All right. It's it's a few minutes. And I always like to get started on time. I was like when I'm at attendee and to get started on time. So, uh, we're looking forward today to share with you, um, our, our presentations as I pull up. My notes here. Uh, this the, to this webinar is get the word out marketing and PR boot camp for your business.

This is going to be all the information you need to really raise your profile here in the state of Maine and here in 2022 to generate as much business as possible. I want to think, but China's savings bank. Uh, they are our sponsor for today and the sponsor of fast forward Maine. They've been an amazing partner over the past few years, and really couldn't have put on these webinars.

And before that in-person events, and of course the weekly. More or less weekly podcasts that we put on all about growing your business here in the state. I've got a couple of great panelists with me today. Uh, and we're going to be meeting them shortly. Uh, very excited about, about this. Uh, we've got Marnie Grumbach from, uh, fluent IMC going to be introducing her.

We've got Jack Lufkin from Macharia savings bank. He's going to be presenting as well. And then I'm going to round out the day. The way this is going to work is I, uh, uh, Marty is going to present and Jack is going to present that I'm going to present, and then we're going to take questions and answers.

But if you have any questions while the presentations are going on, please ask them. You can put them either in the Q and a, or you can put them into the chat. It doesn't matter. We have a couple of friends who are helping us out today, uh, and there'll be collecting your questions. And if a question is really imperative that we stop and answer that question right away.

They'll, they'll let us know that. So that's basically how the day's going. Please like ask your questions. This is great free content. And we've got three experts. If I include myself on the call today, to answer your questions all about getting more brand awareness, getting more lead generation and getting more business for your company.

All right. And yes, we're recording this. So if you have to step out or if you miss something or if you're like, wow, what Marnie and Jack said was so brilliant. I have to hear it again. We've got you covered. So don't worry about that. And we'll probably follow up with some additional information, as well as, uh, links to the video.

In the next few days, it does take a couple of days to process this. All right. Uh, I think with that, we're ready to go. So I'm going to introduce Marni. Marni specializes in integrated marketing communications. I M C and public relations. She founded fluent IMC her company in 2012 to help clients create and implement effective IMC strategies, a problem solver by nature.

She loves both the art and science of integrated marketing. She's also an experienced copywriter. Marnie is a member of the Maine public relations council, board of directors and the Maine association of nonprofits. She received an MBA from Husson university and a BA in communications from Elizabeth town college.

Take it away.

All right. Thank you so much. Rich. Thank you so much for having me. It's just really exciting to be here with you all today to talk about getting the word out. It's absolutely my favorite topic. It's what I do day in and day out. So I'm thrilled to be here. Can everyone see my slides? Okay. You should be seeing about us.

Just a little bit about fluence a little bit more than what rich shared and thank you for that warm introduction. Um, we are an integrated marketing communications agency. We are based in Westbrook, but working, you know, hybrid like everyone else right now. And we really, um, we focus on the practice of IMC, which is really all about a process of unifying, a brand message across multiple channels.

Um, so, you know, we do a lot of strategy and planning work. We offer fractional marketing support. We do a lot of public relations, which we'll be talking about today. And in recent years we've been doing much more traditional media buying and digital advertising. So that's just a little bit about us. If you've never met us or worked with us.

So want to kick off this big, big topic, uh, PR and marketing bootcamp. My role today is to try to teach you about public relations and what is PR. So we're kind of jumping into a huge topic. What is PR anyway, uh, it's not exactly marketing. It's definitely not paid advertising. I like to say it's sort of a cousin to marketing, but in all reality, uh, PR really is about a process for managing your business or your personal reputation.

So if you can see these two definitions here, a strategic communication process that builds mutually beneficial relationships between organizations and their publics, and another is, uh, the professional maintenance of a favorable public image by a company or organization or a famous person. Um, and I really liked the term maintenance, uh, because you know, for me and for most of my clients and for probably many of you here who chose to be here with us today, you probably are in some way, a keeper of your brand, your job is to maintain, uh, your.

Business or organization's brand message and reputation. So in a nutshell, that's really what PR is, but the role of a PR person has really evolved in the 20 years that I've been doing this job. It really has changed into more of a multi-channel marketing role. And that's really, what I want to talk about today is to give you the basics of PR, but to talk about how we integrate it into, um, into marketing and other forms of communication.

And I think that'll dovetail nicely into what rich has for you at the end of the webinar. So moving along so many terms in this fields in marketing and PR and advertising, there's so much jargon, which just makes matters even more confusing. But I just wanted to share a few of the terms that you may have heard and give you my take on them.

So strategic communications, um, to me, this is like the big umbrella term. This is really about a process for communicating both internally and externally. It's like everything an organization would do to maintain their brand through internal and external communications. Then you have public relations, which is more about your organization's communication with your external audiences and that reputation, maintenance, and key message sharings are beating that drum over and over again.

And you've probably heard the term media relations. This is really about building relationships and engaging with the media and journalists to get them to share your message. And then you have earned media and earned media is really the media coverage that you successfully earn as a placement, as a result of collaborating or pitching a media outlet.

So those are just some terms I just wanted to go over briefly because they'll come up in conversation and they may be, um, confusing, which that's what jargon tends to do. Uh, so moving on, um, types of PR, this is something that as I've been involved with the main public relations council, which if you're interested in learning more about public relations, I want to give them a shout out.

They have lots of wonderful programming, professional development, very affordable ticket prices to learn all things PR and communications, but there's so many people in Maine doing so many different types of PR. We have crisis communications, we have public affairs and lobbyists. We have people who are focused solely on corporate and social responsibility.

You've got people who are doing just internal communications or employee relations, media relations. As I mentioned, an executive visibility, your thought leadership. That's where I spend a lot of my time or my team spends a lot of time, but there are just so many different types of PR and I've met peers and worked with people who have their specialties.

You know, there are some PR people here in Maine who are really, really skilled at product PR. And most of my clients are more on the professional services or B2B space. So we're talking about expertise. So it's just really fascinating. All the different types of people. Okay. So this is really where we get into learning, how to start to take advantage of the power of public relations.

So this is, um, how I like to introduce the concept of integrated marketing communications to new clients with this graphic. And I have to give credit to Ginny Dietrich. Uh, she owns an agency called spin sucks, and she has a podcast. If you're interested, she has lots of wonderful content, uh, but you know, she came up and trademarked what she calls the PSO model, P E S O.

My graphic is organized a little bit differently, but basically when we think about integrating. Marketing and communications together. We're kind of looking at all of your different communications and marketing channels as an ecosystem. And then I like to break it down into these four categories. So the first is paid media, then owned then earned and then shared.

So paid media is paid advertising. It's really anything that you pay for that you put ad, spend behind to get your message out. There could be a TV spot, could be a newspaper ad. It could be. Um, a Facebook post. It could be a sponsored Facebook posts, radio spot, or your Google ad words. The next channel is owned media.

And, uh, this is anything that you create or control for most organizations. Your website is your largest brand asset. A lot of resources and time go into creating and maintaining web content. It's where you, how's your inventory of brand materials. It's your own content that you create and control your blog, webinars podcasts.

If you produce your own email marketing, any educational content, that's what we call owned. Then we have earned media, and this is really where public relations falls into this ecosystem. This is about distribution of a message through a credible third party. It includes press comp coverage, speaking engagements, where you've pitched an opportunity to be an expert.

And I'm worried about the awareness as well. So that's what earned media is. And then we have shared media, and this is your brand presence across social media, both organic and paid posts as well. And I'm going to let rich talk about that in more detail when he talks about digital marketing, but shared media is obviously a huge, huge piece of an integrated marketing communications program.

So let's talk more about how to get going with PR. This is such a great time of year to be talking about PR and marketing and getting the word out it's January and still have time to create a strategy. And this is how I like to think about developing a PR strategy, whether it's for the year or for a specific campaign.

So, first thing is really taking some time to think strategically about who you want to reach, who is your audience? Uh, rarely can a business develop a program that reaches anyone in everyone. You really need to prioritize your audience. Who do you really want to receive your key message and to learn about your brand and your expertise and mapping that out on at the top of your strategy is the very first.

The second part of developing a PR strategy is, um, thinking about if you could get your audience to remember one thing about you and your organization, what is it? And this is what I like to refer to as a key message. The next part of his strategy is setting some measurable and realistic objectives. And this might be really simple, like, uh, you know, get published, uh, by one business trade, uh, business publication this year, or trade publication, or be interviewed by a TV station, or it might be more about, um, increasing traffic to your website.

So setting some objectives for your campaign and for your program. And then, um, number four is I feel really strongly about this part, making a longterm plan for integrating your PR efforts with your marketing. And we'll talk about that more and I'll show you a case study. Um, my agency has the privilege of working with savings bank on a variety of different projects.

So, um, Jack Lufkin will be walking you through some of those. And I have one case study to share. That's a good example of how we, um, by design built a campaign that integrates, um, some PR with owned, shared and paid me. Okay, so you have your strategy and you really want to, like I said, you keep beating that drum of that key message.

