

15:14:40 From Katherine Cortes to Everyone:

Cohort businesses: feel free to jump in to the chat with clarifying questions or comments - we will watch for them!

15:17:41 From Molly Starcher - The Little Dipper Bakery to Everyone:
great content so far!

15:18:59 From Carolyn - Cinnamon Twisp Bakery to Everyone:

How does someone get on to Google My Business - is it tied to your Gmail? Can we see an example?

15:19:09 From Michelle Calvin - Beaver Tales Coffee to Everyone:

GMB has worked well for us. I am constantly getting hounded by YELP and don't see the value of that platform... any thoughts? My reviews on Google vs. Yelp are outstanding.

15:21:30 From Jaime Quick to Everyone:

Louis - can you comment/clarify the ability of today's website builder tools (Square, Wix, etc.) to allow for easy website optimization (meta descriptions), so a biz owner can do this themselves (vs. hiring a web developer, etc.)?

15:21:37 From Michelle Calvin - Beaver Tales Coffee to Everyone:

Should revise that... reviews on both are excellent but the hits on Google far outshine anything on YELP. YELP gets very few "hits" in comparison and I am not excited about having to update multiple platforms. GMB makes it relatively easy.

15:28:24 From Jaime Quick to Everyone:

Goes back to knowing where your audience hangs out! But agree that Google is high value and efficient if you're limited on time.

15:29:36 From Carolyn - Cinnamon Twisp Bakery to Everyone:

Is it true that Yelp with feature bad reviews (if you have them) and won't allow you to address them unless you pay for a Yelp subscription. I've known other small businesses that have had a hard time with this.

15:29:56 From Carolyn - Cinnamon Twisp Bakery to Everyone:

Replying to "Is it true that Yelp..."

sorry - will feature bad reviews

15:30:38 From Jaime Quick to Everyone:

On the review sites: It also depends on what business goal you're aligning the marketing goal with - retail/general brand = Google, hiring/recruiting = Glassdoor/LinkedIn, etc.

15:31:24 From Carolyn - Cinnamon Twisp Bakery to Everyone:

Removal of a bad review without a Yelp subscription

15:31:42 From Carolyn - Cinnamon Twisp Bakery to Everyone:

Thank you!

15:32:45 From Michelle Calvin - Beaver Tales Coffee to Everyone:

Replying to "Is it true that Yelp..."

YELP has hidden good reviews without opportunity to have that reviewed. They site their AI as being superior in weeding out "paid reviews"... I absolutely refuse to pay extra for their "services" when I can get better service and exposure for other businesses. I have heard from others that YELP will "lower" your visibility if you are not a paid member.

15:33:09 From Carolyn - Cinnamon Twisp Bakery to Everyone:

Reacted to "YELP has hidden good..." with

15:34:15 From Michelle Calvin - Beaver Tales Coffee to Everyone:

Replying to "Is it true that Yelp..."

*exposure on other "platforms" not businesses. Sorry.

15:34:50 From Rachel to Everyone:

Great content and interaction. Thank you for the invite! I need to head to another meeting.

Have a great day all.

15:35:43 From Steve Myers | PNWER to Everyone:

Thanks Rachel

15:36:01 From Carolyn - Cinnamon Twisp Bakery to Everyone:

Can you talk a little more about paid campaigns and how much you need to spend and get the best

bang for your buck

15:36:11 From Katherine Cortes to Everyone:

Reacted to "Great content and in..." with

15:36:30 From Carolyn - Cinnamon Twisp Bakery to Everyone:
ok!

15:43:20 From Jaime Quick to Everyone:

Totally agree on the Monitoring & Listening - brings a real voice to any business, makes connections and drives loyalty. It can be a time suck, so definitely put some guidelines up for time you can spend on this!

15:43:27 From Carolyn - Cinnamon Twisp Bakery to Everyone:

So the 3 to 1 ratio - what if we can't capture that

15:44:00 From Carolyn - Cinnamon Twisp Bakery to Everyone:

We are trying to just drive traffic to our business and it's hard to track how much paid ads help that

15:45:12 From Stephanie Seliga-Soulseed to Everyone:

Time is my most limited resource. I also don't love social media. How many hours a week does this piece take?

15:46:08 From Elizabeth Jones (Blackbird + Ivory) to Everyone:

That is my challenge too. I'm not a fan, don't enjoy social media. Is it something that can be hired out for a small business?

15:46:12 From Michelle Calvin - Beaver Tales Coffee to Everyone:

Too many... but it depends on the ROI... We post daily and it drives people to our shop and website.

The days we do not post people contact us to see "what's up"... consistency is the key.

15:46:21 From Jaime Quick to Everyone:

Replying to "Time is my most limi..."

This could mean taking a few hours 1x/month to write and schedule all your posts, so doesn't have to be a weekly task...another way to think about it.

15:46:54 From Michelle Calvin - Beaver Tales Coffee to Everyone:

We often "schedule" content and then supplement with current events and key information for the day...

