

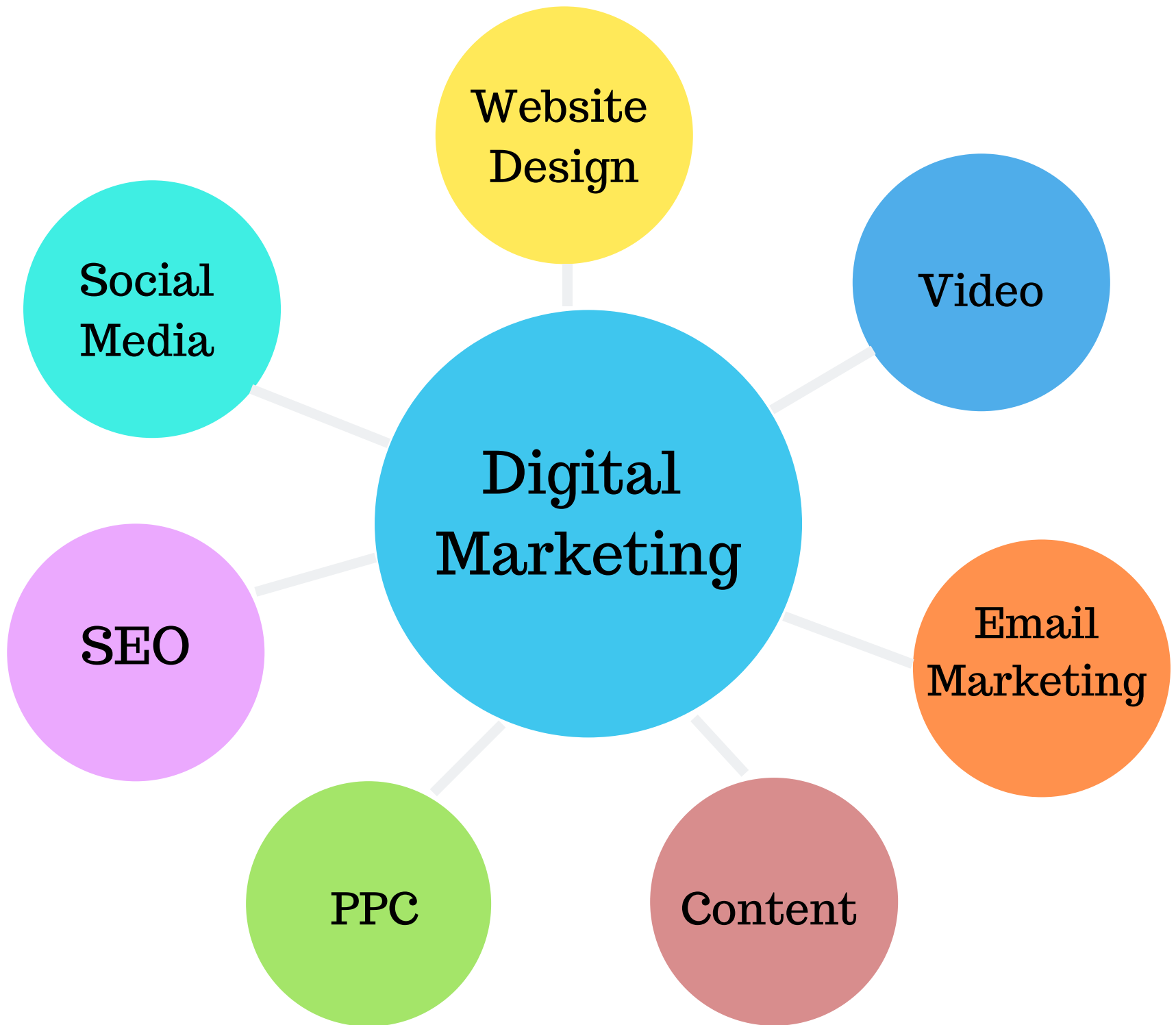
# 25 Digital Marketing Tips



Amberly Bucci

# Agenda

- Overview of Digital Marketing
- Tips
- Case studies
- Favorite tools

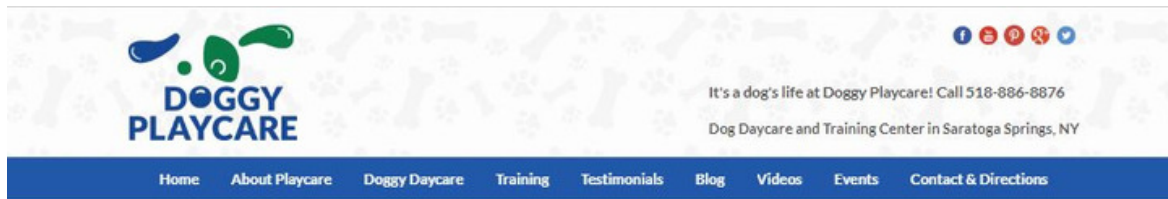




# **WEBSITE DESIGN**

# Website Design

Beautiful, responsive, high converting site.



Design by E-Vision Digital

# 5 Second Rule




For Best Available Rates: Call (877) 749-0930 

[BOOK YOUR STAY](#)

*Lowest Online Rate, Guaranteed!*

[ROOMS](#) [THE RESORT](#) [SPECIALS](#) [LAKE GEORGE](#) [DIRECTIONS](#) [CONTACT US](#) [BLOG](#)

[CHECK AVAILABILITY](#) 

