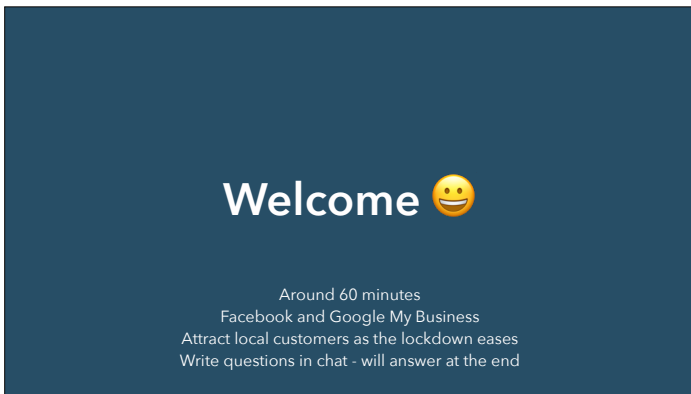




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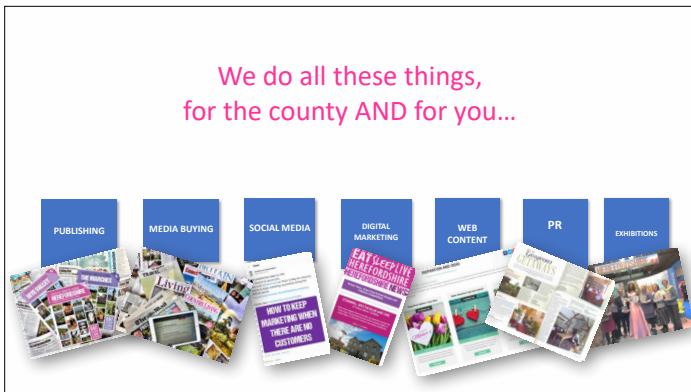
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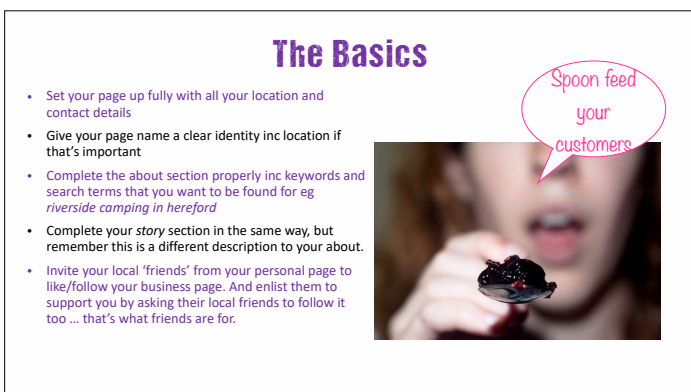
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6



7



8

Follow other local business pages and engage with their pages and posts

It's not all about what you post – it's 'social media', so be sociable.



- Say something generous about their post (*aren't you lovely for doing that*)
- Their local followers will see your business name and might follow you (*because you are a nice company, you like the business they like and you are also local*)
- DON'T comment with something salesy that looks like you're hijacking their post, like *'follow us too – if you like this page you'll love ours'!!!!*

9

Locally targeted incentives

- Run regular competitions and make it very Herefordshire centric so that it appeals mostly to locals (NB Facebook rules – no requests to tag or share) https://www.facebook.com/policies/pages_groups_events/#
- Offer an incentive to HR postcodes to use you (to support local)
- Run adverts targeting the local geography and specific demographics
- Find local Facebook Groups, join and post into those (you can join as your page) www.facebook.com/groups/ESLTourismGroup
- Ask for Facebook reviews – when people order from you, signpost them to your FB page to leave a great review, or if someone comments positively on a post, ask them to leave a FB review.

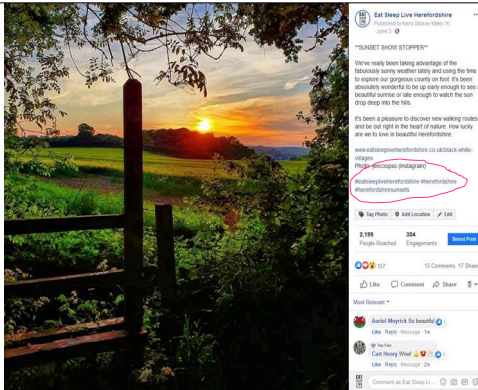
10

HASHTAGS and how to use them

HASHTAGS are 'search terms' 'topics' ... signposts to posts of relevance

If your posts are about camping in Herefordshire include #camping #Herefordshire #riverside at the end of your post. Max of 5 tags.

Your posts will show up when people search using those tags



11

POSTING FOR LOCAL AUDIENCE

Accommodation

- Promote a change of scenery 'you CAN have a holiday'
- A STAYCATION, minimum, luxury weekend, not much travelling
- SUGGEST BEING WAITED ON - cooked breakfast, no housework, no gardening
- WIN A STAY - competition
- #hereford #staycation #lovelocal

Food & Drink Producers and Restaurants

- WIN A MEAL – competition
- Your back-story
- Your local suppliers
- Behind the scenes
- Meet the team
- Promote ordering/booking requirements
- #shoplocal #eatlocal

Attractions & Activities

- Keep repeating opening times
- Promote Covid safety measures & facilities
- Shout family days out
- How you can be an educational experience (for those not back to school).
- Behind the scenes
- #discoveryyourdoorstep #visitengland

EVERYONE Respond to comments and messages

12

Still too much for you?
I can't run my business AND my social media!

