

How to get your business out there digitally. A strategic approach to online

Steven Neeteson

What you will NOT learn in this presentation:

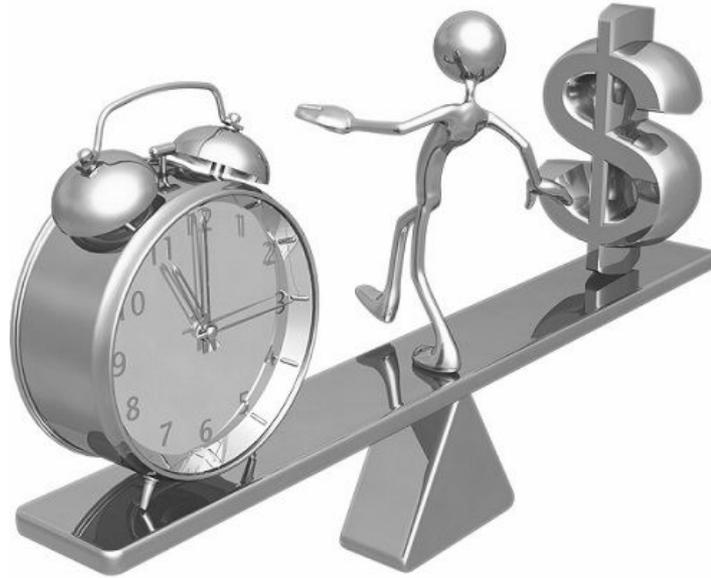
- 10 ways to make customers love your company
- Case studies
- How to use BIG data
- How to get more likes
- How to spend money on Pinterest
- Why relevant trends are relevant



Objective:

**Increase your
impact online.**

Challenge #1



Challenge #2



What it takes is.....

- **2,5 hours per week**
- **DIY or shoestring budget**
- **Deliver value / expertise**
- **Measure effect**
- **Consistently deliver**

The basics

Website, blog and social media

“Content is King”

Bill Gates, 1996



**King of what,
exactly?**



69.800.000

Blog post on WordPress alone per month



348,893

Number of Tweets per minute

80.000.000

Number of photo shares on Instagram per day

100.000.000

Individual LinkedIn users per month

(less than 14% small business)

Me Me Me

— — —

Nobody cares about you or your products, they care about themselves, their issues and challenges.

This can be effective, right?

