

2020 Marketing Guide

How do we prepare our businesses for the next decade? After 2020, digital experiences are only going to become more prevalent.



NOW Marketing Group, Inc.

For the past 30 years, the internet era has shaped who we are as people. Our expectations have changed, habits have developed, and a new culture has been born. A whole generation has grown up with the world at their fingertips. The ease of access to online communities is an integral part of who they are now!

As small business owners, marketers, and community managers, it's crucial we keep a handle on what our audiences are doing and what they're expecting. The culture of today's consumer is swirling and changing and in the years beyond 2020, it's only going to continue.

There is a time and place for traditional marketing efforts – billboard, television and radio all have their place in the marketplace, however defining an audience and measuring results is cumbersome.

Digital marketing has changed everything. Real-time ROI, instant access to brands and influencers, targeted relationship building. All of this has created a space where the ease of information sharing has created a wide-open space for all businesses, leveling the playing field.

So, how do we build a marketing strategy that leverages these changes and resonates with people online? How can you use social media and online marketing to grow an audience of people who are loyal advocates for your brand?

At NOW Marketing Group, we've spent the last decade preparing for the next one. We've watched the digital and social media landscape change over the last 10 years. One thing has remained consistent: the growth of online relationship marketing.

In fact, social media is the most popular activity to do on the web. Worldwide, social media users are projected to increase to 3.1 billion people in 2021.

Other trends include:

- Mobile advertising is growing—mobile advertising is forecasted to reach \$187 billion in 2020
- Video consumption is at an all-time high—by 2020, the average online viewing time in the world will reach 84 minutes a day
- Social media usage is rising across the world—North America's social media penetration stands at 61% and global social media penetration is at 42%
- eCommerce traffic comes from many places—70.5% of U.S. social referral traffic was generated from smartphones during the first quarter of 2019
- AI and marketing automation will influence content marketing—content creators will produce over 30% of their digital content with the help of AI



As we are moving closer to the pivotal decade of 2020, we want to share with you some ways you can prepare your business and use your social media and online marketing to grow. Since 2010, we've worked with more than 100 clients on social media and digital marketing strategies. Our team has used these tips to grow and build our clients' audiences to achieve real return-on-investment. Here are 20 ways you can boost your marketing and prepare for a new decade of digital marketing.

If we had to boil it all down to just one word it would be EXPERIENCE.

Every bit of advice we're going to give you is about providing your audience with an unparalleled experience. It's through this method you'll stand out from other companies. In fact, it's the number one deciding factor for customers!

The internet has made it easy for people to find millions of options and products that are similar, if not the same as what you offer. How do you make yourself heard over the cacophony of similar brands all shouting about their product?



First, you have to lean in. Who are you? Embrace it.

Just like the words of the popular slogan, "Keep Austin Weird," you've got to embrace your idiosyncrasies. Well, maybe you're not weird! But you ARE unique. All the little things that make up your brand, make up something that's different from every other business out there.

So, who are you? First, look deep and figure out your "why." What's your personal brand manifesto? Then, work through the following list to develop a plan of action for 2020.



Start with one-on-one interviews with some of your clients

The first step in any new marketing plan is to determine the audience. You need to figure out who you are talking to. Are you positive you've been targeting the right people? One of the most insightful ways to do this is to talk to people who have already "bought-in." Gain valuable insight into who your customer is and what they're truly interested in by checking on them. Schedule a lunch, phone call, or video chat with one of your ideal customers. Then, ask them a few questions to help you determine what they're all about and why they chose you.

Ask them things like:

- What are you watching right now?
- Where are you getting your information?
- Where are you connecting with others online?
- What platforms do you use?
- How did you hear about us?
- What was your first impression of us?
- Why did you end up going with us?
- What do you like about our company?
- What kinds of things do you wish we could provide for you?



Google your brand name

What shows up when you search for your brand name? (Use incognito for best results.) Is your Google My Business profile complete with current and accurate information? If not, focus on updating that. Consider adding a mobile number so people can text you! Don't worry, your actual phone number isn't going to be out there for everyone to see. Instead, searchers will have the option to "message" you, which will be sent to the mobile number you set up. You'll have the option to message them back, just like you would a text with the exception that they'll see the company name, not your phone number.

Google My Business is like a mini-website for you to quickly get info to people without them having to click on any links. It's vital that you have it all filled out since potentially it's the searcher's first interaction with your business.

Here are some other things to add to your profile:

- Try posting for a month and see what results you get
- Add new photos and videos
- Update and enhance the “about” section
- Add links to social profiles
- Make sure to use questions feature



Keyword research and competitor analysis

If your website isn't showing up when you Google it, you have some work to do. Keyword research is the name of the game. You need to figure out what search terms your customers are using when they're looking for companies like you. You may be using one phrase while they're using a completely different one! There are lots of nifty tools that help you determine which keywords are valuable for your website. We like SpyFu to use when we search for keywords or SEMRush is another great option. Don't forget to check out Google Trends to see how keywords are shifting and changing over time.

Update your website—like for real

Alright, once you know how people are searching for you, it's time to update the ol' website. In 2020, a static website means certain death. Especially if you haven't updated it in several years.

Remember, it's all about the experience! User experience is the number one factor. The website needs to be easy to use, intuitive for the visitor, and informative. They're looking for something specific and typically you only have seconds before they decide whether you have it or not. People also expect websites to be fast so slow-loading pages can mean people jump ship without giving you a chance.

Complete a website audit (find out how in the second half of this guide) to figure out the pieces that need to be updated on your website.



Encourage reviews and see what's already out there

Word-of-mouth has turned into world-of-mouth with the internet and that's going to become even more important in 2020. People rely on and place extreme importance on reviews. That's how they know whether or not they can trust a company on the internet. I think we've all been to a place where we are just about to buy something when a negative comment changes our mind.

Google My Business has a place for reviews, so check what's been said about you. Thank people for positive reviews and apologize or offer solutions to those with negative things to say. If you can make it right, do it. But, never, ever, ever argue with someone over a review (or you might end up on one of those lists of worst customer-business interactions).

Grow your email list

While you're updating your website, don't forget to come up with a strategy for collecting emails. It could be a dedicated page, an option on your blog feed, or a pop-up that appears when people jump onto your website. You can also collect email addresses through the inbound process with landing pages and valuable offers and deals people in your market would be interested in. No matter how you do it. Grow. That. List. People!

One of the best ways to connect with your audience is by sliding right into their inbox and personally reminding them that you exist.

People are trending towards smaller, niche communities, and email allows you to keep a tightly knit group of people on your radar. Everyone still uses it and that's not going to stop in 2020.



Use the 10-by-10 method to come up with content ideas

Struggling to come up with blog content? The lovely [Stephanie Liu](#) came up with a great way to come up with 20 blogs with basically a finger-snap.

Step 1: What are 10 questions your customers are always asking? Write those down.

Step 2: What are the 10 questions you wish people would ask you but don't because they're not experts in your field? Write those down.

