

BREAKOUT SESSION

# Digital Marketing Best Practices for your Home-Based Business

WITH AMANDA STRAUSER

**amanda rie**  
*creative*

AMANDARIE.COM

# I'm Amanda

LOVELY TO MEET YOU

I received my BFA in Graphic Design from Lindenwood University and immediately went into the world of agency life; working for top brands and creating digital marketing. I also am a photographer and food stylist.

8

YEARS OF EXPERIENCE A GRAPHIC DESIGNER/ART DIRECTOR

9

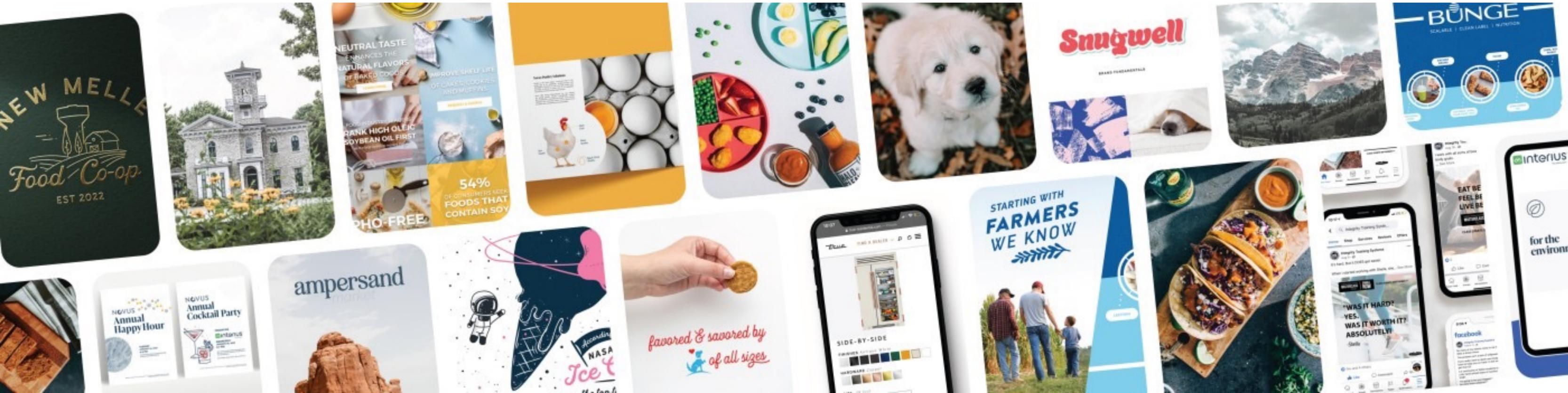
YEARS OF EXPERIENCE AS A PHOTOGRAPHER

5

YEARS WITH PPA (PROFESSIONAL PHOTOGRAPHERS OF AMERICA)

5

YEARS OF EXPERIENCE WITH SOCIAL MEDIA CHANNELS



# What will be covered:

## Brand Creation

BEST PRACTICES

Crafting your brand with not only visuals but story, values, mission, personality, and competition.

## Target Audience

HIGH LEVEL OVERVIEW

Categorizing the audience correctly will make your message more relevant and specific.

## Content Strategy

HIGH LEVEL OVERVIEW

Relevant content helps customers connect with your brand and lead to purchase.

## SEO Tactics

HIGH LEVEL OVERVIEW

Online search results are the number one driver of traffic to many websites.

## Analytics

UNDERSTANDING AND TRACKING

Data can be a powerful tool in knowing what is working and what isn't! Diving into the Meta Platform.

