



# Putting it All Together!

March 2021

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Digital Marketing is First about Authentic  
Human Connection...

Remove the Mystery

Lessen the Intimidation

Give you a Place to Start

Pro Tip:

If you are working with someone and then can't explain what they are doing in simple terms – run!

A true mark of an expert is their ability to take complex terms and make them simple



# Webinar Series



- Webinar One (October)
  - Foundational concepts
  - Getting started and doing “more with less”



- Webinar Two (December)
  - Design and Content
  - Hashtags
  - Holiday Readiness



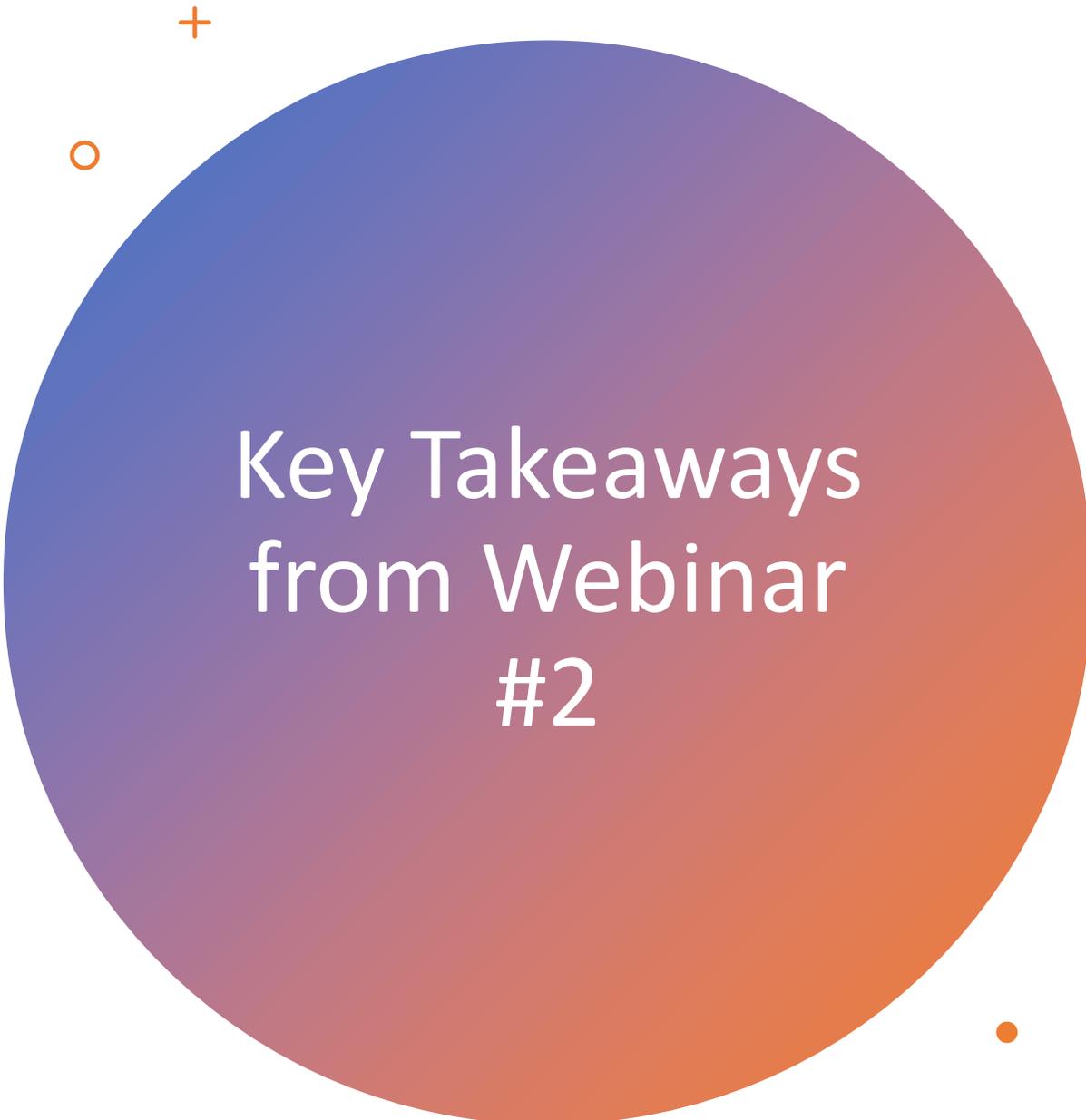
- Webinar Three (March)
  - Paid Promotions
  - Social Media Analytics
  - Summer Readiness

Watch the past webinars at  
[www.scoutcollective.digital/learn](http://www.scoutcollective.digital/learn)



## Key Takeaways from Webinar #1

- Get on Instagram (with a business account)
  - Have a Goal
  - Be Committed
  - Plan and Automate
  - Don't be Intimidated
  - Get Help if Needed
- 



## Key Takeaways from Webinar #2

- Invest in a Digital First Logo
  - Tell Your Unique Story
  - Use #Hashtags
  - Canva is Amazing!
  - Your Phone is a Content Engine!
- 



# Agenda

- Digital Foundation Review
- Brief Rant about Websites! 😊
- Define and Use Your Pillars of Posting
- Measure Everything
  - Using Analytics to tune your strategy
  - Demographic
  - Targeting
- Paid Promotions
  - Types of promotions
  - Targeting
  - Value
- Capitalize on the Summer Season
  - Tourism!
  - Post Ideas
- Summary and Actions