Snap! Now you have 20 topics to tackle with blogs, videos, podcasts, whitepapers, or whatever else you are producing as your content strategy.

Create a download or a new offer

Now that you have some content ideas to tackle, it's time to come up with a new download or offer. You can use this valuable resource to trade people for their email address. By incorporating an inbound strategy, you can learn more about the people who are interested in your product or service and then have a way to keep in touch with them as you remarket to them.

Ideally, your offer should be something worth paying for. It has to have enough "value" that people are okay with giving you their email.



Use Google Ads to do at least one paid advertisement

Google is the number one search with more than 68 percent of people using the search engine. You know we love organic traffic, but at some point, you're going to have to bite the bullet and create an ad.

If you haven't used Google Ads, what better time to start than for your newly developed offer? If you know your audience is already looking for something, it's pretty obvious—promote it with an ad! Test it out and kick-start 2020 with an ad targeted at individuals who are already looking up similar things.

P.S. Google has coupons, check them out and you can get \$50 or \$100 matched for your ad.

Know your accelerators and work collaboratively with them

Do you know who your number one fans are? You know, the ones who are super happy to share your stuff and accelerate your content?

These are the people you can always count on, who have the same beliefs and viewpoints. They're the ones who serve the same community as you. These are the people you want to work with collaboratively! Come up with some ways to combine talents. Bounce ideas off them. Trust them to help you come up with concepts and work towards a project together.



You can also think big and try to work with other big names in your industry. Who do you look up to and want to work with? It doesn't have to be a long list, even just three influencers you could work with to help you build your audience would be a great goal for 2020.

If you know us, you know this one —build relationships!

Simple, yet critical. Build those relationships! Here are ways you can cultivate relationships online:

- Create one-off personalized experiences via voice memos to tell someone how you've enjoyed their content or wish them a happy birthday.
- Feature and highlight others in your blog.
- Support content from communities that you want to be part of.
- Recognize someone's achievement and send them a personalized note or card.
- Start a reoccurring LIVE video show and invite people to join you as guests to share their insights.
- Create a resource center on your website with helpful free content and feature stories of people you've served.
- Build a user group on your website for a specific audience.
- Start a Facebook Group around a specific topic that your audience would enjoy that aligns with your brand and foster community in the group via engaging content, video, featuring members, etc.
- Use personalized email drip campaigns with video or helpful content.
- Use LinkedIn to build relationships by connecting with your niche network of people. Get active on LinkedIn via video, commenting on other content, sharing others' content and be social! Give recommendations, kudos, and share articles that are helpful.
- Participate in Tweetchats around your niche.
- Participate in stories online and give a behind the scenes look into your day and be authentic.

Don't forget about the in-person connection as well! Attend events, go to chamber meetings, whatever you can do to get out there and start talking to people. Remember, one-to-one relationships and personalized experiences are key.

Perform a social media audit on all platforms

Are you speaking to the right people with the right message? Audit your social profiles and see if you are using them to the best of their ability for your goals. This helps you engage with people more!

Speaking of social media platforms and audits, don't forget ye olde LinkedIn. They've been hard at work updating the platform with new features. You should update profiles for both your personal page and your company profile. Add new achievements. Don't forget to use it to send messages to clients and your community. This platform is almost as important as your Google My Business, so be sure to give it the attention it deserves.

See the second half of this guide to learn how to audit your digital platforms.

Personalize the messages you send out

2020 is all about connection, experience, and relationships. So make sure you personalize messages you send out!

Here are some ideas:

- Send voice messages instead of texts
- Send out personalized cards
- Send video messages instead of emails

Get your team involved and on board with making every communication personal and friendly. People notice when you spend extra thought and care with messages. With the ability to Facetime, it's super easy to get a closer connection to peers and clients alike.

Spend a day taking photos

Being real here, stock photos are entirely unnecessary. If we're talking about being more personalized and focusing on experience, there's really no reason why we would use cheesy stock photos. It's also super easy to capture photos nowadays. We all carry a pretty decent camera in our back pockets. Utilize your phone!

Plan a day (or delegate this task to someone) to walk around and take photos of the company, the team, and the process. Then, use those photos in your marketing and on social media posts. You don't have to post them all at once. You'll have a bank of photos from which you can grab a personalized image and use it whenever it makes sense. Also, encourage your team to take photos of interesting projects, meetings, or other photo-worthy activities day-to-day. Real-time posts are super engaging. By using your images, you can give people an inside look at who you are and what you do.



Use videos

If you haven't been creating some videos, you should get on that. Not only live videos and stories videos but also pillar evergreen content videos like:

- Do you have updated testimonial videos- or even video stories on your clients and how you've solved a problem for them or helped them reach a goal?
- Have you shot a Who We Are video?
- Have you addressed frequently asked questions in a video format?

Add these videos to your website and on YouTube so your audience can learn more about your brand and what it would be like to work with you. Just like you should capture some photos, also capture some b-roll footage to use with tools like Wave.video.

Make gifs for your brand

Have you been taking videos? Use some short clips and turn them into gifs, then share them out! It's a quick way to show your audience something. They're also super engaging and reveals your fun side.

Answer one question relevant to your brand

What questions are people asking? Take time to answer at least one. People want answers to their questions and places like Quora are ranking higher because of that. What questions would you want to rank for online? Answer it to drive traffic to your website.



Above all focus on EXPERIENCE

Remember, the 2020s are going to be all about the experience of the customer. How can you prioritize and accomplish great experiences for your audience? Simply put, we believe you need to C.A.R.E. for them. With this approach, you can drive business growth by amplifying relationships online.

When putting the C.A.R.E. approach into action, businesses turn followers into fans, customers into advocates and community into collaborators.

How to C.A.R.E. for your customers

- **Capture Attention:** Cut through the noise and connect with your ideal audience
- **Articulate Message:** Clearly communicate your authentic message so your audience knows exactly what you do really well.
- **Relationships:** Build advocates who will turn into repeat customers and refer your business
- **Exceptional Experience:** Create memorable experiences versus simply sales transactions- shift the mindset from buying to belonging.

Ready to get ahead of 2020? Start with an audit of your current digital channels.

Okay, so the first half of this guide was a lot of explaining and outlining what to do. Now, we're going to start you off with how to go about actually accomplishing that task list. At the very top of the list, is auditing to measure if what you're currently doing is working. There are many channels by which we send out our digital messages. And, unfortunately, marketing is not just something you can set up and then forget about.



Successful marketing requires strategy, time, and patience. It also takes monitoring, measuring, and adjusting.

That's why it is imperative that you periodically conduct an audit of the channels you're using. This ensures that you are on the right track and generating the highest return on investment. Here's how to do an audit on the top three social channels as well as your website.

Organize your yearly calendar now so you have a plan for important dates

Map out some important dates and ideas for the calendar year 2020. What holidays would you like to post about? Are there important dates in your industry you'd like to recognize? Or, maybe there are some important dates for your company? Spend two hours reviewing your calendar and writing some posts up ahead of time. Taking time to work ahead will allow you to be creative with your posts—like adding in photos, videos, and blogs.