## Platforms

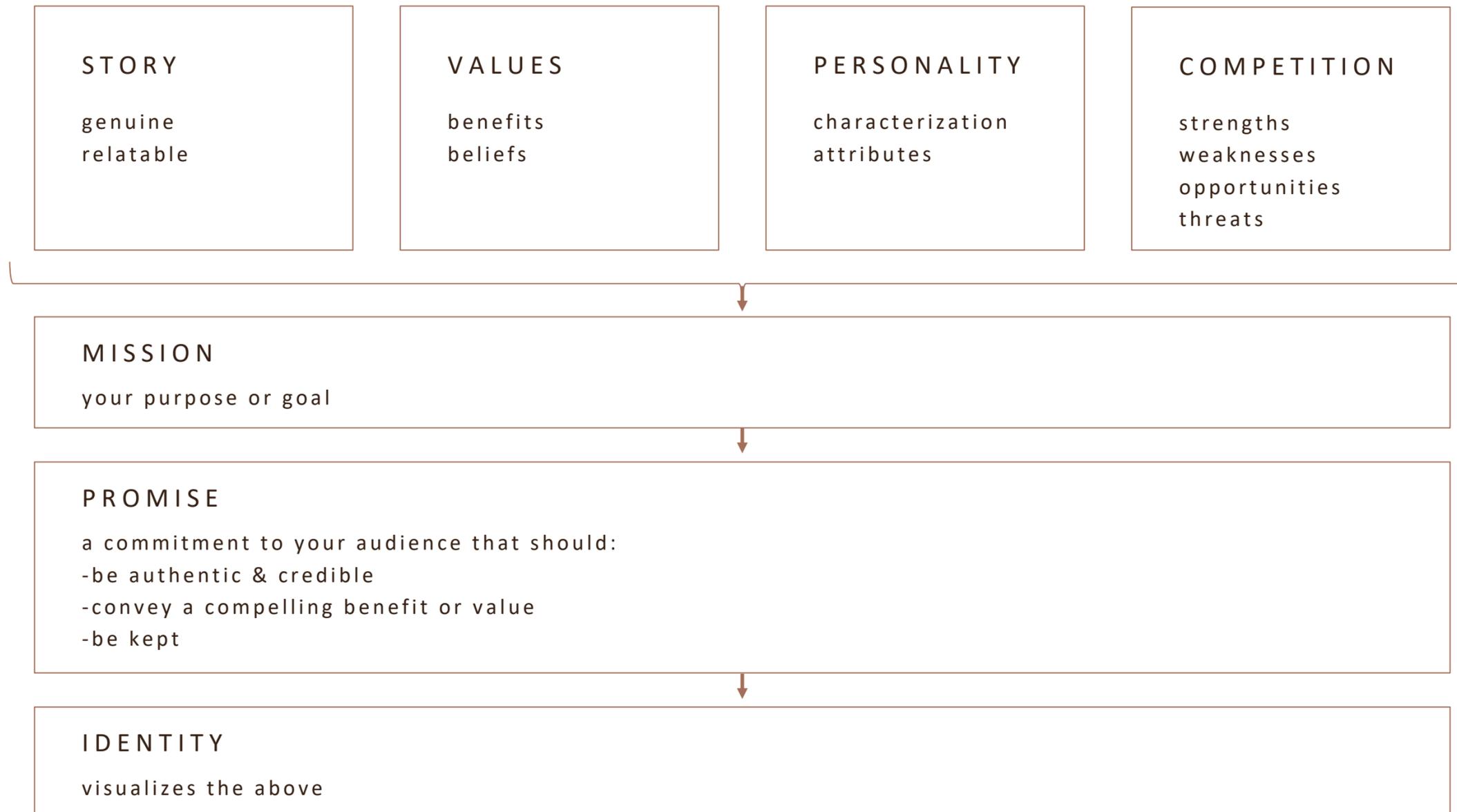
BEST PRACTICES

Content sizes & posting times.

## BEST PRACTICES

# Brand Creation

Creating a brand & then staying consistent with identity.



A solid brand  
builds the trust  
and credibility  
that you need.

# Brand Creation

Creating a brand & then staying consistent with identity.

PERSONALITY  
characterization  
attributes

NEUTRAL



reserved	<input type="radio"/>	boisterous									
conventional	<input type="radio"/>	imaginative									
restrained	<input type="radio"/>	candid									
precise	<input type="radio"/>	flexible									
formal	<input type="radio"/>	playful									
polished	<input type="radio"/>	rough									
intentional	<input type="radio"/>	spontaneous									
serious	<input type="radio"/>	cheerful									
simple	<input type="radio"/>	complex									
traditional	<input type="radio"/>	contemporary									



A solid brand  
builds the trust  
and credibility  
that you need.

# Identity



## MINI BRAND STYLE GUIDE

### PRIMARY LOGO

**baker  
amy**  
EASY RECIPES

### SECONDARY LOGO

**baker  
amy**

### SUBMARK



### FAVICON



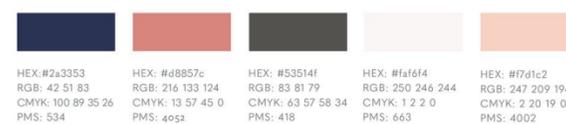
A primary logo with background color



Use a secondary logo for a small space



### COLORS



### FONTS

Use for H1, headline, titles, quote

**FreightNeo Pro**

Light *Light Italic*  
Book *Book Italic*  
Medium *Medium Italic*

Use for H2, H3, sub-headline, body text

**Quasimoda**

Light *Light Italic*  
Regular *Regular Italic*  
SemiBold *SemiBold Italic*

### DESIGN ELEMENTS



“Baking is done out of love, to share with family and friends, to see them smile.”

- Anna Olson

Use your brand voice to make your identity

- ✓ Design a recognizable logo, keep it simple and relevant, and ensure scalability.
- ✓ Develop a consistent color palette. Understand color psychology, select a primary color, secondary colors, and make sure to always think of readability.
- ✓ Create brand guidelines to stay consistent. Make rules about logo usage, color, typography, brand voice, and imagery.

# Target Audience

A target audience is a group of people that's most likely to be interested in your product or service. By defining an audience you can develop messaging that truly resonates with current and potential customers. This makes it easier to connect with them and earn their loyalty.

- HOW OLD ARE THEY?
- WHERE DO THEY LIVE?
- WHAT ARE THEIR INTERESTS?
- WHAT ARE THEIR VALUES?