Bonus – Link to Instagram Story Tutorial

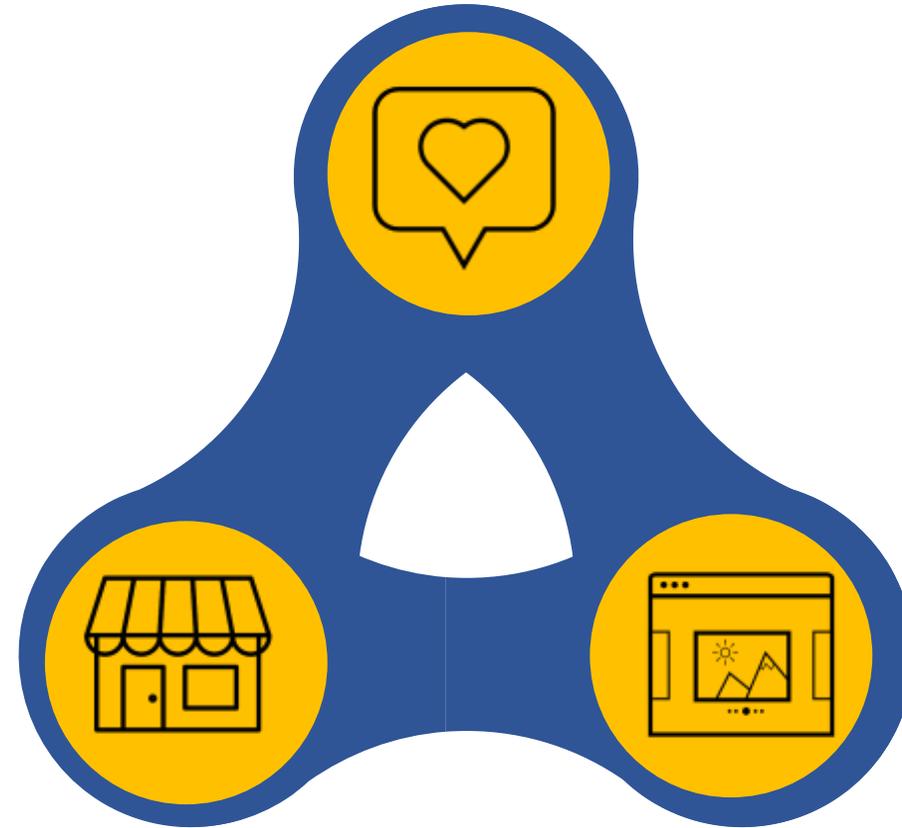
- <https://www.youtube.com/watch?v=OfXZb4EXsf0>
- [www.scoutcollective.digital/learn](http://www.scoutcollective.digital/learn)



Digital Foundation

# Social Media

Google My  
Business



Website

# Social Media

Create Awareness  
Build relationships  
Immediate

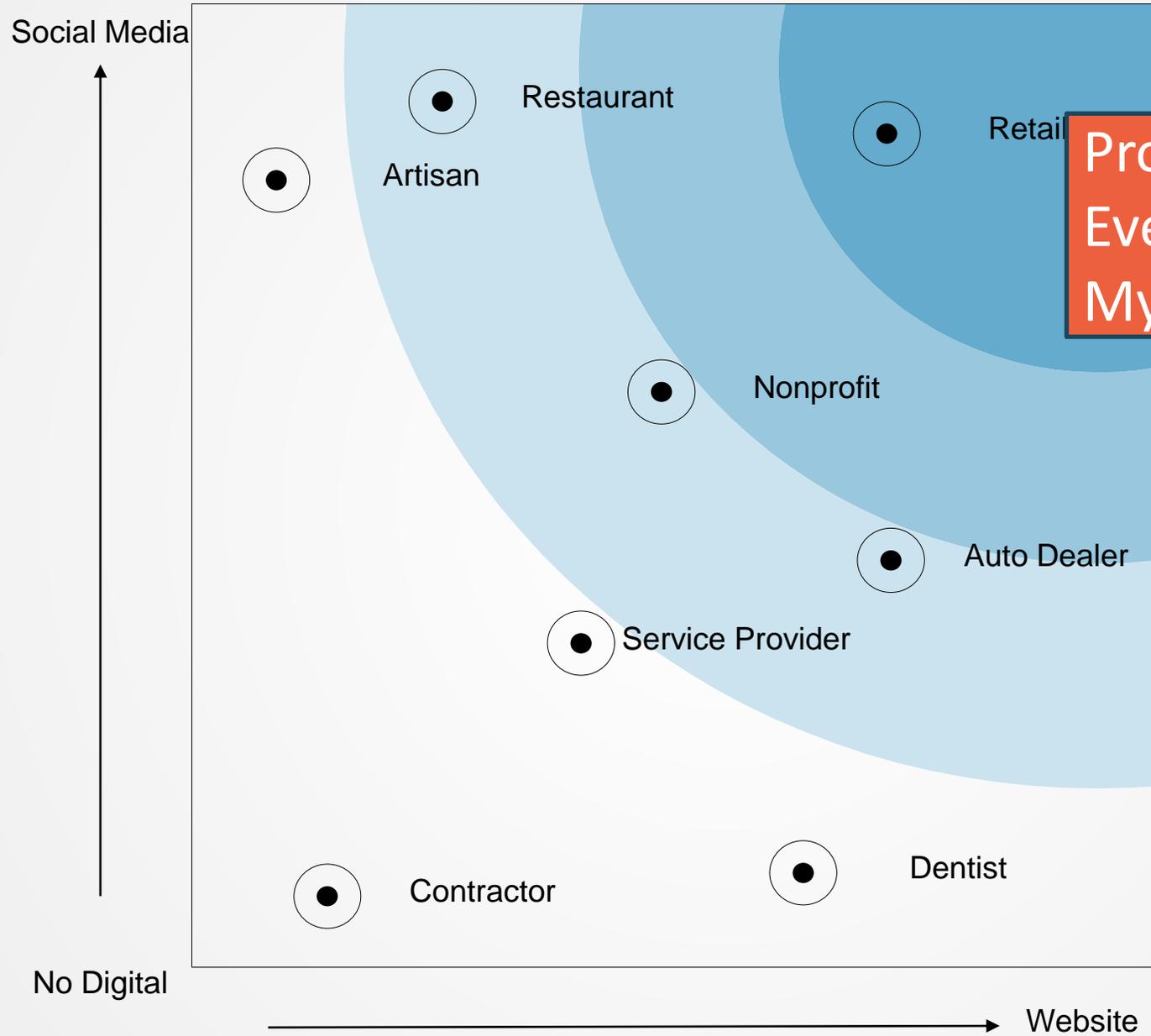
First Point of Contact  
Locations/Hours  
Maps  
Reviews