Do one training online to amp up your skills

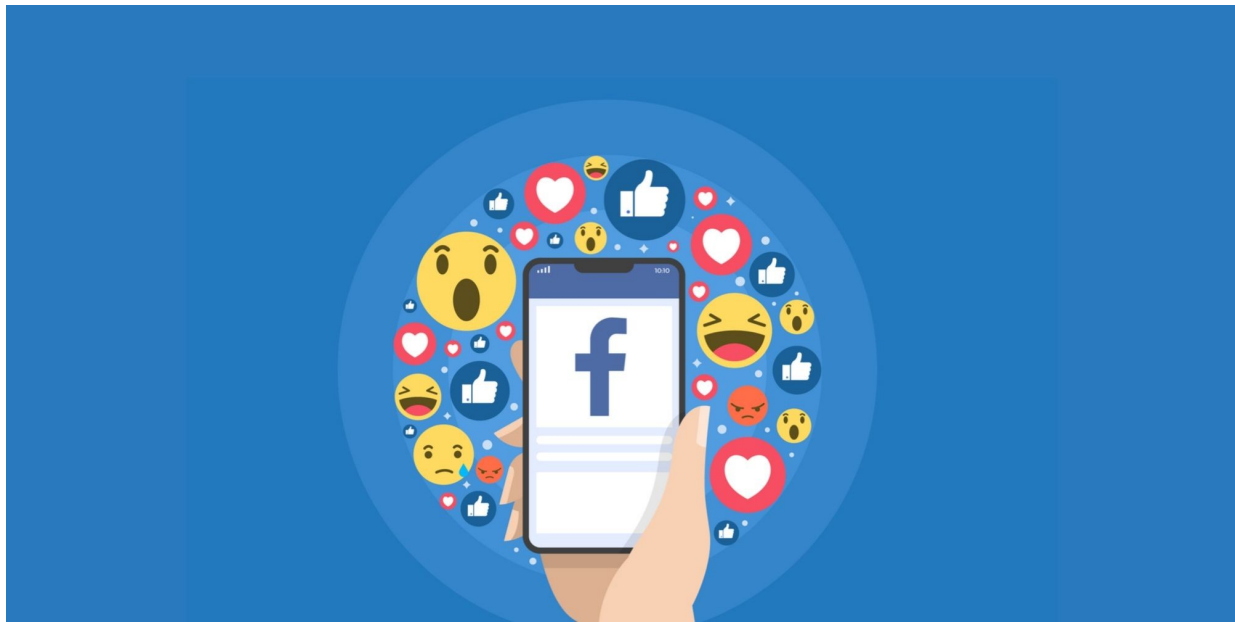
Complete at least one online training so you can continue to amp up your skills and become even better at what you're doing. Haven't looked at Google Analytics in a while? Complete a course on it. Maybe you'd like to know more about inbound. Watch a webinar. Not sure what angles are best for photos? Check out Skillshare. Whatever ability you want to level up on, do it now so you can implement it in 2020.

See where you can save time

Now that you know what to do, you may be thinking, well, I'll never have time to do all that! Which leads us to this point. Figure out some areas where you can save time!

Here are some ways you can do that:

- Evaluate your tools: which ones can you eliminate and which ones do you need to invest in?
- Use SaneBox for email
- Use a tool for content curation
- Consider a partnership with an agency



Facebook

Here are 16 steps to perform for an efficient audit on your Facebook page.

Step 1: Search for your page on Google

Is your Facebook page easy to find? You should have no trouble finding your page in the first few search results. If you can't find it, then your customers or potential customers are bound to have the same trouble.

Step 2: Make sure your information is accurate

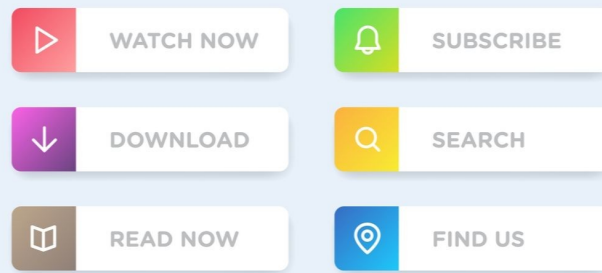
It's important to keep the page updated as changes happen. Go through your contact info and about section to make sure everything is still correct. Critical information to check would be the company phone number, website, and hours of operation. Also look for changed names, dates, and other employee information. Fill in as much information as possible and try to leave nothing empty. The more information you have, the more trustworthy your page appears.

Step 3: Make sure your page URL is customized

Not everyone realizes that you can select a unique username for your Facebook URL. However, you can only change it once, so be smart about it. **Try using the shortcut "fb.com/username"** in lieu of "facebook.com". This will work for any Facebook web address and can act as marketing communications while simultaneously making it easier for people to find your page.

Step 4: Verify your business page

Make sure you have verified your business page (it shows up as the blue checkmark).



Step 5: Set up your call-to-action

Don't forget a call-to-action! A CTA on your Facebook page is a vital component that allows people to become involved in what you're doing. Call-to-action buttons can help your customers contact you, shop your store, start food orders, or book service.

To add a call-to-action button to your page:

1. Click + Add a Button below your Page's cover photo.
2. Select a button from the dropdown menu and follow the on-screen instructions.
3. Click Finish.

Once the button has been created, you can test your button:

1. Hover over your button.
2. Select the Test Button.

Step 6: Get reviews and monitor what people are saying

Check to see if you have reviews. Reviews are imperative for small business success. I think we all rely on reviews when choosing a business online, and your clients are no different!

If you don't have them yet, encourage customers to leave their comments. After your clients or customers make a purchase, send them a personalized message asking them to leave a review. You can even prompt them to leave one with a coupon code.

If you ever receive a negative review, be sure to leave it. Deleting reviews looks very suspicious and makes people extremely angry. What you can do instead, is to respond to it. Own up for any mistakes and offer a solution to the problem. If necessary, take the conversation offline—send your contact info and tell them to get a hold of you or another manager who can help find a resolution.

Businesses that respond well to negative feedback instead of ignoring it enjoy better success and appear more trustworthy.

Step 7: Add content

Fill up your Facebook page with content, including photo albums, videos, and notes. Set up albums and include photos from things like company events, new product lines, or other relevant multimedia. Add video posts to showcase your company and your brand, even things tangentially related such as a review video about a product line you carry or a how-to video related to your field. If you have any written forms of communication you'd like to share, use the notes feature! It's typically underutilized by people.



Step 8: "Like" other branded pages

It is important to treat your Facebook page as it was originally intended—that is as a part of the community! Engage with other branded pages. "Like" them to show support and share relevant things that their experts' post. This adds to the level of engagement your page has, which is always a good thing!

Step 9: Check your page's engagement

This comes in the form of comments, replies, reviews, shares and the like. Check Facebook Insights to see how many people are liking your content and how many people comment on the things you post.

