Webinar 2
North Coast SBDC

How to Grow Your Business
Online and Generate Sales
Who is Shane Barker?

Digital Strategist, Brand and Influencer Consultant

(With 25+ Years of Experience)

Specializes In:

→ Influencer Marketing
→ Content Marketing
→ SEO
→ Online PR

Worked With:

→ Fortune 500 Companies
→ Influencers with Digital Products
→ A-List Celebrities
Who is Shane Barker?

UCLA Instructor

COURSE:
Personal Branding - How to Be an Influencer
Where Have I Been Featured?

NEW YORK POST  Forbes  MÉXICO
The Atlantic  USA TODAY
Entrepreneur  VICE  abc NEWS
Publications Have I Contributed To

Inc.  HUFFPOST

Forbes  Social Media Examiner  salesforce

+100 other websites
Digital Accolades

- **5000+ Keywords** Ranked on Page 1 of Google
- **150K+** Website Visitors/Month
- **60K+** Social Media Followers
Online Business: Quick Checklist to Get Started

[Advanced] How to Generate Online Sales (Step-by-Step Process, Tools, and Examples):

- Content Marketing
- SEO
- Social Media Marketing
- Email Marketing
- Affiliate Marketing
- Paid Advertising

Case Studies

Customer Retention: Pro Tips for Driving Repeat Sales Online

You Will Learn

Online Business: Quick Checklist to Get Started

✔ Get a custom domain name
✔ Get an SSL certificate for increased site security
✔ Get a privacy certificate
✔ Pick the right platform

Online Marketing: How to Grow Your Business

➔ Content Marketing
➔ Search Engine Optimization
➔ Social Media Marketing
➔ Email Marketing
➔ Affiliate Marketing
➔ Paid Advertising
How to Boost Sales With Content Marketing

➔ Create detailed buyer personas
➔ Create lead magnets
➔ Optimize your landing pages
➔ Leverage guest blogging
➔ Get better exposure with content syndication
#1: Create Detailed Buyer Personas

**PERSONAL INFO:**
- Age
- Gender
- Children
- Marital Status

**PROFESSIONAL INFO:**
- Job Title / Role
- Career Path
- Company / Industry
- Company Size
- Special Skills
- What is a typical day like?
- What tools might they use?
- Who is their boss?
- Do they manage others?
- How is their success measured?

**WHERE ARE THEY?**
- How do they get information?
- How do they communicate?
- What media do they consume?
- Do they belong to any associations?
- What social media do they use?
- Do they attend events or conferences?
- Where do they spend their days?
- Do they have relevant hobbies?

**VALUES AND FEARS:**
- What do they value in their personal or professional life?
- What is important to them when considering a product like yours?
- What objections might they have?
- What drives their decision-making process?

**GOALS & CHALLENGES:**
- What are their personal/career goals?
- How do they prioritize them?
- What challenges impact achieving these goals?
- How could you help?
- What questions do they ask when seeking solutions to these challenges?

**NEGATIVE INFO:**
- Are there customers you don’t want?
- Too difficult?
- Too expensive to support?
- Not enough budget?
- Wrong industry?

**Starter Questions**

→ Age
→ Gender
→ Location
→ Interests

→ Education
→ Income level
→ Buying motivation
→ Buying concerns

#2: Get Better Exposure With Content Syndication

➔ Re-publish your content on high-authority third-party websites

➔ Work with only relevant partners

Content Syndication = ↑ Leads + ↑ Traffic + ↑ Sales
#3: Create Lead Magnets

What kind of content can you use for lead magnets?

- Videos
- Infographics
- Checklists
- Toolkits
- Templates
- Reports
- Ebooks
- Courses
- Webinars
Poor credit score?
Our lenders welcome all credit scores. Instantly pre-qualify for a loan program.