# Google My Business



# Website

Call to Action  
Products/Menu  
Services  
Blogs



**Pro Tip:**  
Everyone needs Google  
My Business

HOME

ABOUT

FINISH CONTRACTING

GENERAL CONTRACTING

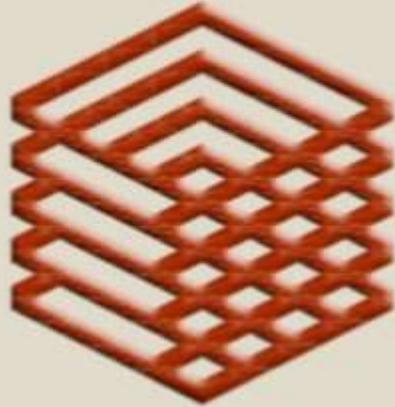
QUALIFICATION STATEMENT

CONTACT

EMPLOYMENT APPLICATION

e your Fla

In Memory of Thomas E. Russo



602-437-8900



Like



Share

29 people like this.  
the first of your



houzz

General  
Contractor

*Division*

*Nine*

*Contracting*

E-MAIL

Finish  
Contractor

*"Where Excellence Prevails"*





- Register a good name
- Make it secure
- Think mobile first
- Tell your unique story
- Clarify your message

- Drive visitor to action
- Include analytics
- Think like your customers
- Keep it fresh!
- Make it visually appealing

## 10 Key Web Design Principles





- Website Design
- 2K-5K upfront plus hosting (or \$200 per month)



- 10% more customers?
- Faster/easier communication?
- Higher brand perception?
- More of your time back?
- Reducing customer frustration?
- Increase loyalty?



# Pillars of Posting



# WHAT ARE 9 PILLARS?

- Think about the consistent themes and types of posts
- Doesn't have to be 9
- But a good model to get away from "random" posting
- Always gives you a framework for brainstorming ideas

## Examples of Pillars:

1. Our services
2. Our clients
3. Our team
4. Social media tips
5. Self care tips
6. Puppies
7. Office pics
8. Company culture
9. Pop culture

The "9 Pillars" are the 9 areas of content that you post about most on Instagram. Think of them as the categories on your blog or in your online shop! Anything that goes outside of these 9 pillars is NOT ALLOWED to be posted to your Instagram grid, but might be better for an IG story.

## WHY SHOULD YOU USE THE 9-PILLAR METHOD?

### KEEPS YOUR CONTENT CONSISTENT

The 9 Pillars will force you to post content that is consistent and on-theme for you. This helps to attract the right follower who WANTS to see your content.

### PREVENTS UNFOLLOWS

By posting consistent content, your audience always knows what to expect from you when you post. This encourages follower retention and prevents people from unfollowing in the event that you post something that your account normally doesn't share about.

Try to post about your 9 pillars in every 12 posts that you share on your grid



[@homemadesocial\\_](https://www.homemadesocial.com/)

<https://www.homemadesocial.com/>



- Create a simple list and try it for six months
- Validate what you post against your pillars

Write down your 9 Pillars of Instagram in the boxes below and save them somewhere handy so you can reference them when you're scheduling your posts!

1.	2.
3.	4.
5.	6.
7.	8.
9.	Make sure each post from now on ALWAYS relates to one of these 9 pillars!

[@homemadesocial\\_](https://www.homemadesocial.com/)

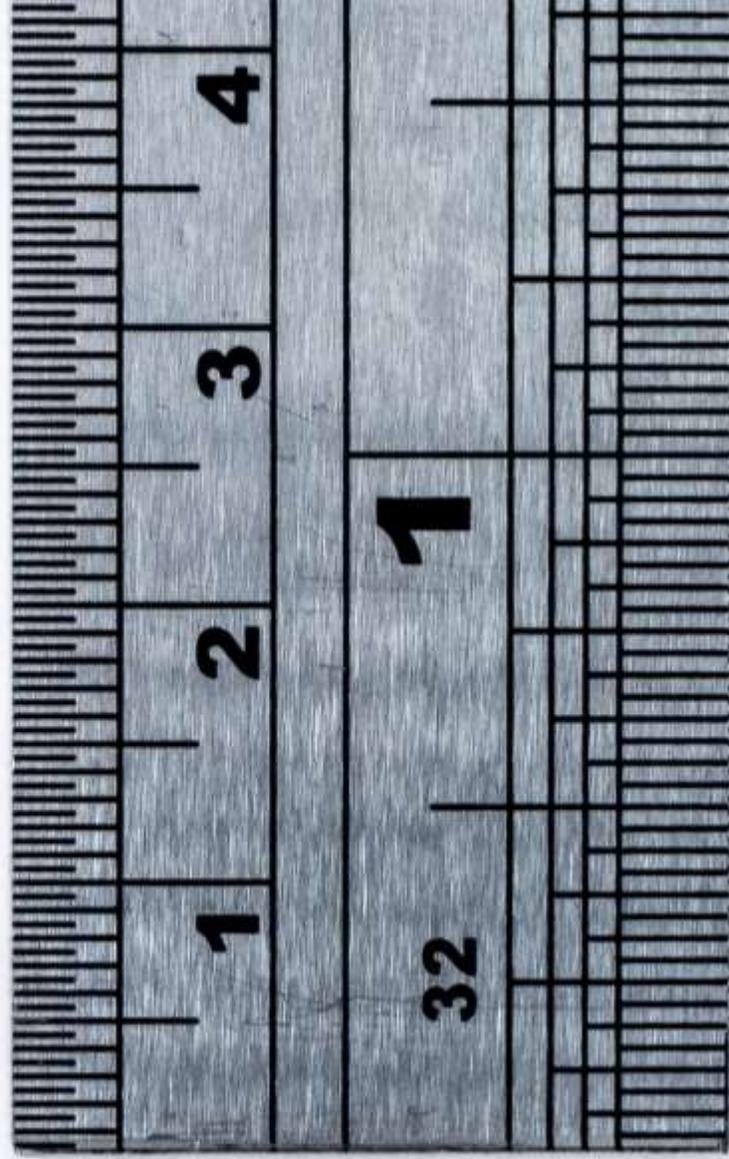
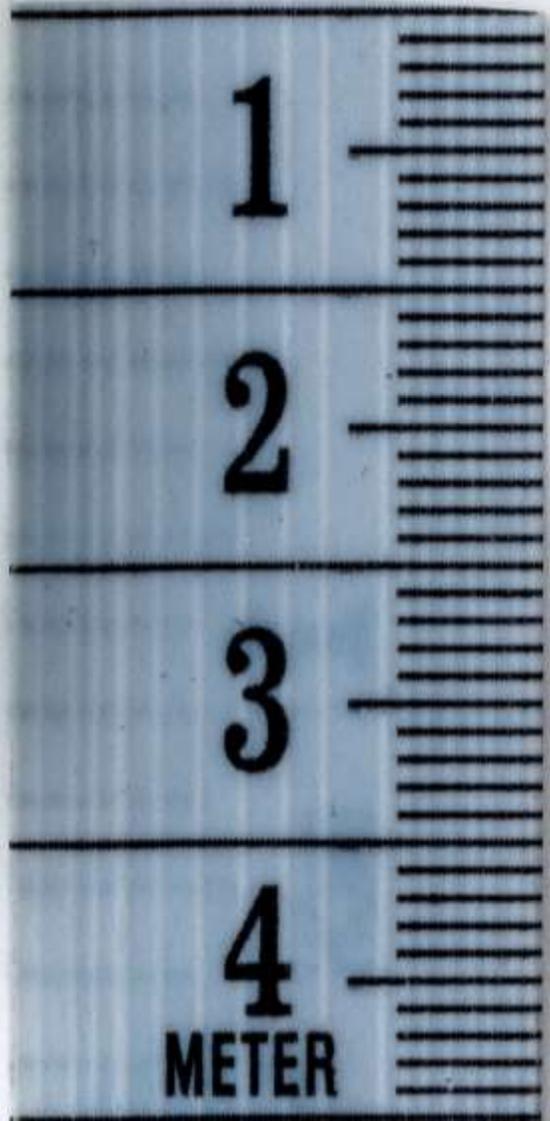
<https://www.homemadesocial.com/>

