



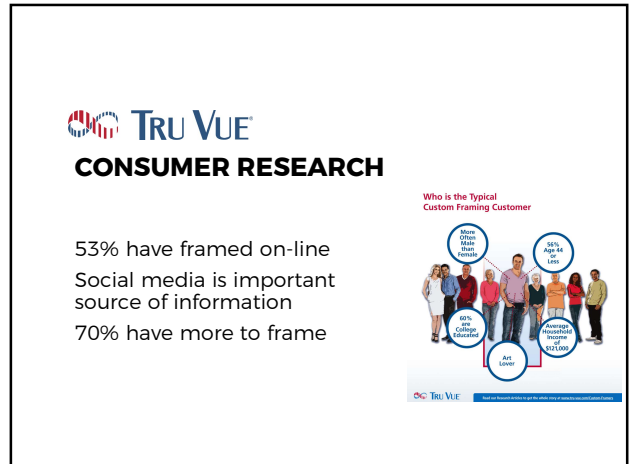
1



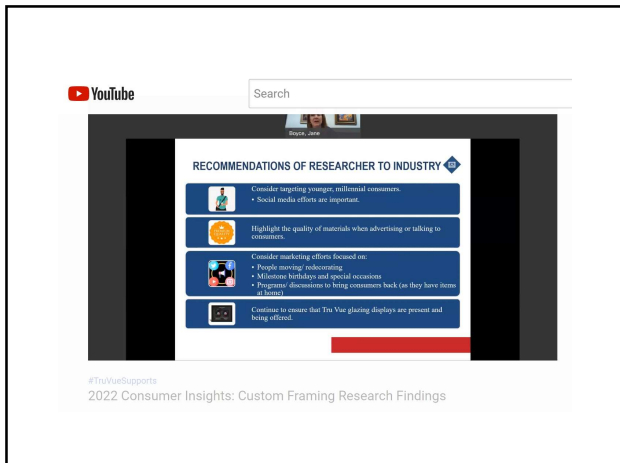
2



3



4




5



6

Digital Trends



Content used across more channels

More use of voice, video, and visual content
Marketers will need to *tell stories to connect with consumers*


➤ **Provide value where customers listen, watch & read**

7

Digital Trends


Build your own audience
That's 350,000 tweets each minute.
6 million businesses are sending out FB ads
It's hard to compete and stand out
Connect & be meaningful!

➤ **Own your audience**



8

Digital Trends




Short Video Content is best
Consumers don't like ads
Keep content short & memorable

➤ **Be relevant**

9

Digital Trends

Consumers Demand higher Quality Content
If content doesn't resonate quickly in a positive way, consumers are less likely to take it in or remember it.



➤ **Grab attention. Be interesting. Be valuable!**

10

Digital Trends



Mobile Optimization will become Critically Important

Many organizations have moved to mobile optimization in the last two years as a result of the pandemic.
More than half of online website traffic each year comes from mobile devices.

➤ **Mobile friendly website**
➤ **Images & text designed for mobile format**

11

Digital Trends

Focus on Becoming a Thought Leader
Produce content that educates and provides truly original, one-of-a-kind quality are most likely to build a strong audience in the coming year.

➤ **Focus on consumer education**
➤ **Add a "why" video... Why should people buy from you?**
➤ **Tell a compelling story around your business**