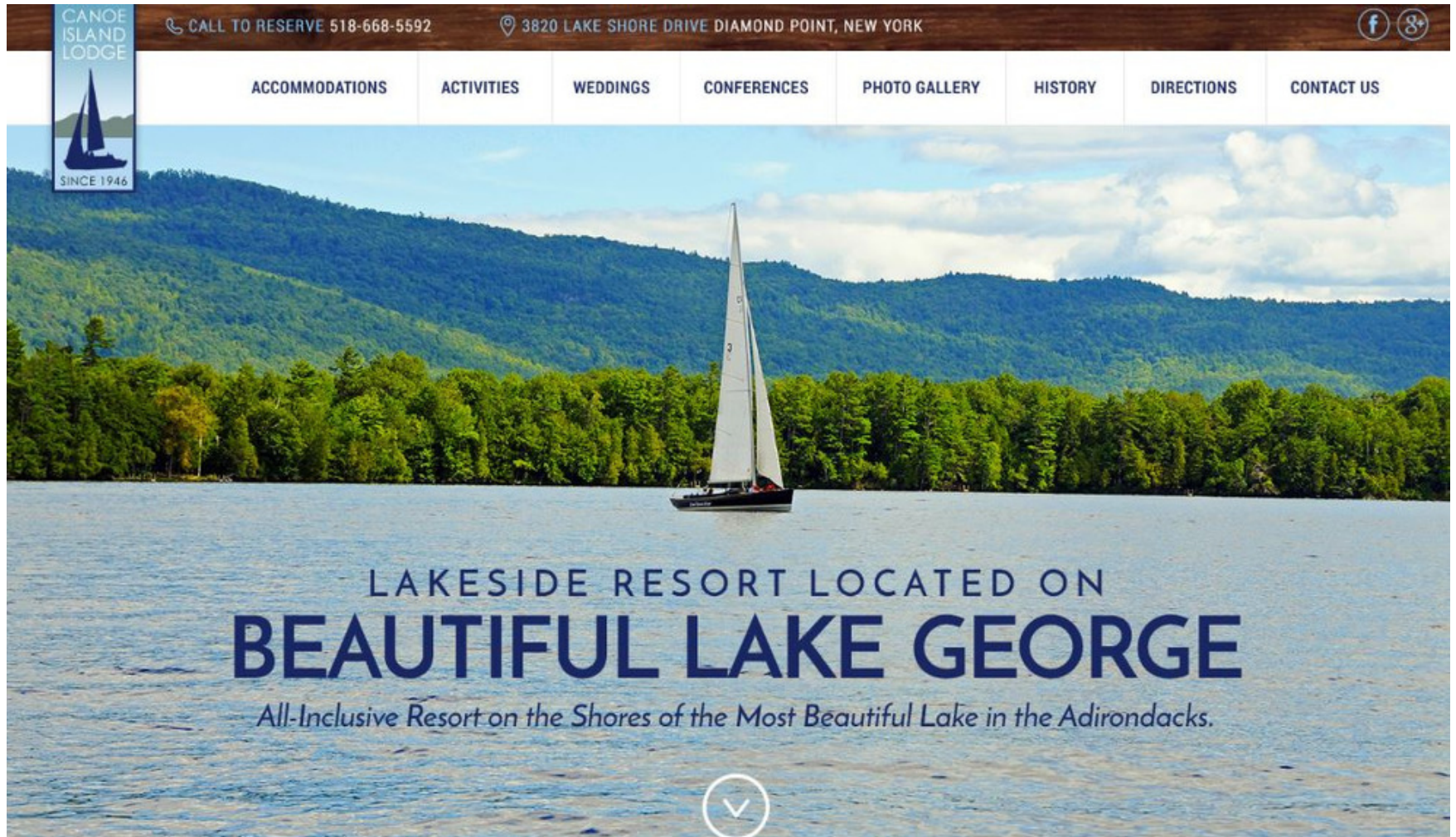


350 FEET OF BEACHFRONT  
*-Directly on Beautiful Lake George -*

Share Your Lakeside Experience With Us Today



# 5 Second Rule

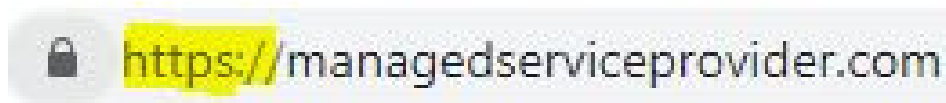


# HTTPS

Safety - Google they want to achieve the safest web experience for their users.

Rankings - Majority of sites on the 1st page of Google are HTTPS.

Increased Conversions - People feel safer on a secure site.





# STOP SELLING START HELPING

Use your website as a place to HELP people and not just a place to sell your products or services.

# Lead Magnets

- Whitepapers
- Checklists
- Webinars
- PowerPoints
- Videos
- Tutorials
- Demos
- Coupons
- Toolkits
- Ebooks
- Free Consultation
- Free trials
- etc.

# Lead Magnets

Get Our “5 Ways to  
Add Joy to Your Life”  
Tips FREE!

Sign up today to get these tips and periodic newsletters.

Your Name

Email \*

SEND FREE GIVEAWAY



[www.center4c.com](http://www.center4c.com)

# Lead Magnets

A screenshot of a lead magnet form for LeadPlayer.com. The background features a close-up of a smiling woman's face. The form is a dark grey box with white and blue text. At the top left of the form is the LeadPlayer logo, and at the top right is a 'Subscribe' button with a blue icon. The main text of the form reads: "Free Report Reveals . . . The 5 (Dirt Cheap) Tools I Use To Create All My Videos (Including My \$80 HD Video Camera)". Below this is a prompt: "Enter your email address to get this free report". There is a white input field with the placeholder text "Enter a valid email here". Below the input field is a prominent blue button with white text that says "Download The Report" followed by a right-pointing double arrow. At the bottom of the form, there is a small line of text: "Your information will \*never\* be shared or sold to a 3rd party." At the very bottom of the page, below the form, is the legal information: "Legal Information Copyright 2012 © LeadBrite.com / All Rights Reserved".

**LeadPlayer™**

Subscribe

"Free Report Reveals . . . The 5 (Dirt Cheap) Tools I Use To Create All My Videos (Including My \$80 HD Video Camera)"

Enter your email address to get this free report

Enter a valid email here

**Download The Report >>**

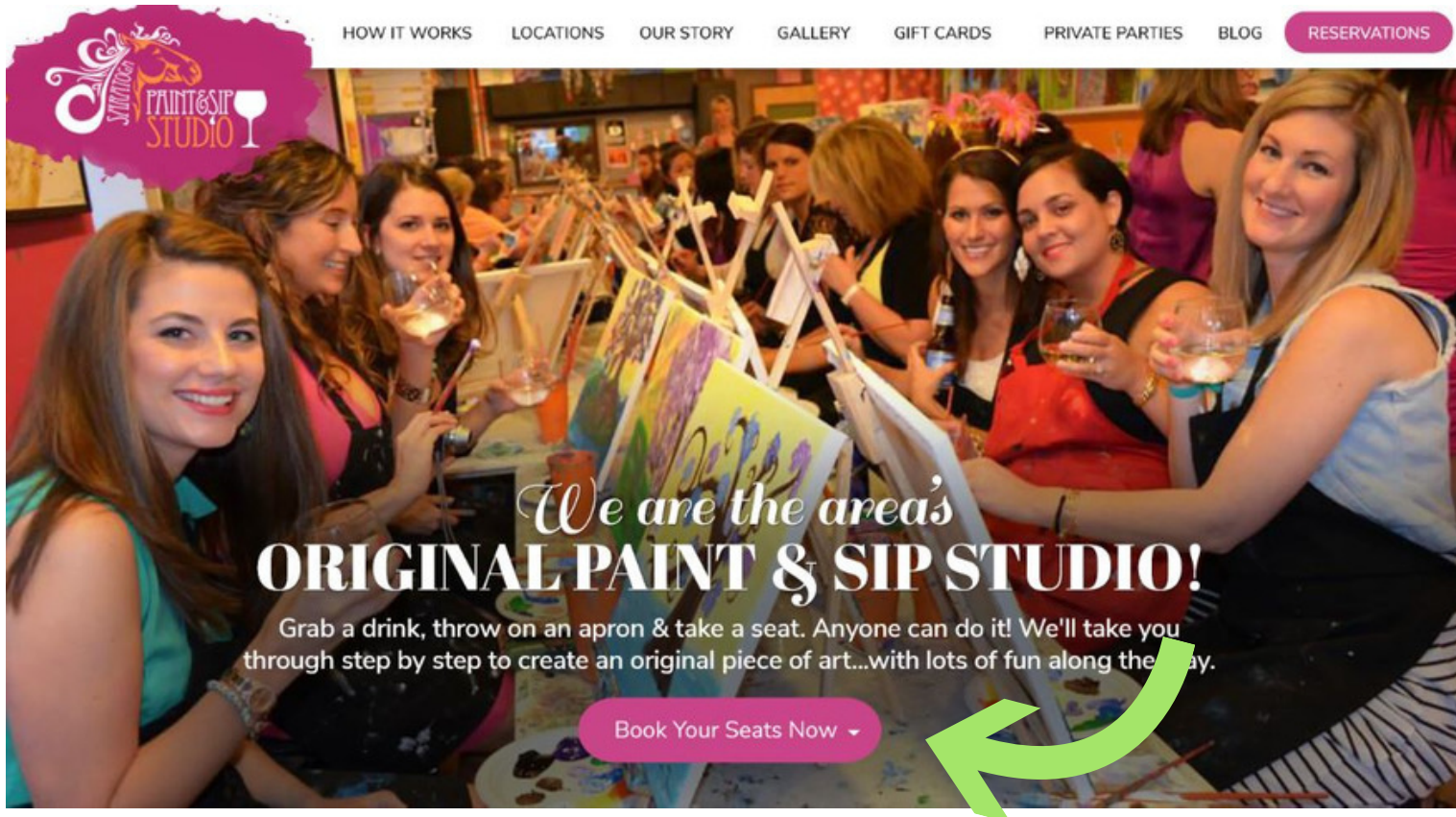
Your information will \*never\* be shared or sold to a 3rd party.