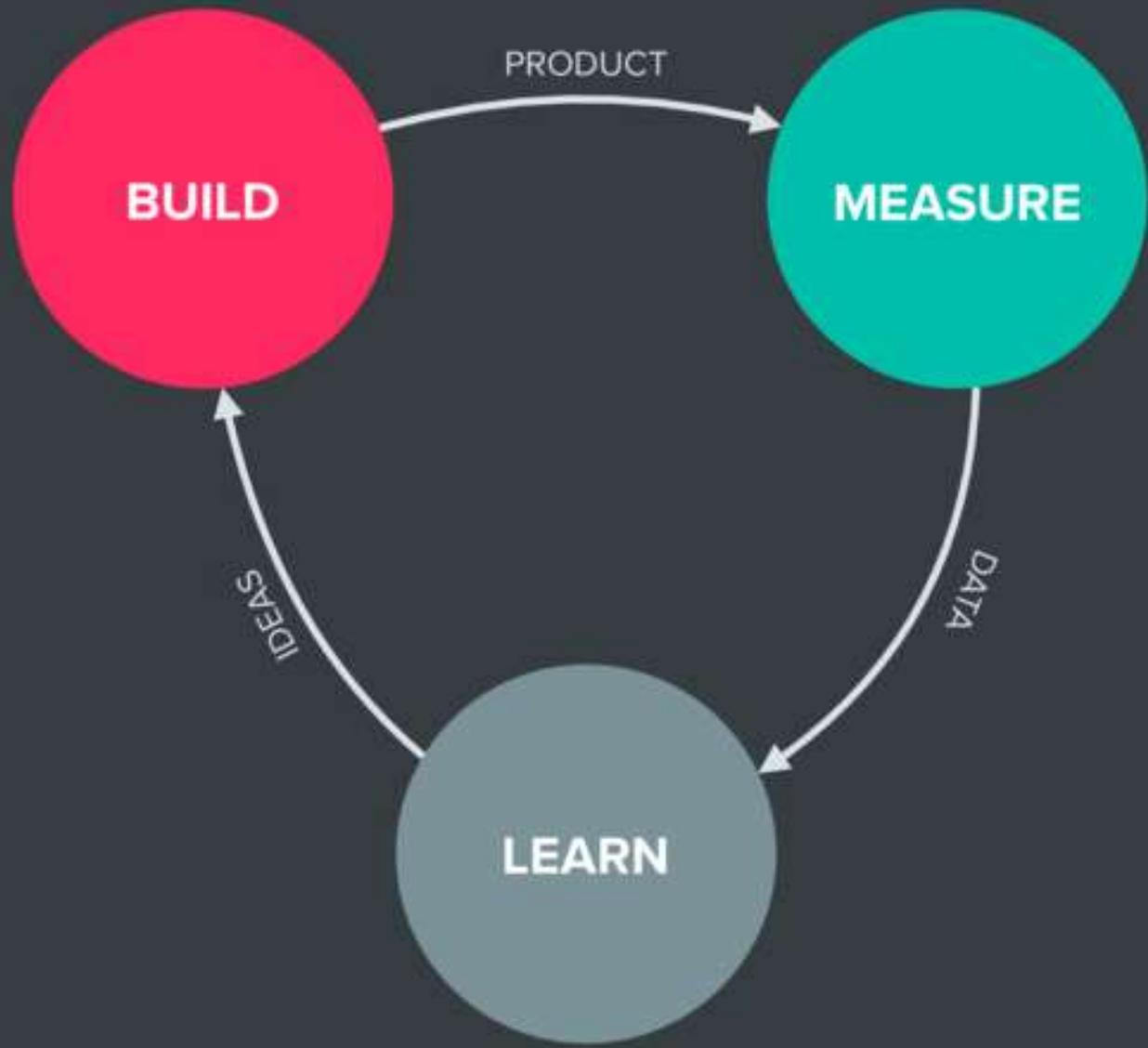
WWW.HOMEMADESOCIAL.COM





Measure Everything  
(Analytics)