#4: Optimize Your Landing Pages

➔ Use high-quality images
➔ Add prominent CTA buttons
➔ Make it mobile-friendly
➔ Add engaging videos
➔ Feature testimonials
➔ Use lead capture forms
➔ Leverage A/B testing
#5: Leverage Guest Blogging

Remember:

**Guest blogging** → You create content for other websites

**Content syndication** → You give other websites permission to use content that is published on your site.

→ Write content for other relevant websites

**Guest blogging can help you:**
→ Get more site traffic
→ Build brand awareness
→ Boost brand authority
→ Get more leads
→ Build relationships with peers
Tools For Content Marketing

Free Content Syndication Platforms

Medium
Quora
reddit
Tools For Content Marketing

Free Landing Page Builders

mailer lite  oouucraft  Smoove
How to Boost Sales With SEO

- Optimize your homepage
- Leverage local SEO
- Target the right keywords
- Add internal links to your content
- Use alt tags for images on your site
#1: Optimize Your Homepage

➔ Show your site’s main purpose with your title
➔ Use keywords in meta description and content
➔ Use 155-160 characters in the meta description
➔ Add one H1 tag
➔ Check mobile-friendliness
#2: Leverage Local SEO

- Create a Google My Business Listing
- Get local citations via Yelp, FourSquare, and other sites
- Encourage customers to write online reviews
- Target local keywords
- Create local content

46% of all searches on Google are seeking local information whereas 97% of search engine users searched online to find a local business.
#3: Target the Right Keywords

- Think like a customer
- Use a bunch of keywords with a lower search volume
- Target a mix of long-tail and short-tail terms
- Check keywords that your competitors are targeting
- Find related terms via Google search results page

**Searches related to sacramento pubs**
- flatstick pub sacramento
- best pubs in sacramento
- fun bars in sacramento
- sacramento bars and clubs
- sacramento public library
- best bars in downtown sacramento
- bars near me
- midtown sacramento
#4: Add Internal Links to Your Content

- Use links that add value and are relevant
- Use keywords as anchor text
- Add links to your most popular posts
- Don’t add the same anchor text for different pages
- Space out your internal links
- Avoid linking to your homepage or “About Us” page

External and internal links:
- **External link:** Domain A links to Domain B
- **Internal link:** Domain A links to another page on Domain A
#5: Use Alt Tags For Site Images

- Include descriptive text in your images’ alt tags
- Mention your main topic within the alt text
- Be as specific as possible
- Use semantic and long-tail keywords (if relevant)
- Write short alt tags (<125 characters)

Where to find your alt tag:
In your CMS or within the image tag
Tools For SEO

- Google Keyword Planner
- Google Analytics
- Alexa
- SEMRush
- MOZ
- Google Search Console

How to Boost Sales With Social Media Marketing

➔ Explore different content types
➔ Use branded or campaign-specific hashtags
➔ Promote gated content
➔ Organize giveaways or contests
How to Boost Sales With Social Media Marketing

➔ Leverage polls
➔ Give special discounts
➔ Collaborate with influencers
➔ Take advantage of social media analytics
#1: Explore Different Content Types

- Photos
- Videos
- Stories
- GIFs
- Memes
- Infographics
- Live videos
- Written posts
#2: Use Branded or Campaign-Specific Hashtags

- Pick a hashtag that’s easy to remember and spell
- Make sure it is unique
- Be specific
- It should boost your brand identity
- Avoid hashtags that may have double meanings
- Double-check for any hidden messages in your hashtags
#3: Promote Gated Content

**What**
Any online content that requires you to fill out a form to get access to it

**Why**
More qualified leads

**How**
- Share your gated content on multiple channels
- Repurpose gated content for social media
- Opt for a paid promotion
#4: Organize Giveaways or Contests

- Offer a freebie or a gift
- Create a sense of urgency with a tight deadline
- Pick a great reward
- List the rules for participation clearly
- Encourage users to tag their friends in your posts
- Get users to like, comment, and share your posts
- Collaborate with influencers to get maximum exposure
#5: Offer Special Discounts

➔ Offer discount codes in your social media posts
➔ Incentivize sharing with coupons
➔ Collect user email addresses in exchange for discounts
#6: Leverage Polls

Why Use Polls?