So these are just some examples of a few key messages from some of our clients that we're working on communications in PR on an ongoing basis. We have a healthcare client and their, one of their key messages is hospice isn't just for the last few days of life. So in a variety of different ways, through pitching different stories, through writing different content, different interviews, we, we work hard to get that message out there.

So in that situation or trying to, um, correct a misconception. Uh, another R you know, banking client, uh, key messages that they have the lending capacity for large complex deals. Uh, we have a technology client, and one of the key messages right now is they're investing in building fiber internet to rural towns across Maine.

So coming back to, what is your key message? Usually we have one or two, we're just constantly trying to get that message out there through a variety of channels. Okay. So I want to talk about media, uh, media. You know, the definition of media really is a means of mass communication. And I think it's really important to just talk for a minute about when you think about getting, going with PR and you think about building a media list and starting to share, um, announcements and pitches with the media.

I like to be really open-minded about what is the media, you know, obviously you have broadcast news and radio stations. You have newspapers and magazines. Now we have podcasters and bloggers, but also trade associations or affiliate organizations. Instagram influencers or online influencers, really?

Because media is just a means of communicating. Um, when I think about media list building, I like to go back to that strategy to go back to your audience and the message that we're trying to share. Sometimes a trade association is membership newsletter is a really powerful form of communication. Um, and it might be the most effective tool for your campaign.

So I like to be open-minded and think broadly about the media. Okay. So why are we, why are we investing in PR? Um, this is one of the pieces that is really huge when it comes to PR and earned media, it's really a well known. He is well-known in human psychology that people really rely on social proof. Um, people place greater trust in validation from third party experts and third party credibility.

So, um, the more reputable, incredible that media outlet is the better. We just tend to trust a message that we receive from a third party. And that's really where the power of earning media coverage comes into play.

So thinking about how to get started with this and getting the word out. One of the things that I feel really strongly about is having a mindset of being really proactive about earning media coverage. Um, it's really not realistic to, to sit and wait for a media outlet or a journalist to call you. It does happen, especially if you have a well-known brand and business, but I would say 95% of the media results that we have on behalf of our clients are the results of being proactive.

Whether that's developing a campaign and issuing a press release or doing custom pitching, really being proactive and working on those media relationships is. Um, thinking about, you know, who is on your media wishlist. I love to ask clients before we start a campaign, where would you love to be published?

What would success look like for you? Um, you know, and also thinking about not any media is the right media. Um, I think everyone would love to be on the, on the front page of the wall street journal. It's a very prestigious, but for many of my clients in many organizations here in Maine, um, sometimes, sometimes that, uh, um, unsuspected, uh, media outlet, whether it's a trade publication or a newsletter is actually a bigger win than maybe a national publication.

So just being open-minded that not any media is necessarily the right means. So the next part of getting going with PR is really thinking about how to identify what you should share, what activities within your business, or even worth sharing. And, um, does spreading the word reinforce your key message.

So, um, you know, most of our clients have ongoing programs where we're working on, um, that, that, like I said, that proactive approach of getting that key message out there and then other things will come up during the year where it probably is appropriate to send a press release. So, um, it's usually a mix, but I wanted to just go through a couple of scenarios that might be helpful and, and talk about, you know, these are conversations that we have with clients all the time.

Should these scenarios be, uh, something that we put in the PR category or in the paid advertising category? And the answer is usually it depends, but I just want to run through this really quickly. Let's say these are some scenarios. Your CEO is retiring. You're changing a business name. You've won an award.

You launched a new product. You received a small grant. You're expanding into a new market. You've partnered on the large deal or you're hosting a conference. These are just a few examples. There are hundreds more. I highlighted some of these that are sort of in that it depends category. And I say that because I want to get back to when we talk about a strategy being realistic.

One of the things that we find, especially here in Maine is there just aren't as many journalists as there used to be, um, trying to get media coverage for something that you're really excited about within your organization. And it's a really big deal. Sometimes it can be disappointing if a media outlet doesn't pick that up and write a feature story or a cover story about it.

You might just get a little mentioned or sometimes you get nothing at all. And it kind of depends like with, um, winning an award, it depends on whether it was a national award or a smaller local thing. Um, journalists tend to not usually want to write about new products or product announcements, unless it's something that's really, you know, some, um, cutting edge, new tech product that's really solving, um, some sort of crisis.

Um, in the small grant example, we have lots of clients that, and nonprofits that would love to have more media coverage about, um, grants that they've received or donations they've made. And I find that this is becoming more challenging just because there aren't as many journalists to write these types of stories.

Um, hosting a conference, I think again about, about expectations and being realistic. You might get that place in an event, calendar listing. Um, but it's unlikely to have, um, a full story about it unless you have a really interesting or well-known keynote speaker coming for the conference. So those are just some, some scenarios where it depends, but I will say you can put paid advertising behind any story.

And a lot of times when we're building a campaign and we have something going on, I like to plan for that integrated approach to, um, know where it fits in the PR realm, but know that we're also probably going to have to put some ad, spend behind it to get it out across multiple channels.

Okay. So Tom want to talk a little bit about pitching because as I mentioned before, I think I said that, you know, probably 95% of our media coverage is the result of, um, being proactive. We spend a lot of time on custom pitching, and this is really about having good relationships with the media, whether that's a journalist or whether it's the membership director or that trade association or the executive director, just really having that engagement and relationships with your media list, um, pigeons are about thinking like them developing an idea that incorporates your key message and pitching it to them.

But what's really important about pitching is showing them the benefits. What will the piece teach their audience? How will your expertise contribute to their, that media outlets? And usually I pitch through email. Um, most, most journalists do not like receiving the phone calls. Um, and, um, it, you know, having those relationships in place makes pitching much more successful.

So, um, this is a big piece of what we do in integrated marketing. And, um, I think it's really, really important to go through this. Some of these seem like no brainers, but really thinking about once you do have some success with PR and you get that earned media coverage, how can you repurpose it? How can you work it into your marketing and communications ecosystem and share that across channels?

Um, you'd be surprised how many organizations just don't think of some of these things. So I just want to run through them quickly. So my idea is you can blog about it. Um, you can share on all of your social channels, share that link to that media coverage, whether it's a TV segment or an article and mean biz, um, make sure you circulate it internally, ask your colleagues to share it.

That's really important to share it on their LinkedIn, um, to share it maybe through email, um, sometimes you have to be really proactive about that piece. Emailing through your email marketing, that's really low hanging fruit for communication to email your clients and your referral sources, um, included in your sales materials and emails possibly kind of depends on what it is.

Um, again, writing a press release, that's kind of a maybe, and it depends situation, but if you, um, you know, received a national award or, um, that coverage was prestigious enough, possibly issue a press release about it, um, obviously update your LinkedIn profile. You could put a link to it in your e-signature.

You could run a paid display ad to celebrate it. And also just keep an eye on Google analytics and look for web traffic spikes that might be aligned with when the coverage came out so that you can report back to your leadership team or your marketing department to, to see how successful it might've been.

So I want to take a few minutes before I turn this over to Jack to just go through a case study of a project that I had the privilege to work on with Machai savings bank. Um, in the earlier part of 2021, um, this was a campaign that we call lining up to deliver, and it really is all about, um, telling the savings bank story about a strategic restructuring that it, um, developed and launched in the very beginning of 2021.

And the goal of the campaign was to get that message out there, but to really gain some visibility and to begin to, um, develop some name recognition for new leaders within the bank. So here was our big picture strategy. We developed an external communication strategy. We knew we wanted to use an integrated approach.

We started again with just looking at our audience. So for, for this situation, um, their current and prospective banking customers, banking, industry peers were an important audience, um, business professionals within key industries that, uh, the commercial lending team in particular we're focused on. And then another part of the strategy was which channels did we want to incorporate?

We knew we wanted to utilize earned media, but again, remember step four, thinking long-term thinking about integrating all of your channels and even being realistic. We knew that earned media would only take us so far with sharing this story about the restructuring. So we knew we wanted to utilize owned media paid and earned, and of course shared, um, to, to really spread this message and, and gain some excitement about the restructuring across channels.

The other piece about the lining up to deliver campaign is that much higher savings bank. Um, and their marketing team. They already have a lot of owned content as part of their marketing program, which is great. And, um, their CEO, Larry Barker, he is just one of the most authentic, um, and endearing and approachable CEOs, I think in the state of Maine.

And we just, he's so great on camera. He's so real. We just really wanted to incorporate Larry and let him tell this story, let him share this message of this restructuring and share that excitement. So we developed a series of Q and a style videos where we had Larry talk with a new SVP about the restructuring, why they were doing it, why it mattered to the bank and their culture and their growth, and really just giving a chance for these, for these executives to have their face and their message.

Um, Right there in front of the audience. So it was really all about that. The faces and the people and their personalities. So, Dean, can you tell us a little bit about why restructure and why should we do it now? So restructuring that whole. Hand-in-hand with lining up to deliver. We're able to make decisions locally within our market because we know our market and, and the cross-functional teams that was set up, know the market as well.

