



Presentation **Outline**

- Demographics & Customer "Buckets"
- Social Media & Niche Communities
- Comprehensive SEO Overview
- Comprehensive Analytics Overview



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Demographics & Customer "Buckets"

Customer "Buckets" aka buyer personas help you personalize your marketing - it's what makes your business, content, service, or products resonate with someone, making it more relatable.

If you know **who** you're talking to (or who you want to talk to),
It's easier to **know** what to say, how to say it, and where.

Personalization is the main reason customer "buckets" are essential, and it's only possible when you truly take the time to understand your audience.

How well do
you know
your buckets?





Things to Consider

- **Location** - where do they live?
- **Income** - How much does this person make a year? Is this a dual income or a single income household?
- **Gender** - Are they male, female, or nonbinary? What pronouns would most resonate with them, if any?
- **Pain Points** - What are the challenges, problems, or unmet needs that your target audience faces? How does your product or service address those pain points?
- **Messaging** - What language, tone, and style resonate with your target audience? How can you effectively share your brand message to engage and connect with them?
- **Accessibility** - is there anything to consider here?



Existing Businesses > Reverse Engineering

This bucket is my favorite, because it can be an empowering one.

The one where you think back to your best business to consumer or business to business partnership, and you ensure that persona is one your buckets. This ensures you're attracting the clients you **want**. Ensuring a more sustainable business model that attracting clients who aren't a good fit and could lead to burnout.

For those who already have a service or product, think back to your favorite customer experience. Who was that person? What did you like most about working with them? How did they find you?



This is what I like to refer to as **thoughtful** marketing.

By taking the time to identify these more detailed aspects of your customer, you're ensuring your brand, content, and marketing are **engaging** and **relatable** for consumers. You've considered any potential pain points they may have in being a customer, and you've eliminated them. Ensuring a seamless conversion from interested party to potential buyer.



Now that we've identified our "buckets" - what **channels** are they using? How do they prefer to consume information?

AKA leveraging Social Media & Niche Communities



Questions before we
move on to **Social Media
& Niche Communities?**



Social Media & Niche Communities

Social Media has become a large umbrella encompassing many platforms such as X (aka Twitter), Instagram, LinkedIn, Facebook, TikTok.

By knowing your “buckets” and how they like to consume and interact with content - you can narrow down the platforms you utilize to ensure you're being strategic about which ones are best for your ROI (Return on Investment) or business goals.



GEN Z



Millennials



Gen Z

Information Discovery: Highly active on **social media**, where they discover products and brands.

Influenced By: Significantly influenced by influencers, particularly micro-influencers and peers.

Content Preference: Prefers short-form video content, with platforms like TikTok. They have shorter attention spans and gravitate towards bite-sized, visually engaging content.

Millennials

Information Discovery: Explores **multiple** channels, including search engines and Google My Business reviews.

Influenced By: Skeptical of traditional advertising and tend to trust **user-generated content**.

Content Preference: Prefers to consume a variety of content formats, including email campaigns, blog posts, videos, and podcasts.



Those are some **generic** examples showcasing how identifying these two buckets outlines the different ways we can tailor the content and marketing to best engage with this audience.

Every business will have different buckets, and I empower you to discover yours!



Facebook Business Page & Forums

- Explore the often overlooked potential of forums for connecting with like-minded individuals.
- Join relevant groups and showcase your expertise by actively participating in discussions.
- Tag your business and invite members to follow, increasing brand visibility and engagement.



Questions before we move
on to **Search Engine
Optimization (SEO)?**



Search Engine Optimization **aka SEO**

AKA optimizing your digital assets so that Google likes you, and ranks you well in organic search.

Note there is two kinds of SEO - paid SEO (ad campaigns) and there's organic SEO (keywords and optimization). Know that this learns more organic SEO than paid, which your “buckets” should help you determine.

In the Organic sense, SEO is ensuring you know your industry, and your keywords. Then “feeding” that information to Google regularly through website updates, Google Reviews, engaging on platforms, etc.



The Building Blocks of **SEO**

Keyword research

Optimize website content through **on-page SEO** (plugins you can install that make this user friendly)

Explore **off-page strategies for building backlinks** and leveraging social media

Optimizing **Google My Business** listings -



Now, this is not a one time and done.

I recommend **continuously** refine your “buckets” and your marketing based on feedback and data.

One way to do this is to rely on analytics.



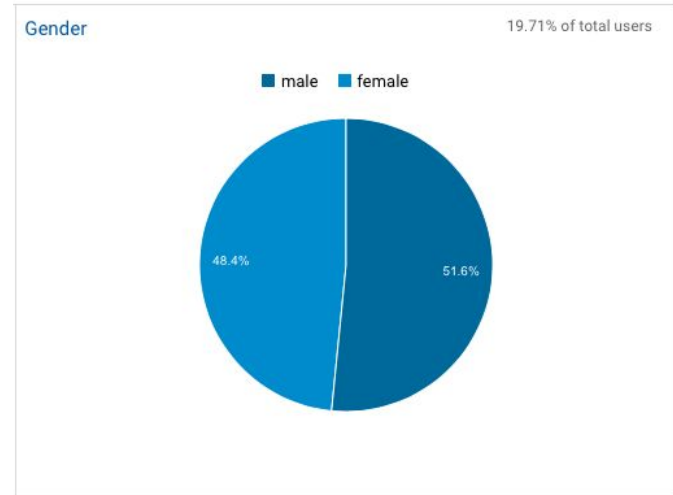
Questions before we move
on to **Comprehensive
Analytics ?**



Comprehensive **Analytics**

Google Analytics is a free platform that tracks all the user traffic to your website. This includes tracking gender, age, device, and location. Giving you direct insight into potential target audiences and what content they're interacting with, what page and for how long.

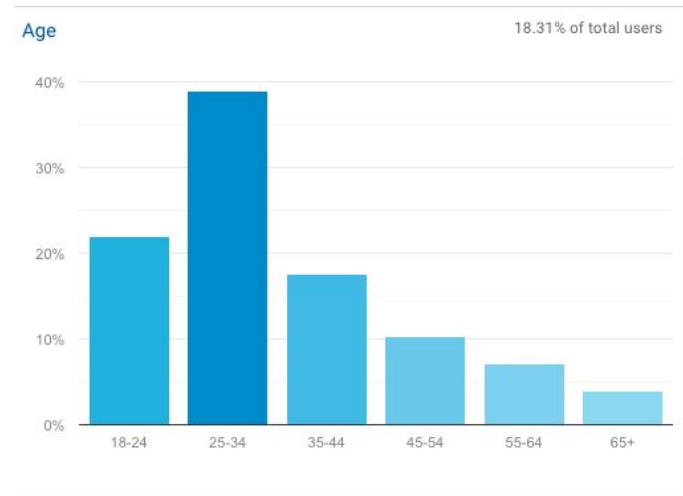
Squarespace and WIX have built in analytics.



Analytics to Make **Data Driven Decisions**

For example, if I go to my website analytics and I see that a lot of users are coming from their mobile device, and are of a younger demographic.

I would suggest prioritizing the mobile optimization and onboarding process is seamless to ensure that demographic is able to find engaging content that allows them to convert faster.





Social Media Analytics

What content is your followers engaging with?

What content got the most interaction? The most comments? The most shares?

How can you replicate this interaction again?

How can you recycle the content again and again in new forms that continue engagement?