12

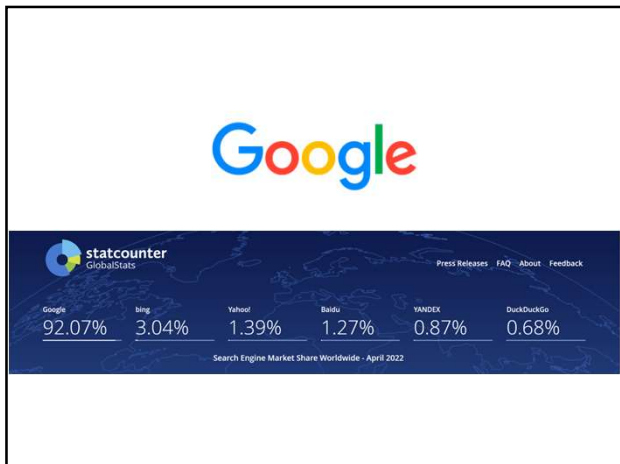


13

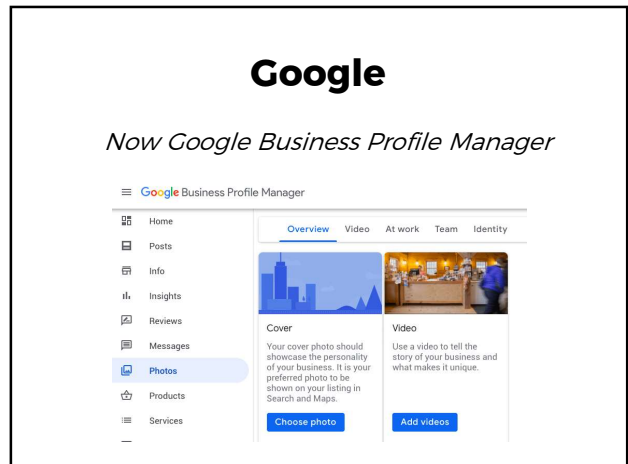
5 Tips for Better SEO

1. Identify the right keywords.
Keywords are super important for SEO
2. Create relevant content
3. Optimize page titles and descriptions
4. Optimize images
5. Use internal links.

14



15



16

Google Basics in 5 Steps

✓ **Fill out business profile completely**

Unoptimized listing

Optimized listing

17

Google Basics in 5 Steps

✓ **Use key words in description**

<https://www.wordstream.com/keywords>


Keywords	Search volume
picture framing	450,000
wall art frames	110,000
poster frames	60,500
photo frame	49,500
8x10 frame	40,500
18x24 frame	40,500
picture framing near me	33,100
16x20 frame	33,100
11x14 frame	33,100
24x36 frame	33,100

18

Google Basics in 5 Steps

- ✓ Post photos & videos

According to Google, customers are 42% more likely to request driving directions to a business if its business profile has photos, and 35% more likely to click through to its website.


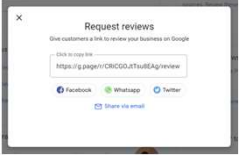


Google Business

19

Google Basics in 5 Steps

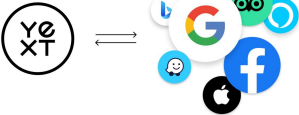
- ✓ Collect & Respond to Customer Reviews

20

Other Free Listings


- ✓ Apple Maps
- ✓ Bing
- ✓ LinkedIn
- ✓ Yelp
- ✓ Yellow Pages
- ✓ Yext



21


VOICE SEARCH

Optimizing Your Website




22

Optimize for Voice Search



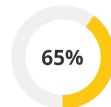
40%

of adults use voice search on a daily basis.



52%

of people use voice search while driving.



65%

of consumers between 25-49 years old talk to their voice-enabled devices daily.

Statistics gathered by [Backlinks](#)

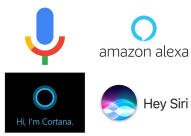
23

How to Optimize for Voice Search

1. Write Content in Conversational Tone

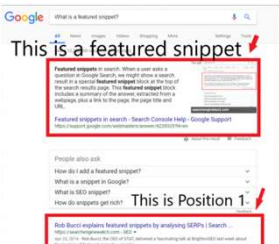
Answer customer's questions. Try to figure out user intent and focus on providing helpful and valuable information.

- ✓ Create compelling questions & answers about your products & services



24

How to Optimize for Voice Search



2. Optimize for Featured Snippets

- ✓ Create content that answers questions
- ✓ Build a FAQ Page on your website
- ✓ Answer questions on your Google My Business Page

25

How to Optimize for Voice Search

3. Improve Your Local SEO

Content on your website should be written so it can answer customer's questions. Figure out user intent and focus on providing helpful and valuable information

- ✓ Update Google My Business Page
- ✓ Use local phrases related to your neighborhood
- ✓ Add "Near me" description to your title tags & meta description

26

SOCIAL STRATEGY

Turning Trends into Action




27

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM

Who is your audience? How can you reach them? What are your goals?