So what we may do in one market may be a totally different decision than that we make in a different market, but that's the flexibility that we create with this new structure. And one of the things I wanted to share about the messaging and the video is that, you know, they were really talking about, um, their strategy and the cross-functional approach.

A lot of those, those messages are not necessarily, uh, messages that a journalist would cover. The journalists would take more of the facts around the restructuring and who the new SVP hires were and what's changing in the markets. So we really wanted to have the chance to tell both stories. What you see here are, um, paid digital display ads.

And we just, again, really wanted to have these new SVPs have their faces in their markets. So we did some, um, you know, pretty basic, um, targeting, uh, through some geo geo targeting on the programmatic side of placing these ads in their markets where, where they're boots on the ground and ran these for about a month to six weeks around the time of the announcement of the restructuring.

And it was just a really nice opportunity for these folks to begin to have their face out there. And the video, the owned content, um, was also shared on LinkedIn and Facebook. So we developed, you know, a campaign for sharing, um, all of that content across channels. The earned media piece was really about announcing the restructuring.

And I just wanted to share that we did use a press release for that. Um, and what we do is we made the announcement. We, we did successfully get some coverage. Main biz was obviously at the top of the client's wishlist because of the nature of the announcement. And they really are, um, you know, the go-to business media in here.

But the lining up to deliver earned media campaign, it's really an ongoing effort. We continue to focus on executive visibility through the sharing of content, contributed articles, speaking opportunities, podcast appearances. So in a way, I'm having these, uh, professionals featured in paid advertising and owned media.

It really builds sort of a stronger foundation for their own name and face recognition when we're pitching them for future PR efforts. And these were some of our results. Um, we had a nice story written by, uh, Renee Cortez at Maine biz later in the year when Jack Lufkin came on board, he was, uh, interviewed for an on the record in Maine biz.

So, um, we were really pleased with, uh, the, you know, the business publication coverage. We also had local coverage, which was really important for this campaign, because again, we had these SVPs new in these, some of them new in their markets. Um, so some of times these hometown publications are really powerful communication tools for this type of thing.

So, um, you know, when I, I'm going to hand this over to Jack and when we get to the point of questions, I have some more PR resources, but I'm at nine 30. I'm at a point where I should wrap this up. I am going to stick around. Jack's going to share more about, um, the Chinese savings bank approach to getting the word out.

And I'm happy to keep talking PR um, during the Q and a. Thank you, Marnie. That was excellent. Really appreciate it. I have some questions as well. I'll also stay save them until the Q and a section. Uh, but that was very helpful. I really appreciate it. Uh, and now without missing a beat, we're gonna go to our second, uh, expert of the day.

Jack Lufkin. Jack is the regional senior vice president at Machai savings bank in the Southern Maine market. He's committed to ensuring superior customer service and fostering regional economic growth. He's recognized as a collaborative and strategic leader here in Southern Maine, which he calls. His wealth of banking experience over the decades, as well as his work with the city of Portland, as director of economic development has given him valuable insight and his current role.

He leads branch managers and relationship managers in Southern Maine while meeting and exceeding growth and retention goals. Jack's also the board treasurer of the Portland regional chamber of commerce and a board member of Portland ovations. He's got a bachelor's degree in political science from the university of Maine.

So please welcome Jack Lufkin, Jack. Thanks. Thank you rich. Thank you. That's a very, very kind introduction. I'm very happy to be here today. I am going to, uh, to share my screen. I do have a few slides, uh, to go through and I promise I will try to make this a less feeling. It's a pitch form, a China savings bank, but, but maybe give a little bit of a color and context into, uh, the great work that Marnie and her team and our own internal marketing team, um, has for, um, for our, several of our campaigns, which Marty talked about.

So, uh, big picture, uh, let me, uh, advance my slides here. So the big picture. Um, so, so banking is a, um, but let's face it. There are a lot of banks out there. And so, you know, like, like many who may be on the call or maybe listening to this later, um, they really need to figure out how are you going to differentiate yourself?

Um, how, how particularly in a, in a crowded marketplace, like, like the Portland marketplace, how does Macharia same banks stand out? Um, we are the dominant force in other areas of this. Um, just like other, other banks that, that, uh, could be named, uh, are, are there dominant force as well? Uh, but, but in Southern Maine in particular, um, you know, how do we do that?

And that that's my particular challenges as the regional market manager down here. So we, we try to, and I'll start with our big picture strategy. We try to start with, uh, yes, we, we are the bank of, yes. And we're going to talk about sort of an example of how we utilize that in some of our campaigns as well, but, but that's how we're trying to differentiate ourselves.

Um, we are, we are definitely a business focused bank about 75% of the assets that, that Messiah's has, um, our, our business, uh, cup clients and customers. That's why, when, when, you know, we're talking about lining up to deliver and the earned media that, uh, that bind referred to you will notice that, that that's a decidedly, uh, business oriented, uh, We have great products and services.

You absolutely have a checking account here and get a home mortgage here. Um, but in so far as like particularly what I do in Southern Maine, that's, that's the core of it. So, so what does that mean? That the bank of, yes, it kind of builds off of that, um, that belief that dealing with a bank, particularly if you're a business owner is a tedious and, and, and, um, and in a very negative kind of a process, you know, oftentimes you're going to hear no, w we want to be different.

We want to be the bank of, yes, we have to do certain things to maintain our, our federal standing and we're highly regulated, but, but if there's a way to do it, we want to figure out how we're going to do it. Um, we also align our culture with that. Okay. It's not just about saying yes to businesses, it's about saying yes to our community.

Um, and we'll talk about sort of, you know, what was on the previous slide, moving Maine forward. Um, we're, we're going to talk about, you know, what, what that means, but, but in a sense, uh, we, we want to say yes to our community as well. So that means some, some very belly, very thrilled philanthropic efforts.

Um, Machai savings bank actually will give away a million dollars in 20, 22. Um, so I, for, for a bank, our size, I just find that, you know, um, quite quite outstanding. Um, and, and there was a, there was a question in the chat about, you know, how do you, how do you celebrate your accomplishments without sounding braggy?

I'm going to go on the record and say, sometimes you have to do your own horn. So those are, if you don't have. So, um, the other thing in Marnie talked about this is, you know, we've got the capacity to do two large complex deals, but we're still nimble. We are according to the main biz book of lists as of June 30th, 2021, where the six largest main base bank, um, we've had tremendous growth since then.

Um, and actually if you, if you look at just sort of like with our business focus and in terms of the size of our loan assets, we're the fourth largest bank in the state of Maine. A lot of people in Southern name don't know that. So that's why the strategies are important to employ, to make sure that we're reaching the ears and eyes of the folks that, um, can help us continue to grow and move Maine forward.

But as in the lining up to deliver model. Again, hit that theme of the bank of yes. Where we're going to make this easy. We know our clients, we know our customers. Um, and, and we're going to be able to say, um, to say yes, uh, or say yes, but this is what we need to do. Uh, we're going to do that quickly. Um, and, and then the, um, the final bullet there, keep telling forward about stories about how we're moving Maine forward.

Again, we, we bring a lot of capital, uh, into the marketplace, um, and, and that capital means growth, expansion, uh, job creation, um, uh, equipment that's purchased, um, restaurants that are opened, uh, if you, you name it. So, and we're, we're passionate about that. And, and I, and I, I will say that we take care both internally and externally when we work with Marnie and others and rich on the, on the movie main Ford podcast, or fast-forward main, fuck, we, we have.

We have, we, we make sure we, there's no dissonance between our culture, what we live every day and what we tell our folks. Um, and, and that that's critically important for us. So, um, moving Maine forward, this, this is our, this is our theme. This is, this is why, as I mentioned, you know, this is the capital that we bring to bear.

This is the creativity that our, our cross-functional teams, uh, bring to our clients, our customers, um, so that they can make the investments that at the end of the day, um, move Maine forward, that that create opportunities for growth. So, so the next thing I want to talk about is our, our microsite and, and Marnie talked about this in terms of, of owned.

So, this is where we, we host a lot of the messaging that we want to, um, put out there in the marketplace. So the, the lining up to deliver videos that, that Marty showed you one, my colleague up in the Bangor area of Dean Clark. Um, that's where we have those videos, the Messiah's mile video. And I'm going to talk a little bit more about that customer Q and A's and podcasts things such as this, you know, again, it's, it's all centered around that theme of moving Maine forward with particular emphasis paid to, um, our, our, the, the, the type of folks that we want to reach, uh, and, and do business with.

And we think that we can bring, um, something to the table that will make those folks, uh, enjoy doing, doing business with us. And this is where we host all of those things. And from. That's where we can create the paid advertisements, uh, the, the, the earned media, perhaps, um, uh, but indefinitely, definitely the, the, the shared media.

So let's talk about one of those now, uh, the vagina smile. So, you know, it really plays on the theme of, of going the extra mile. And, uh, that that's something that, uh, is very important to us. We have cultural standards that every one of us in the entire organization, uh, have to live up to on a day-to-day basis.