## GEOGRAPHIC

region, city, country, culture, weather, economy



## INTEREST

lifestyle, personality traits, hobbies, values



## DEMOGRAPHIC

age, gender, occupation, status, income, education



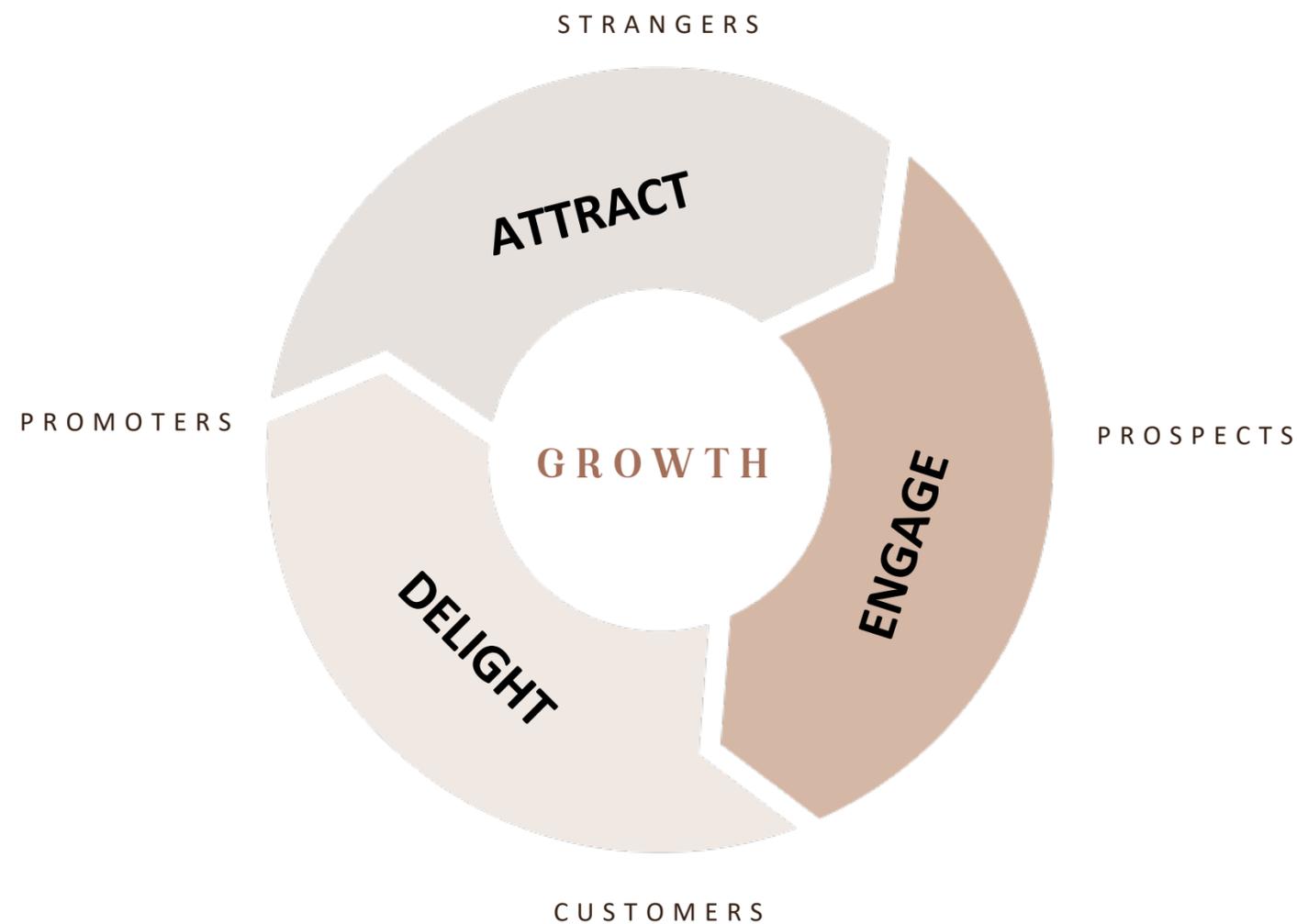
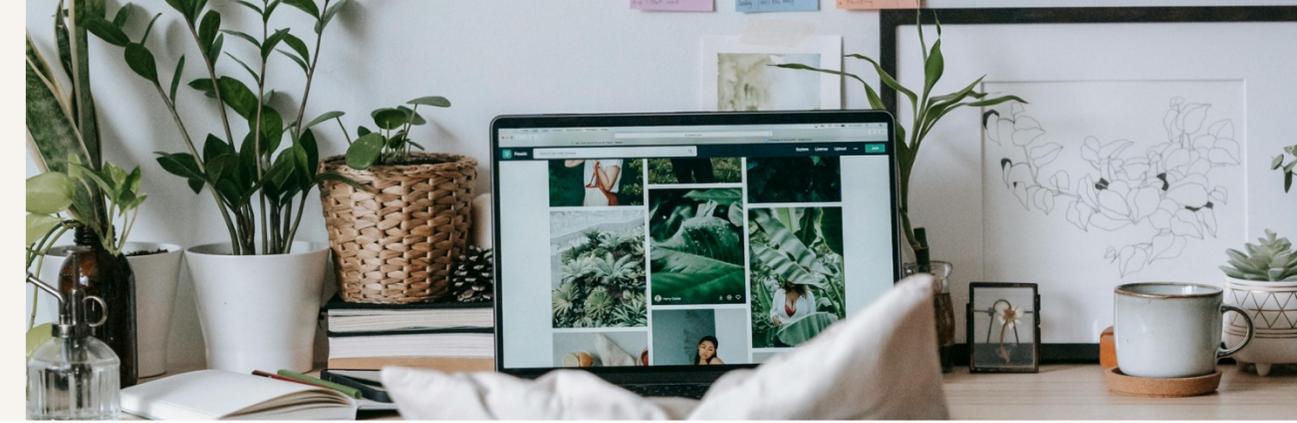
## BEHAVIOR

date, time, number of purchases, occasions, habits



if you're selling to everyone, you're selling to no one.

# Content Strategy



## Inbound Methodology

- ✓ **Attract:** drawing in the right people with valuable content and conversations that you create.
- ✓ **Engage:** presenting insights and solutions that align with customer needs so they are more likely to buy from you.
- ✓ **Delight:** offering to help support and empower your customers to find success or joy with your product.

By using social media, email marketing, blogging, and a website, you can create valuable, informative, and engaging content that pulls people in and cultivates a genuine connection with your brand.

# Content Strategy

## Content Marketing

does not explicitly promote a brand but is intended to attract and retain a clearly defined audience to products and services.

Examples:

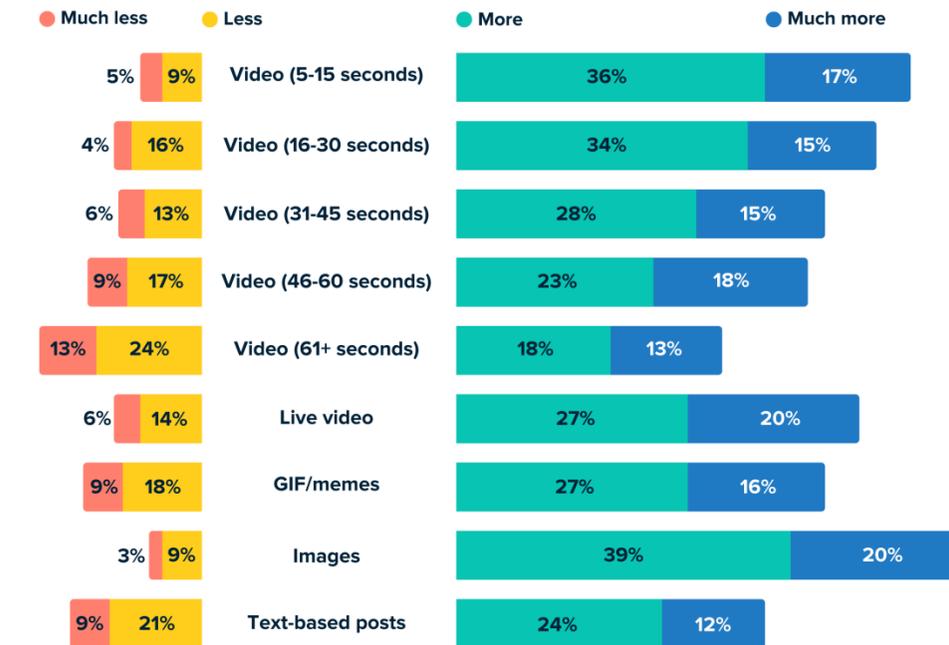
**Social Post:** Creating a campaign that promotes the benefits of your product or service