As people are commenting on your posts, respond back. This encourages engagement and keeps posts within peoples' feeds via the algorithm.

When you post or share educational content—whether it's from your own research or from another expert in the field—add in a call-to-action. That's another way you can boost engagement.

Step 10: Revisit your posting frequency

Next, determine if you're posting enough. How often are you posting? Even a couple of days without a new post can make your page seem stale. People may start to wonder if you're an active business anymore. We recommend posting at least once a day.

Step 11: Use Facebook Live

A great way to share things your company is up to is through the Facebook Live feature. This real-time content is highly engaging and the algorithm likes it too. If you're sharing anything super timely or really interesting to your audience, they'll be likely to watch your video. Some great examples include events, behind the scenes, how-to's, training, meet the team, and product demonstrations.

During the live stream, remember to engage with your audience. Ask them questions and drop comments as you can. After you're done broadcasting, go back and respond to comments and live more info if you can. You can also take the video and share to other platforms such as YouTube or your blog.



Step 12: Monitor your reach, see what works, and follow trends

Are you seeing the reach you think you deserve? As with all marketing efforts, you need to check your reach with your Facebook business page and see if the return on investment is matching your goals. If they are not, it is time for a change. Experiment with different forms of content and see what kinds of posts your audience engages with. Perhaps your audience prefers video over photos. If you see a trend, follow it!

Step 13: Check your web traffic

The ultimate goal of social media is to see website conversion and sales, after all! So, make sure you check to see how much of your social traffic is heading to your website. Your Facebook efforts should be paying off in terms of increased traffic directed to your site. If it's not, it's time for you to experiment with your calls-to-action and content.

Step 14: Update your cover page

The cover page restrictions were recently relaxed, so now you can display new things on your main page. This image area can be maximized by way of displaying your customized web address and your call to action. Just ensure the text does not exceed 20 percent of the cover image area. This cover page can be updated so as to provide important information to customers. Make the most of it.



Step 15: Use company-branded images

Make sure you either own the photos you use or that they are properly licensed for commercial use. Never take an image from Google.

The safest way to make sure you're using free and legal images is to have your own branded company images. Pictures are one of the first things people will notice when they look at your content. Reinforce your company branding with custom-designed assets. We recommend square images designed at a maximum size of 180x180 pixels.

Step 16: Write engaging content using the 4-E Rule

Here's a tip for writing your content as you move forward. Use the 4-E rule to categorize your posts. This means that the content of your posts needs to meet one of the following criteria:

- **Expertly Written:** Share content related to your industry, written by an expert.
- **Educationally Focused:** Teach your audience via your blog, articles or videos.
- **Engaging & Conversational:** Use real-time marketing conversations. Be social and ask questions so that people are engaged.
- **Entertaining:** Share content that is creative, visually appealing, and indicative of your more human side.

A good rule of thumb is to ask yourself if you'd be interested in the post. Is it something you would comment on or share? If so, great! If not, refine it.

Twitter

Here are the 12 steps to perform when completing an audit on your Twitter page.



Step 1: Update Your Images and Review Your Profile

Start your audit with a very simple step: updating your profile photo. If you haven't changed the photo in a while, it's a good idea to do so. Updating the image shows that you're keeping things fresh and active. Always keep your photo selections in tune with your brand. Second step: review your profile. Make sure that it is up-to-date and matches the tone and feel of the image on your account.

Step 2: Check Your Metrics

Next, it's time to look at the metrics. Looking at the data may quickly reveal the areas that need some attention.

It's helpful to have all this information located in a spreadsheet. Create one for yourself and get organized. Be systematic in the way you go through the information so you can be sure to hit the good parts and the bad parts.

Step 3: Collect Your Tweet Data

Gather all the data from your Tweets. As you do, keep in mind why you are using Twitter, what your goals are, and who your ideal audience is.

In your spreadsheet, collect information that includes:

- Date and time of each Tweet
- The message itself
- Who posted it (if you have a team of people working on the account)
- Any selected targeting options
- Reach
- Impressions
- Clicks
- Retweets
- Likes
- Replies (and what was contained in the reply)



Step 4: Analyze the Data

After you collect your data, it's time to analyze it.

Here are the things you should verify:

- Are you posting a minimum of three times per day?
- Are responses handled in a timely manner?
- Is there an auto direct message (DM)?
- Do you have Twitter lists set up?

Step 5: Look at Your Engagement

You always want to check your Likes, Retweets, Clicks, and Replies. These are all signs of engagement. Remember, social media is about being social; it's a give-and-take. Interacting with your target audience earns their attention and helps them get to know you. Once they begin to know and like you, they will begin to recognize your brand. Taking the time to thank loyal followers for their Retweet or Like helps win them over. Comment and engage on your audience's tweets. That's how you build up relationships and grow more engagement.

When analyzing the metrics, don't just count the number of Replies. Examine what people are saying and doing. Is there mention of your brand? Are you receiving positive or negative comments? Are you getting clicks back to your websites? Driving traffic is often the goal of social media marketing.

Step 6: Remove the Auto Direct Message

If your audit reveals you have an auto DM, get rid of it. It doesn't matter how amazing the message is, people know it's automatic and find it impersonal. It would be similar to getting an auto-response from an email address when you expect a human to be the one reaching out. Or, calling a company and being stuck with automated messages.

Step 7: Start Creating Twitter Lists

If you haven't started using lists, now is the time! People feel important when they are placed on a list. It acknowledges that what they post is relevant to you. Provide your online community with lists that contain worthwhile material. Doing this also allows for segmentation. Individuals know where to go to quickly scan Tweets with information relevant specifically for them.

Step 8: Determine What's Working

Now that you've dug into your metrics, compare and contrast the findings to see what is working best. Then, you can decide what's working for you and proceed accordingly.

Here are some things to monitor and ascertain:

- Which performs better, Tweets with videos, images or links?
- Are you asking questions within the text Tweets? Are people answering?
- Are you including hashtags? How many and how often? Is there a noticeable difference between tagged Tweets?
- How frequently are you updating the hashtags you use? Do new ones perform better?
- Do you mention specific accounts or include influencers? What's the result?



Step 9: Monitor Your Followers

When looking at metrics, don't focus on the **number** of followers you have. Twitter is all about **who** is following you and what they're **doing**. While there is no shame in wanting to have a large number of followers, it's important to know who is following you because you want to understand your target audience.

Watch out for fake followers. They can throw off your numbers and skew your demographics. Accounts that have blank bios or are without a profile photo are suspicious. There are a number of tools that can help you filter out any bots you may have following you. This ensures you only have genuine followers. Real accounts mean more opportunities to get your content shared.

Step 10: Review Your Follower to Following Ratio

Be sure to review your Follower/Following ratio. You don't want it to be unbalanced. If you are following more accounts than follow you, consider using a tool such as **Statusbrew** or **Audiense** to trim those who do not follow you back. Additionally, be sure to follow the people who are Tweeting things that are good for your brand. Unfollow those who are offensive and unprofessional.