15:47:36 From Michelle Calvin - Beaver Tales Coffee to Everyone:

We are very transparent and authentic so people look forward to our daily posts. They feel like we are family.

15:47:54 From Molly Starcher - The Little Dipper Bakery to Everyone:

Do you have apps/programs to recommend that would help make posting more efficient...i.e. post scheduling software that is user friendly and affordable? I find it hard to consistently post throughout the week but could totally spend a few hours once a month and knock out a bunch of posts at once.

15:48:02 From Elizabeth Jones (Blackbird + Ivory) to Everyone:

Michelle, how much time do you spend on social media a day, week?

15:48:11 From David Jennings to Everyone:

Replying to "We are trying to jus..."

Carolyn - paid ads are not as effective as building a content strategy (forthcoming in Louis' talk...which are loaded with SEO keywords).

15:48:55 From Carolyn - Cinnamon Twisp Bakery to Everyone:

Thank you

15:49:02 From Jaime Quick to Everyone:

Replying to "We are trying to jus..."

I agree, it is often hard to jump into paid social and know what size budget...of course "bigger is better", but honestly the great thing about putting say \$200 towards a social campaign is that at the end of the campaign you have very tangible data to analyze and potentially scale.

15:49:31 From Carolyn - Cinnamon Twisp Bakery to Everyone:

Reacted to "Carolyn - paid ads a..." with

15:49:44 From Elizabeth Jones (Blackbird + Ivory) to Everyone:

Will you type the resources in the chat?

15:49:48 From Carolyn - Cinnamon Twisp Bakery to Everyone:

Reacted to "I agree, it is often..." with

15:49:51 From Michelle Calvin - Beaver Tales Coffee to Everyone:
Replying to "Michelle, how much t..."

I use Facebook mostly and share those posts to Instagram (which has very few in comparison)... I schedule through Facebook and that includes any ads we run. They also track reach and clicks. Interactions. I can see what we are doing and who we are reaching.

15:49:53 From Jaime Quick to Everyone:
Replying to "That is my challenge..."

Yes, many freelancers or small agencies can make this very efficient for you.

15:49:53 From Elizabeth Jones (Blackbird + Ivory) to Everyone:
I missed the names

15:49:57 From Roxanne Best, Ruxtography, RBestLife to Everyone:
Planoly integrates with Canvas. Which is nice.

15:50:04 From Molly Starcher - The Little Dipper Bakery to Everyone:
Later and Buffer

15:50:23 From Katherine Cortes to Everyone:
Replying to "Do you have apps/pro..."

Louis mentioned Buffer and Later.

15:50:27 From Michelle Calvin - Beaver Tales Coffee to Everyone:
Replying to "Michelle, how much t..."

I also share to our website... people access us many ways and the more visibility we have the more interaction we get.

15:51:23 From Michelle Calvin - Beaver Tales Coffee to Everyone:
Replying to "Michelle, how much t..."

As to how much time I spend - too much... 2-5 hours a week including content development and getting our podcast together. We post the podcast 1 - 2 times per month depending on current events.

15:52:44 From Tara Edens to Everyone:

If you have additional questions that do not get answered during the presentation or there are resources that you missed, please feel free to send those to the RISE-WA team. We have a Q&A document that is shared with all of you on the RISE-WA cohort page at <http://www.pnwer.org/rise-wa-cohort>. Password: risewacohort. The solutions providers are adding their answers to your questions there.

15:54:26 From Jaime Quick to Everyone:
Replying to "Do you have apps/pro..."

We have a matrix of platforms and their options/features we can share with the Cohort - they of course vary in complexity (and budget/price).

15:57:04 From Jaime Quick to Everyone:

Agree with Louis! Also...Train up your freelancer on you, your voice! Any good agency/freelancer can help and align with your past messaging & voice.

15:57:41 From Elizabeth Jones (Blackbird + Ivory) to Everyone:
Helpful to have intro and learn about the chat AI

15:58:07 From Jaime Quick to Everyone:

And even if someone is creating content for, there will be a learning curve so expect to need to review their draft content for the first few cycles.

16:00:51 From Jaime Quick to Everyone:

In the planning phase, we often create "buckets" of content we want to hit on every month - for example 2 posts on Product, People, Community, etc.

16:01:06 From Carolyn - Cinnamon Twisp Bakery to Everyone:
Really great content! Thank you

16:01:33 From Katherine Cortes to Everyone:
Reacted to "Really great content..." with

16:01:37 From Michelle Calvin - Beaver Tales Coffee to Everyone:
Reacted to "In the planning phas..." with

16:01:44 From Jaime Quick to Everyone:

And then leave yourself room to freestyle Roxanne, sounds like it makes you, YOU!

16:01:51 From Elizabeth Jones (Blackbird + Ivory) to Everyone:

Yes, need more of this content, discussion. Thank you!

16:02:47 From Louis Newkirk- Timu Marketing to Everyone:

Thank you all for kind words and being here today! Blessed to help where I can

16:03:39 From Jaime Quick to Everyone:

Great stuff Louis!

16:03:46 From Robin Glaeser to Everyone:

Thank you!