**Chamber Music Adelaide**

**Digital Marketing Workshop Presentation Notes**

**Why?**

•It only costs you time, it’s a personal investment in free marketing, and you are a business

•To build a following, get fans, create an audience or a customer base

•12.7 million internet subscribers in Australia at the end of December 2014, of them 79% classified as being household and individual subscribers, while 21% were business and government subscribers. (ABS)

•13 million Australians spend over 18 hours a day online, one in five minutes (3.6 hours) a day is spent on social media.

•To participate in your community, it’s not a one way conversation

•Because you can control your brand

**Defamation**

the common law approach (is) that defamation concerns injury to reputation by: exposing a person to hatred, contempt or ridicule; or lowering a person's estimation in the **eyes of right minded observers**; or making others shun or avoid a person.

**SEO**

Search engine optimization (**SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results. (wikipedia)**

SEO helps position your website so people can find it easily on a search engine when they most need it.

**Content:** determined by the theme/categories that is being given, the text on the page, and the titles and descriptions that are given.

**Performance:** How fast is your site and does it work properly?

**Authority:** Does your site have good enough content to link to or do other authoritative sites link back to your site or cite you?

**User Experience:** How does the site look? Is it easy to navigate? Does it look safe or dodgy? Are visitors looking at only one page and moving on (giving you a high bounce rate)?

**Avoid**

Overuse of keywords on your pages.

Buying links will get you nowhere when it comes to SEO.

**Poor User Experience:** Make it easy for the user to get around. Too many ads and making it too difficult for people to find content they're looking for will only increase your bounce rate (people who just read one page and move on).

**So…..**

Utilise social media to draw people to your site and use keywords in your posts.

Know what your site stands for and be consistent

Make it media rich and caption the work you are posting

Make sure your domain name or pages reflect what the site is

Have you Googled yourself lately?

Before you can present yourself online you should check out what you look like online. Check all profiles and ask;

- are you consistent?

- are you on message?

- what kind of comments am I generating?

Then compare this to the brainstorming you did and check for consistency.

Where can you improve? Change?

Set this list as your first set of goals.

**Know your Audience**

- sketch them out, physically, personality

- walk in their shoes for a day

- look at the profiles of your current followers to know who is missing

If you do not know your audience, then everything you do will fail.

**Tips to get started**

•Find a platform to help you use social media regularly, i.e. hootsuite, tweetdeck

•Schedule status updates on days you know you’ll be busy, but make sure you go back and check in on the conversation with friends and followers

•Set time aside every day to maintain social media and post updates, be strict about it and make sure social media is not taking over your life (it helps to set that time when you know your audience are most engaged)

•Remember when you are using the page as yourself or as your business or brand, the language you use will be different for each of them while the messages may be the same

•Be consistent with your language (can’t say this enough)

**Strategy**

•Draw up a calendar

•Put in to your strategy things to announce

 Brainstorming and scheduling will help you when you feel stuck

•Use social media to explain

 who you are

 what you stand for

•Thank new followers

•Remember the aim is ‘a call to action’ but it is also about building your audience

•Draw them to to you but don’t be pushy

•Encourage family, friends, colleagues to help spruik you to their communities

•You can pay for ambassadors or co-opt them by being smart or even cheeky

•Don’t drop the ball or your followers will notice**Tips for Media**

•Give it a title

•Give it a description, it helps with searching.

–The caption appears with the image

•Embed podcasts and video when you can.

•Think about alignment and placement on the page.

•Size your image on the page & preview it

•Insert it into the post and/or set as Featured Image.

•Make sure it serves a purpose, not just for no reason

–Will detract from the point you are making

**Tips for Good Copy…**

•Your Voice

 Formal, Conversational

 Use an active voice

 (and don’t be afraid to start with a verb)

•Who, Where, What, Why, How

•Be concise

•Short vs long copy

•[Eye-catching Headline](http://www.copyblogger.com/how-to-write-headlines-that-work/)

•Use Positive Language

 Don’t have to be polyanna either

•Do you need a call to action?

 Create a sense of urgency

 Create a sense of scarcity

 Click through for a call to action

•Add in other media

•Be personable

 Tell a story

 Use emotive language

 You are not a robot and let your audience know

•Back up your claims

 Be reputable

 Link to statements

•Link to reputable sources

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**How to make your website a winner..**

•Know what it is you want to achieve, take time to think about it as it will inform how you build, maintain and advertise it

•narrow your focus and aim

Questions that could help do this

•What information are you going to put on the site?

•Who are you writing for?

•What platform do you use?

•When do you post a blog or news item?

**Tools to help you measure social media**

<http://www.bloggingwizard.com/social-media-monitoring-tools/>