Step 11: Look Into the Things You Audience Tweets About

Diving deeper into your audience, you'll want to hear more about them and what their interests are on Twitter.

During your audit, make sure to learn:

- What your Followers Tweet about
- What day and time your followers are most active
- Demographics of Followers

Also, figure out who your top brand advocates are and find out if you have any influencers following you. Tools such as Traacker or Klout can help you identify how many followers one of your followers has. Engaging with influencers will help you grow your marketing efforts. It's important to keep on top of their social media activity and try to get their audience to also recognize you. It's all worth it

Step 12: Determine What's Working and What Isn't

Alright, now it's time to take all that info you just pulled and put some marketing strategy behind it. What was working for you? What were people responding to and retweeting or commenting on? Was there a couple of people you could count on to engage with your stuff? Take what was working, and keep it up. Ditch the stuff that your audience wasn't into and post more stuff that they were Tweeting about. Make sure to talk to your most engaged followers and find out which influencers in your industry you can begin to interact with. Then, just keep on keeping on! Happy Tweeting!

YouTube

Here's how to audit your YouTube page with 10 easy steps.



Step 1: Get a Dedicated URL through your G Suite account

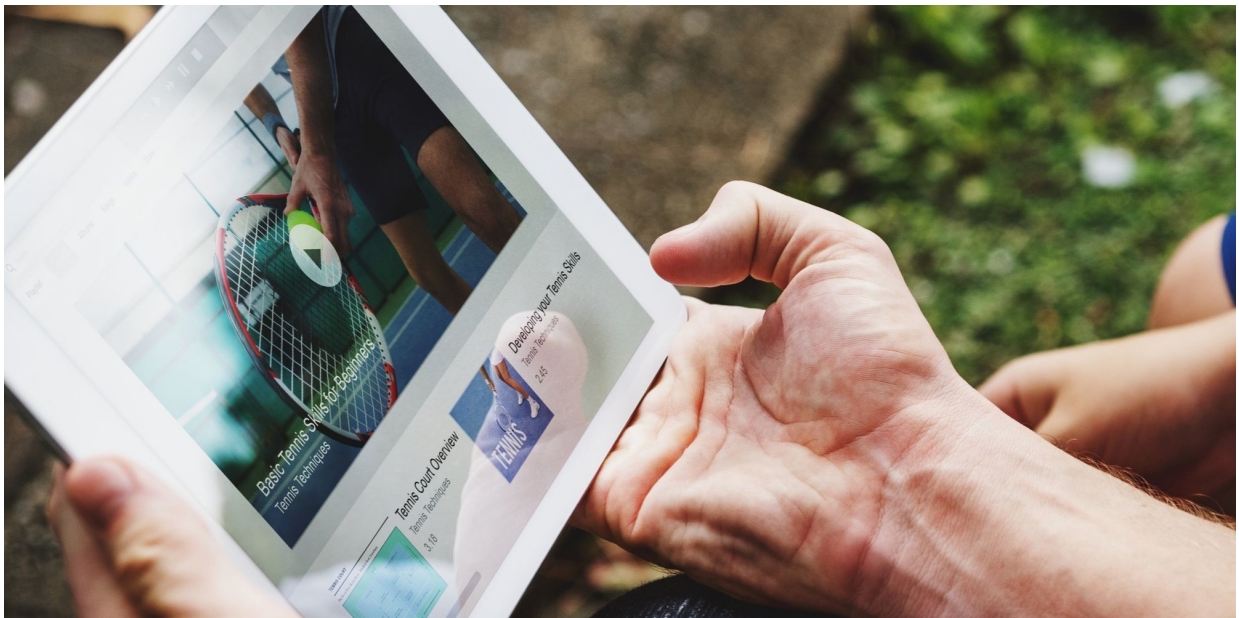
Google has changed the way YouTube operates when you start a new channel. Now, unless you have a G Suite account or one hundred subscribers, you won't have a dedicated URL for your channel. You can also connect the channel to your Google My Business account to hopefully get it verified faster.

Step 2: Design a channel icon for your profile picture and cover art

Create all the graphics to fully dress up your channel. This will include a cover image and a profile picture.

Step 3: Write something for your about section

Don't forget to fill in your about section! This is critical! You need to have all the information in here for users to get to know you, learn what they should expect from your channel, and ascertain whether or not they want to follow you. Let them know where to find you, give them links to your other channels, social media profiles, website, and anything else you'd like them to know about. Remember, Google indexes YouTube and they will be reading what you have in your about section. It's another way your business can be found!



Step 4: Check your settings and fill out all the information about your business

Along with the about section, you're going to want to fill in all the info about your business. Be as detailed as you can be.

Step 5: Set the type of video and choose the content—tags, slides, CTAs, etc.

You can also go through all the videos and make sure they are listed as you want them. You have the following options. You can set it up to default which option you'd like.

- Private—only you or people with your username and password can watch
- Unlisted—if someone has the URL, they can see it, but it can't be found by searching
- Public—everyone can see it and it can be found through search

You can also set the custom URL ending for videos and, of course, the video description. Don't forget to mention some information about you as a company and place in any relevant links, like your website. There should be some consistency throughout all the videos.

Also, set the tags and categories for the video as well as a custom image. Think about how everything is going to look to a person who has never been there before. What will they take away from your channel?



Step 6: Do you have playlists for a walkthrough on a particular topic?

Once people start watching your videos, how will you make sure they either keep watching OR come back for more? By organizing your videos into playlists! With this tool, if a viewer clicks on a video within a playlist, the next video in the series will automatically begin to play once they finish the first video. Entice people with the videos they would be most interested in. You can even create rules and tell YouTube which videos to put into which playlist. For example, anything with the word "demo" could go into a demonstration playlist.

Step 7: Are comments turned on?

Ideally, you want to keep comments on. This helps keep people engaged and interactive on your channel. You do have the ability to hide certain comments, should someone say something unsavory. If comments are turned on, make sure you're checking them and responding to people so you can talk to members of your audience.

Step 8: Do you have CTAs placed strategically on your videos?

If you want more leads coming from YouTube, it's important to make sure you have some sort of call-to-action on your videos. Whatever your CTA is, make sure it is placed strategically throughout your videos and that it is relevant for whatever the viewer is interested in.

Step 9: Do you have the right equipment to make the video high-quality?

People expect YouTube videos to have a certain level of quality. There is some decently affordable equipment on Amazon. Consider getting some equipment for good lighting and good audio. If you want, you could invest in a camera. But, for beginners, even an iPhone can capture great videos. Our suggestion is to start where you are, but then consider upgrading as you can.

Turning your YouTube traffic into leads means thinking creatively about what your audience would be interested in.