Well it is... or has been

**The rules have been changed... again and again.
So much the game changes entirely**

8x

Number of major changes to Facebook algorithm in 2016

500x

Number of algoritme changes of Google per year

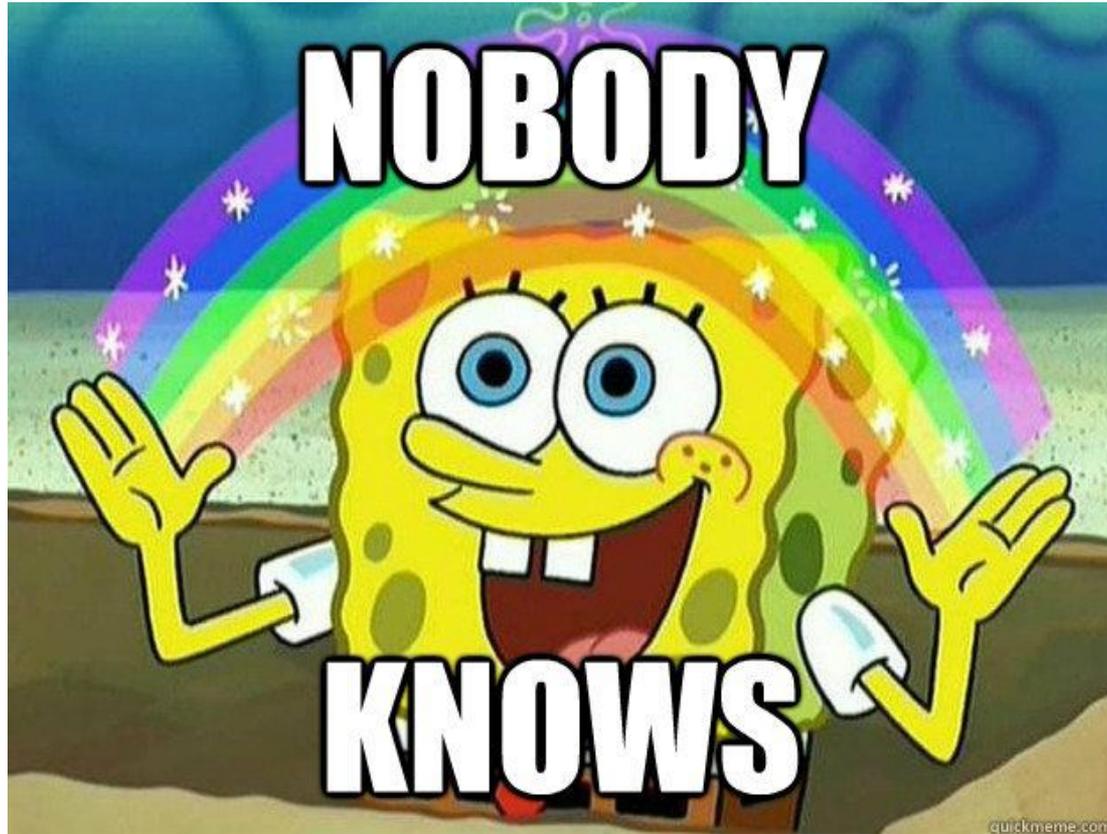


Number of algorithm changes of Youtube

1st

2016 is the first year that Instagram will use an algorithm

So, how do these algorithms work?



FB

Pages with more than 500,000
Likes, organic reach could be as
low as 2%.

Organic reach used to be on
average over 40%!

However, advertising revenue for
FB is up by 52% in H1.

;))

Fewer
Clicks
Likes
Shares

Social media is not a new thing, only a technique to get more exposure.



The point is not trying to be king in somebody else's castle.

How to become King of your own castle

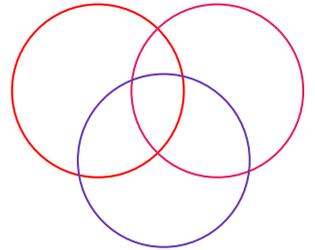


How to become king or queen of your own castle

1. Find your niche

Find your own sweet spot:

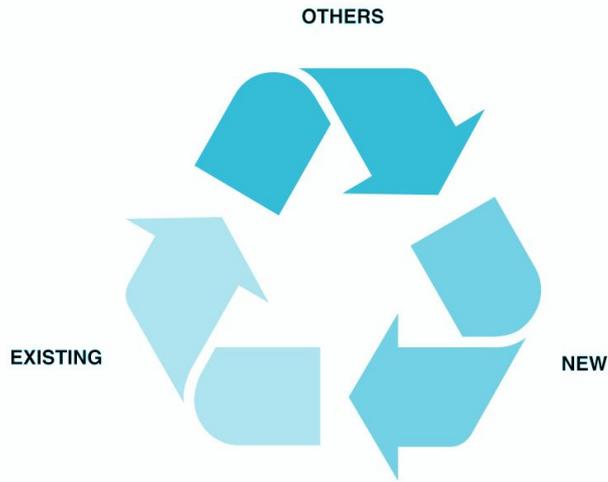
The intersection between what you do very,
very well
and
what you are passionate about and/or your
customers are passionate about
and
what you do different
(really different)



How to become king or queen of your own castle

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1. Find your niche
2. Focus on one audience



Differentiate to cut through the clutter.

Write a **mission statement of content** with your single audience in mind.

Look at your competition, best of category examples and find the gaps. Write down what you are missing, what you can do a lot better.

Identify what customers respond to.

How to become king or queen of your own castle

— — —

1. Find your niche
2. Focus on one audience
3. Type of content

Text, video, images, audio, print

The type of content you focus on influences the main platforms you will need to use and allows you to increase scale without having to reproduce content into different formats.

Choose type of content and stick with it long-term.