Legal Information Copyright 2012 © LeadBrite.com / All Rights Reserved

20 Best Examples of Lead Magnets to Help You Convert Leads like Crazy:  
<https://www.autogrow.co/best-lead-magnet-examples/>

# CTA's

Add strong calls to action that directly states what you want your visitors to do. For example "Contact Us for a Free Estimate" or "Get a 50% Coupon" or "Download this Free Tip Sheet"



HOW IT WORKS   LOCATIONS   OUR STORY   GALLERY   GIFT CARDS   PRIVATE PARTIES   BLOG   RESERVATIONS

*We are the area's*  
**ORIGINAL PAINT & SIP STUDIO!**

Grab a drink, throw on an apron & take a seat. Anyone can do it! We'll take you through step by step to create an original piece of art...with lots of fun along the way.

[Book Your Seats Now](#)

# Call-to-Action Buttons



# Testimonials



“Thank you Marie, the team and community for giving me words and tools to make this massive change.”

**MARIE-PIER T.** QUEBEC, CANADA

---

Our work opens people up emotionally & creatively. Curious what might be in store for you?

GET INSPIRED >



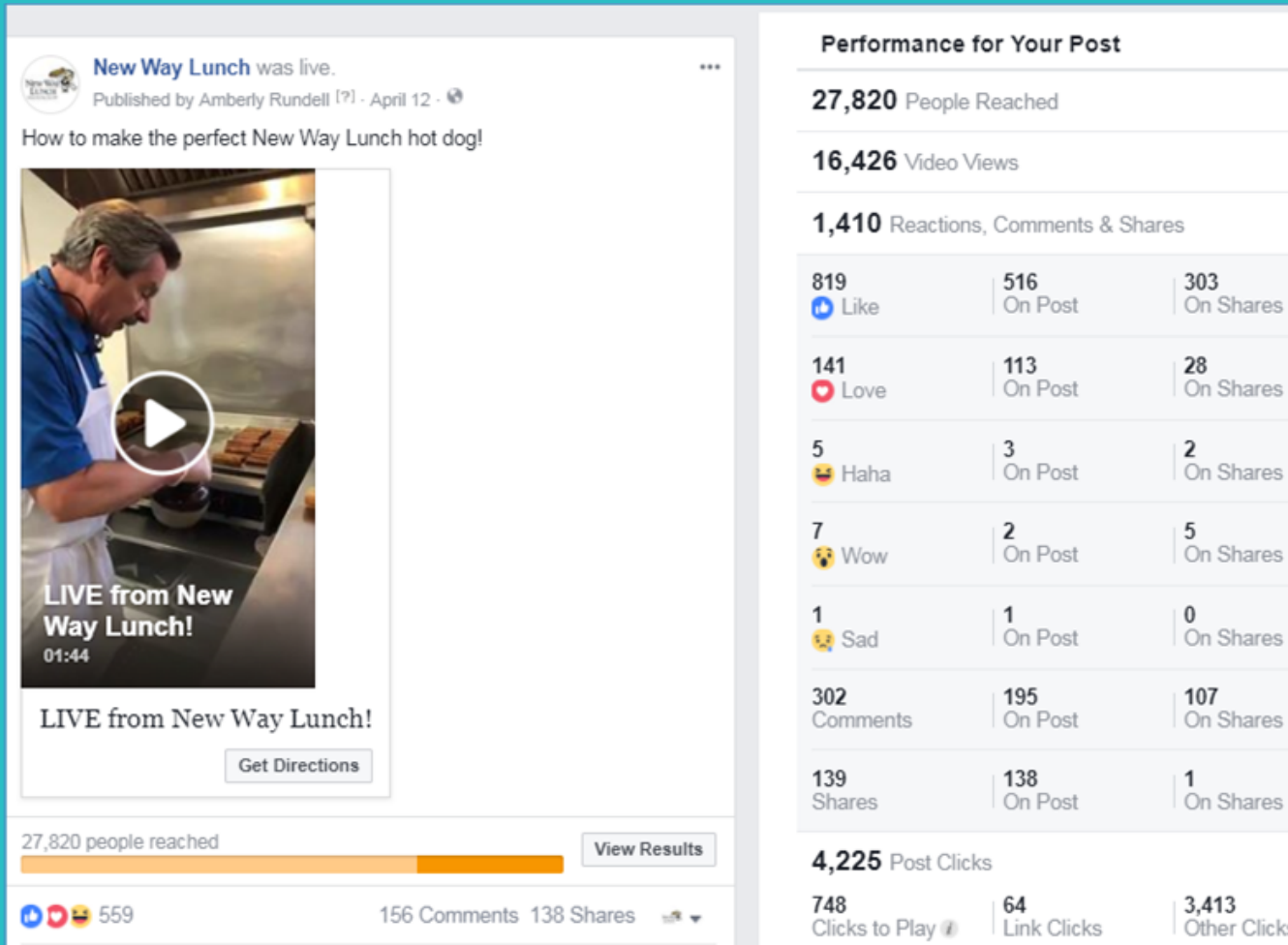
# **SOCIAL MEDIA**



# Content Ideas

- FAQ's (#FAQFriday)
- Services
- Specials
- Happy Customers
- Testimonials
- Tips
- Blog Posts
- Videos
- Contests
- Behind the Scenes
- Highlight Employees
- Facebook LIVE
- Link to Lead Magnet

# Facebook Live - Case Study



27,820 Reached  
4,226 Clicks

# Contests



**Stewart's Shops**

Sponsored · 🌐

As if this sale isn't lucky enough, you could WIN a months-worth of free ice cream for telling your friends about it! 🍦🍦 Like our page and tag a friend in the comments for your chance to win.

The Stewart's ice cream sale is going on now through Sunday (10/7/18) all half gallons are only \$2.99/each 🍦🍦

\*5 lucky winners will be chosen 10/8/18.



**Stewart's Ice Cream Sale! Now through Sunday, 10/7/18**

All half gallons, just \$2.99!



**Stock up on your favorites! Now through Sunday, 10/7/18**

All half gallons, just \$2.99.

# Wishpond - Contests



## THE EXPERIENCE OF A LIFETIME

Join the Yoga Fit Team at their exclusive 7-day full immersion yoga retreat in Costa Rica. 8 luxury suites with ocean views, infinity pool, private chef and a team of certified instructors help you reconnect with yourself and nature around you.