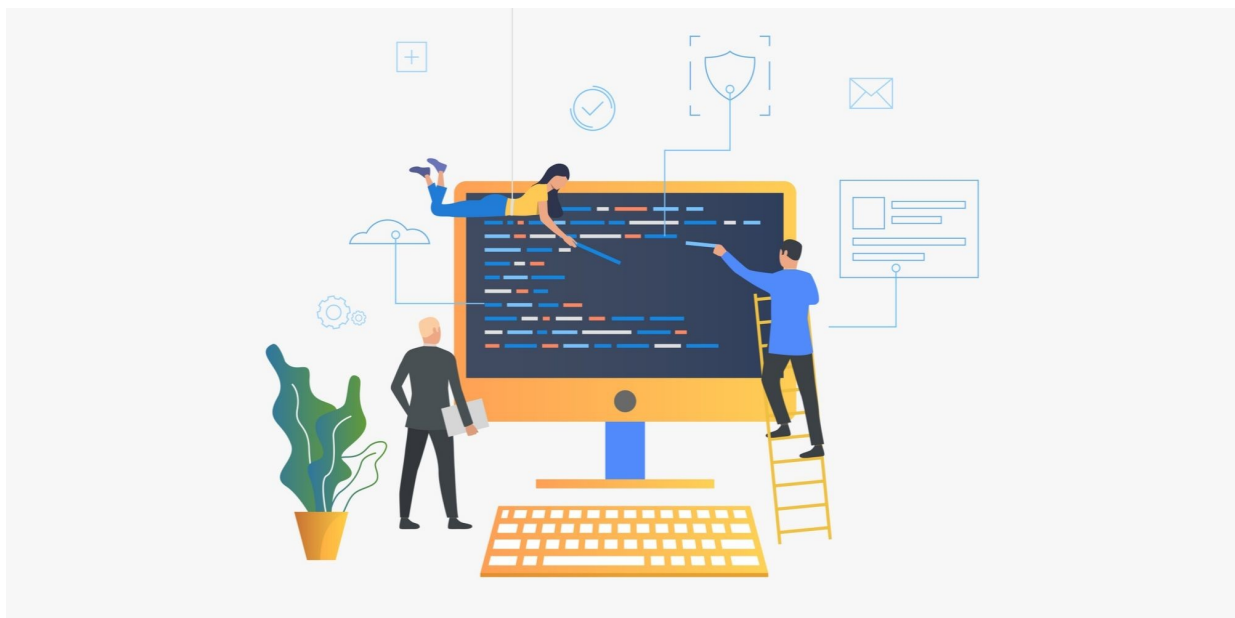
Before you get started making videos, consider who your audience is and what will they be interested in. And from there determine your goals for the platform. Is it gaining views and subscribers? Or are you more interested in gaining leads? How do the two things collide?

Step 10: Use the acronym WATCH think about why people will be interested in your videos

Expanding on the last point, use the acronym WATCH to figure out a direction for your YouTube channel.

- Who—know your audience. What will they find craveable?
- Action—know your goals. What action do you want your viewers to take?
- Technology—Start with good lighting, good sound, and good content. Build from there.
- Consistency—whatever you're doing, be consistent with it. This is the thing that will make or break you.
- Human—be human, be yourself! Embrace your quirks, embrace your sense of humor. You will find like-minded people.

There you have it! Ten steps to complete as you monitor and build a thriving YouTube community.



Website

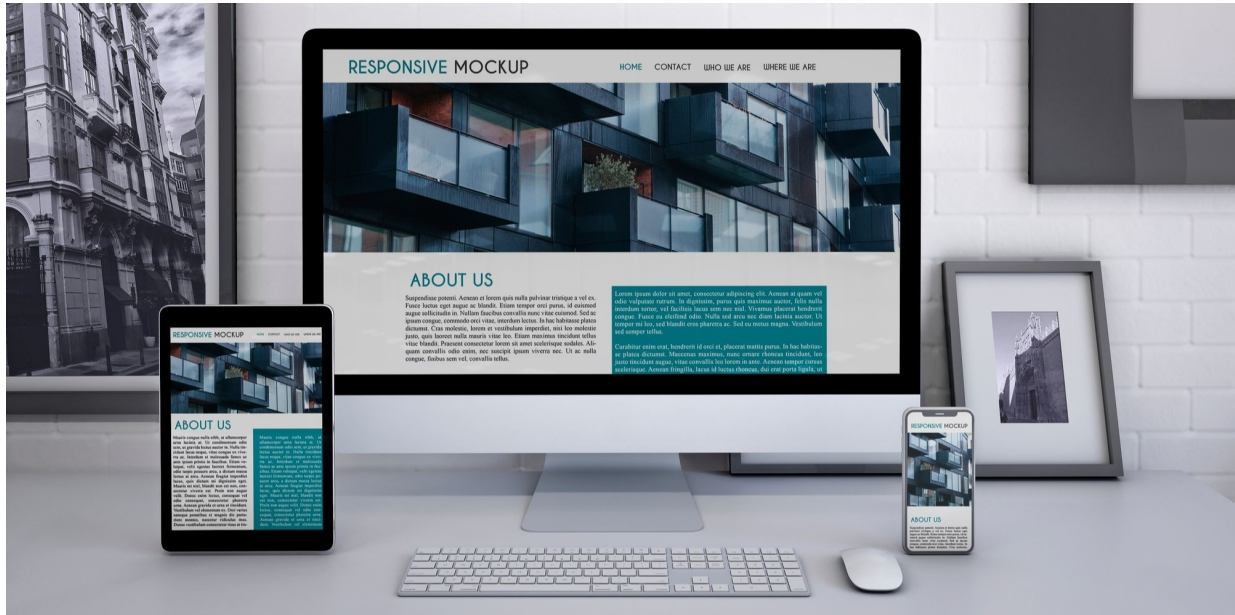
Here are eight steps to take when completing a website audit.

Step 1: What's the first thing your visitor sees?

Once someone lands on your website, you have seconds before they make up their mind if they're staying or leaving. What are they thinking in the roughly 15 seconds (or less!) they may be spending on your site? They should immediately be able to tell who you are and what you do. Your brand needs to be the product and your customer should be the hero.

Step 2: Go through the entire purchasing process yourself

You need to check how easy your site is to make a purchase or make it through the sales process. Remember, 2020 is all about the experience you are providing people. Go through the whole process, start to finish. Was there anything that annoyed you? Maybe something was broken or not working right. Or, you might even find something that just looks like crap. Remember, your roleplaying your customer, so think of everything through their eyes. What are your takeaways?



Step 3: Make sure the site is performing well and pages load quickly

More and more important in our mobile-first world, speed is a major factor not only in getting found but keeping people on-page. To be blunt, if your website is slow, people are leaving. Google may not even be ranking you because of it. So run a speed test and make sure your pages load quickly.