Invest time in one platform to build your audience.

How to become king or queen of your own castle

— — —

1. Find your niche
2. Focus on one audience
3. Type of content
4. Build your castle

Build in your own digital space

Try to integrate the content in your website, blog or, if you must, create a separate section/page on your site where the content lives.

Make sure your website is SEO friendly and use the basic structures to ensure you get the highest relevance on your topic.

How to become king or queen of your own castle

— — —

1. Find your niche
2. Focus on one audience
3. Type of content
4. Build your own castle
5. Create a publisher calendar

Consistently engage

Get together a simple plan of when you will publish new content, what frequency and which main subject categories need to be covered.

Deliver real value! Don't just spit out content for the sake of publishing, please... give away your expertise and insights.

Brainstorm topics and categorize them, take in account seasonality or sales cycles, account for ad-hoc topics.

How to become king or queen of your own castle

1. Find your niche
2. Focus on one audience
3. Type of content
4. Build your own castle
5. Create a publisher calendar

	Facebook	Linkedin	Instagram
Monday	About field		About field
Tuesday		About brand	
Wednesday	About brand	About field	
Thursday			About brand
Friday	Humor	Humor	Humor
Saturday			
Sunday	About field		
Topics	About brand	About field	Humor

How to become king or queen of your own castle

— — —

1. Find your niche
2. Focus on one audience
3. Type of content
4. Build your own castle
5. Create a publisher calendar
6. Promote

Get exposure

Promote your content where you can.

Use your social channels, groups, publishers and email lists to get traction.

Remember this is about promoting the content! We want our audience to consume the content in our own environment.

How to become king or queen of your own castle

— — —

1. Find your niche
2. Focus on one audience
3. Type of content
4. Build your own castle
5. Create a publisher calendar
6. Promote
7. Harvest

Email is very much alive!

Use all your channels, social, offline, your website. Communication with prospects needs to lead towards capturing email subscribers.

Call-to-actions: buy now or get more?

Promote your e-letter & use download forms to capture.

Deliver value before you can get value!

How to become king or queen of your own castle

— — —

1. Find your niche
2. Focus on one audience
3. Type of content
4. Build your own castle
5. Create a publisher calendar
6. Promote
7. Harvest
8. Set-up email lists

Keep it conservative!

There is thin line between enough and too many emails. Think about your audience and the relation you have with them. Segment your lists for various audiences.

Are you delivering real value every week? Are they in need for this every week? If no, then do not email every week.

It takes around 4 seconds to unsubscribe and they are hard to get back.

How to become king or queen of your own castle

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6. Promote
7. Harvest
8. Set-up email programs
9. Grow

- Remarketing
 - FB
 - Adwords
 - GA
- Look-a-like targeting
- Get influencers to follow you
- Increase exposure

**When you fail to provide a
good experience for your
customers and prospects,
you will lose them**

Month 1	Find your niche Content mission statement Choose content type and platform Create first content piece
Month 2	Create publisher agenda Create 2-3 pieces of content Build castle
Month 3	Push castle to live SEO check Create 2-3 pieces of content Landingpage sign-up design
Month 4	Optimise your social channels Identify other channels for promotion
Month 5	Send out your first e-letter Promote
Ongoing	Publish content, measure, promote, grow

More
Impact
Loyalty
Value
Sales

Tips landing page email sign-up page

— — —

- Communicate clearly you have a e-letter
- Design an attractive sign-up page
- Explain the benefit of your e-letter
- Show examples of earlier editions of the e-letter
- Link to archive
- Communicate the frequency and stick to it!
- Keep it simple
- Don't ask more than a name and email (initially, go advanced when reach scale)



by **REGINA**

FOR INFOPRENEURS. FOR BLOGGERS.
FOR CREATIVE NINJAS.

You are legendary. I'm just here to make sure other people find out how epic you are, how cool your brand is, and why they should buy from you. Also, I'm a ninja.

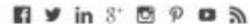


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Bounces? Most popular content?

Sources?

Conversion ratios ?