**To enter**, simply fill out the form with your name and email address.

**Contest Duration:** November 12 - December 12, 2017

**Winners will be announced on our Facebook Page:**  
December 15, 2017

**Retreat Dates:** January 12- 20, 2018



14 DAYS 14:02:15 REMAINING

First Name \*

Last Name \*

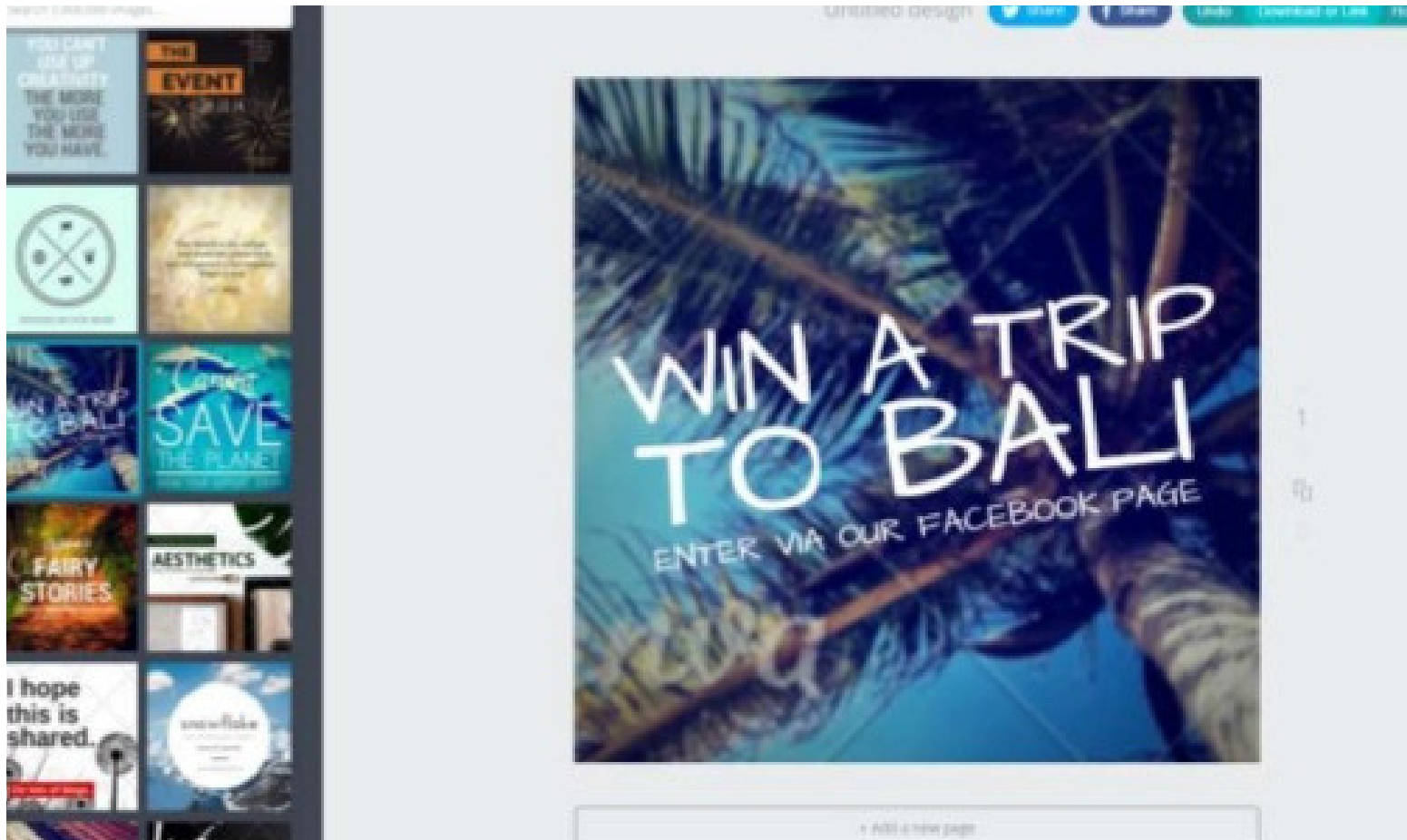
Email Address \*

I have read, accept, and understood the **Official Rules & Regulations\***

**ENTER NOW!**

45 people have entered

# Canva



# Image Quotes



Reviews  
Employee quotes  
Employee fun facts  
CEO quotes  
Statistics

# Design Anything in Minutes!

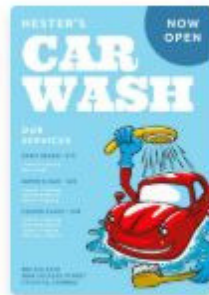
Create a design



Social Media



Presentation Wid...



Poster



Facebook Cover



Flyer



Facebook Post



Instagram Post

# Targeted Advertising

- Age
- Gender
- Location
- Website Visitors
- Email List Subscribers
- Fans
- Friends of Fans
- Interests
- Competitors
- Birthdays
- Engaged fans





# Boost Posts - Case Study



Client had very little engagement on their Facebook page. Once we started to boost posts, fans, engagement and sales increased dramatically.

# Facebook Ad Case Study

You are targeting **men and women, ages 35 - 65+** who live in **11 locations**.

Show full summary

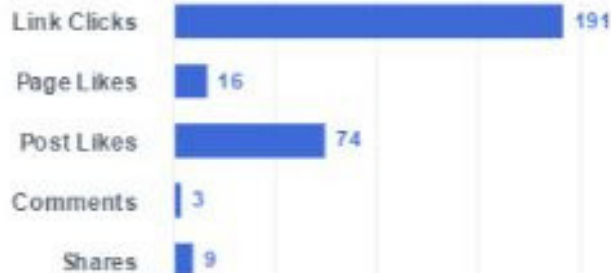
This promotion ended **22 days** ago.

Your total budget for this promotion is **\$50.00**.

Only the person who boosted this post can edit it.

293 Engagements      6,478 People Reached [?]  
\$50.00 Total Spend [?]

Actions | People | Countries



Like Page

Our luxury Adirondack lodge offers five intimate guest rooms that are uncommonly comfortable – both rustic and elegant, even magnificent!

Book any two midweek nights (Sun - Thurs) and you'll get a \$50 gift card towards dinner at a restaurant of your choice! Reserve online at [www.thefernlodge.com](http://www.thefernlodge.com) and use promo code AUTUMNRROMANCE.



Discover Our Romantic Lakefront Hotel in the Adirondacks - Perfect for Anniversaries or Honeymoons!

Exquisite Adirondack hotel lodging at      ! Private Adirondack Mt. resorts  
lodging at a one of the most luxury Upstate NY hotels available. Enjoy

[THEFERNLODGE.COM](http://THEFERNLODGE.COM)

# Facebook Ad - Case Study

Results	Reach	Impressions	Cost per Result
38,600 Estimated A...	163,872	315,587	\$0.03 Per Estimate...
35,900 Estimated A...	155,488	312,991	\$0.03 Per Estimate...
32,500 Estimated A...	157,952	313,837	\$0.03 Per Estimate...
13,600 Estimated A...	41,544	125,873	\$0.07 Per Estimate...
2,810 Estimated A...	8,424	24,685	\$0.22 Per Estimate...
<b>59,300</b> Estimated A...	<b>248,704</b> People	<b>1,092,973</b> Total	<b>\$0.08</b> Per Estimate...

