



1



2



3



4



5



6

Google

Now Google Business Profile

The screenshot shows the Google Business Profile Manager interface. On the left is a navigation menu with options: Home, Posts, Info, Insights, Reviews, Messages, Photos (highlighted), Products, and Services. The main area is titled 'Overview' and has tabs for Overview, Video, At work, and Team. Under 'Overview', there are sections for 'Cover' and 'Videos'. The 'Cover' section says 'Your cover photo should showcase the personality of your business. It's your preferred photo to be shown on your listing in Search and Maps.' Below it is a 'Choose photos' button. The 'Videos' section says 'Use a video to tell the story of your business and what makes it unique.' Below it is an 'Add videos' button.

7

Google Basics in 5 Steps

✓ Fill out business profile completely

The image compares two Google Business listings for 'Ernie's Electric'. The 'Unoptimized listing' shows a map, address, phone number, and a 'Website' link. The 'Optimized listing' shows the same information but with additional features: 'Reviews/Ratings' (4.5 stars), 'Hours' (Monday-Friday 9am-5pm), 'Photos' (3 photos), and 'Questions & answers' (1 question answered). Red arrows point to these additional features in the optimized listing.

8

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 |

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Google Basics in 5 Steps

✓ Post photos & videos

The infographic features a smiling woman on the right. On the left, text reads: '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.' The Google Business logo is at the bottom left of the infographic.

10

Google Basics in 5 Steps

✓ Collect & Respond to Customer Reviews

The image shows the 'Google Customer Reviews' logo with a checkmark icon. Below it is a screenshot of a 'Request reviews' dialog box. The dialog box says 'Give customers a link to review your business on Google' and includes a URL: 'https://g.page/CRGG0Jt5uEAg/review'. It also has social media sharing options for Facebook, WhatsApp, and Twitter, and a 'Share via email' button.

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Other Free Listings


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

The image shows the Yext logo (a circle with 'yeXT') and a cluster of social media icons including Bing, Google, LinkedIn, Facebook, and Apple.

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VOICE SEARCH

Optimizing Your Website



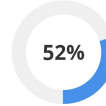
13

Optimize for Voice Search



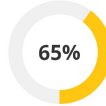
40%

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 [Backlinko](#)

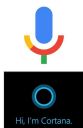



14

How to Optimize for Voice Search

- ### Write Content in Conversational Tone

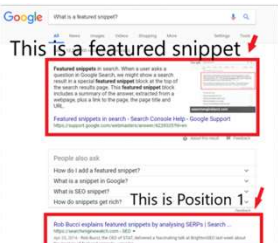
Answer customer's questions. Try to figure out user intent and focus on providing helpful and valuable information.

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

15

How to Optimize for Voice Search



- ### Optimize for Featured Snippets

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

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How to Optimize for Voice Search

- ### 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

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Set & Forget

Optimize Your Online Presence

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The easiest way to find new customers is to have them *find you first!*



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FOCUS AREAS

- Facebook
- Instagram
- Linked In
- Pinterest



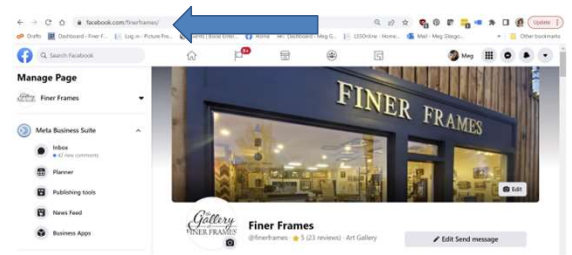
21



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8 Tips for Optimizing Business Page

1. Create your **BUSINESS PAGE**, *not* a personal profile
2. Claim your page's branded URL



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8 Tips for Optimizing Business Page

3. Add good photos - cover photo & profile pictures
4. Optimize your "About" section
5. Add Milestones

FACEBOOK PAGE COVER IMAGE SIZES AND REQUIREMENTS



USE JPEG FOR PHOTOS AND PNG FOR IMAGES THAT CONTAIN LOGOS OR TEXT

24

8 Tips for Optimizing Business Page


6. Earn the "Very Responsive to Message" badge
7. Choose a Call-to-Action button
8. Create custom page tabs



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FACEBOOK POST OPTIONS

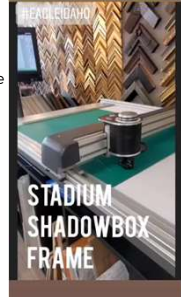
1. **IMAGE**
 Size 16:9 or 5:4
 Nano second attention - "Headline" over image
 TLDR = too long didn't read
 Short captions perform better
 Put link in caption "above the fold"
 Carousel is collage of images
 Use Creator Studio