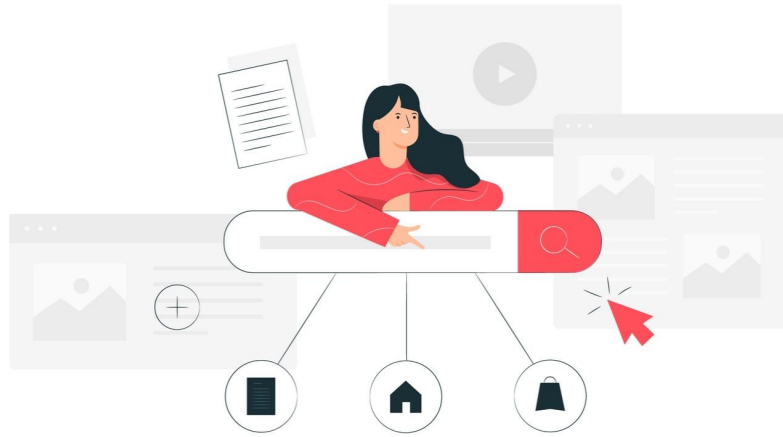
Step 4: Think of all the questions and objections someone would have and respond to them before they have to ask

Before people are convinced to take a leap and purchase from you, they're likely going to have questions about your product or service. Your goal is to know those questions and answer them on the website. Start with the big questions, the big concerns, and work your way to the small detail questions through your content, graphics, and videos. Try to do this organically. You don't have to pose the actual question every time. Instead, bring it up in your storytelling. Weave concerns into the fabric of your web content and then dispel them.

You might also consider having a dedicated FAQ page if it makes sense.

Step 5: Have you optimized the site for search engines?

Search engine optimization is also a factor. Think in terms of pain points. Someone is looking for your product because they have a problem.



This research typically takes three phases:

1. I'm not sure if I have a problem or not
2. Okay, I definitely have a problem, I need to learn about it
3. Now, I need a solution, which one is best for me

Your goal is to be there at every step of this research, helping them come to the solution (without being overly sales-focused). You want to be helpful, knowledgeable, and solution-based.

So, how are your customers phrasing their research questions? Brainstorm how they are researching and walk through it yourself. Open an incognito tab and use that phrasing to search the problem. Is your product or service showing up? If not, you're hiding. You'll need to beef up on your SEO and work on getting to the front page of Google.

Step 6: Who is your website talking to?

Are you connecting with your friends and like-minded people through your tone and content? Or, are you missing the mark and attracting the wrong audience? Read through the content, look at your images, and watch your videos.

What would a stranger think about who you are as a brand?

Another way to test this is to look at how exciting the website is. Is the copy boring and unoriginal? Does it lack the vibrant personality that your brand and team have? If so, you'll probably want to revise it.

Step 7: Is there a way for you to stay in touch with people?

Once you introduce your brand and answer all the questions people have, you need to have a way for them to get in touch with you or for you to stay in touch with them. So, do you have an inbound marketing workflow in place? Is there somewhere you can collect their email to put them into a drip campaign? How are you going to continue to connect with them after they leave your site?



Step 8: Now make it craveable!

Once people leave your site are they ever going to think about you again? Well, if you have boring content, probably not. But, if you have content that's well-thought-out, educational, necessary, and full of your personality, then you have a chance of people wanting more of it.

Let's be honest, the internet is addicting. Facebook, Twitter, Reddit, Instagram, and many other sites have content that people literally crave and keep checking again and again. While you don't have to compete with these huge sites, you should be trying to get to a point where people want to hear from you. They want to see your latest blog post, video, or download. To create such content you need to know your audience and know what they want to see. Set them up in a drip campaign and then send them your stuff. They'll be excited to see it!

There you have it! A way to completely review your site and conclude if it's working for your goals and what your audience is looking for.

Creating Craveable Content

Finally, you've completed all your audits, and you have an idea of what to do. But, maybe you're not sure how to get there. It all lies in your content, my friend. Here's your guide to creating the content your audience will crave.



How to Start from Nothing

Let's say you're starting from scratch. Or you aren't good at creating content. Or you simply have no ideas. Guess what? You still have to come up with posts. Cue internal groaning.

You can stop worrying now, it's actually a lot easier to come up with content than you may imagine. All it takes is a little organization.

Our favorite way to come up with content is the 10:4:1 method. With this approach, you're creating content for a 15-day period. All it takes is 10 posts curated from sites relevant to your buyer personas, such as blogs, graphics, or quotes. Then, create four posts from your company's content, like your blog, a video, or an image you've taken. Finally, your last post is your call-to-action that leads to a company landing page.

You can pair that with another method: theme days.

For instance, on each Monday and Thursday, post a company blog. Boom, you've just come up with eight posts. Maybe every Friday, you want a funny post. That's four more posts. Every Sunday, you want something inspirational. That's four more.

That wasn't as hard as you thought, right?

Check your tone

If you know your audience and you know your brand, you should also have an idea of what your tone should be. Are you funny, professional, and laid-back? Maybe you use slang and memes. Or, maybe euphemisms are more your style. It doesn't really matter what tone you use as long as it matches your brand image and connects with your audience.

However, different platforms do require a little tone tweaking. You really don't want to copy and paste a post across platforms. So switch it up. Your clever, funny post on Facebook isn't right for LinkedIn, so just keep that in mind when you're writing.

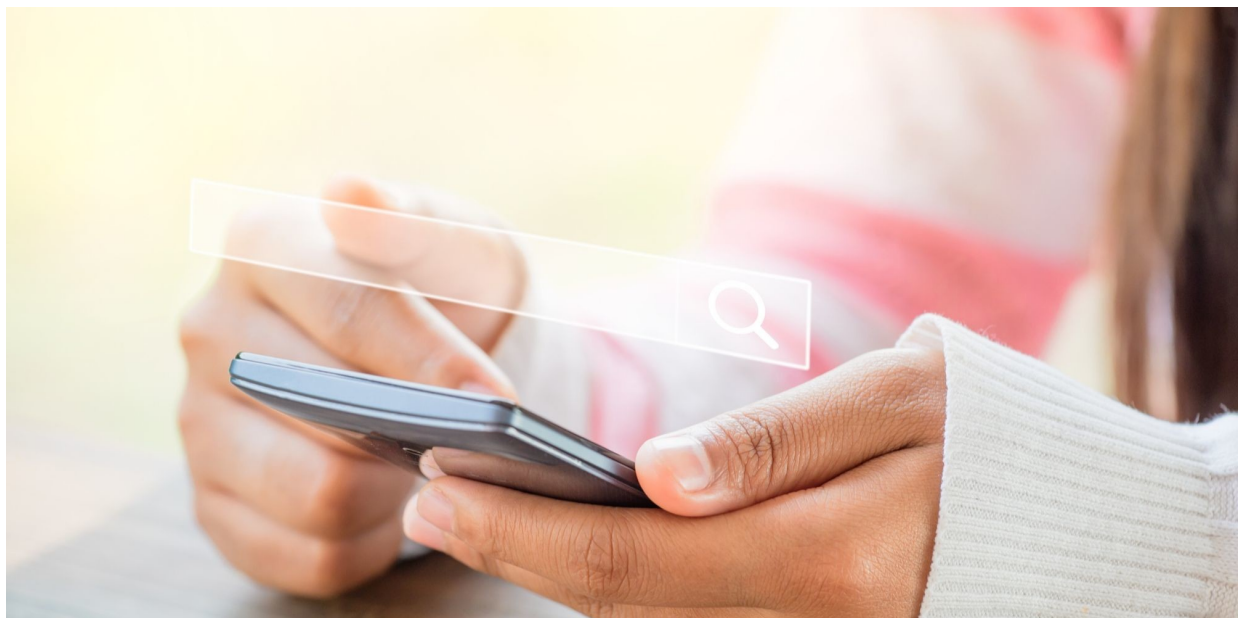


Competition

Competition isn't always a bad thing. It helps you keep moving and doesn't let you become complacent or settle.