	Facebook	Twitter	Pinterest	YouTube	LinkedIn	Instagram	TikTok
DEMOGRAPHICS	2.7 Billion users Ages 25-34	353 Million users Ages 30-49 85% Male	462 Million users Ages 30-49 79% Female	2.3 Billion users All ages	740 Million users Ages 46-65	3.2 Billion users Ages 25-34	889 Million users Ages 18-24
PURPOSE	Building Relationships	News & Articles Conversation	"Scrapbook-ing"	"How To", Lists, Tutorials, Educational	News & Articles, Networking	Building Relationships, Conversation	Building Relationships, Conversation
BEST FOR	Building Brand Loyalty	Public Relations	Lead Generation Clothing, Art & Food Businesses	Brand Awareness, Lead Generation	Business Development, Brand Awareness	Lead Generation, Retail, Food, Entertainment, Beauty Businesses	Building Brand Loyalty & Community
DOWNSIDE	Limited Reach	380 characters or less	Images and video only, Narrow demographic	Resource Intensive	Limited Interactions	Images and video only	Videos only, Very specific demographic

28

5 TIPS FOR ORGANIC REACH

1. Choose the platform that fits your audience
2. Optimize your profile
3. Post during slower times (1-3pm)
4. Videos get 3% more organic reach
5. Engage with your audience



29

Unofficial BANNED WORD LIST

Deal & Giveaway Words	
Free	Zip, zilch, nada
Freebie	This one's for the penny pinchers
Giveaway	Come & get it
Deal	Grab it now
Win	I'm doing the happy dance
Enter	Don't wait on this one
Contest	Shut the door this is awesome
Click-Bait-y Words	
Like us	All the thumbs in the world couldn't love this enough
Like this	Your thoughts? Me??? I can't get enough
Comment	What do you think?
Share	Know someone who wants/needs/loves.
Join our	Shout out - who's got this?
Click here to	Pin this for later
Tag a friend	Bet you know somebody who...

Check out RACHEL MILLER on YouTube



30

INSTAGRAM TIPS

- **Keywords in captions** *(not just #s)*
- **Tag products in post**
- **Connect FB business page**
- **Add location Tags**





Posting pictures along with the tagged location results in **79% higher engagement**

31

MORE IG TIPS

- **Use trending music**
- **Save audio**

32

HOW TO USE HASHTAGS

- **Posts & Reels allow 30 #s**
- **Stories allow 10 #s**
Not necessarily best practice




The official Instagram @creators account specifically recommends **3-5 hashtags**

33

Research Keywords & Hashtags

Hashtag Generator Tool
<https://www.all-hashtag.com>



BEST 11 #PICTUREFRAME HASHTAGS

Here you can find the 30 relevant hashtags based on your searching key. Instagram allows max. 30 Hashtags/Post.

Best random hashtags 11 #Hashtags


#pictureframe #pictureframes #pictureframer #pictureframesfree #pictureframeatop #pictureframegarden #pictureframeidea #pictureframeantenn #pictureframegraph #pictureframewithtext #pictureframewealth

Copy Hashtags

34

CONTENT IDEAS

- _____ 5 ways to...
- _____ 4 things to...
- _____ One of the...
- _____ The future of...
- _____ 10 reasons why...
- _____ 3 tips for...
- _____ 6 steps to...
- _____ How to...
- _____ These are the...
- _____ In 10 years...
- _____ The 5 most...
- _____ The best...



35

AI FOR BUSINESS


Create. Organize. Find Answers.




36






Using AI

- ✓ Extract email addresses out of files
- ✓ Summarize podcast or article
- ✓ Recommend new product innovations
- ✓ Create itinerary for your next vacation
- ✓ Generate video content ideas
- ✓ Generate social posts
- ✓ Lead generation
- ✓ Rewrite email









37

Best AI Tools by Category

1. Solves anything
 -  ChatGPT
 -  BARD AI
 -  Bing
2. Grammer & rewording tools
 -  grammarly
 -  wordtune

38

Best AI Tools by Category

3. Content creation
 -  copy.ai
 -  Jasper
4. Video creation
 -  descript
 -  runway
5. Image generation
 -  DALL-E
 -  Midjourney

39


Are You Feeling Like This?



40

ACTION ITEMS

1. Adapt new digital trends
2. Update your Google Business listing
3. Optimize sites for voice search
4. Rethink social strategy
5. Embrace new AI tools



41

MEGLASGOW.COM



RECHARGE your BUSINESS
THE ULTIMATE FRAME-BY-FRAME MARKETING GUIDE
A PRACTICAL PLAN TO GROW YOUR FRAGMENTED BUSINESS INTO A MODERN MONEY-MAKING MACHINE
New people, new results, plus!
MEG GLASGOW

PART 1 | Strategy
Defining Your Vision, Ideal Client & USP

PART 2 | Marketing
Define Products
Writing a Marketing Plan
Social Media Strategy

PART 3 | Customer Service
Growing Customer Evangelists
Measuring Results

42



43