➔ Learn audience preferences for new product development
➔ Get feedback
➔ Boost engagement
#7: Collaborate With Influencers

**Collaboration ideas:**

- Photo posts
- Video posts
- IGTV videos, YouTube videos
- Stories
- Live streams
- Contests and giveaways
- Social media takeovers
#8: Leverage Social Media Analytics

Metrics to track:

→ **Engagement**: Look at shares, clicks, mentions, likes, and comments
→ **Reach**: Check impressions and views
→ **Follower count**: Monitor the growth over time
→ **Brand sentiment**: Identify the tone of the comments you receive
→ **Referral traffic**: Trace the path of your traffic
Best Tools For Social Media Marketing

agora pulse  Hootsuite  buffer

Quuu  Combin
How to Boost Sales With Email Marketing

➔ Build an email list
➔ Segment and prune your email lists regularly
➔ Create email drip campaigns
➔ Use catchy subject lines
How to Boost Sales With Email Marketing

➔ Prune your email lists regularly
➔ Incentivize referrals
➔ Send gated content to your email list
➔ A/B test your emails
#1: Build An Email List

- Add a “Subscribe” button on your website
- Create pop-ups for your website
- Create more landing pages and lead magnets
- Pitch your newsletter on social media
- Create a smart bar
- Add an “Email” field for checkout
- Do not buy email lists
#2: Segment and Prune Your Email Lists Regularly

Segment your lists based on relevant parameters.
You can segment your email lists based on:

→ User behavior
→ Engagement
→ Demographics
→ Buying frequency

Tailor your emails based on the needs of each segment
Clean your list to keep only engaged subscribers
#3: Use Catchy Subject Lines

Keep it short (6-10 words)

Avoid spammy phrases, including

- Earn extra cash
- Eliminate debt
- 100% free
- Ad

2 days left to register!

Don’t miss these great deals!

TODAY ONLY: Save 50% on everything!
#3: Use Catchy Subject Lines

Different types of subject lines that you can explore:

- Trending topics
- Urgency
- Curiosity
- Relatability
- Personalized
- Keyword-heavy
- Question-based
- How-to
#4: Create Email Drip Campaigns

What
➔ A series of emails that are sent at regular intervals in a pre-defined manner.

Why
➔ Lead nurturing
➔ Customer engagement
◆ Increase retention
➔ Grow sales
How to Create a Drip Campaign

➔ Identify your target audience: Blog subscribers, first-time customers, etc.
➔ Set campaign objective: Onboarding, upselling, etc.
➔ Decide on frequency
➔ Write email copy based on your objectives
➔ Add stunning visuals
#5: Incentivize Referrals

- Provide value proposition
- Highlight the benefit/reward clearly
- Focus on concise messaging with clean design
- Send a referral email after a purchase
Send Gated Content To Your Email List

Why This Strategy Is Useful:

- Redirect leads to your landing pages
- Boost engagement
- Get more qualified leads
- Get more sales

Send an email blast with your gated content
#7: A/B Test Your Emails

What Should You Test?

➔ Headlines
➔ CTA buttons
➔ Length of email copy
➔ Content of email copy
➔ Layout
#7: A/B Test Your Emails

How To Do It:

➔ Pick a goal
➔ Create a variant
➔ Split your sample size randomly, yet equally
Best Tools For Email Marketing

- Drip
- ActiveCampaign
- MailerLite
- SendinBlue
- Constant Contact
How to Boost Sales With Affiliate Marketing

- Pick the right affiliate partners
- Give out coupons and deals
- Work with influencers
- Build a strong affiliate network
- Use multiple channels for affiliate marketing
- Optimize your product pages for conversions
1. Pick the Right Affiliate Partners

- Leverage platforms like Groupon and Offers.com
- Check out coupon blogs like Coupon Mom
- Look at coupon forum sites like the Coupons Subreddit
- Verify the authenticity of coupon sites
- Do not give an extravagant offer (Watch your margin!)
- Create your own coupon page
#2: Give Out Coupons and Deals

Your partner affiliates should:

➔ Have an audience that’s relevant for your brand
➔ Share a good rapport with their audience
➔ Have a good reach, engagement rate, and authority
➔ Work with high-quality sites
#3: Work With Influencers

➔ Collaborate with influencers who cater to a similar target audience
➔ Get influencers to feature promo codes
➔ Provide unique promo code for each influencer for easier tracking
  OR
➔ Link the discount code to a unique URL
#4: Build Your Own Affiliate Network

- Encourage Affiliates to Recruit Sub-Affiliates
- Offer Commission to Affiliates For Sales Via Sub-Affiliates
- Reward and Appreciate Your Most Loyal Affiliates

→ Note: It can be really difficult to recruit your first few affiliates. But expanding your affiliate network is comparatively easier.

