

RISE-WA

Rural Investment for Small-business Empowerment

Project administered by



*Pacific NorthWest
Economic Region*

With funding from



Washington State
Department of
Commerce

RISE WA

Marketing Crash Course

May 2023
Timu Marketing Agency



Agenda

Session Goals and Approach

SEO & Google My Business

Social Media Marketing

Content Marketing

SEO & Google My Business (GMB)

5 Big Things You Can Do

1. **Choose the Right Keywords:** Start by researching and selecting the most relevant and high-traffic keywords for your business. Use tools like Google Keyword Planner to identify relevant search terms that people are using to find businesses like yours.
2. **Optimize Your Website:** Once you've identified your target keywords, optimize your website by including them in your page titles, meta descriptions, and content. Make sure your website is mobile-friendly, loads quickly, and is easy to navigate.
3. **Build High-Quality Backlinks:** Backlinks are a key factor in ranking higher on Google. Reach out to other websites and ask them to link to your website. Focus on building high-quality, authoritative links that are relevant to your business.
4. **Use Google My Business:** Google My Business (GMB) is a free tool that allows you to manage your business's online presence across Google, including search results and Google Maps. Make sure your GMB listing is complete and accurate, and encourage customers to leave reviews.
5. **Post Regularly on GMB:** Posting regular updates on your GMB profile can help boost your visibility on Google. Share news, promotions, and other updates with your customers to keep them engaged and informed about your business.



Social Media Marketing

Using social media:

- Generate AWARENESS of your brand and your marketing campaigns
- Get them to ENGAGE with your content (blog posts, podcast episodes) and DRIVE them to your website
- Discover what your audience wants to learn/what topics interest them
- Testing ground for paid campaigns

Big 4 Misconceptions

- Mistake #1- Treating social media marketing as a one-way street
- Mistake #2- Jumping straight into the sale
- Mistake #3- Failing to tie social media marketing to your overall marketing goals
- Mistake #4- Treating social media marketing as a single discipline

Social Media Marketing



Social Media Marketing

Social Selling

- Focus your social selling efforts on Seeker Channels: These are channels where customers and prospects are ACTIVELY seeking specific content - think of like Google, YouTube, TikTok.

Social Monitoring & Listening

- Use your social accounts to listen to customers needs, wants, and complaints. A simple check in on your social gives your customer care team a leg up on the pulse of your clients and change based on real-time feedback
- Follow your direct competitors...see where they are letting down potential clients (pain points) and cater to those needs.

Social Influencing

- The key is delivering VALUABLE content. When content is valuable people will spend time with your content. The more time people spend on your content the more they recognize your authority in the space.

Social Networking

- Start by sharing VALUABLE content from other industry influencers and brands.
- Focus on WHAT and WHERE your audience will find the most value - Sharing tips via an Instagram takeover, going Live on Stories or Facebook, etc.



Content Marketing

The Goal of Content Marketing is...

- Drive AWARENESS for your brand
- Deliver VALUE to your customers in advanced
- Gain TRUST and CREDIBILITY



Content Marketing

Different Types of Content

- Blogs
- Videos
- Podcasts
- Newsletters
- Infographics
- Case Studies
- White Papers
- Guides
- Checklists
- Downloadable worksheets

Core Topics

- Relate directly to your customer, and your offer.

Related Topics

- Touch on topics that your customer will relate to, but may not directly relate to your offers.

Example in Action

Timu Marketing's Core Offer: The Pod- marketing solutions

Core Topics: "Customer Value Journey" education, Overarching Marketing Topics

Related Topics: More Niche sub-topics, digital marketing trends, general marketing knowledge, etc...





Connect with Timu Marketing

Set up an appointment with Timu Marketing to share about your business and learn how we can help you realize your company vision and growth.

[timumarketing.com](https://www.timumarketing.com)

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platforms

Wrap-up and Next Steps

- **Next Accelerator session:** Scaling and Growth (part 1)
Wednesday, May 17, 6:00 pm - 7:00 pm
Same Zoom link! <https://us02web.zoom.us/j/83527735341>
- **Recordings and materials from prior Accelerator sessions:**
<https://www.pnwer.org/rise-wa-cohort.html> (pw: risewacohort)

Wrap-up and Next Steps

Questions?

- RISE-WA program overall (requirements, contracting, invoicing):
 - Steve Myers, PNWER, 206-443-7723 / steve@pnwer.org
- Accelerator programming and technical assistance:
 - Katherine Cortes, BERK, 206-493-2403 / katherinec@berkconsulting.com
- Recruitment Team
 - Eric Fitzgerald - precisedetailz001@gmail.com
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