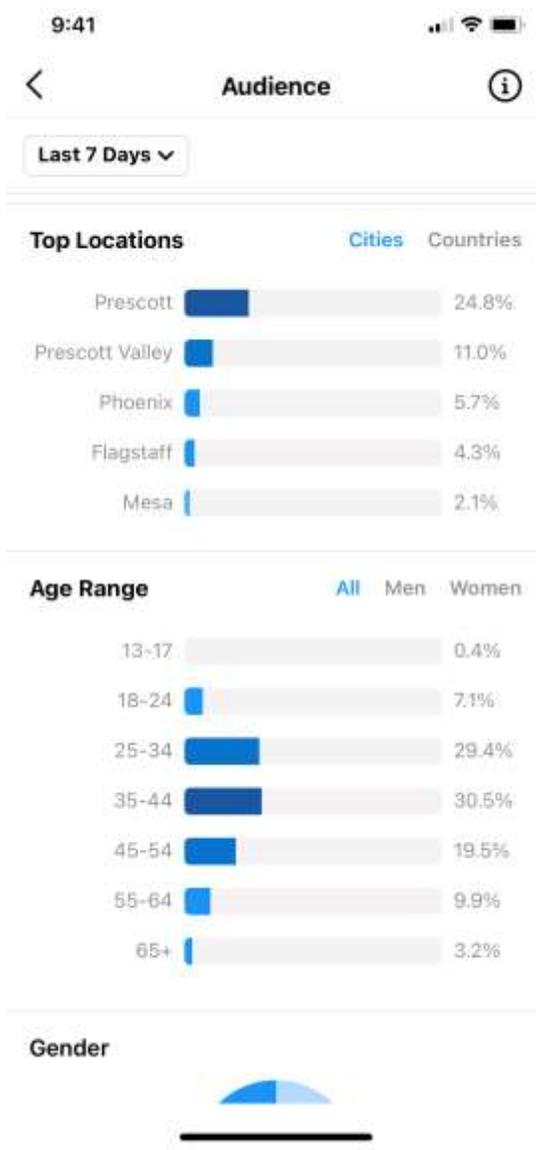


# Types of Social Media Analytics

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- Demographics
- Interaction metrics
- Outcome metrics
- Over time/trends

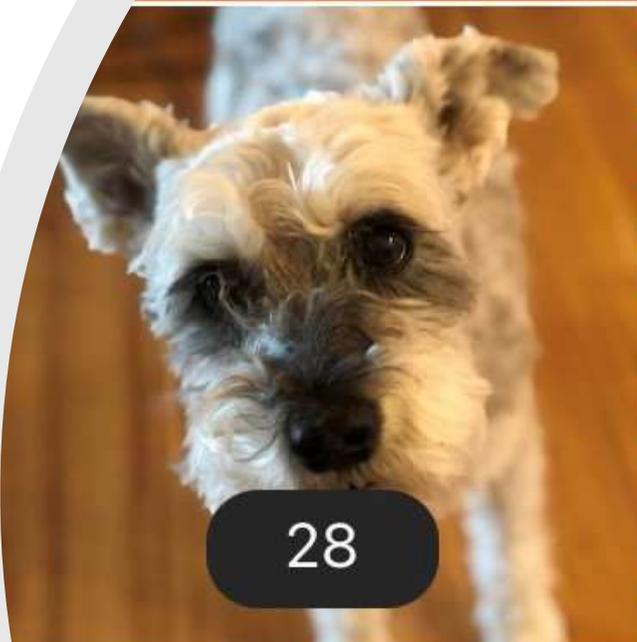




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29  
SCOUT COLLECTIVE

B  
29  
SCOUT COLLECTIVE

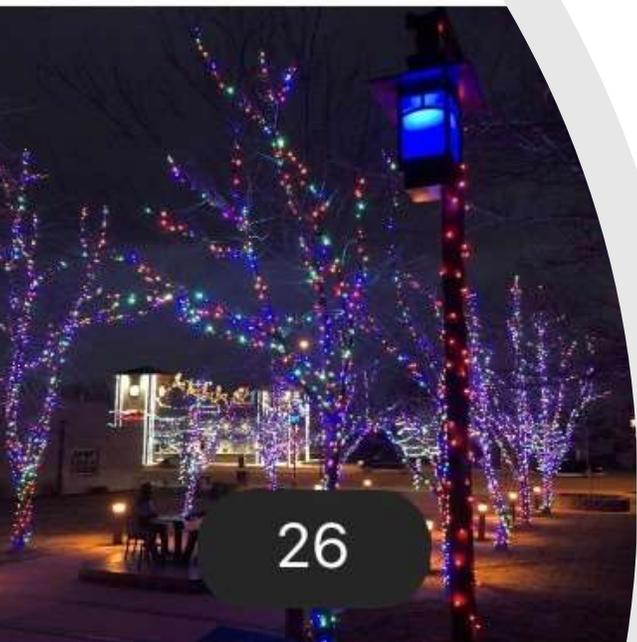
COLLECTIVE  
ST  
29  
CHECK OUT THE  
INFORMATION!



28

SCOUT COLLECTIVE - 12 WEEKS OF LOCAL  
**THE LION'S DEN BAR AND GRILL**  
SCOUT COLLECTIVE  
ENTRANCE TO GIFT CARD!