→ To attract affiliates, you should follow a clear, to-the-point approach. Provide your potential affiliates with all of the necessary information such as what to do, how it works, and the commission you’ll pay.
#5: Use Multiple Channels For Affiliate Marketing

Leverage affiliate promotions via:

- Blog posts
- Webinars
- YouTube videos
- Emails
- Podcasts
#6: Optimize Your Product Pages For Conversions

- Make sure pages load quickly
- Display high-quality visuals
- Write engaging copy
- Address customer pain points
- Feature reviews
- Upsell and cross-sell your products
Best Tools and Networks For Affiliate Marketing

Affiliate Marketing Networks
- Amazon Associates
- AWIN
- affiliate

Affiliate Marketing Tools
- Clickbooth
- Post Affiliate Pro
- Volumm
How to Boost Sales With Paid Advertising

➔ Leverage paid advertisements on social media and search engines

➔ For paid advertising, you can use:
  ◆ Search Ads
  ◆ Display Ads
  ◆ Social Media Ads
Boost Sales With Search Ads

➔ Use your direct competitors’ keywords
➔ Write persuasive ad copy
➔ Link your search ads to landing pages
➔ Use expanded text ads
➔ Discontinue ads that don’t perform well
Use Your Direct Competitors’ Keywords

Why
➔ Less Competitive
➔ Reach Out to a Qualified Audience
➔ Boost Brand Awareness
Use Your Direct Competitors’ Keywords

How

➔ Pick competitors you think you have an advantage over
➔ Leverage competitor research to find the right keywords
➔ Consider intent if you are bidding for mobile
#2: Write Persuasive Ad Copy

- Address pain points and discuss their end goal
- Highlight your USP
- Include at least one keyword
- Add offers and promotions
- Add a clear CTA
- Go hyper-local
- Keep it short
- Headlines: 30-characters
- Character description: 90-characters
#3: Link Your Search Ads to Landing Pages

Your landing page should match:

- Search intent
- Search ad headline
- Leverage dynamic text replacement

<table>
<thead>
<tr>
<th>Person searches for:</th>
<th>Your ad could look like:</th>
</tr>
</thead>
<tbody>
<tr>
<td>dark chocolate bar</td>
<td><strong>Buy Dark Chocolate</strong>&lt;br&gt;www.example.com&lt;br&gt;Artisan candy from San Francisco&lt;br&gt;Free shipping orders $50 more</td>
</tr>
<tr>
<td>sugar free chocolate</td>
<td><strong>Buy Sugar Free Chocolate</strong>&lt;br&gt;www.example.com&lt;br&gt;Artisan candy from San Francisco&lt;br&gt;Free shipping orders $50 more</td>
</tr>
<tr>
<td>gourmet chocolate truffles</td>
<td><strong>Buy Chocolate</strong>&lt;br&gt;www.example.com&lt;br&gt;Artisan candy from San Francisco&lt;br&gt;Free shipping orders $50 more</td>
</tr>
</tbody>
</table>
#4: Use Expanded Text Ads

Expanded text ads allow you to:

➔ Add three headline fields
➔ Add two 90-character descriptions
➔ Display your final URL as the ad’s URL
#4: UseExpanded Text Ads

**Why**

➔ More room for persuasion

➔ Target long-tail keywords

**How**

Google Ads Editor → Ads → Expanded Text Ads → Add Expanded Text Ad → Fill Details
#5: Discontinue Ads That Don’t Perform Well

Why is Keeping Non-Performing Ads a Bad Idea?