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FACEBOOK POST OPTIONS


2. **STORIES**
 Only up for 24 hours
 Cross post from IG = more features
 Save to camera roll to repost on personal profile
 1-3 active stories are good in 24hr
 LINK sticker
 Use FB Business Suite to create & schedule
 Content Ideas
 - ✓ Personal BTS (behind the scenes)
 - ✓ Here's what I'm doing now
 - ✓ Sharing other content/partners like TruVue



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FACEBOOK POST OPTIONS


3. **LINK POSTS**
 Drives traffic OFF of Facebook
 AI doesn't like it
 Lowest shares
 Post with link in the text comments
 Links in comments do NOT go with the shares



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FACEBOOK POST OPTIONS

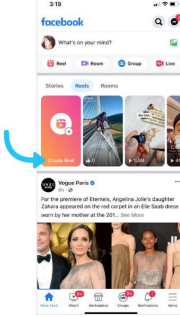
4. **COLOR TEXT BACKGROUND**
 Performs well
 AI understands it quickly
 Ask question



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FACEBOOK POST OPTIONS

5. **REELS**
 Copy of Tiktok
 15 sec limit... *experimenting with 60 sec*
 Heavy emphasis on "creators" pro-mode
 Use trending music



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FACEBOOK POST OPTIONS

6. NATIVE POSTED VIDEO

Longer form
 3+ to 5 min performs best
 Include link in description
 Include CTA... after all, what's the point?
 IGTV is now VIDEO = 60 seconds
 Don't compete with yourself by posting too much
 Pro Mode – switch your profile to professional mode
 Qualifies as "creator" monetize options

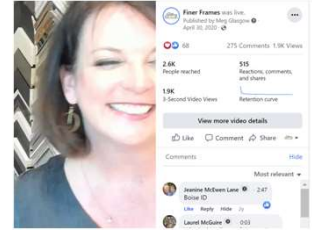


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FACEBOOK POST OPTIONS

7. LIVE VIDEO

part of a full/robust plan
 10 - 45 minutes
 Schedule to FB live General Event – if you us Class - turns on live chat Demo/tutorial Interactive!
 Use service like E-cam or <https://streamyard.com/>
 Call out people's names
 Ask questions



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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.. |

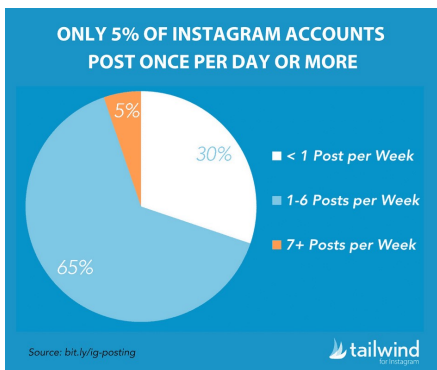
Check out RACHEL MILLER on YouTube



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INSTAGRAM

- **Best social platform**
 – Even with < 1000 followers!
- **Post from desktop**
- **Direct messaging**
- **Shoppable posts**
- **Link sticker now available**



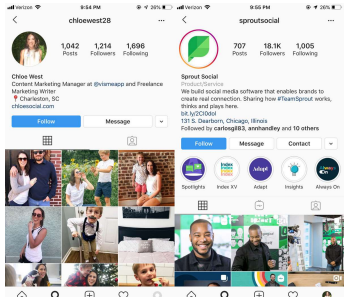
<1000 followers average about 8% engagement.
 1000 – 10,000 followers average 4% engagement.
 10,000 – 1,00,000 followers average 2.4% engagement.
 1,00,000 – 1 million followers average 1.8% engagement.
 Nov 18, 2021

36

INSTAGRAM

Professional profiles have

- ✓ An industry category
- ✓ Business address
- ✓ Contact button




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About Your IG Bio

Should be about your customers


- ✓ Summary of what you do & key benefit
- ✓ Key benefit explained
- ✓ Call to action
- ✓ 150 characters



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More About IG

- 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**


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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**



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HOW TO USE HASHTAGS

- Branded # specific to your business
- Event # promote holidays
- Location #
- Daily # like #MondayMotivation
- Industry #
- Community #
- Descriptive # related to content
- Phrase # inspirational statement



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HOW TO FIND HASHTAGS




| Hashtag | Number of Posts |
|--------------------|-----------------|
| #pictureframe | 466,916 posts |
| #pictureframes | 373,836 posts |
| #pictureframer | 27,259 posts |
| #pictureframeshop | 12,418 posts |
| #pictureframesfree | 11,136 posts |
| #pictureframers | 10,200 posts |
| #pictureframeidea | 3,743 posts |

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WHERE TO USE HASHTAGS



Instagram Feed Posts

What about posting in comments?