Brand Awareness Campaign:

Over 1 Million Impressions

# Facebook Ad Results

Jan 13, 2019 - Jan 20, 2019

4,606

Post Engagements

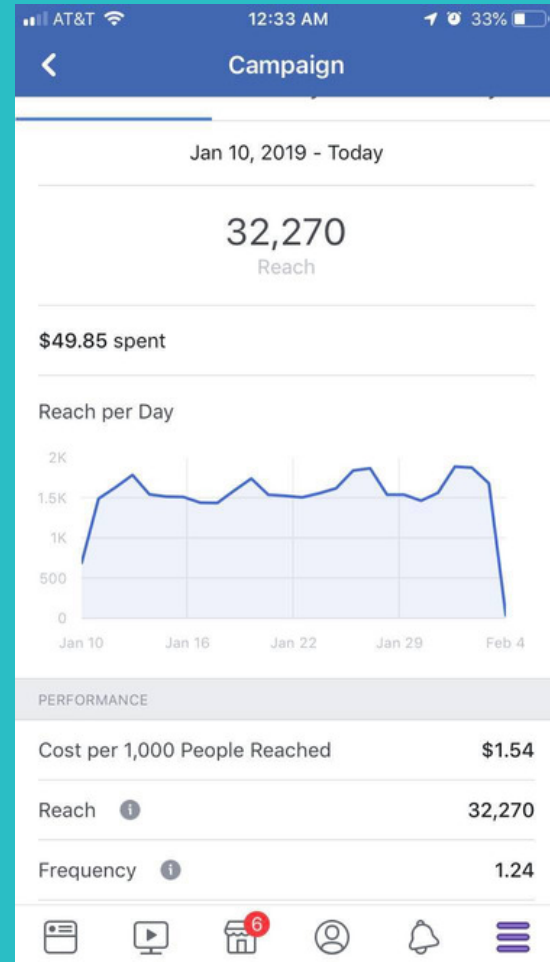
4,436

Landing Page Views

Oct 18, 2018 - Today

5,158

10-Second Video Views

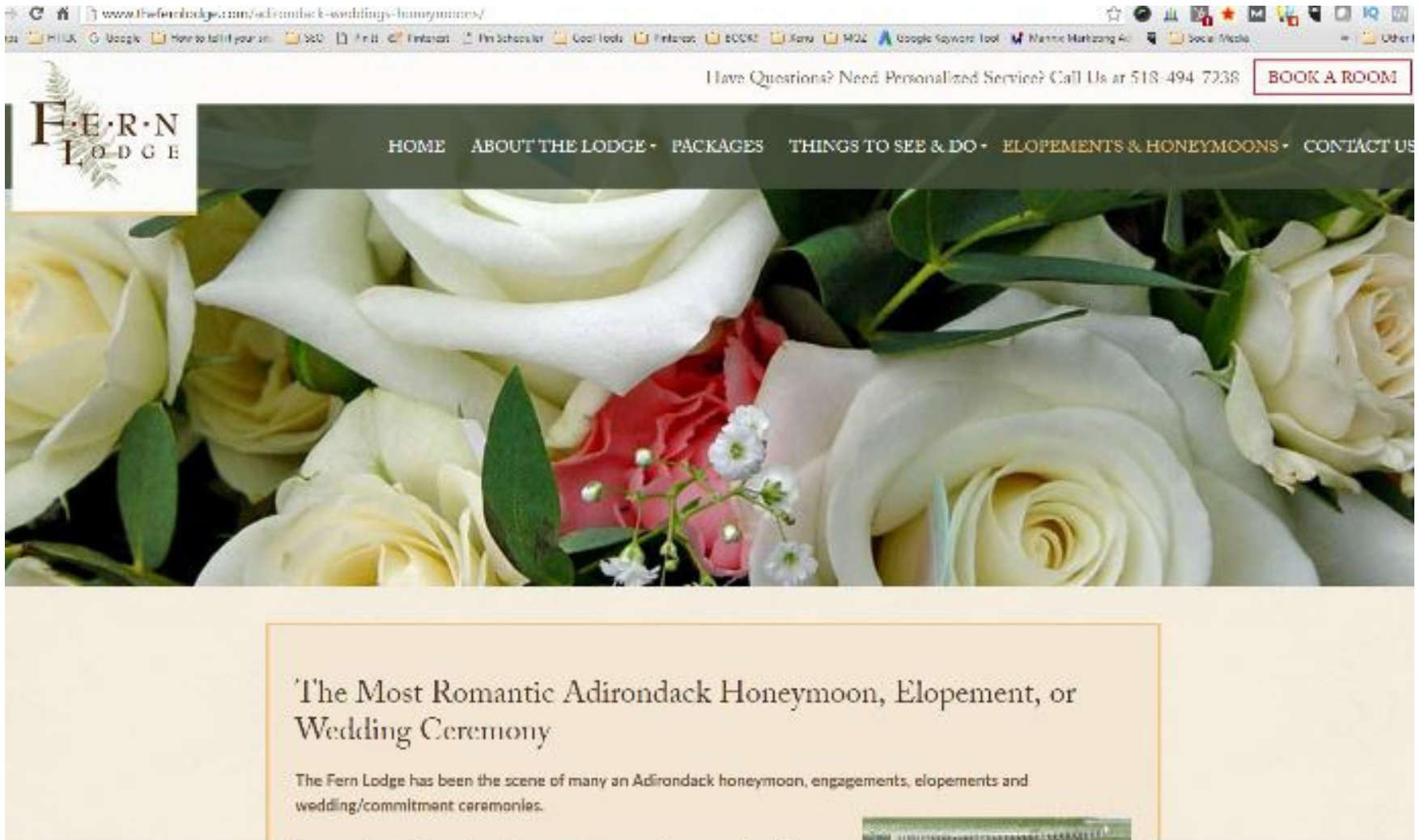


**General - ADK/Hunting Lovers in NY**

\$0.06 per Landing Page View

● Completed

# Retarget Website Visitors



The screenshot shows a web browser window with the URL [www.fernadirkodge.com/adirondack-weddings-honeymoons/](http://www.fernadirkodge.com/adirondack-weddings-honeymoons/). The browser's address bar and toolbar are visible at the top. The website header includes the logo for "FERN LODGE" on the left and a navigation menu with links for "HOME", "ABOUT THE LODGE", "PACKAGES", "THINGS TO SEE & DO", "ELOPEMENTS & HONEYMOONS", and "CONTACT US". A "BOOK A ROOM" button is located in the top right corner. Below the navigation menu is a large image of a bouquet of white and red roses. Below the image is a text box with the following content:

The Most Romantic Adirondack Honeymoon, Elopement, or Wedding Ceremony

The Fern Lodge has been the scene of many an Adirondack honeymoon, engagements, elopements and wedding/commitment ceremonies.