27



26



26

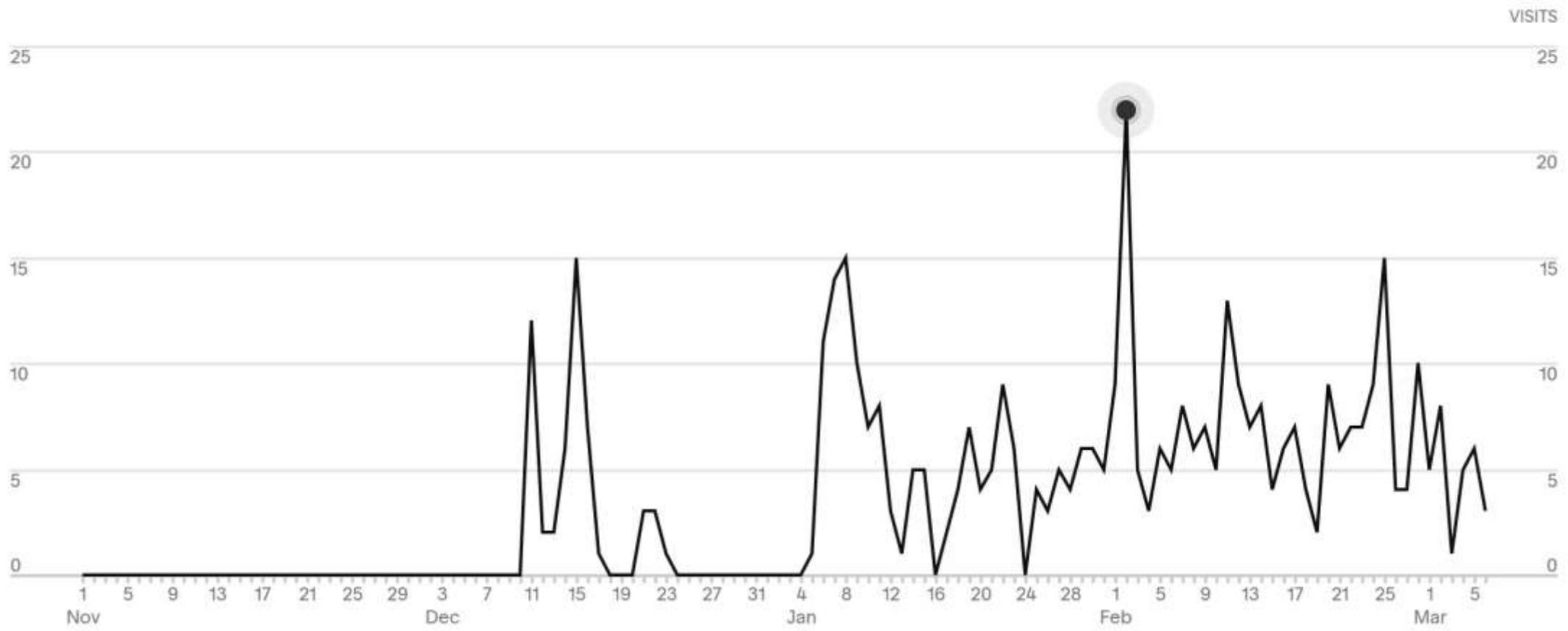
SCOUT COLLECTIVE  
26

SCOUT COLLECTIVE'S  
12 WEEKS OF LOCAL  
**OUR BIGGEST GIVEAWAY YET!**  
SCOUT COLLECTIVE  
DIGITAL MARKETING & ADVERTISING  
26

# Visits

Daily ▾

Nov 1, 2020–Mar 6, 2021 • 429 Total +100% yr/yr

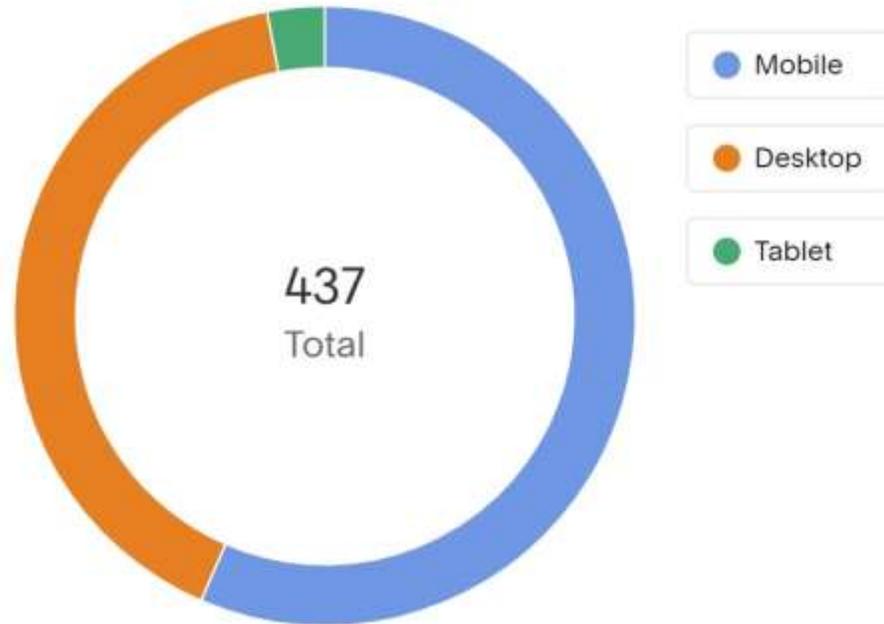


# Traffic

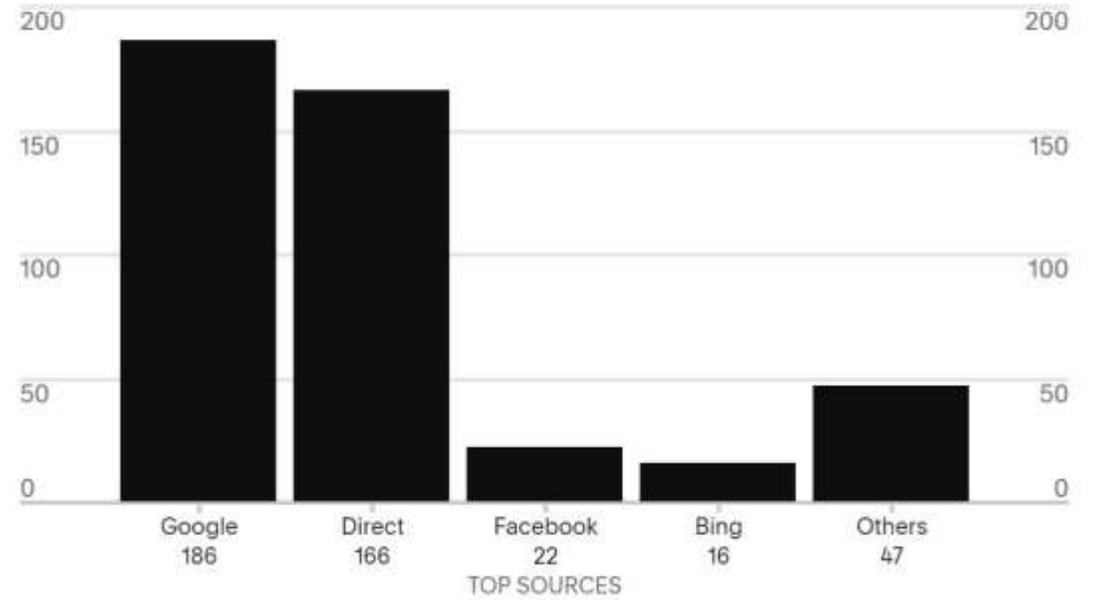
Custom

\$ USD

### Top Devices by Visits



### Top Sources by Visits



<https://later.com/>

- Media Library
- Conversations
- Analytics
- Collect Media
- Linkin.bio

- Settings
- Training 2
- Help
- Refer
- Suggestions
- \*\*\*

Overview Audience Post Performance Story Performance Hashtag Analytics

7 Days 1 Month **3 Months** Dec 6, 2020 - Mar 6, 2021

Export CSV

**FOLLOWERS**

[Why is my data not displaying?](#)