Uh, and they talk about, you know, the, uh, act with a sense of urgency. Um, we have a family friendly culture here. Uh, we want to have engaged in effective leadership, all of those things that, that we do on a day-to-day basis, we want to bring to our customers. So the mochila smile is an opportunity for us to, uh, to have that visibility with our.

And, and as Marnie talked about before, you know, I get paid to tell you what a great bank we are. Um, it, it just doesn't have the same ring to it. So when we're talking about the China's mild videos, we are having conversations with customers and, and these are the customer's own words about, you know, why, um, why they're choosing to do business with , you know, what are the examples where, you know, the, the particular banker went, the mochila smile, that, that extra mile.

So, um, you know, from there, we, we, as I mentioned, we, we create the videos. Um, it gets fantastic because now again, you're seeing our customers, but you're also getting that tie in to, to the banker. Um, again, that's a way to differentiate ourselves, the whole lining up to deliver how it all sort of ties to.

That banker helped that business, and this was the result we moved main forward. And so that, you know, that, that in of itself is a very powerful and well constructed, uh, message. And then, then you have the opportunity for that, that shared media. And I think Richard's going to talk an awful lot about, you know, the importance of, of the digital marketing and, and how, how that, you know, now permeates the, you know, the new landscape for, from marketing.

Um, but, but you know, we, we can prompt that and we all share those kinds of things, but, but now our, now our business customers who are perhaps featured in that, uh, they're sharing it as well. And again, they're hearing from that trusted third party that, Hey, maybe, maybe I'll give him a Chinese to call. So, um, oh, is that not, is that not loading up?

Uh,

I'm sorry. Can you guys not see that picture? I don't know why that picture's not loading up. We can't, but maybe it's on a blade. Do you want to click one more time? We'll see what happens. Let's go. Let's try that. Oh, there it is. There it is. Sorry. Years of experience making my own mistakes, Jack and years of inexperienced showing on the, on the PowerPoint zoom presentation.

But, but here we have, you know, uh, this is Shawn ledger. He's, he's a business banker, uh, here in the Portland area. Uh, just, uh, a tremendous, uh, uh, knowledgeable source. And, and these are, uh, the two gentlemen with lone pine and very well recognized brand in the marketplace. And, uh, you know, they, they talk about how Sean, when, when the mile, the extra mile.

Um, to, uh, to, to, to help long pine grow, um, and succeed and, uh, and what growth that has been. So that's a powerful example of integrating all of those messages. Um, and I, I think I promised you at the beginning, I was going to try not to sound like a commercial, but, but you know, the, the, the point is, is that everything is integrated in here.

That's the banker that can help. They're saying, yes, we've got a trusted third party. We can do earned media out of this. We can do, um, paid media. We can do shared media. So it's very important. Um, but the next is, is an example of how we, uh, can do that on a shared platform. So this is arbitrary savings bank, a website, and, uh, there's Luke of, of Luke's lobster another, uh, uh, customer that we're intensely proud that, uh, that we went the Machai as mile for, uh, they were doing business with a, with a, with a very low.

Um, bank and, but found that, uh, doing business with Matthias was exactly what their business needed for the growth and, and flexibility. Uh, and, and here, Lucas sitting down with our, our, um, EVP of commercial lending, Chris Fitzpatrick, a tremendously rich opportunity there to have, um, all sorts of, of, of media.

But again, it hits the mark for us in terms of, of, of our branding and living our culture. Um, and I conic main brand, uh, talking about the support of an iconic industry in the state. This is the lobstering industry, um, but also, uh, somebody that is doing business nationally and international. And how Machai savings bank has the ability has the capacity, uh, to, to, to take care of, you know, their needs.

It's a very, very powerful message. And again, we've got some very good, good, talented people like Marty, um, uh, helping us tell that story. Um, I talked about this, the sort of the Machai yes. Campaign, um, some folks, um, and I'm from I'm from Maine. So I've always known how to stay my child, but, uh, it's a little play on obviously the word Messiah and how you say it and I'm somewhat shy.

Yes. And so that, that is, that is, um, uh, that theme that we can build sort of the paid media campaign and who knows, maybe it catches on a little bit, um, uh, we're we're we are the bank of, yes. And again, we're constantly reinforcing that. We're, we're doing something different here at Machai savings bank. Um, and, and we, we w we want to talk about.

Um, we, we want to, uh, show that that we are somebody that you can, you can partner with. So again, it, it lines up very well with, with all of our, our campaign and, and media. So here are some of the examples of the, uh, the paid media that we have as a result of that campaign. Uh, again, you know, we're still tying it in with the moving name forward.

We're building a better Maine. Uh, we are Mainers just like you and we want you to succeed. So these are, again, are all great themes, you know, that jumps off of that. Um, Here's some more, again, you know, this particular one, we're featuring a lone pine again, you know, we want to make sure that we're highlighting our customers.

Uh, they, they like it. We like it. And again, the people that we want to reach like it as well, because it's a third party endorsement, if you will. So, and then now that I have my new knowledge from rich, so double click. And so some of you may have seen this television commercial, um, and again, you know, plays on that Machai yes.

Theme and it shows a, uh, a series. I won't play it for you, but it shows a series of, uh, folks going through different different scenarios, pretty much all of them, business themed, uh, scenarios, um, where whereby, you know, we are, we are saying yes to your business and, and the, the overwhelming theme is that there there's growth, there's investment.

We're moving Maine forward. Uh, as, as a result of that, With that. Um, that's, um, that's what I have to share with you. And, um, like I say, I'm very pleased to be, to be here and I thank rich and Marnie for all their hard work. That was great, Jack, thank you very much. Uh, so some good questions come up. Remember to continue to ask any questions you have in the, uh, in the chat or in the Q and a we'll check both places, um, as IQ up my presentation.

Now let's see if it works right the first time. Um, no, it didn't. All right, let's try that one more time. Share screen.

And now hopefully you guys were seeing just my opening screen and nothing else. Is that correct? Yes. All right.

Uh, and see, I'm have my own zoom problems here, Jack, for some reason I can't seem to get to the other screen. It'll be okay. All right. Um, I just want to thank Marnie and Jack both because those were great presentations. Uh, it made me realize that were things I should have included in my own presentation, but, you know, um, I think that especially Jess mentioned of trying to stand out in a crowded marketplace is so challenging.

And so hopefully some of the things we're talking about today will help, help you start to figure out how you can stand out in a, in a crowded marketplace. And also that consistency is really important. Um, we can have 27 things. We want to get out to people that if we're trying to get all 27 things at the same time, they're gonna fall on deaf ears.

So really honing down your message took you. Key concepts is critical. If you're going to be doing this for the long. So we've talked about PR, we talked a little bit about what is doing by the way. We're also, uh, here at flight, new media, proud, uh, customers, clients of Macharia savings bank. I haven't seen my ad out there yet.

Jack. I can only assume it's coming, but whatever, we'll set that aside for afterwards, uh, right now I want to talk about everything that you can be doing for your business or organization here in the state of Maine. So online. So you can generate more awareness and ultimately more business as you, as you likely know, the customer journey has gone online during the pandemic.

Everybody, every age group, every demographic, uh, has become comfortable with researching and comparing and buying products online and services to race, socioeconomic background geography. It doesn't matter. And even while the pine endemic and even when the pandemic is finally over, whatever, that means people won't stop using their laptops, tablets, and smartphones to find and procure products and services just like yours, but not only has every consumer gone online, every company has gone on every business has gone online.

And so from Google's first page to our social media feeds from our inboxes to our messenger apps, it has become a crowded and competitive marketplace online. You need to stand out online, you need to get in front of your ideal customers. You need to educate to entertain and to engage them. If you hope to succeed in this presentation today, I'm going to share with you some of the tactics that we've seen work for us here at flight new media, as well as our clients, when it comes to standing out online and generating more leads, more sales and more business.

I want to start by just taking a minute to talk about the customer journey. There are a lot of models out there for what the customer journey looks like, but I prefer a simple three-stage approach, awareness consideration, and decision awareness is when our ideal customer realized they have a problem or sometimes an opportunity consideration is when they start looking at different ways to solve their problem.

What are the possible solutions and decision is when they've chosen a solution or a direction, but now they're just deciding which company to go with, depending on the type of business you run, you may have multiple types of customers. And even if you just have one type of customer, there are likely different journeys that they may have.

To get to you. It's your job to reverse engineer, the most likely customer journey paths, and have a presence at every fork in the road, through your social media, your digital advertising, your website and your emails. You need to create information booths and roadside attractions that are going to capture the attention of your ideal customers and present your company as a perfect solution to their problems.

Now I introduced everybody else, so I didn't bother introducing myself, but I will. Right now, if you are not familiar with me, my name's rich Brooks and I'm the president of Flyte new media. We're a digital agency located here in Portland, Maine, and on the web@takeflightflyte.com. I'm also the founder of the agents of change.

This is a weekly podcast and when there's not a global pandemic and annual conference, it takes place right here in Portland, Maine, where we talk about all things about search, social and mobile marketing, everything you need to succeed. I am also the tech guru on 2 0 7, the evening news program here in the NBC affiliates in Maine, where I talk about hard hitting technology stories, like how to take better pictures with your smartphone.