**Email:** Creating a campaign that reaches out to prior customers to offer a promotion

**Video:** Show behind the scenes of what you do, or share tips on how to use a product like a how-to video

- Remember that everything you make for your digital content should ladder back to your strategy
- Strong branding is used in content creation to create brand trust and recognition

## Brands' content focus in 2023 compared to 2022



Q2 2023 Pulse Survey

sproutsocial

Post with  
purpose.

# SEO

Search Engine Optimization

Online search results are the number one driver of traffic to many websites. There are a few tactics that you can do with little SEO experience.

Advanced website SEO often needs to be done by an SEO professional.

## SET UP GOOGLE ANALYTICS

Understand your current traffic and engagement metrics.

## SET UP GOOGLE BUSINESS PROFILE

Create and complete your profile to rank on google maps and help people find you.

## KEYWORD RESEARCH

Do keyword research to ideate content, use the keywords in your content.

## REVIEW SITE STRUCTURE

Make sure your site is easy to navigate for both users and search engines.

## ENCOURAGE AND RESPOND TO REVIEWS

Reviews help with Google rankings as well as prove your worth, responses show you care.

Do note that you cannot pay or incentivize to get Google reviews

## CREATE RELEVANT CONTENT

Make content that users will find. Keywords used in content will help your content be found.

UNDERSTANDING AND TRACKING

# Analytics



We are going to focus on Facebook & Instagram and the use of **Meta Business Manager**.

## Key functions

It's a central place to track Facebook and Instagram posts and ads, with detailed reports showing how your pages are performing.

It allows you to give vendors, partners, and agencies access to your pages and ads without handing over ownership of the assets.

It keeps your business activities separate from your personal profile, so you don't have to worry about posting in the wrong place.

## Don't Have a Business Manager Account?

Go to [business.facebook.com](https://business.facebook.com). You can log into your Facebook or Instagram account or create a new account.