# Target Friends of Fans




# Anatomy of Perfect FB Ad

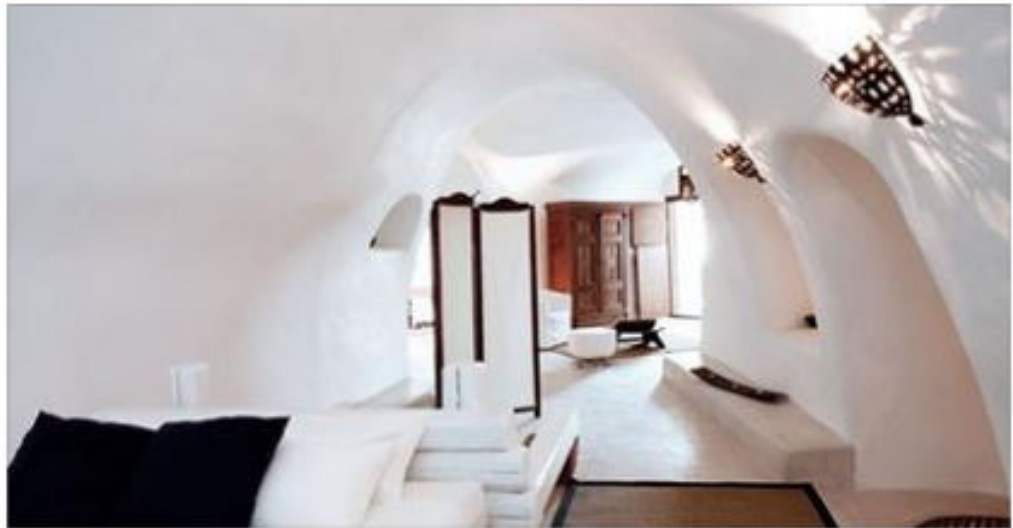
- It's visual.
- It's relevant.
- It offers value.
- It has a strong CTA

Suggested Post


 **Jetsetter**  
Sponsored · 

 Like Page

Planning a Vacation? Save up to 40% on Luxury Hotels



**Villas & Mansions of Santorini Island**  
Exclusive Deals Start Today!  
JETSETTER.COM





Like · Comment · Share 

# Sumorank

Find interesting Facebook pages relevant to any topic

kitchen remodeling

Search

	Username	Likes	About	
	apluskitchens	689,638	Looking for the BEST Custom Kitchen Cabinet Designers, Custom Home Remodel or Complete Custom Home Remodeling in Orange County? For 30 years, our mission at Aplus Interior Design & Remodeling is to bring dream homes to life.	<a href="#">View</a>
	kitchendesignideas	2,471,394	Get daily pictures of kitchens and design inspiration from www.Kitchen-Design-Ideas.org -- an online resource of kitchen remodeling ideas.	<a href="#">View</a>
	searshomeservices	116,679	From appliance repair to tune-ups, carpet cleaning or kitchen remodeling, Sears Home Services is here to help with your every project.	<a href="#">View</a>
	tipsdiy.com.diy	101,085	Tipsdiy.com DO IT YOURSELF CREATIVITY IMPROVEMENT AND DIY REPAIR . INCLUDES HOME IMPROVEMENT PROJECTS, HOME REPAIR, KITCHEN REMODELING, PLUMBING,	<a href="#">View</a>
	reicokitchenandbath	10,003	Reico Kitchen and Bath is the source for remodeling your kitchen and bath. Since 1952, we have been helping customers bring their kitchen and bath remodeling dreams to life. Let us help you!	<a href="#">View</a>



# Retarget Email Subscribers



Email

Original

[joriver@gmail.com](mailto:joriver@gmail.com)

[dominique.scally@gmail.com](mailto:dominique.scally@gmail.com)

[kmfjey@yahoo.com](mailto:kmfjey@yahoo.com)

[yajairaforever1y@gmail.com](mailto:yajairaforever1y@gmail.com)

# Instagram Advertising



Instagram Ads:  
The Complete Guide

<https://blog.hootsuite.com/instagram-ads-guide/>

# Instagram Advertising



Business

Getting Started

Advertising

Success Stories

Inspiration

Blog

Partners

Create Ad



## Stories Ads

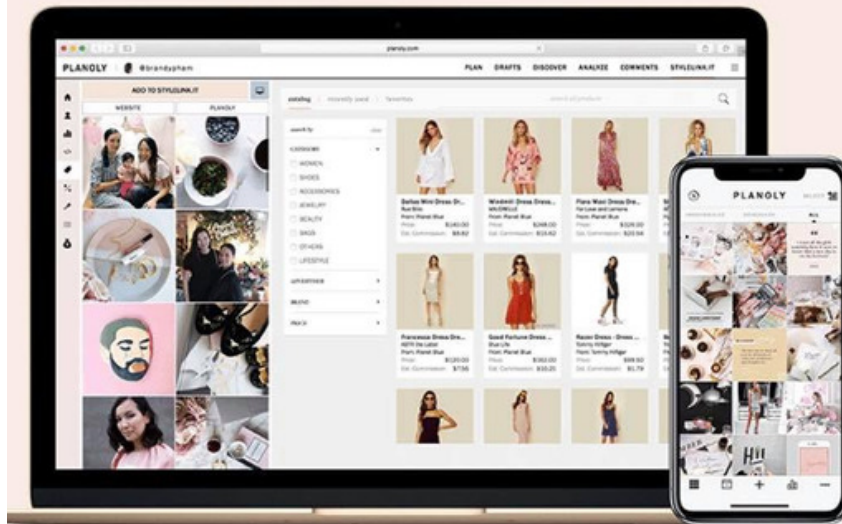
Complement your feed content with ads on Instagram Stories. Connect with the 400M+ accounts using stories daily.<sup>1</sup> Learn more about [stories ads](#) and [specs](#).