The official Instagram @creators account instructs users to put **hashtags in captions**

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WHERE TO USE HASHTAGS


Instagram Stories

- Sticker or in description
- Hidden hashtags



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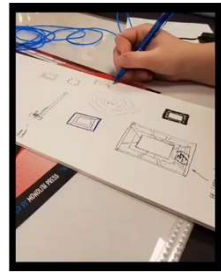
INSTAGRAM REELS



- ✓ Search #reelstutorial
- ✓ Swipe left to start camera
Or + button to add
- ✓ Add trending music
- ✓ Audio lower right
- ✓ Save to IG Music


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INSTAGRAM REELS

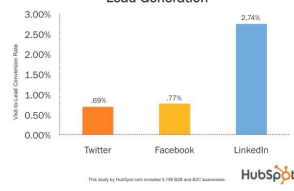


- ✓ Timelapse x2 speed
- ✓ Slow motion ½ speed
- ✓ Filters
- ✓ Align tool
- ✓ Green screen
- ✓ Voice over
- ✓ Remix other Reels
- ✓ Collab Tool

46



LinkedIn Best Social Network for Lead Generation



| Social Network | Lead Conversion Rate |
|----------------|----------------------|
| Twitter | 0.69% |
| Facebook | 0.77% |
| LinkedIn | 2.74% |

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Linked In

- **Top B2B social media site**
- **Network with top audience**
- **Identify 10-20 people**
- **Include links**
- **Best time to post**
 - Data shows...
 - Wednesdays between 8 a.m. to 10 a.m.
 - Thursdays & Fridays at 9 a.m. ([Sprout Social](#))

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Linked In Messaging



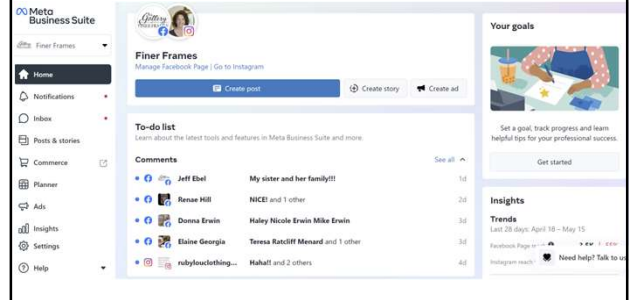
Meg Glasgow • 3:15 PM

Thanks for your message. A great way to start our connection is clicking on [#finerframes](#), follow and comment on a post. See you in the comments.
Meg

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FAVORITE TOOLS

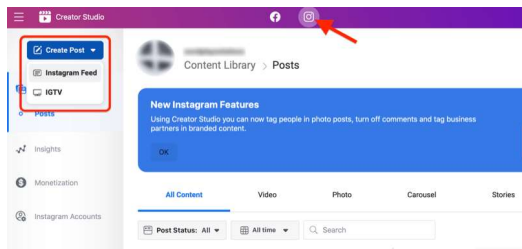
Meta Business Suite



50

FAVORITE TOOLS

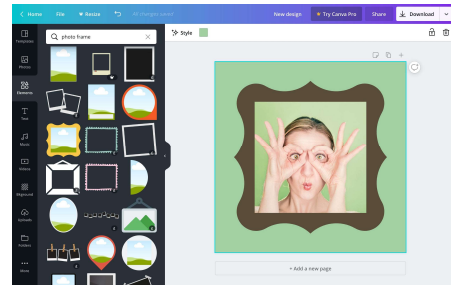
Creator Studio



51

FAVORITE TOOLS

Canva

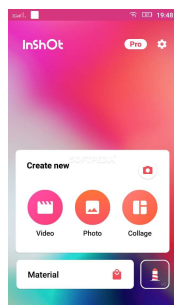


52

FAVORITE TOOLS

Video Editing Apps

- ✓ InShot
- ✓ Magisto
- ✓ WeVideo
- ✓ Canva



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HOW TO BATCH CONTENT

(and save hours)