Add your Facebook business pages

Link or create ad accounts

Add your Instagram account

Link FB pixel to your website

Turn on Two-Factor Authentication

# UNDERSTANDING AND TRACKING Analytics

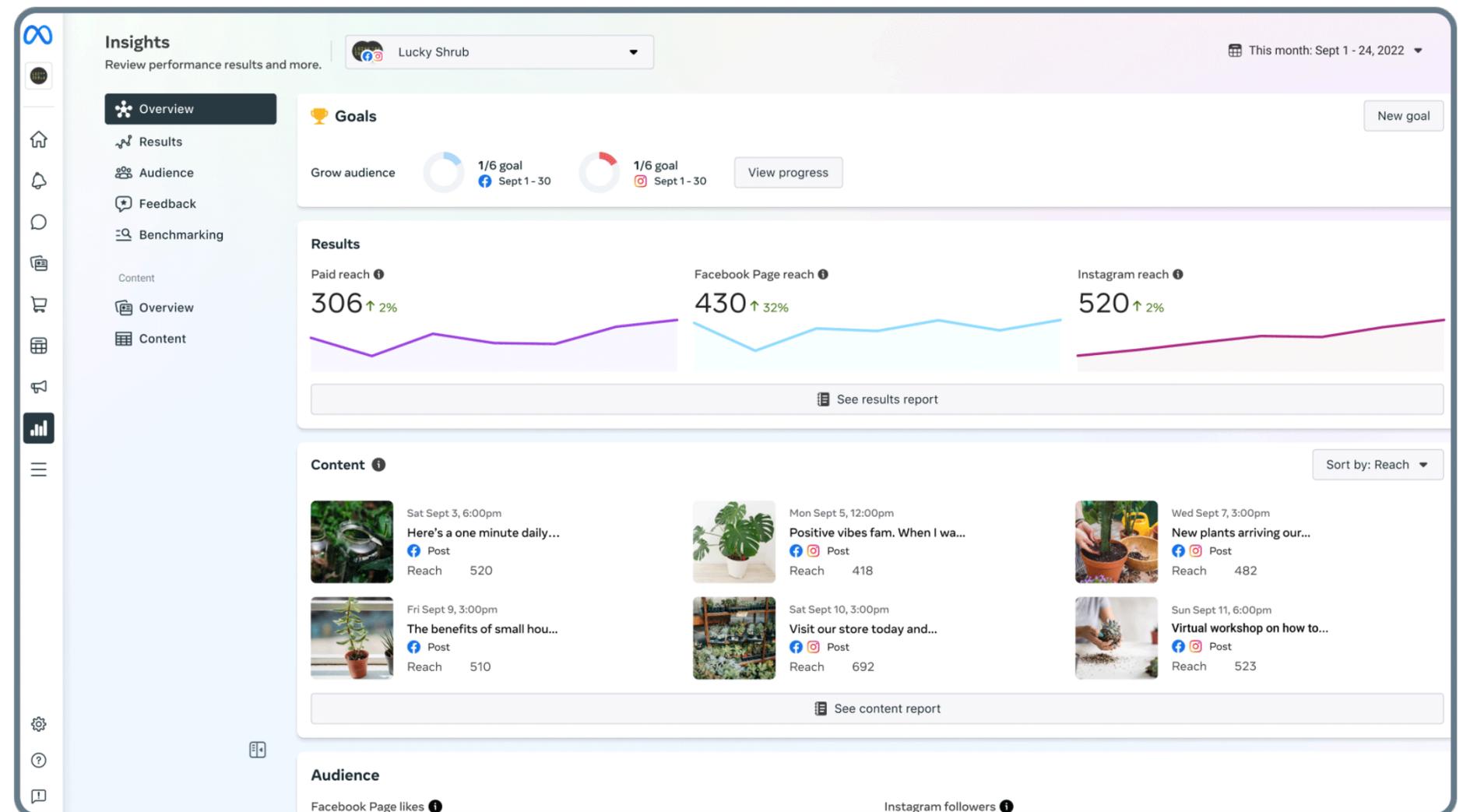


## Meta Business Manager

### Insights in Meta Business Suite

Helps you understand the results of your organic and paid content

Here you can see visualizations of your goals, results, tips, and more.



UNDERSTANDING AND TRACKING

# Analytics

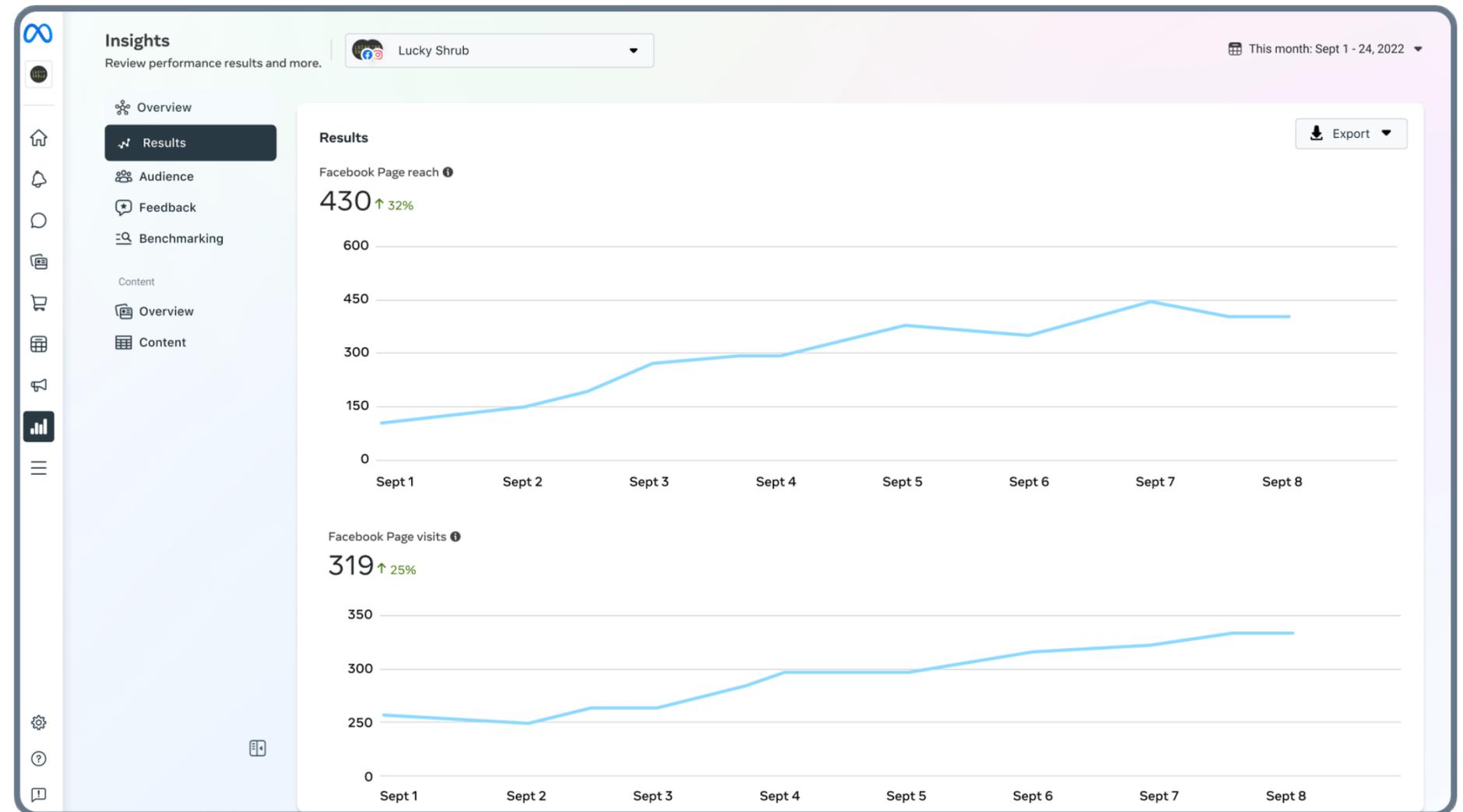


## Meta Business Manager

### Results

Track the performance of all your Facebook and Instagram accounts

Export reports so you can track performance over time.