And I also wrote a book called the lead machine, the small business guide to digital marketing. And I'm also the co-founder of fast forward. Which are watching one of our webinars right now. So for many of us, the goal is to drive people to our website. So that's not necessarily the starting point of the customer journey.

However, it is where I'm going to start today. As far as standing out online, your website serves as your portfolio, your resource center, your sales team, your online store, your employee recruitment center, and so much more. There's so much I want to say about your website, but for the purposes of today's conversation, there's just a few key things.

Your site needs to make sure that you can stand out online. The first is to exist. Seriously. You cannot stand out online. If you are only using a Facebook business page, or you host a few pages at somebody else's domain that you don't control, there's no way to stand out. You can't stand out on rented land to.

Secondly, your website needs to serve the self service economy. People are looking to accomplish as much of their research and purchasing online as possible. They want to go touch freight. This means different things depend on your business, but the more you can assist people do things on their own to take their own personal customer journey.

The more likely you are to get the lead, the business and the sale. Third is you really need a strong brand at your website. It really needs to come through. And this includes your logo, your brand colors, and your voice when people leave your site and they will, they have to, I mean, at some point they're going to leave your site, right?

You want them to recognize your brand on their favorite social media channels and in their email inbox, you want to be instantaneously recognizable. And the last tip I'm going to give you today around your website and standing out online is used custom photos and videos whenever possible. Yeah. There's a place for stock photography and even on your website, but the more you can have real photos of your product, your people and your customers on your site, more effective, you're going to be at standing out stock photography.

That's readily available on thousands of other websites. Doesn't help you stand out and honestly, hiring a local photographer or videographer for a day could cost you as little as $500 and that's content that you can use for years to come. So moving away from your website, we want to drive traffic to your site.

So the customer journey, as I said, rarely starts your site. Even if they type out your domain. It's likely that they've seen or heard you somewhere else to stand out online. We need to understand where our customer journey wides and make sure that we have a presence here. Some of the places that we need to consider our search, social and ass SEO, social media, and digital advertising.

I'm not including email at this point because that's rarely a place that people find out about us. It's usually something that people join after they visited our website. So we'll come back to that later, depending on your industry, your business, your customers, and whether you're in B2B or B to C. And that means business to business or business to consumer.

Those are critical things that are going to keep on coming back to B2B versus B2C today. Uh, you may need to invest more or less in each one of these opportunities. I'm going to give you a few tips. Just to improve your online visibility and capture the attention of your customers, regardless of whether you're in B2B or B2C, or I did notice we have a number of nonprofits or government agencies on the call today, too.

So these are just going, be good, solid tips, and your going to have to decide which elements of the smorgasbord you're going to put on your plate. So everyone loves social media, but honestly, search is where you're likely to drive your most qualified leads. Think about how many times a day you turn to Google, and it's not just frequency, it's purpose.

It's intent. When people show up the search engines, they're actively looking for answers. They're looking to solve their problems. Compare that to social media, where they're going to relax to unwind, to catch up with friends and family, depending on your business. The three areas of search engine results page, uh, the three areas of a search engine results page that you need to consider are low.

Organic and paid results in this SERP search engine results page that I've got up on the screen right now, you can see examples of all three. When I searched for a landscape first com the paid ads up to four ads companies who bid to appear at the top of the page next up is local or more specifically the local pack, normally three results and a map.

In this case, we actually get a fourth result, an ad, which appears above the three unpaid results. And this is because Google has sensed that I have local intent. Landscaping is often a local results based question or query. So they're giving me local results. And finally the organic results while paid and it's local results.

Don't always show organic results, always show in every search. However, when there are local or, and, or paid results, the organic results get pushed down. The page often appearing only when you scroll down. And that effect is even more pronounced for people who are on a mobile device, like their smartphone.

I'm going to give you a few tips to improve your visibility, your chance of showing up and standing out in all three. So we're going to start with local. If you serve a specific geographic area, whether or not you have a brick and mortar presence, or you just have a service area, local search visibility is going to be crucial to your business, and you have learned how to stand out search and the local pack on Google.

That's again, the three listings we just saw that show up next to the map. If you only do one thing to improve your visibility and the local pack, register your business or organization with Google, my business. This free service has the most impact on whether or not you show up in that local pack. If you've never done this before, you can go to google.com/business to get started.

You'll need to prove that you are the owner representative of the business, but once you do, you'll be able to update your listing posts, photos, videos, add products and services hours at a whole lot more, all things that are going to enhance your chances of coming up in that, uh, local pack. Next up on your to-do list is generating positive, consistent reviews from your customers.

If you have a lot of customers like like a coffee shop, might, you may want to invest in some software to help you manage those reviews and encourage more reviews. What you don't want to do is to pay people to leave review or leave reviews yourself. You will get bought and you will be penalized. Also, just to note, the reviews do not have to happen at Google.

Google also takes, look at reviews across net, including sites like Yelp, TripAdvisor, and even Facebook. You should also optimize your website for local geography. So what does that mean? This means including your city and state and critical pages, uh, on your website and the page titles, the headers and the body copy, it means putting your street address on every single page on your website.

It means embedding a Google map on your contact page, or even on every single foot or on your website. It can also mean talking about relevant restaurants, hotels, theaters, sports, arenas, and other nearby destinations. Everything serves as a clue to Google that you are part of this community. Of course, there's more you can do, but if you take care of these three things, you're likely to be head and shoulders above your competition.

So organic again, the organic results are kind of big 10 big blue links that you used to get when you did a search online. And here's an example of one, as you can see, even these days, you also get other things thrown in, like the people also ask section where you can see other questions people have, uh, even though these results often are pushed on the page because of local or paid results, they can still be critical to you standing out online, especially during awareness and consideration phases of the customer journey.

Uh, try and live in limit everything I want to tell you about organic search, uh, into three tips is ridiculous. I could honestly talk about organic search for hours yet. Here we are with limited time. So I'm going to just give you the top three things first. Do your research. This means looking at your competitors website and see what they're writing about, what services do they offer, what problems do they solve?

What words are they chewing? It also means using a keyword research tool like Uber suggest and Google's keyword planner, two free tools that will help you uncover additional keywords and get insight on search volume. How many people are searching for a search term in a month, as well as competition? How many other websites are there that are competing for that search term?

Then you can go to a site, like answer the public.com and find out what types of searches people are doing around some of the keywords that you'd like to rank well for this research will give you insight into what customers are searching for and what words they're using at the search engines. That way you can create ants, create answers, or create content that answers the intent of their searches and matches the words they use for maximum impact.

Secondly, You want to solve a specific problem because don't, you have a sense of the keywords you want to use. The next thing is to create content that solves a specific problem for a specific customer. The problem may be around awareness, consideration, or decision. Let's go back to our landscaping, motif you, if you're a landscape and you may create content that helps homeowners, prospective homeowners identify weeds on their property or review different methods for moving those weeds or decide whether you're the best solution for their current problem.

What you don't want to try and do is write a blog post that's all things to all people intent is big in SEO these days. So really try and understand what your prospect, what that prospective homeowner in this case is trying to accomplish based on their search and answer that question and solve their problem as specifically as.

You can also go beyond just the written word. You can use graphics or embed video to better serve your site. Visitor Google looks at people's behavior at your website, including how much time they spend on that page. And then it determined if you're solving people's problems. And if they, if you are, they're more likely to send you more traffic in the future.

Alternatively people show up to your website, they look at one page, they jump right away or they don't spend a whole lot of time there because it's not helpful. Google's going to send less traffic your way in the future. And lastly, make sure that you're using the keywords where they will have the most impact.

That means putting those keywords that you've already identified in page titles, in meta descriptions and headers in subheaders and body copy and all tags. And more. Now there's so much more to organic SEO than just these three items. Page speed, time on page inbound links, intersite links, domain rank, and hundreds of other factors, including your competition will all determine how well your pages rank at Google.

But again, if you're just getting started and you want to stand out online, it's critical to get these three items checked off. As you create an optimize the content on your website or block. And let's wrap up our search area with the paid search tips, Google ads, great way to get the attention of people who are already ready to make a buying decision.

People with commercial intent, they go to Google ready. You make a purchase. And your ad appears right at the top of the first page. What could be better? Maybe, maybe it appears if you've done your research, if you've created a compelling offer and if you've targeted the right search terms, and if you've been appropriately then, and only then will you hear at the top paid search is especially critical for new websites as well as sites that have trouble ranking organically.

For whatever reason, you can easily measure your cost per click, your customer acquisition costs. And whether the ads offer a positive or a negative ROI return on investment. Unfortunately, so many companies just waste money on Google ads because they don't understand how they work. So here are three tips to help you stand out with paid search.

First off actively manage your account. Yes, it can feel like whack-a-mole at times, because there are so many different things that you want to keep an eye on. The creative, the click-through rates, the ads, the bids, the time you're showing you're showing these ads, the keywords you're targeting. This is not a set it and forget it a situation, especially at the beginning, you should be paying attention to which ads are driving, not just traffic, but conversions.