355

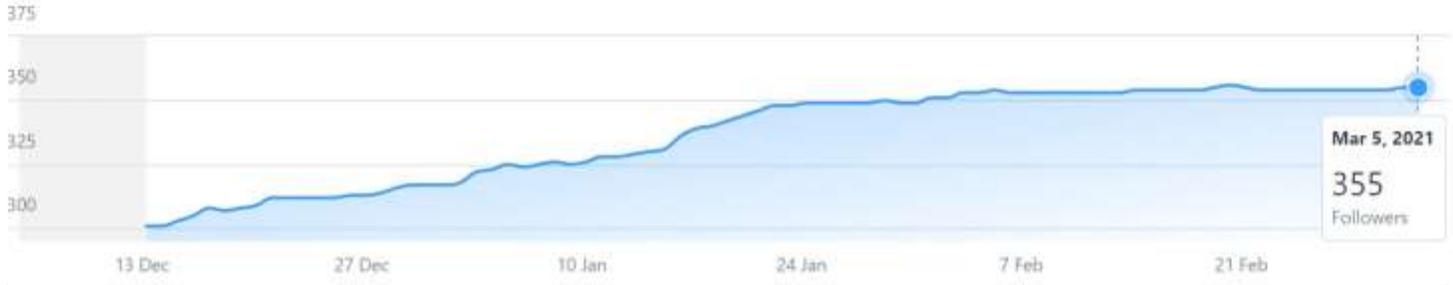
FOLLOWERS

54

GROWTH

17.9%

GROWTH RATE

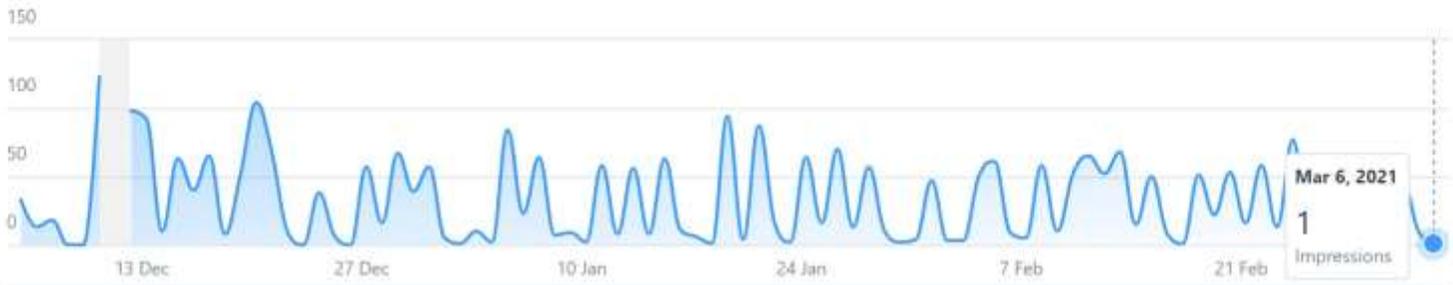


**IMPRESSIONS**

[Why is my data not displaying?](#)

2,905

IMPRESSIONS

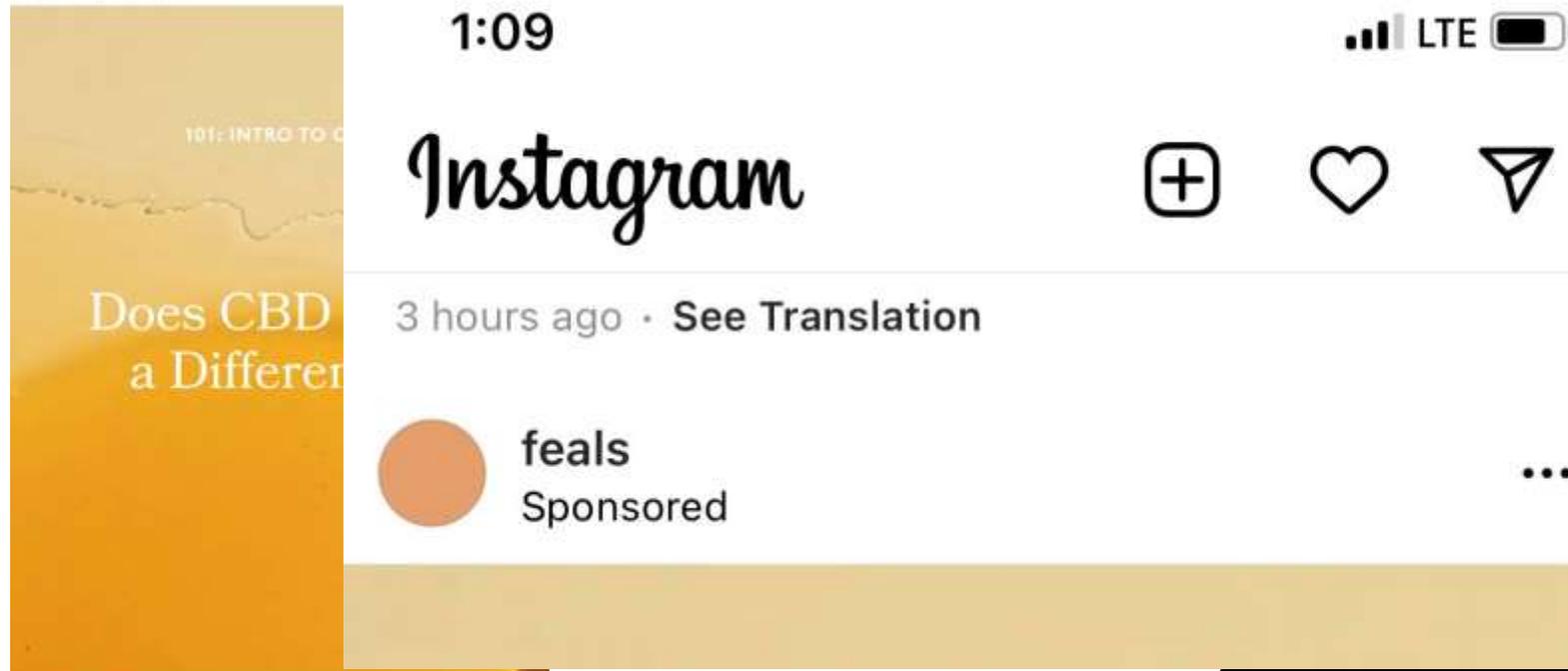
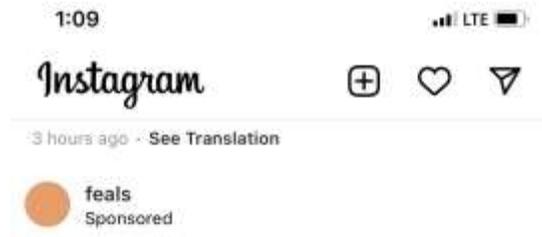