➔ You’re spending money without ROI
➔ Lower CTR = Lower ad visibility = Lower CTR
Best Tools For Search Ads

- Google Trends
- SEMRush
- Google AdWords Editor
- AdEspresso
Boost Sales With Display Ads

➔ Use contextual and audience targeting
➔ Pick your placements
➔ Create responsive display ads
➔ Leverage dynamic remarketing
#1: Use Contextual And Audience Targeting

- Use a healthy mix of contextual and audience targeting
- Be as specific in your criteria as possible
- More specific = More efficient budget utilization = Better quality clicks = Better conversions
- Test your strategy continually

**Contextual Targeting:** Put ads on websites that are relevant to your brand/product via Google Display Network

**Audience Targeting:** Show your ads to people who are likely to enjoy your content (based on previous search data)
#2: Pick Your Placements Smartly

Check where your ads are displayed for a given time-frame

How:

➔ Go to Google AdWords → Open your display campaign → Click on “Display Network” tab → Click on “Placements”
#2: Pick Your Placements Smartly

➔ Keep track of clicks, CTR, average CPC, cost, and other metrics to decide on positioning

➔ Websites that Google picks for you show “Automatic status”

➔ Websites that you tell AdWords to display your ads on are seen with “Automatic” status
#3: Create Responsive Display Ads

What

➔ Ads that can automatically adjust (size, format, and appearance) to fit into any available ad space

Why

➔ Google determines the optimal combination of assets for each ad slot based on predictions built from your performance history
  ◆ Responsive Display Ads = Broader reach
#3: Create Responsive Display Ads

**How:**

1. Sign in to your Google Ads account → Select “Display Campaigns” → Click on “Ads & Extensions” → Click on “+” → Select Responsive Display Ad
2. Next, select an “ad group” → Add and save images → Fill ad information
Facebook: Boost Sales With Social Media Ads

Tips For Facebook:

➔ Experiment with different ad types
➔ Leverage Facebook’s ad targeting options
➔ Create lookalike audiences
➔ Optimize your Facebook ads for mobile devices
➔ Leverage Facebook’s CTA ads
Tip #1: Experiment With Different Ad Types

➔ **Carousel**: Add 2 or more scrollable images or videos

➔ **Single image**: Create up to 6 ads with one image each at no extra charge

➔ **Single video**: Create an ad with one video

➔ **Slideshow**: Create a looping video ad with up to 10 images

➔ **Canvas**: Combine images and videos
Tip #2: Leverage Facebook’s Ad Targeting Options

Which are the different types of targeting options on Facebook?

➔ **Demographics:** Includes age, location, financial status, education, life events, and other parameters

➔ **Interests:** Based on hobbies, pages they like, their business or industry, and more

➔ **Behavior:** Based on purchase intent, search behavior, device usage, and other data
Tip #2: Leverage Facebook’s Ad Targeting Options

Which are the different types of targeting options on Facebook?

➔ **Connections**: Based on people who may have shown a special connection with your brand (friends of people who use your app, like your page, or sign-up for an event)

➔ **Remarketing**: Based on previous engagement data OR you can add custom lists of phone numbers, email addresses, and user IDs
Tip #3: Create Lookalike Audiences

What
Option for remarketing

Why
You can reach users who are similar to your existing customer database
Tip #3: Create Lookalike Audiences

How
Go to the “Audiences” section in Facebook Ads Manager
→ Click on “Create audience” from the drop-down menu
→ Choose the option for “Lookalike Audience”
→ Choose your source
→ Select countries where you’d like to find a similar set of people
→ Choose your audience
→ Click on “Create Audience”
Tip #4: Optimize Your Facebook Ads For Mobile Devices

- Crop your video to fit mobile screens
- Create content that also works when the sound is off
- Keep your videos short
- Compress your images
- Create more slideshow ads (They are lightweight)
- Use a mobile-optimized landing page
Tip #5: Leverage Facebook’s CTA Ads

What
This feature allows users to directly call a business from within Facebook with a couple of taps.

Why
Reach out to a local audience
→ Easier conversions
→ Better customer experience
Tip #5: Leverage Facebook’s CTA Ads

How:

Go to Facebook Ad Manager → Create a new campaign → Select “Reach” as your campaign objective

Add details in targeting and placement options

Look for the option to add a URL to your post

In the same section, look for the “Call to Action” option
Select “Learn more” from the dropdown menu and add your phone number
Advanced Tools For Facebook Marketing

Facebook Ads Manager

buffer

agora pulse

sendinblue
Instagram: Boost Sales With Social Media Ads

Tips For Instagram:

➔ Set up a business account
➔ Build a Shoppable feed
➔ Run retargeting campaigns
How to Set Up a Business Profile on Instagram:

➔ Tap on ☰ in the upper right corner of your Instagram profile
➔ Tap on ☰ to open the Settings tab
➔ Tap on “Account”
➔ Tap on “Switch to Professional Account”
➔ Tap on “Business”
➔ Add details
➔ Click on “Done”
Tip #2: Build a Shoppable Feed

What

➔ This feature allows businesses to tag products and lets users make purchases from within the app

Why

➔ Get more conversions
➔ Improve customer experience
How to build a Shoppable feed:

➔ Create a catalog of products on Facebook
➔ Open your Facebook page (after you’ve created a Business profile on Instagram)
➔ Go to “Settings”
➔ Click on “Edit Page”
➔ Under the “Templates” option, click on “Edit”
➔ Select the “Shopping” option
How to build a Shoppable feed:

➔ On your Facebook page, select “Shop” (Dropdown menu on the left side of the page)

➔ Click on “Add Product”

➔ Add a product from your catalog

➔ Add all the required details

➔ Click on “Done”
How to build a Shoppable feed:

➔ Click on an image where you want to add a shoppable tag

➔ Enter the product name until you see it in the search box

➔ After tagging, click on “Done”

➔ Click on “Preview” then “Share”
Advanced Tools For Instagram Marketing

Combin

HashtagsforLikes

Vyper

Kicksta
Twitter: Boost Sales With Social Media Ads

- Create an advertiser account
- Use targeting and placement options
- Include hashtags
- A/B test your ads
Tip #1: Create an Advertiser Account

Why

➔ Connect with customers
➔ Get access to Twitter’s marketing account

How

➔ Log in to your Twitter account
➔ Go to “ads.twitter.com”
➔ Add your country and time zone
➔ Click on “Let’s go”
Tip #2: Use Targeting and Placement Options

Twitter offers multiple options:

- Demographic-based targeting: Gender, age, language, etc.
- Location-based targeting: Add a metro code, postal code
- Technology-based targeting: Based on OS, devices, carriers, etc.
- Interest-based targeting: Events, hobbies, likes, etc.
Tip #3: Include Hashtags

➔ Use only those hashtags that provide value
➔ Add niche-related and product-related hashtags
➔ Use branded hashtags to boost brand awareness
➔ For topical tweets, add trending hashtags
➔ Do not go overboard with hashtag usage
Tip #4: A/B Test Your Ads

Test you ads on Twitter for:

**Brand Voice:** You will get to know what kind of tone resonates with your audience

**Creatives:** Get to know the kind and type of content that makes the cut for your audience.

→ Test different variations of ads for at least a week

→ Compare engagement rates via campaign dashboard and Tweet Activity Dashboard

**Pro Tip:** Use Bitly to shorten the URL link
Case Studies

I Increased My Organic Traffic by 5X in 3 Months

What Worked For Me:

➔ Publishing more long-form content

➔ Posting content more frequently (at least one piece of content per day)

➔ Updating old content
I promoted my content across multiple channels

What Worked For Me:

➔ Posting on content syndication networks (I get over 70K monthly views, just from Medium)
Case Studies

What Worked For Me:

➔ Participating in podcasts
➔ Sending quotes in expert roundups
➔ Giving more interviews
➔ Contributing to top publications

(I got over 11.6K mentions from January 2019 to March 2019)
Customer Retention: Pro Tips for Driving Repeat Sales Online

➔ Run a loyalty program
➔ Provide excellent customer support
➔ Leverage personalization
➔ Focus on community building
Key Takeaways

Strategies to boost sales with:

➔ Content marketing
➔ SEO
➔ Social media marketing
➔ Email marketing
➔ Affiliate marketing
➔ Paid advertising

Use a clever mix of these strategies to boost your growth
Questions?
Connect with Me

Shane Barker
Email: advisor@shanebarker.com

For one-on-one e-commerce consulting services at no cost with Shane Barker, visit: https://rebrand.ly/get-business-advising

For all other business advice, Contact North Coast SBDC:
(707) 445-9720  www.northcoastsbdc.org
admin@northcoastsbdc.org

Social Profile
Facebook
Twitter
LinkedIn
YouTube

North Coast SBDC
Small Business Development Center
NORTHERN CA NETWORK

American SBDC
California

SHANE BARKER
Thank you.