1. Brainstorm

- ✓ Holidays
<https://www.holidayscalendar.com/topics/weird/>
- ✓ Trending themes
- ✓ Weekly ideas
 - Motivational Monday
 - Tip Tuesday
 - Work with me Wednesdays
 - Thursday Throwback
 - Friday Friday




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HOW TO BATCH CONTENT *(and save hours)*

2. Batch Photos

Original photos
Stock photos
<https://unsplash.com/>
<https://www.pexels.com/>
Manufacturer photos
LJ Insights
<https://tru-vue.com/supports/>



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HOW TO BATCH CONTENT *(and save hours)*




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HOW TO BATCH CONTENT *(and save hours)*

2. Batch Captions

Short captions perform better
Word Doc or Google Docs
Motivational quotes
Interesting facts
Use Idea Generator
<https://www.hubspot.com/blog-topic-generator>



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HOW TO BATCH CONTENT *(and save hours)*

3. Research 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.




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HOW TO BATCH CONTENT *(and save hours)*

4. Film Video Content

15 sec for IG Stories, TikTok
30 sec for Facebook
60 sec for IG Reels
Record in 4k @ 30fps
Equipment

- ✓ Rode smartLav+ microphone
- ✓ Ring light holder



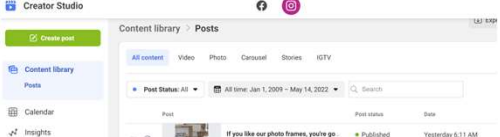
59

HOW TO BATCH CONTENT *(and save hours)*

5. Schedule Posts

- ✓ Native post perform better
- ✓ Scheduling tools

<https://business.facebook.com/creatorstudio>
<https://www.planthat.com/>



60

SMARTER SOCIAL SYSTEM

Rinse & Repeat

- ✓ Watch the stats
- ✓ Repeat popular
- ✓ Delete the flops
- ✓ Recycle every 100 days

➔ Download Hubspot's Content Calendar
<https://offers.hubspot.com/social-media-content-calendar>

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Social Content Strategies

Creating Content that Drives Action

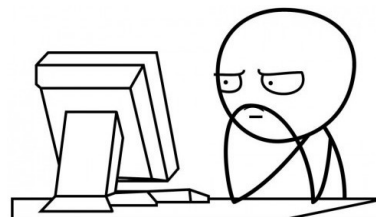
62



Don't give people things they don't want then expect something in return

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WHAT SHOULD I POST?



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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...



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CONTENT IDEAS

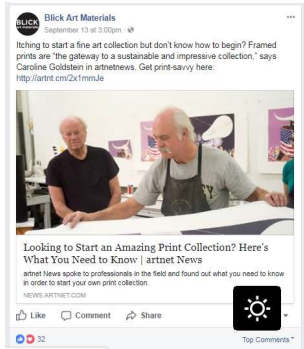
1. Take a pic of your workspace



66

CONTENT IDEAS

2. Answer a Question



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CONTENT IDEAS

- 3. Share Something Popular
- 4. Share Something Funny
- 5. Repeat Something That Went Well
- 6. Give a Shout Out



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CONTENT IDEAS

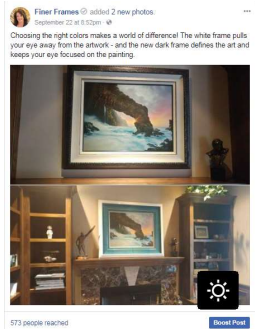
6. Ask a Multiple Choice Question



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CONTENT IDEAS

7. Show Off Your Expertise with a Helpful Tip



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CONTENT IDEAS

8. Thank Your Customers



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CONTENT IDEAS

9. Post Q & A



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CONTENT IDEAS

10. Go LIVE

Answer common questions customers ask



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Are You Feeling Like This?



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ACTION ITEMS

1. Quality over quantity

Post 1 - 3x per week

2. Inform & entertain

Plan meaningful content

3. Engage

Ask questions, Comment, Answer messages



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MEGGLESGLOW.COM

RECHARGE your BUSINESS



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

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Thank You!

Meg GLASGOW

MEGGLESGLOW.COM



FINER FRAMES | EAGLE, IDAHO

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