# Paid Social Media Promotions



## Instagram Ads vs. Promoted Posts



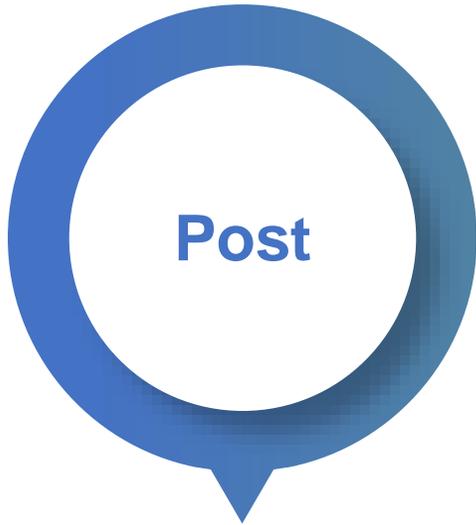


# When To Used Promoted Posts?

- New to the area or Instagram
- Event
- Special promotion
- Giveaway
- New product

## Pro Tip:

- Promoted posts are about creating more awareness
- Getting your content in front of more potential customers
- Requires a great post/content!



### Select Post

Select any post or story  
Pick a high performing  
post

### Select Goal

Profile Visits  
Website Visits  
Messages

### Define Audience

Let Instagram define  
Or choose more details

### Create Budget

Here you also select  
duration of the  
promotion



scout.collective



LIVE WEBINAR - 3/9

# Feeling left behind?

CATCH UP ON WEBINAR PARTS 1 & 2 TODAY!



[View Insights](#)

[Promote](#)



Liked by djliquidmomdre and 6 others

scout.collective Want to attend the upcoming webinar this Tuesday March 9th but haven't seen the first two sessions? Don't worry, we got you... [more](#)

1 day ago

11:13



**Audience**

Next

## Define Your Audience

### Special Requirements

For promotions about credit, employment, housing, social issues, elections or politics.



### Automatic

Instagram targets people like your followers



### Business



### Create Your Own

Manually enter your targeting options



Learn how to reach the right people



11:13



Cancel

**Create Audience**

Done

N/A

Potential People Reached

Audience Name



Locations



Interests



Age & Gender

All | 13 - 65 yr



11:14



**Budget & Duration**

Next

**\$60 Over 6 Days**

Total Spend

6,200 - 16,000

Estimated Reach

### Budget

\$10 Daily

### Duration

6 Days



Learn how to set the right budget and duration





Start small and experiment...



Make Summer Work for  
You!

**BRACE YOURSELF**



**SUMMER IS COMING**

*Think like a tourist...*



I want to feel  
like a local?

I want the  
inside scoop!

I don't know the  
inside lingo or what  
is going on

I love to spread the  
word to my friends

I have so many choices  
and want to pick the  
best/coolest/most  
unique

I want to bring my  
kids or my dog...or  
my special  
someone...



# Summer Strategy

- Get consistent now
- Stay consistent even when it hurts
- Spotlight local events
- Share your insider information
  - Local finds
  - Off the beaten path
- Document your own summer adventure (share your story)



## Summer Strategy

- Share specials and promotions
- Repost what customers share
- Remember nature, pets and food
- Join forces – used shared hashtags, repost other local business content, be part of a “buy local” campaign



# Summary and Next Steps

**YOU  
CAN  
DO IT.**



# Key Takeaways

- Pretty please have a modern website
- Develop a “pillars” strategy
- Measure everything and do small experiments
- Use paid promotions sparingly but target
- Start now for tourist season
- Let your local expertise shine!
- Check out our Instagram Stories overview - <https://www.youtube.com/watch?v=OfXZb4EXsf0>

We will be following up with

- A recording of this sessions
- Checkout our blog for more content/ideas at - [scoutcollective.digital/blog](https://scoutcollective.digital/blog)
- Checkout out the Learn area of the site – [scoutcollective.digital/learn](https://scoutcollective.digital/learn)
- Reach out if you need help
  - [info@scoutcollective.digital](mailto:info@scoutcollective.digital)



# Helpful Links

- Webinar #1 – Social Media in a Small Community (Foundations)
  - <https://www.youtube.com/watch?v=HswlInuLrPI>
- Webinar #2 – Social Media in a Small Community (Design)
  - <https://www.youtube.com/watch?v=ZHg098W4GmA>
- Digital Foundation
  - Part 1 – <https://www.azcommerce.com/small-business-boot-camp/week-28/building-your-digital-foundation-part-1/>
  - Part 2 – <https://www.azcommerce.com/small-business-boot-camp/week-28/building-your-digital-foundation-part-2/>
- Hands on Demo of Facebook Creator Studio (Automating and Scheduling Posts)
  - <https://www.youtube.com/watch?v=2w6xKtChC4A&t=3s>
- Hands on Demo of Instagram Stories
  - xyz
- Scout Collective Website
  - [www.scoutcollective.digital](http://www.scoutcollective.digital)

<https://scoutcollective.digital/learn>



TEAM PACKAGES CONTACT BLOG

# LEARN

We believe that any small business owner can be effective with their digital marketing. This begins with building their Digital Foundation [website, social media and Google My Business]. We have partnered with [Arizona SBDC](#) and [Arizona Commerce Authority](#) to put on various educational webinars. These were attended by hundreds of small business owners and we are now offering the same content on our YouTube channel. Our focus is on the basics and what you as a small business can do for free!



Digital Foundation



Digital Foundation



Social Media Basics



Q&A

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