UNDERSTANDING AND TRACKING

# Analytics

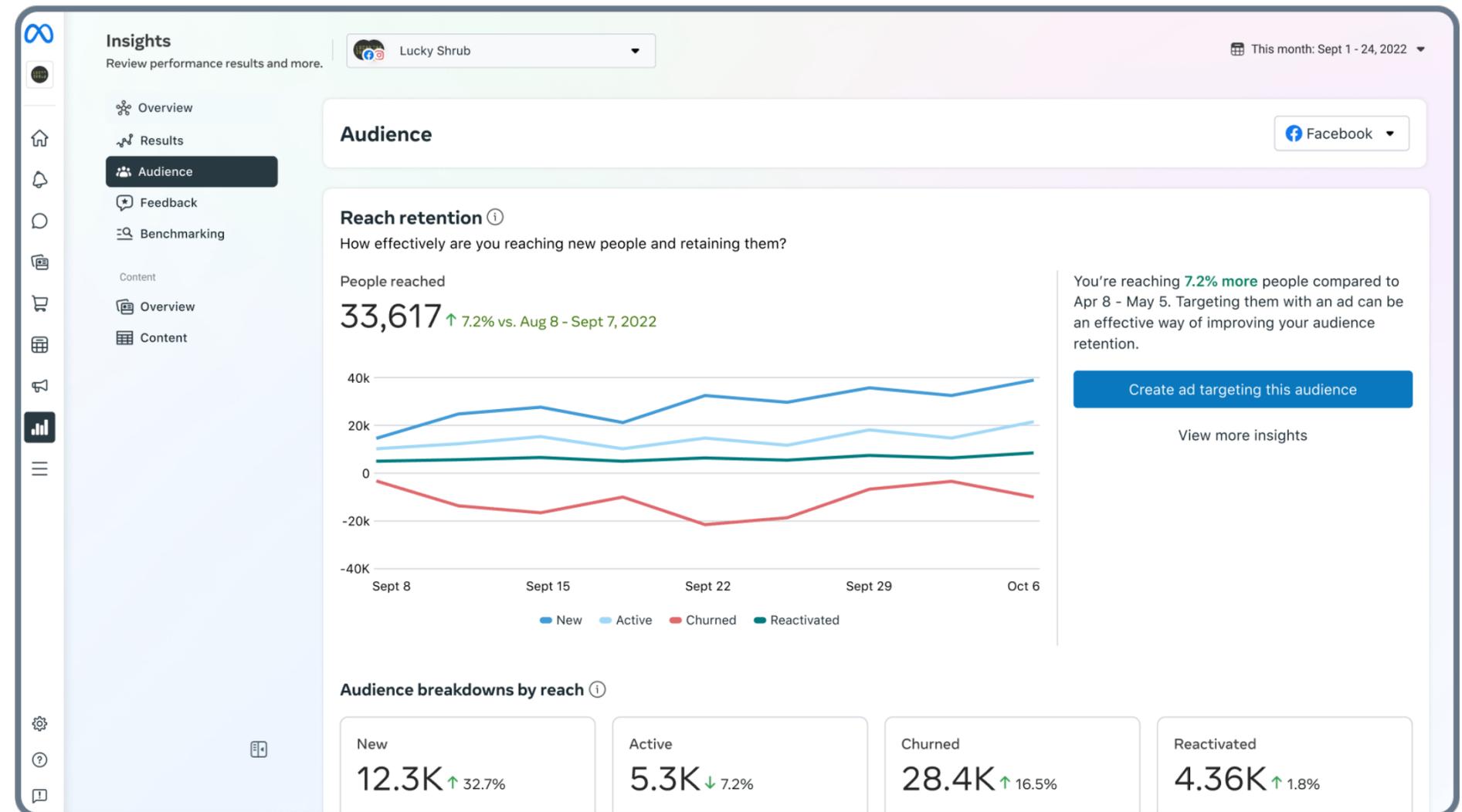


## Meta Business Manager

### Audience

Learn more about the characteristics of your audience.

Uncover information about your Potential audience to help you adjust your strategies to reach more people.



UNDERSTANDING AND TRACKING

# Analytics



## Meta Business Manager

### Benchmarking

Compare the performance of your business and content with similar businesses on Facebook.

Add businesses that you see as comparable to yours to view their Page likes and published content.

The screenshot shows the Facebook Business Manager Insights interface for the page 'Lucky Shrub'. The 'Benchmarking' section is active, displaying a table of similar businesses for comparison. The table includes columns for 'Page', 'Page likes', 'Page likes change', and 'Published content'. Below the table, there are suggestions for businesses to add, such as 'Spruce' and 'Jasper's Market'.

Page	Page likes ↓	Page likes change ↑↓	Published content
Lucky Shrub An urban garden design shop and nursery focusing on uniquely...	935.3K	↑ 379	216

**Suggested Facebook businesses to add**

- Spruce  
Spruce is a green home care brand that reimagines sustainable design...
- Jasper's Market  
Jasper's Market is a multinational supermarket that can scale...

