goal Without a Plan is Just a Wish"

Alan Hennessy - The Digital Mentor

Solving The Digital Marketing Jigsaw Puzzle

"Your Head of Social Media is Your Customer! "

Alan Hennessy - The Digital Mentor

"Content is Anything that Adds Value to A Reader,s Life"

Avinash Laushik, Google

"Simplicity is the Answer, Keep it Simple and Smart"

Alan Hennessy - The Digital Mentor

"Sell The Problem You Solve, Not The Product"

Alan Hennessy - The Digital Mentor

***"Social Media is Like Money, It Works Well When You
Use It Wisely"***

Alan Hennessy - The Digital Mentor

"Want Something Tomorrow, Build It Today"

Alan Hennessy - The Digital Mentor

"If You Can,t Measure it, You Can,t Improve it"

Peter Drucker

"Small Changes Eventually Add Up to Huge Results"

Alan Hennessy - NLQ Master Practitioner

"Don,t Tell People Your Plans, Show Them Your Results"

Alan Hennessy - The Digital Mentor

TESTIMONIALS



In my opinion, Alan is Irelands Leading Digital Mentor, when it comes to social media, Podcasting & Training, he is Irelands No.1. I would highly recommend you work with Alan; he is innovative and highly skilled in his industry. Enjoy working with one of the Best!

Wendy Stunt - Visionary Marketer



" Alan is the real deal.

He cares about people and it shows in his podcasts and his training sessions & courses. '

Madalyn Skylar - Ranked o1 Twitter Social Media Power Influencer



It is a delight to work with such an accomplished professional from the world of social media.

Solving The Digital Marketing Jigsaw Puzzle

Alan,s care, consideration and empathetic approach to training and explaining the fine details is a pleasure to experience.

Trevor Lorkings - The Digital Alchemist



I met Alan at Social Media Summit Ireland and was delighted to find him as engaging in person as he is on social platforms. Here is a guy who totally gets Return on Relationship and looking people in the eye digitally.

Ted Rubin - Social Marketing Strategist, Photofy CM&E Advisor,



Alan is full of great advice for building a business, especially using LinkedIn. But he,s also personable and real - key for success on social. He can teach you how to make the most of growing your network and your business digitally. Highly recommended!

Alisa Meredith - Sr Product Marketing Mgr at Semrush & Pinterest Marketing Specialist



Alan Hennessy was my Digital Mentor long before this title appeared on his LinkedIn profile. I first met him at the social media Summit in Dublin, Ireland in 2016. Immediately I was impressed by the scope of his expertise in the digital world. He taught me about podcasting, websites, graphic design, customer engagement, and Twitter usage.

Alan,s mentorship continued as we worked together. Live broadcasting and LinkedIn are critical to modern business – he shared more insights on these topics. His role as an advisor to The

ALAN HENNESSY & THE DIGITAL MENTOR

EXPERIENCE Live with Russ and Scott talk show (co-hosted with Russ Hedge) got us up-and-running quickly (and smoothly).

If you run a business and are either a business-to-business or business-to-consumer model you need to engage Alan. He will provide relevant and current details about the fast-changing digital environment. You may wonder if digital advertising (paid ads) is right for your business. Should you run ad on Facebook, Instagram, or LinkedIn? What about live or recorded video. Alan will help.

His book is a perfect starting point. Buy and read his book, then engage him for your business. Alan has been a huge and important part of my virtual team.

D. Scott Smith, MBA - Motivational Listener and Amazon Influencer



Alan is smart, professional and wonderful resource to have in the entrepreneurial journey!!! There,s lot you can learn from Alan! Take any opportunity you can to connect with him. You,ll walk away better off for it!!!

Kris Ward - Work Less and Scale. Get 25 Hours back a week!



Alan is a pro at social media. He explains things in a simple language and is very evidently passionate about showing and helping people to promote themselves and their business online. If you want to feel more confident about your online image, I would highly recommend you call Alan

Demi Redmond - Management Development Tutor - Start Right HRM



Solving The Digital Marketing Jigsaw Puzzle

Alan helped us through a social media audit for our company. Alan is extremely knowledgeable about the digital landscape and has great attention to detail. His findings and pointers were really helpful and easy to understand. I would highly recommend Alan

Abi Beri -MSC Digital Marketing Agency



Alan is an incredible resource and a wealth of knowledge! He has helped and guided me on several projects as well as been a guest on my live shows and podcast. He is a great friend and I highly recommend him!

Russ Hedge -Marketing Coach, Author and Live Streamer



Alan is an accomplished speaker who is highly skilled in all thing's social media. I hired him as a speaker for my online course students to teach LinkedIn and he overdelivered with extra resources and guidance. He is an asset for any coveted or training opportunity

Kami Huyse -CEO Zoetica Media and Smart Social Secrets