HELP

Relax – We'll do your social media for you
www.minxmedia.co.uk

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WE DO YOUR SOCIAL MEDIA
minxmedia.co.uk

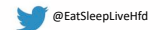


Or have some training
Heidi@minxmedia.co.uk
T: 07713 243869

EAT SLEEP LIVE
HEREFORDSHIRE

Ask about Membership

There are SO many benefits
Heidi@eatsleepliveherefordshire.co.uk
T: 07713 243869



14

HELLO
my name is

Ben Kinnaird

Supported with over 500 businesses to do better in business
Marketing strategy - Web design - SEO - Video - Data Analysis
Host of Inventive Marketing Club Podcast
Love working with people to help them be more effective

15



1. Understand



2. Engage



3. Convert

16



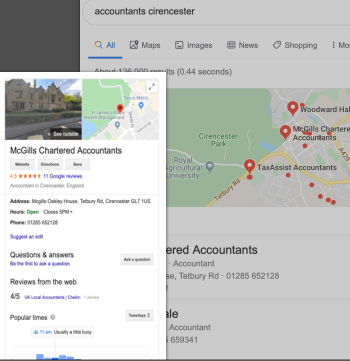
Why use Google My Business (GMB)

- Great for local SEO
- More visibility when people search
- Collect reviews
- Control of your map listing

17

Get found

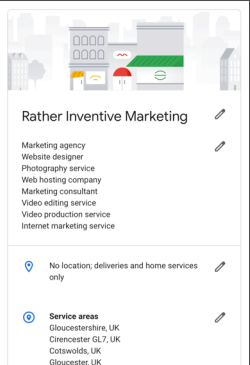
- Best visibility in Local pack
- Knowledge panel with key details
- Small factor (<9%) in regular SEO



18

Review your GMB Profile

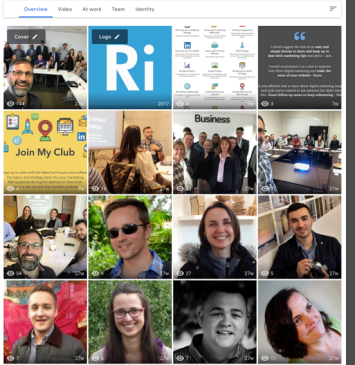
Title - Company name plus keywords
 Categories - Help ranking. First category is most important
 Location - Check map pin correct or add service areas
 Phone number - Can be a different tracking number
 Links - Web, Appointment. Add UTM tracking codes
 Description - Show what you can do and how you help



19

Add photos and videos


Anything that showcases your business
 Business logo, cover image, etc
 Your team in action, around the office, etc
 A welcome video or tour of the store
 Owner, employee or customers interviews
 Answer FAQs



20

Add offers and events


Share offers, sales or coupons
 What's New - 7 day limit, 1000 words
 Events you are hosting or supporting



21

Ask for reviews

Get feedback
 Social Proof
 Encourage referrals - #1 lead source

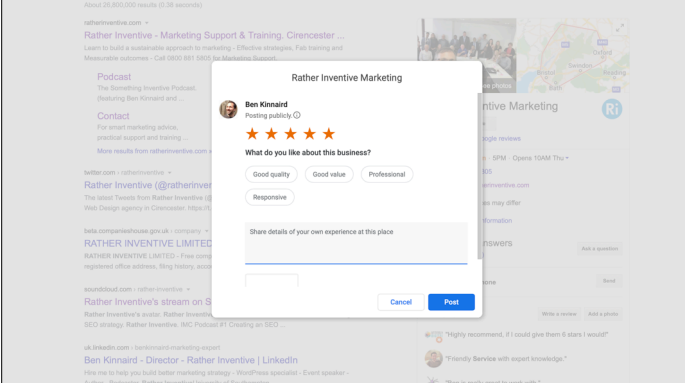


22

'If you were to recommend us to a friend, what would you say?'

Ask after successful sale

23



24

Ri

Thank you for sharing your feedback

"They were fab!"

To help Rather Inventive Marketing further would you add a review on one of the following websites?



Google My Business

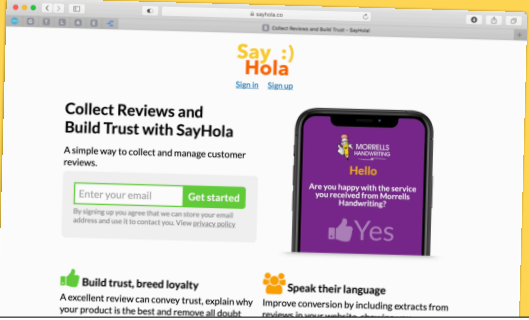


twitter

First
Open the [Google place page](#) for Rather Inventive Marketing.

25

Grab a free account!
Start collecting customer testimonials today <https://sayhola.co>



Collect Reviews and Build Trust with SayHOLA


A simple way to collect and manage customer reviews.

Enter your email [Get started](#)

By signing up you agree that we can store your email address and use it to contact you. View privacy policy.



Build trust, breed loyalty
An excellent review can convey trust, explain why your product is the best and remove all doubt.



Speak their language
Improve conversion by including extracts from reviews in your website.

26



Join my Marketing Club


FREE - Newsletter / Podcast - Regular tips and advice on marketing
 Pro - Training videos on SEO, Email, Social, Video, Websites and more every month
 £25/month - Plus one-to-one kickstart strategy call with me
 Email hen@ratherinventive.com for 50% off annual subscription
Marketing and Sales 101 - The essential, crucial program
 Find out more at ratherinventive.com/club

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Q/A

Questions from the chat

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Thank you

Stay in touch. Connect on LinkedIn
Next webinar - Blogging and Keyword Strategy,
1pm 23rd July 2020

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