# UNDERSTANDING AND TRACKING Analytics

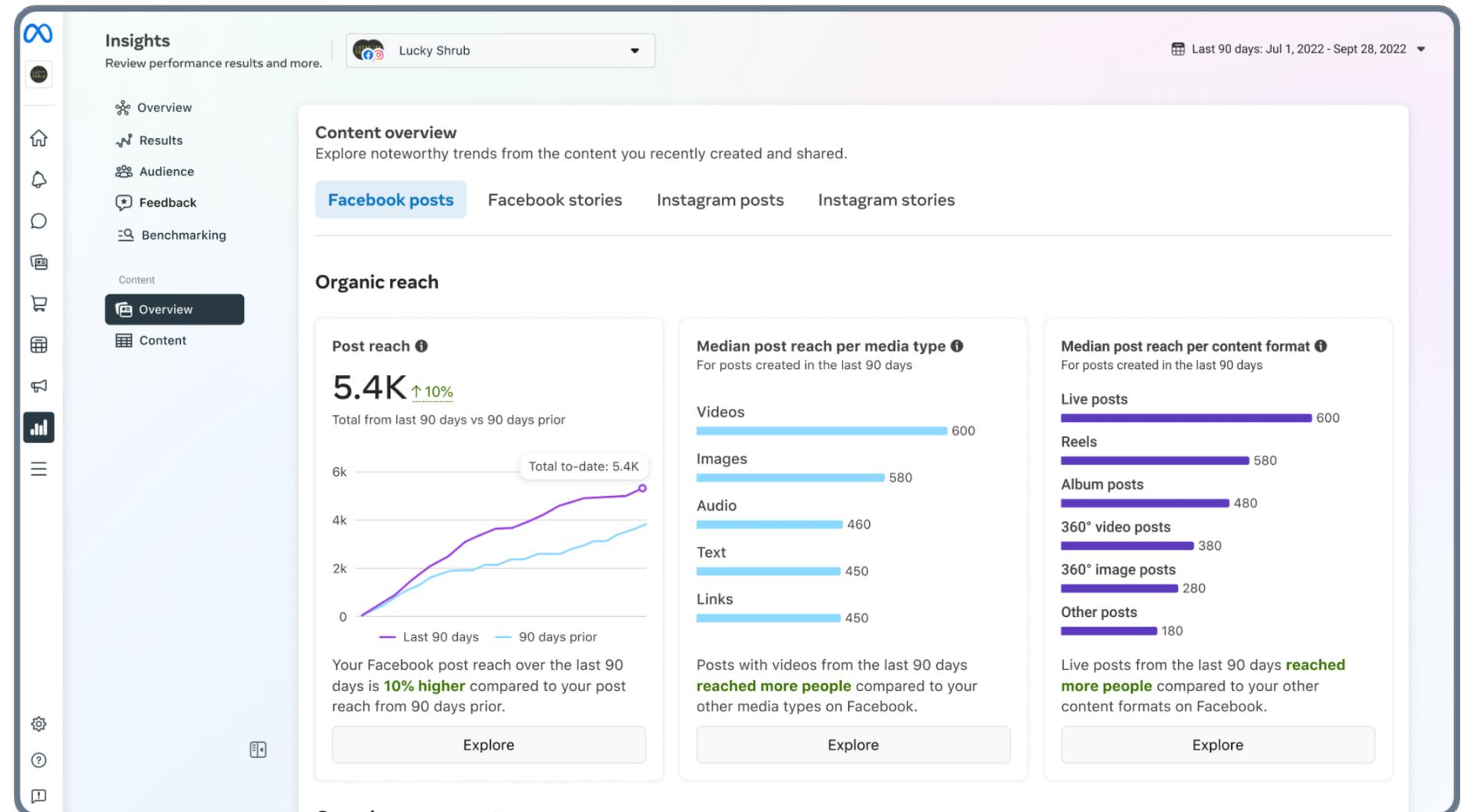


## Meta Business Manager

### Content Overview

See in one place how each individual post and story performs.

Sort by Facebook posts and stories, and Instagram posts and stories to see which content type on which app delivers more engagement.



UNDERSTANDING AND TRACKING

# Analytics

Meta does a great job of helping you set and track goals but it is always good to remember to use the **S.M.A.R.T goals method**.

S

**Specific:** what do you want to achieve?  
Ex: Build Instagram engagement by 25%.

M

**Measurable:** Set some quantifiable indicators  
Ex: increase followers by 50.

A

**Attainable:** Make sure you are being real with yourself, a goal of 1 million views is probably not attainable immediately.