You should be shutting down underperforming ads and moving that budget towards high performing. As you should pay attention to keywords that drive that traffic and use negative keyword lists to keep your ads for, from appearing on those searches should also try. What's called responsive ads. Google likes to be in control, and sometimes they're good at it.

Uh, responsive ads allow Google to mix and match headlines and ad copy determine the most effective ads possible through extensive testing. After awhile, Boogaloo will understand what is. To hit the jackpot for your business. And third, you want to optimize your landing pages. You never want to send somebody who's closed on your paid search ad to your homepage.

You just, they just went through a search. Why are we going to make them search for their product or service? Again, instead I recommend sending into a special landing page that reiterates the offer of the ad minimizes, or even eliminates navigation off that page and moves people further down the scale.

If you're doing e-commerce, you can send somebody directly to your product page as well. That's a great option. You should be AB split testing your landing pages to find out which elements increase and decrease the chances that someone's going to convert. While you can start generating leads and sales from, uh, from the minute you start running your ads.

The truth is that the first three months or so of Google ads is more about gathering data. Then making sales, you need to give Google time to, to better understand what types of searches convert. So they do a better job of showing the ads to the right people and the right searches. And you need time to refine your ads and landing pages.

In other words, you need to be patient with your ad campaigns. We generally recommend six months minimum campaign. When you're first testing out paid search. Here's a bonus step, even though everybody thinks Google ads, when they hear page. Bing ads now called Microsoft advertising can be a good choice to being users.

Although much, much fewer in number tend to be more affluent and more willing to click on ads. Now, whether this is because they're older and less savvy, that's up for debate. Regardless. We've seen a number of clients, take their Google ad campaigns, move some of that money to Microsoft advertising inexperience much lower customer acquisition costs.

Now you're not going to stop doing Google ads because the sheer volume of mobile users makes it a no-brainer. Okay. Let's shift from, from search to social. While many customer journeys go through search others happen in social social can be especially helpful for building awareness, standing out online.

Building trust and building loyalty. It's not always the best place to try and make a sale, but it's a place to lay the groundwork. Although it seems like a better fit for B to C, remember business to consumer, then B to B business to business. B2B companies certainly can succeed with social using platforms like LinkedIn, Twitter, and YouTube to find her audience.

And of course it can also use Facebook, Instagram, Tik, TOK, and more, but they may not see as good results. A few key things. When you're using social media to stand out people aren't going to social media platforms to do business with you or learn more about your business. I mean, yes, they do some due diligence by checking out your Facebook page or checking you out on YouTube.

But usually that's after they've already heard about you. And they're just trying to get a better sense of who you are. Uh, there are a lot of social media and digital marketing experts to tell you to be everywhere, a mile wide and an inch deep. If you will, while that may be important for a national or global brand who can sell to everyone, it's likely not the right approach for your business.

It's much more important to be present at the social media channels where your audience hangs out. And once we engage with you, when you move the limited resource and bandwidth, and really who doesn't, you want to put your energy where it can do the most good. That doesn't mean you shouldn't clean the profiles on other platforms as your audience may move to tick-tock or Snapchat, or you may want to go after a new audience, that's on a platform you're not familiar with.

It's a good idea to lock down those handles on other platforms. Just give yourself permission to not spend time or energy there. And finally, for the platforms you do decide to invest in, you really want to give your profiles that live demo. That means customizing what you can posting regularly and responding to people who engage with your brand there.

Now, when most people think of social media, they think of social networks like Facebook, LinkedIn, Instagram. Places where their audiences hang out. However, there are social platforms, places where we can educate, inform, and entertain their social, because there's often a way in which the audience can engage with us often through comments, but they also represent the idea that any us, any business.

It can be a media company. We talked about, uh, Marty talked about that earlier, creating and publishing its own content. These platforms may require more work to get our content in front of people, but it does allow us to manage that experience more. They represent a place for us to establish our credibility and position our.

As thought leaders, in my opinion, the big three platforms that you should consider include blocks. The written word lugs are great for sharing ideas, but also for creating content that ranks well at the search engines. So obviously I love them podcasts representing the spoken word while the audience or podcast is smaller and the SEO benefits are minimal for the right business.

A podcast can be a great tool for building awareness in generating leads while a podcast is an unlikely resource for anybody. Who's looking for a quick answer for a current problem, for people who are looking for a deeper understanding of a topic or up-to-date information, your podcast could be just what they're looking for at flight.

We've attracted some of our best clients to our agents of change podcast, finally videos, and more specifically YouTube videos while YouTube isn't the only video platform out there. It does have the largest reach of any video platform. And also it stands only behind its parent company Google as a world's second largest search.

And finally it's the go-to place people visit when they want to learn how to do something. If you have a demonstrable product or service, you should strongly consider creating videos for YouTube. YouTube also has this great ad platform where you can show your video as a pre-roll of advertisement.

You've obviously seen these. If you spent any time on YouTube, that five second click pick down of another video before your video starts, you can pick your placement to show before a specific video or channel that you think is relevant to your audience. For example, if you have a new type of life jacket or a life preserver, you could make sure that that video shows before somebody watches the how to get up on a water-ski video, you can also target by intent or keyword.

So if somebody searches for how to set the mood, your video ad promoting your romantic Kindles could show before it.

So let's take a look at a few of the more social media popular social media platforms. Obviously we can't ignore Facebook, even though Facebook tends to ignore us. If you're a business or a nonprofit or any organization on Facebook, it's likely that only one to 2% of your fans ever see your organic or unpaid posts on Facebook.

And most of that one to 2% is actually just you and your teammates and your family checking in on that Facebook feed, uh, in short Facebook posting to Facebook is not going to help you do much in terms of standing out online. Does that mean you should drop it? Well, it is interesting. I just did an interview with a woman on my agents of change podcast, and she recommends that most B2B companies should absolutely delete their Facebook business page or at least take the responsibility away from marketing and hand it off to HR and recruitment B to C companies, especially those that might get reviews on Facebook should absolutely have a Facebook page.

In my opinion, and someone should be actively managing. It's important. It's an important customer service tool for those types of businesses. But again, if you want to stand out, how do you leverage Facebook? Most obvious answer is Facebook advertising. Even the recent privacy changes in iOS 14. Facebook allows us to target ideal customers based on age demographics, interests, and more.

There are some industries like real estate and recruitment that aren't able to use all these factors due to fairness laws here in the U S but for the rest of us, this wide open further, we can retarget people who have liked our page, visited our website, or are on our email. Another area where you can stand out with Facebook is by creating a Facebook group, maybe around your, your company or your product or your industry groups, don't have the same limited reach that business pages do.

So post to the group tend to be more likely to show up in your members. Feeds of course, there's work in building and engaging a thriving community to keep people engaged. But this is another way to build awareness and stay top of mind another option, which is definitely not for everyone is to leverage your personal profile.

Facebook doesn't punish entrepreneurs for talking about their business. So you're more likely to get, reach and engagement in the feed. If you post something from your own profile, rather from you, rather than from your business page, that being said, you have to be comfortable with blurring lines between business and pleasure.

And you're still under the same algorithm that Facebook uses to power its reach. So if you're posting only about your latest blog post or podcast, all the time, Facebook may not reward you with a lot of reach. If your posts don't engage your audience, you're going to see your personal profile reach diminish as well.

And of course you may be frustrating, your family and friends who really don't care about your latest switch. Instagram makes it a little easier for you to say that as a business, although it does have an algorithm for what gets into the feed. It's not as business unfriendly as Facebook. If the photos and caption you post or eye-catching and engaging, you will build a following.

It still works better for B to C than B to B, but it can work for both. It all starts with eye catching photos and videos. If you don't have. Don't expect engagement here. Hashtags incredibly important on Instagram. Unlike on Facebook, no one really searches or navigates by hashtags on Facebook, but on Instagram, they're great method of discovery.

While you can have up to 30 hashtags in your, in your post personally, I think that looks awful and possibly needy. However, you should definitely use three to five hashtags on each post and many experts do prefer more. You should try using a BR a mix of broad narrow and branded hashtags. For example, you're a brewery.

The brewery might use hashtag beer, hashtag microbrew as some of their broader terms. Uh, they may also use hashtag main beer or hashtag Portland brewery for more narrow hashtags. And then they can also use a branded hashtag like hashtag Sebago brewery or hashtag lone pine, which I didn't know is a Clayton until right now, or two until today for people really want to learn more about that.

And, uh, you should experiment with stories and reels. Once somebody starts following you, you, your stories will appear at the top of the home screen on Instagram, giving you some really important real estate and reels are valuable because Instagram is currently giving them a little bit of a boost, increasing your chances of getting seen.

And finally, a bonus tip ads. Facebook owns Instagram, and if you're already running ads on Facebook, through the Facebook business manager, it's very easy to just add Instagram to the mix and Instagram, it's hard to drive traffic from organically. You only get one link and it's on your bio. So it's not really a clickable social media platform, but if you run ads on that, your entire ad clickable, and you can send them back to you.