Create Your Own

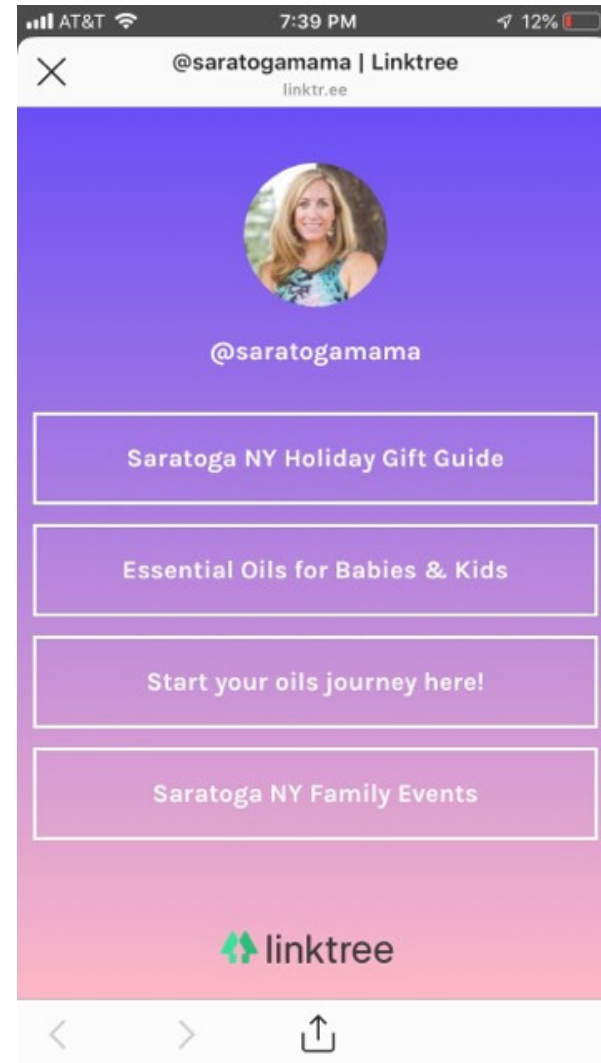
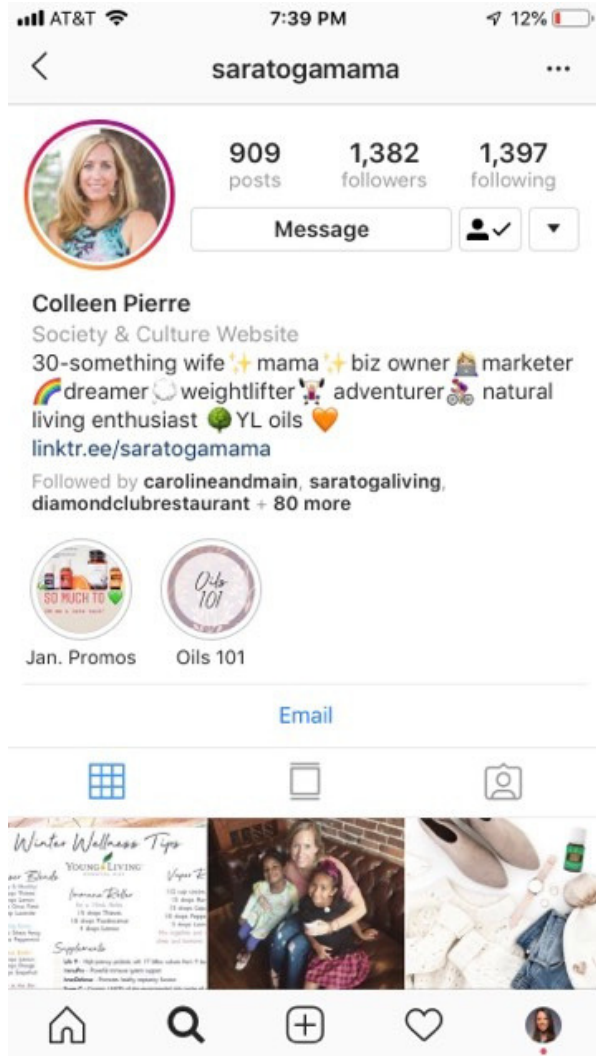
# Schedule Posts using Planoly

Got 99 Problems But  
A Grid *Ain't* One

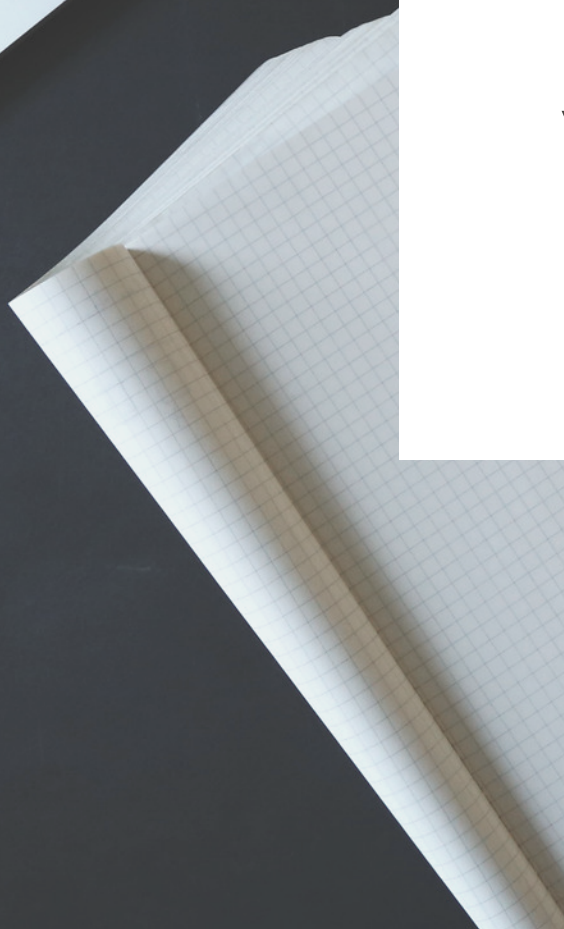
AVAILABLE ON MOBILE & DESKTOP



# Use Linktree in your Instagram Bio



@SaratogaMama



**VIDEO**

# Video Tools

- Splice
- Magisto
- Adobe Spark
- iMovie
- Fiverr



AMY SCHMITTAUER

VLOG  
LIKE A

*"Amy knows  
how to crush it  
to get attention.  
She got mine.  
Take notes."*

— GARY VAYNERCHUK  
Four-Time NY7 Best-Selling Author

BOSS



How to  
Kill It Online  
with  
Video Blogging

Copyrighted Material





**SEO**

# Google My Business Page



## Wheatfields Restaurant and Bar

440 Broadway, Saratoga Springs, NY



### Wheatfields Restaurant and Bar

Website

Directions

Save

4.0 ★★★★★ 308 Google reviews

\$\$ · Italian restaurant

RESERVE A TABLE

Local fare, handmade pasta & vegan-friendly items in a warm Italian bistro with renowned wines.

Address: 440 Broadway, Saratoga Springs, NY 12866

Hours: Open · Closes 9PM ▾

Menu: wheatfields.com

Reservations: opentable.com

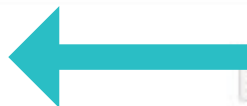
Phone: (518) 587-0534

Suggest an edit

Know this place? Answer quick questions

Questions & answers

See all questions (2)



Ask a question

do they have Happy Hour during track season



Like



Answer


















**Aquiles Longobardi**

Local Guide · 72 reviews · 67 photos

6 months ago

they did at the motel we stayed at. most likely every bar in town should have certain hours for specials.

# Keyword Tracking

Keyword	Position 
wrap around ice pack for face 	5 
wisdom teeth ice pack wrap 	7 
tmj heat wrap 	7 
head wrap for wisdom teeth 	8 
best ice packs for wisdom teeth 	9 
tmj wrap 	9 
ice pack for oral surgery 	10 

# Ubersuggest - Free Keyword Tool

## Keyword Overview: migraine ice pack

### KEYWORD IDEAS

SUGGESTIONS	
KEYWORD	VOLUME
migraine ice pack	720
migraine ice pack helmet	110
migraine headache ice pack	110
migraine ice pack neck	30
migraine head ice pack	30
ice pack on head for migraine	30

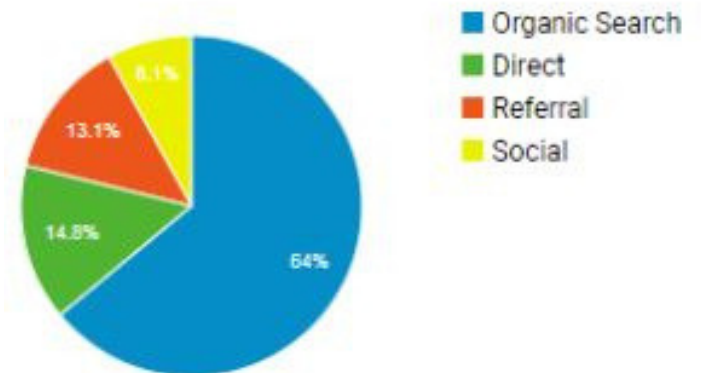
# Google Analytics



Organic traffic is up **100%** compared to the previous year.