It can also give you great content ideas. So scope out your competition's social media platforms! What posts are receiving the most engagement? And which posts are falling flat? Learn from their successes and errors to help you maximize your posts for your audience.

Keywords



How many times a day do you think your fans are on Google? Too many to count? BINGO, that's exactly why you should know what keywords your buyer persona is searching for! We've touched on this earlier in our guide. Your buyer persona has an issue and they're going to be searching the interwebs to find the solutions.

Experts

That's why it's vital that you stay tuned to what they're interested in and searching for online. By knowing what our buyer persona is drawn to, we can refine our content and create material that entertains and answers our follower's questions. Try www.answerthepublic.com to see what kinds of keywords and phrases your audience is searching for. Then, create blogs, videos, and posts related to those questions.

Do you have a role model or an individual you look to for inspiration? Take that same outlook and apply it to your work. These experts don't even have to be in the same industry as you. You can still get some ideas from their social media platforms. What are they doing that you think works really well?

Find the companies doing it right on social and analyze their posts. Check out their wording and writing style, see how they're using photos of people and products, and look at how they interact with and engage their audience.



Let's Bring It In NOW

The last decade has brought about a lot of change. We saw the rise of automation and how retail shifted because of giants like Amazon. Technology like Google Glass, Snap Spectacles, and virtual reality headsets hit the market. The electric car became more popular with industry leaders like Tesla innovating the arena with driverless cars and batteries that have a lifetime of one million miles.

All of these companies are providing consumers with one thing. An experience.

With Amazon, you have the ability to easily order whatever it is you can think of. It orders and ships almost faster than you can think of it. (In fact, with subscriptions your orders do ship before you even run out of the product.)

With virtual and augmented realities, you can view the world in new ways. Travel to a new country in the comfort of your living room, get real-time help with augmented instructions you can interact with, or see your loved ones in 3D. The possibilities are almost endless.

By 2030, most car manufacturers are aiming to have fully autonomous capabilities. People will be able to relax and enjoy the ride. They can catch up with the latest Netflix Original or read the latest bestseller.

*While those examples have tangible products and services, what sets them apart is the **experience** the person who utilizes them gets.*

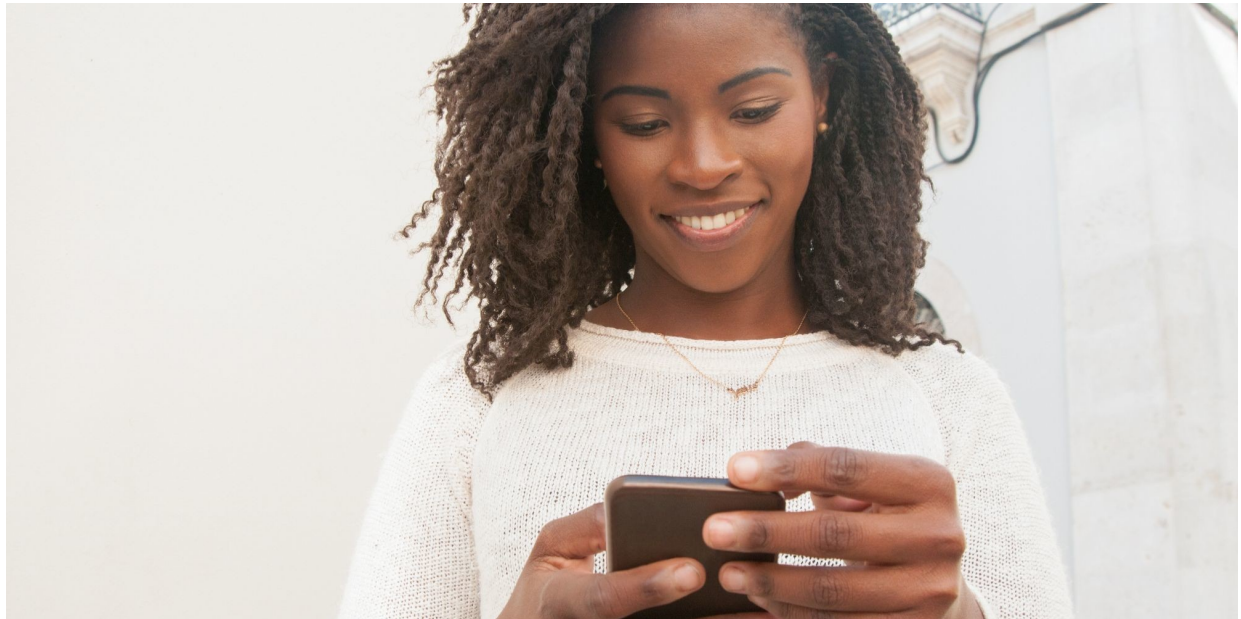
Your audience is looking for the same thing. Sure, they may be able to find a product out there that works, and yeah, maybe their problem is solved. But, if the experience isn't great or it leaves something to be desired, they're not likely to repurchase. Moreover, if the experience is only "meh" they're not going to tell their friends and family about it.



What sets companies apart is the way people are made to feel. How does your brand make people feel?

Make that your goal for 2020.

Focus on the emotion of your ideal clients. Meet them where they are at and then improve what they have going on. Anticipate their wants and their needs. Make it a reality. When you focus on these things, your audience grows naturally and inevitably.



Digital Marketing Strategies for 2020 and beyond

To wrap all of this information into a nice, little package, here's a conclusion in the form of bullet points! Start the new decade right by focusing on these areas:

- Focus on mobile traffic and make everything super simple to use and find on a small screen
- Try out advertising and focus on segmented audiences, including mobile platforms
- Double down on your social media and make sure you're connecting with your audience
- Start to incorporate AI and automate some of your marketing
- Dive into your analytics and make sure what you're doing is working towards your goals

Ready to Get Started?

Are you ready to dive into your marketing and put these steps into action?

We're hosting a free webinar to help kick-start your best year yet! We will walk you through the very first steps every brand should have in place to make these action items a breeze in 2020 and beyond.

Learn the #1 place to find your best leads and how to double your ROI while saving money. Do you want to join in on this VIP experience?

Yes, Sign Me Up!





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