If you're in the B2B world, LinkedIn should be a first stop when it comes to social media platforms. Despite the fact that focuses on businesses, it's still a very human driven platform. Very few company pages get any traction here unless it's for recruitment needs or you're a well known industry leader.

So if you want to stand out on LinkedIn, it all starts with your profile. You want to optimize your profile to be found and to give you credibility. When someone goes to check you out and here's some tips to do just that start with a professional headshot, not something cropped from a party. You may have attended no photos of your dog, your company logo, your favorite sports team, and for the love of all, that's holy, no couple shots with your significant other.

That's barely tolerable on. Follow up with a nice banner image that reinforces what you do or who you can help. The worst thing you can do is just use LinkedIn's generic banner up there for me, I use a photo of me presenting overlaid with some important messaging and the logos of the three brands. I represent flight agents of change and fast forward mate.

We also have a company branded background image that any one of my employees can use if they wish to. Uh, I think I jumped ahead a little bit, but uh, you want to get your keywords into your headline, your about section many people use LinkedIn search to connect and network with others and LinkedIn search engine.

Isn't very sophisticated like Google's is. So in other words, adding some keywords to your profile, especially in the headline and about section can make an immediate impact on your find ability. Now, when LinkedIn first started, it was mostly about posting resumes. People would put their job title into their headlines.

However, a more effective approach is to say what you do. And who you do it for the formulas. I do X to help Y accomplish say for example, I help CPAs attract more business to public relations, or I help restaurant tourists save money with AI powered apps. You should also try and post regularly to LinkedIn.

I'd recommend two to three times a week, like other social media platforms, LinkedIn, isn't crazy about saying traffic offsite. So if you're only pub or only promoting your latest blog post or podcast, you're not going to get a whole lot of traction instead, try and compete, compete, try and create compelling posts that get engagement by getting people to comment on them.

Ask questions, also mix in posts that feature photos or video and use popular hashtag guests. This is another social media platform where hashtag. Really well, uh, so use popular hashtags so you can get five found. I would recommend three to five again, and finally tag other people in businesses appropriately.

When you do post to the platform, you can tag people or businesses in your post, which will send an alert to them, driving attraction and. Traffic and attention to your post. However, don't just tag people, Willy nilly. If you tag a bunch of people in businesses and they don't engage with your posts, it will actually hurt your reach.

So tag, when it's appropriate, for example, when I promoted this event on LinkedIn, I tagged Jack and Marnie and and fluid. Those companies were likely to engage in. It made a whole lot of sense. And of course, advertise, LinkedIn ads tend to be more expensive than other platforms, but that's true with just about every business service out there.

However, LinkedIn ads can offer incredible targeting because people tend to keep their job titles or companies in their industry up to date. And you can target based on those three criteria. Ah, Twitter for a long time, a favorite social media platform, but unfortunately it just doesn't have the reach or engagement that other plan forums offer.

I don't recommend this as the first social media platform just about any business out there, but it can be a good supplemental platform. Here's how you can use it to stand out online, follow and engage with journalists, journalists, love, Twitter, and actively use it to source material. For new stories, create a Twitter list of journalists to follow based on their geography or the topics that they cover and try and help them out.

Even if you're not the source beyond journalists follow thought leaders and others from your industry who impact your industry. One of my favorite things about Twitter is how democratic or populous it can be. You can get FaceTimed with just about anyone who's actively using Twitter themselves.

Leverage hashtags. Twitter was actually the birthplace of hashtags and people still use hashtags for discovery and the platform, and many people in businesses just post things to Twitter, often using a third-party tool, but never engage on the platform themselves. Completely unaware. If someone asks them a follow up question, or if their posts are falling on deaf ears, you can stand out on Twitter by posting natively to the platform and checking to see if people engage with your tweets.

Beyond that, don't regurgitate just what you post on other platforms. Twitter is its own platform and you should treat it as such. And of course there are other platforms like Pinterest, Snapchat, Tik, TOK, and so on. And there specialty social sites like house or untapped, and then a review and recommendation sites like Yelp or trip.

Depending on your business, you may need to develop a strategy for all of these where your ideal customers hang out or visit for information. When you do invest time in building out your profile, engaging with the conversations that are going on and looking at the ad platform because every platform has one that will put your brand in front of your ideal customers consistently.

Now, if we're trying to capture someone's attention. As I mentioned before, email may not be the best tool to use because it's more of a followup tool. People don't join our email list before they hear of us, and it's not good or ethical business practice to just add people to your email list. If we do get people to opt into our email newsletters, then we have the opportunity to educate and market to them in a space where there's fewer distractions.

And if we can stand out in their inbox, we can use email marketing as a way of quickly building up trust and engagement with our audience. Increasing the chances that they'll do business with us. Yes, email is critical, but remember that no one wants to join yet. Another mailing list to get people, to share their email address and to get you access to their inbox.

You'll generally have to offer them something often called a lead magnet. This can be anything from a discount code in your online store or physical store. To a valuable download that will help them generate more profits or attract a partner or live a long, healthy life. The discount code or download is put behind an email registration where you clearly explain there'll be added to your email list and they can unsubscribe at any time.

You should also consider what's called an auto drip campaign. These are a series of timed emails that are released. After somebody signs up for your email newsletter, it's a great way to quickly build up trust. Uh, I recommend that these should be short, helpful emails are often focused on a quick win, uh, and that helps build trust with your audience beyond that you should be publishing your emails regularly, whatever that means for you.

For some businesses, they can get away with a daily email, but for most companies weekly, or even a monthly email is more than fine. Anything less than monthly. And people start to forget that they've joined your email list and they have spam button rather than the unsubscribe button. When your email shows up and to stand out in their inbox, consider your subject lines carefully while you don't want to come off spammy and end up in the junk folder, boring titles don't encourage opens or clicks.

January newsletter is a boring subject line. Either let them know what they're going to get from. Open your emails, such as 20% off of the, uh, factory store, uh, or tips from the experts. The other option is to create an air of mystery and information gap that they can only fill by opening up that email.

All right, let's wrap this up with a few final thoughts. The customer journey, as I said is online. And today we looked at some of those popular places. People hang out, do research and make decisions. Not everything I shared today is going to be relevant for your business. But here are the big takeaways that I think work for everyone.

Reverse engineer, the customer journey, understand how people might find you, what platforms they'll use, and then set up shop there, be present don't necessarily be everywhere. You have limited resources. So you want to use them when your customers are most likely going to hang out and where they want to hear from you.

And then use these sites and these platforms to funnel traffic to your website, where you can have a one-on-one conversation with them and get them to sign up for your email newsletter, newsletters, and continue to nurture the relationship. This will generate all the leads, sales, and business, your company.

Thanks everybody for your attention today. And now I'm going to get out of my, uh, screen chair and back to the questions. Um, and for all of you who are hanging out, we would love to hear your questions and answers. Uh, no, actually we'll do the answers. You do the questions and then we'll go from there. Um, so one of the questions that came in earlier, uh, from Jen Horton and Jack kind of teased an answer earlier, but I want to see if either ki or Marnie have an answer to this.

And by the way, just pose your questions. If it's for somebody specific you can say at otherwise, we might all take a jab at it, but how can we share our competence accomplishments without being braggy? I know that's always a concern for people, Jack or Marnie. Do you have any solutions to this? I echo Jack's advice is, um, to not really worry too much about being braggy.

I mean, I agree that, um, if you're the keeper of your brand and you're the one responsible for communication, um, you know, uh, I think sharing, I, I would say consider the pace of how often you distribute information about your organization. Um, if you're sending press releases to immediate list of journalists, um, you don't want to become spammy, but in terms of being braggy, um, I wouldn't, I wouldn't worry about that too much.

If what you're sharing is newsworthy information. That's just my take on that one. So that's the key though that it's gotta be newsworthy because journalists are not likely to take whether it's braggy or not braggy. If it's not newsworthy, if you wouldn't be excited about seeing it, if another company was talking about it, it may not be earned media.

Exactly. Yep. Alright, uh, Jack, any thoughts on that? Or, I mean, I know you kind of touched on it in your own presentation. Yeah. I think Marnie hit it spot on just not, not, not over the top. It's gotta be something relevant and I'm in brand consistent. Alright. Uh, Kathleen Shannon asks, what is your advice for breaking into the podcast world?

For instance, as the organization's PR guru, should I focus on getting our CEO and top thought leaders featured on existing podcast, wall, working tantra and podcasts? Should I just put energy into getting them on existing podcasts for now as podcasts lover? I have my own thoughts, but Chuck or Marnie, do you have some thoughts?

As far as podcasts go. Um, from the PR perspective, I would say, um, my, my experience has been that producing your own branded podcast and simultaneously pitching your spokespeople as guests. Uh, you could do both of those things, but it would be very time consuming. So I think it gets back to being realistic about your internal resources.

How much time do you really have to devote to producing your own podcast? And again, back to who is your audience? Who are you really trying to engage? So most, I would say be probably more realistic to pick one or the other at first, get your internal team comfortable with podcasting and being a guest and being interviewed, um, and then decide whether you want to invest in producing your own podcast.