Top Channels



# Track Google Analytics Goals

Goal Completions

9.83%

1,385 vs 1,261



Checkout Completed (Goal 15 Completions)

7.08%

696 vs 650



Filled Out Contact Form (Goal 16 Completions)

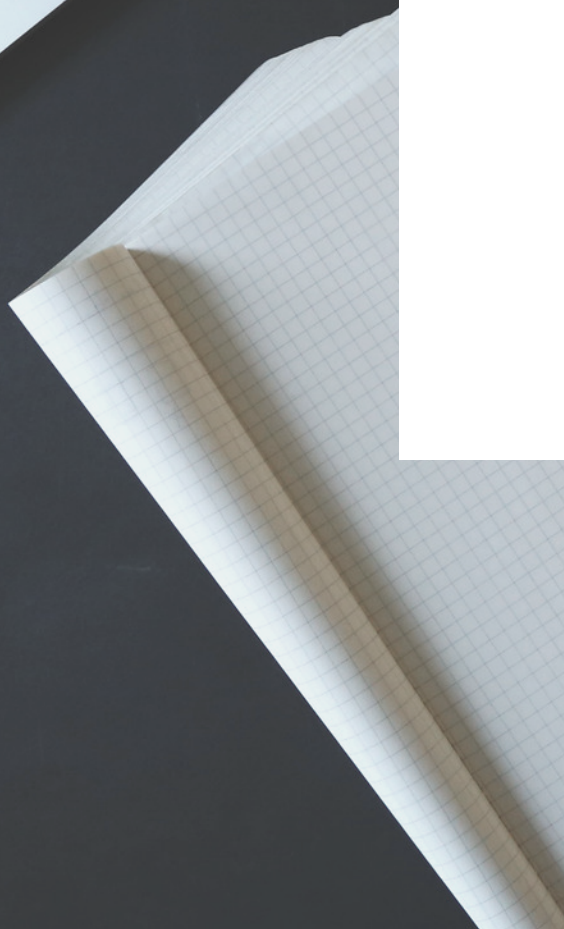
6.25%

102 vs 96



How to set up Google Analytics Goals:

<https://support.google.com/analytics/answer/1032415?hl=en>



# CONTENT

# Optimize for Local

In order to get found by local consumers, you need to optimize your site with local information including your address and geo-targeted keywords.

**O'Toole's Restaurant & Sports  
Pub in Queensbury, New York  
(Between Glens Falls & Lake  
George)**



# Blog Post ideas



## THE [ULTIMATE LIST] OF BLOG POST IDEAS

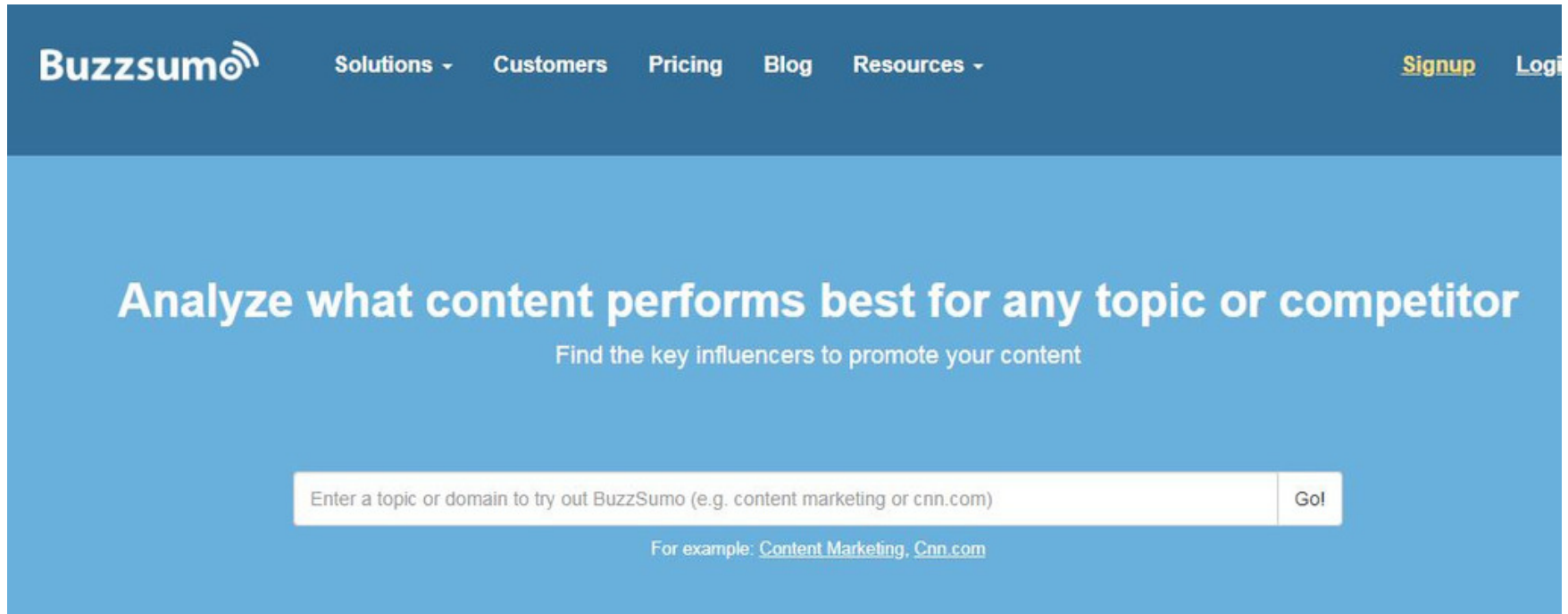
**BE USEFUL**

➤ These useful blog post ideas will endear you to your market and establish you and your business as the authority in your niche.

LIST POST	HOW-TO-POST	CASE-STUDY POST	PROBLEM/SOLUTION POST	SAQ POST
➤ List posts are everywhere and for good reason... they flat out work.  Create a list of books, tools, resources or any other thing that your market will	➤ The How-To Post is another staple blog post idea.  Describe how to execute a process and use images, video or audio to enrich the post and make it as	➤ The term 'case study' carries more perceived value than the term article, blog post or video.  Outline and unpack the details of something like a	➤ This type of post has an easy format: -Define a problem -Present the solution  This post can cross over into the territory of other blog post types such	➤ The Should Ask Question Post is a variation of the FAQ post. This is a question that customers or prospects don't ask — but they should.

<https://www.digitalmarketer.com/blog/blog-post-ideas/>

# Buzzsumo



<https://www.digitalmarketer.com/blog/blog-post-ideas/>

**[www.amberlybucci.com/25tips/](http://www.amberlybucci.com/25tips/)**

# Contact

[www.amberlybucci.com](http://www.amberlybucci.com)  
[AmberlyBucci@gmail.com](mailto:AmberlyBucci@gmail.com)  
(518) 307-8106



[www.facebook.com/amberlybucci](http://www.facebook.com/amberlybucci)



[@amberlybucci](https://www.instagram.com/amberlybucci)



[www.twitter.com/amberlybucci](http://www.twitter.com/amberlybucci)



<https://www.linkedin.com/in/amberly-bucci-77504412/>