Google Analytics

Google Tag Manager



Listen

Google Alerts

Alerts

Search query:

Result type:

How often:

How many:

Deliver to:

[CREATE ALERT](#) [Manage your alerts](#)

Google Alert for today

From: **Google Alerts** <googlealerts-norepl>

[Blogs](#) [Web](#)

Blogs 1 new

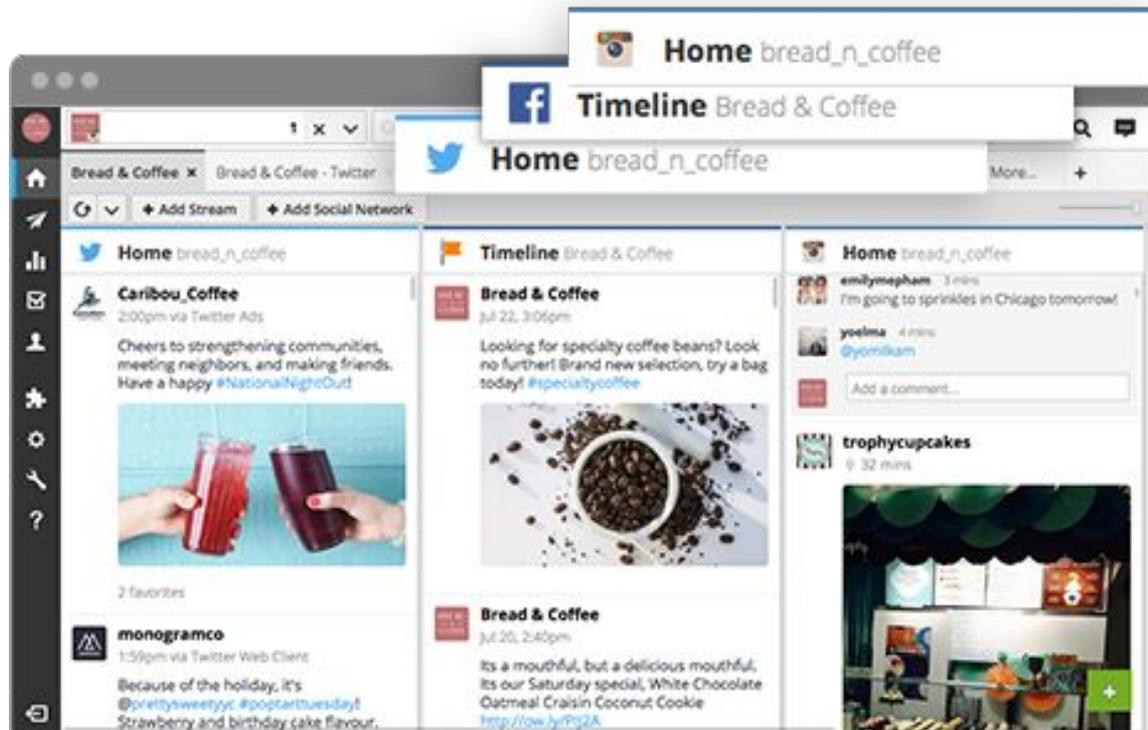
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Recommended Latest Posts: 7; e; S. Sea
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free · Alan Henry P Follow U Unfollow 4/17/
4 Edit ...
[Lifehacker](#)

Web 3 new

[Twilight for Android Changes Your Screen](#)
Search **Lifehacker**. S. I Login. X Welcome
4/17/13 4:00 PM 4:00 PM 4:00 PM

Manage

Hootsuite



Tools



Wordpress

SEO check whello.nl/seo-analyse/

Mailchimp

Hootsuite

LinkedIn publisher (long form)

Google Alerts

<https://www.google.com/alerts>

mention.net/en

Google tag manager

Typeform

Takeaways

- More focused, selective publishing
- If Your Content Marketing is for Everybody, It's for Nobody
- Treat social channels like paid platforms
- Spend your time to build up your own digital asset
- Go micro-targeted when you need to spend on advertising



Remember:

**Always be
the ~~King~~
Queen of
your own
digital castle!**



Need help and feedback on your plan?

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