Just from a PR perspective. That's, that's my take on it, but I'm anxious to hear what you have to say. Rich. All right, Jack, did you have any thoughts before I jumped in very, very briefly know your lane, know who you, who, who you want to reach because podcasts are not going to be mass market consumables, but you know, in, in my business, if I reach one or two people that make a decision to, to work with me versus working with a competitor that may in fact be worth the time and energy, but it, it, that is not necessarily true among all industries.

Now I'll leave it at that. I think both of you bring up really good points. I think that there are benefits to both and production of a podcast can be time consuming and also getting a podcast started and actually driving listeners to it. If you're not already world famous is a slog. There's gotta be some passion behind running your own podcasts.

And there's gotta be a business reason. I'm not talking about, you know, like, uh, you know, you're doing a podcast on, uh, you know, the latest TV series or something like that because you love it. And you want to talk about it. That's different. We're talking about doing this stand out. So if you're just getting started or if you hadn't started yet, there's a benefit to being a guest on other people's podcasts.

There's already built upon. UVU or an assistant just needs to find those podcasts where they take on guests and they're speaking to your audience and it's a great way to get your word, your name out, but also being an SEO guy. I like getting links from other websites to mine. And in the old days, I'd write blog posts at other sites to do that.

But that takes me like eight hours because maybe I'm a perfectionist, but I get on a podcast in 20 minutes later, I'm done with all my work and now I'm going to get a link from their show notes back to my website. So the SEO benefits are there as well. If it makes sense for your business, getting a podcast going is great, but I didn't get my first lead from a podcast until somewhere between 50 and a hundred episodes in that's like one to two years, a weekly podcast before I saw any ROI.

Now the ROI is through the roof, but it does not happen overnight. So you really have to be committed to it. And you have to recognize, is this going to be good? Is this something my prospect. Want to hear. So that's some work as far as the amount of work that goes into producing a podcast. I'm thankful that I have my entire, a whole team here, and yet we still outsource some of that to a third party that takes care of some of the grunt workforce.

So it is something where it does require quite a bit of resources, more than a blog, or even being a guest on somebody else's podcast. Great question though. Um, advice Carrie wants to know, do we have advice for getting out several messages at the same time? Our motel has new owners, a shake up in leadership in our annual sales coming up ideas on how to let people know the family businesses sold.

But don't forget to book your vacation, Martin, you chat.

Okay. Well, I mean, I immediately go back to my, my graphic thinking about different, different types of media, different categories of a multi, uh, multiple channel approach. I think you've got a lot of different things going on within the organization. A couple of those things are probably appropriate for earned media, maybe a press release to a targeted media list.

Um, the promotion in a sale, obviously I think that's a no brainer for paid advertising. So I think it really is about building out a simple strategy for, um, a variety of different initiatives and the tactics that you're going to need to pull it off. So, um, and also thinking about, um, your timeline and, and what's realistic budget wise and in terms of your team to be able to develop that content and, um, and get it out there.

So, um, there's no reason to not do it at the same time. I think it's just about pacing and how much you can manage internally. Yeah, I would also tend to think it depends on what your goals are in terms of, are you just looking to put heads in beds? Because I don't think most motel guests really care about the ownership, unless there's the owner of the most famous motel owners of all times, or the old owners were arrested for racketeering and espionage.

So I, I just don't think that there may be a lot of reasons locally, why you want to promote that. Um, but, but when it comes to actually getting customers who are going to spend the night, I think they'd probably be more interested in the annual sale. That's just me though. All right. Lindsay wants to know, is the press release dead?

Should we even bother writing and sending press releases if they don't get picked? Yeah, I'll take that one. Um, people ask us that question a lot, and I think that the days of writing and issuing a press release and expecting it to be picked up, um, word for word a lot has changed in that space. Um, but I do still usually like to go through the exercise of writing a press release for a campaign or an announcement, mostly because it's a great internal exercise to get all of the facts in one place to get the quotes from the internal or external stakeholders in one place, get it approved.

It's sort of like a working document. We've got everything in one place and might be appropriate to put that press release up on the blog or on a website. We might send it out and depending upon the media list or the audience, it might get picked up, but I like to go through it, um, in. The beginning of a planning phase, uh, just to have everything collected in one place.

But again, keeping your expectations in check about, um, whether your press release will actually be picked up or not. A lot of times I have the press release finished and approved, but I know that the campaign is going to really heavily rely on custom pitching and I'll send the press release to the journalists that I'm pitching, but the power is really in the pitch.

So, um, so no, I don't think it's completely dead

just very quickly. W when I'm doing research on a company, oftentimes I will click on, you know, about them or past press releases. So, so even though it may not be picked up in the moment, it may be valuable a month later when somebody is doing research. And Marty, that brings up a question that I wrote down when you were speaking.

Um, you know, obviously you've developed relationships with a lot of journalists, if somebody, uh, and obviously the right answer is to hire you. But if somebody is unable to hire you and they like is can mere mortals actually email journalists inspect and expect any sort of reaction from them, or is this really something that we should be working with a PR professional who has developed relationships with journalists over the.

Um, I mean, it is possible. I think one of the biggest challenges is just getting them to open your email. So having that recognition of knowing your name, knowing your, your, either your company's name or your agency's name, it's just that first, that first step is just getting them to open the email. So it's not that you can't email them.

You're certainly free to, um, if you can find their email address. Um, but I think it's just getting that engagement and getting them to read it and then getting them to respond. That's really where the power of, uh, having that existing relationship is, is really important. Um, in getting them to respond.

That's just been my experience. And I'm guessing you built up some trust because you're not pitching non news worthy stories to them. So they've come to trust you. I've had over the years because I'm on 2 0 7. I've had some of my clients and sometimes not even my clients say, oh, can you get me on 2 0 7 for this?

And sometimes it's actually really good reason. And if I think it's not like it's going to benefit me, but if I think it's a good story, I'll send it along to oh seven. But other times I will either explain to them that that is not really news worthy or that, because I don't want to ruin my relationship with in this case.

I really only one active channel. It's 2 0 7, but that, so you've, you've established some trust with them over time. And a lot of what we're talking about is building trust over time. Exactly. And I think you want to be the person who is helping them do their job, helping them create a story or to create content.

You don't want to be the one filling up their inbox and being a nag. So, um, being discriminating about what you decide to send and, um, so that when they see your name in their inbox, they know there's something good is coming. Yes. Cause you can always post it to your own website and social media platforms.

Carolyn wants to know what's the minimum length you recommend for podcast better to shorter, more often or longer, less frequent anybody have a thought on that. It reminds me of the old reminds me of the old saying about how long should a blog be. Uh, as long as a man's killed, it should cover the material, but still keep things interesting.

Short enough to be interesting. So there you go. Uh, I don't think length matters as much as just, are you getting valuable content in front of people? If it's especially short, you might also look at something called Alexa briefs. Some people when they wake up in the morning and I'm sorry if I said, if any, Lexi's, I'll call her Lexi from now on, uh, some people, when they get up in the morning, they say, Lexi, you know, good morning.

And if people have, uh, subscribed to your brief, it'll be part of their morning news and weather. So that's another option, but that does tend to be something you have to do daily. You mind go anywhere from 30 to 45 minutes with the intros and outros, but I've done ones that have been over an hour just because the conversation lets off that.

Uh, where's the best place to host a podcast specifically for non-profits? I don't think that I don't know of one that's specific to nonprofits. I use, um, blanks on this, uh, listen, L I B S Y n.com liberated syndication. Although I do have a friend who's been filling out my email box, asking me to switch over to his new platform that he's pitching.

So, uh, talk to me in a few months, I may have changed, um, that looks like all the questions for today. I want to thank everybody. Uh, if you came in late, if you had to leave part of it, um, you had to walk the dog. We did record this. We will make the videos available. Uh, perhaps I'll be able to get the slides as well from my co-host mine will be up there as well.

And it'll probably take us a few days to get this up, but, but certainly by the beginning of next week, you should be able to see the entire things, uh, Jack and Marnie. I want to thank you very much for your time today. And just, did you have any last thoughts that you wanted to share with. I just wanted to say thanks for inviting me to be here.

And I guess I just want to encourage people to, um, try, try something new this year, try a new initiative, um, do something different creative, um, to stand out and, um, keep in touch with us. Let us know how it goes and probably a shameless plug, but a work with good. Um, you know, marketing is not my day-to-day job.

And so, uh, I rely on the advice and counsel of some very good people. Uh, I just want to say I very much enjoy today. Learned a lot from Jack and Marnie as I always do. I want to thank again, Machaya savings bank. They've been such amazing partners over the past few years, working with us to help really educate main business owners on how to grow their business there at the state.

If you have any questions for any one of us, uh, I'll also include our contact information in that email when it goes out. Um, although we're all pretty easy to find online, so, you know, just feel free to reach out other than that, have a great and productive day everybody and make 2022 an incredible year for your business or non-profit take care.

Thank you. Take care. Take care.