R

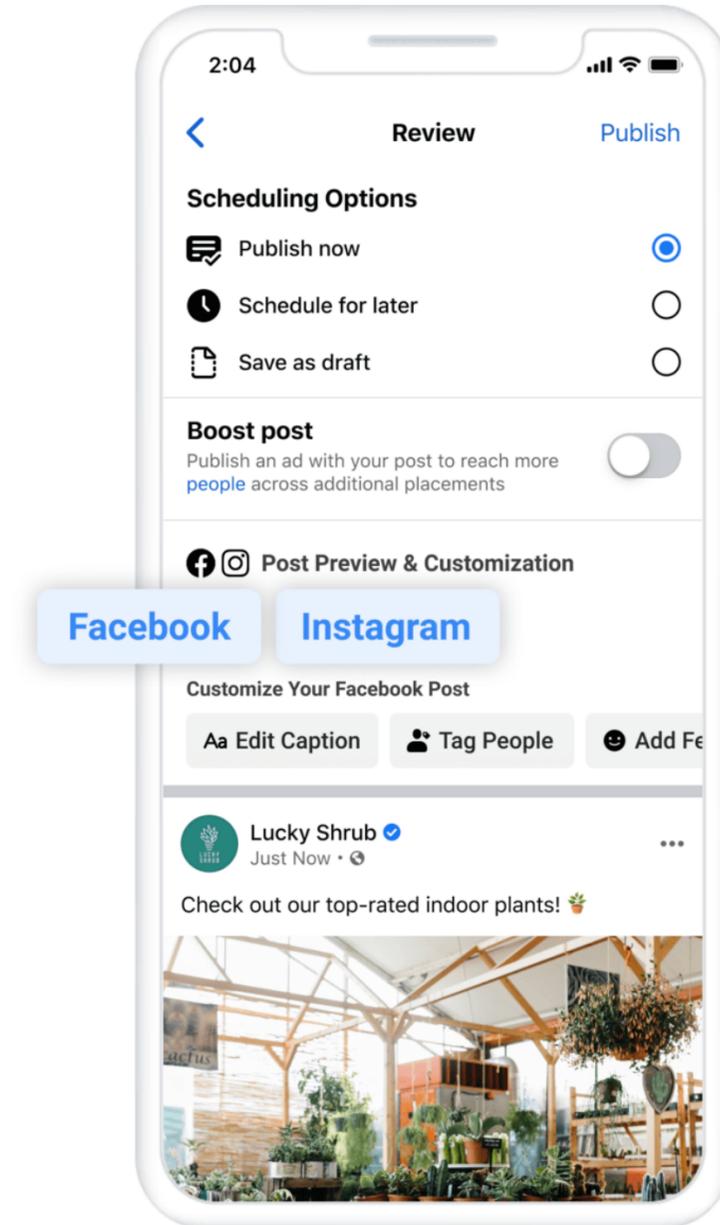
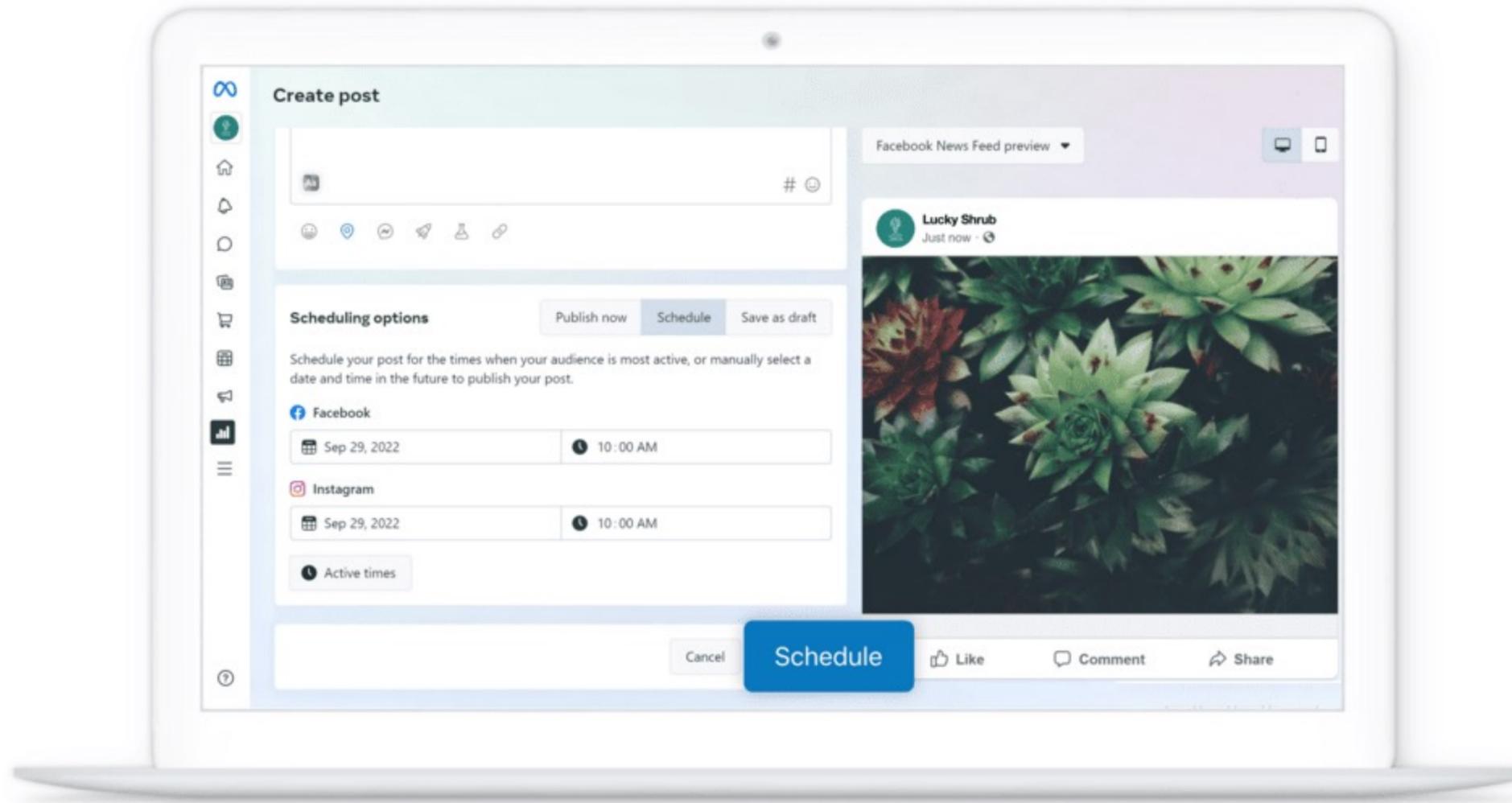
**Relevant:** Does your goal fit your overall strategy?

T

**Time-bound:** Set a date, or monthly goal to be able to track and attain.

BEST PRACTICES

# Platform Scheduling & Content Calendar



BEST PRACTICES

# Platforms

**Double Check the sizes with the link bellow:**  
**ALWAYS UP TO DATE SOCIAL MEDIA SIZES**

Facebook	Recommended Dimensions:	Minimum Dimensions:	Maximum Dimensions:	Image Scale:	Max File Size:	Image Formats:
Profile Photo	320 x 320	180 x 60	-	1:1	-	JPG, PNG
Cover Photo	851 x 315	400 x 150	-	16:9	100 KB	JPG, PNG
Shared Image (Timeline)	1080 x 1350	-	-	1.91:1	8 MB	JPG, PNG, GIF
Shared Image (Newsfeed)	1080 x 1350	-	-	1.91:1	8 MB	JPG, PNG, GIF
Shared Link (Timeline)	1080 x 1350	200 x 200	-	1.91:1	8 MB	JPG, PNG, GIF
Shared Link (Newsfeed)	1080 x 1350	200 x 200	-	1.91:1	8 MB	JPG, PNG, GIF
Event Image	1920 x 1005	400 x 150	-	16:9	-	JPG, PNG

**Hashtag usage: 2-3**

BEST PRACTICES

# Platforms

Double Check the sizes with the link bellow:  
[ALWAYS UP TO DATE SOCIAL MEDIA SIZES](#)

Instagram	Recommended Dimensions:	Aspect Ratio:
Profile Picture	110 x 110	1:1, 4:5
Photo Thumbnails	161 x 161	1:1
Photo Size (Instagram App)	1080 x 1080 (square) 1080 x 1350 (4:5)	1:1 or 1.91:1 (square) and 4:5 (portrait)
Instagram Stories	1080 x 1920	9:16

Hashtag usage: 3-5

1

2

3

BEST PRACTICES

# Platforms



Facebook & Instagram

## Best Times to Post on Social Media

**Mondays**

10 a.m. to noon

**Tuesdays**

9 a.m. to 2 p.m.

**Wednesdays**

9 a.m. to 1 p.m.

**Thursdays**

9 a.m. to noon and 2 p.m.

**Fridays**

9 to 11 a.m.

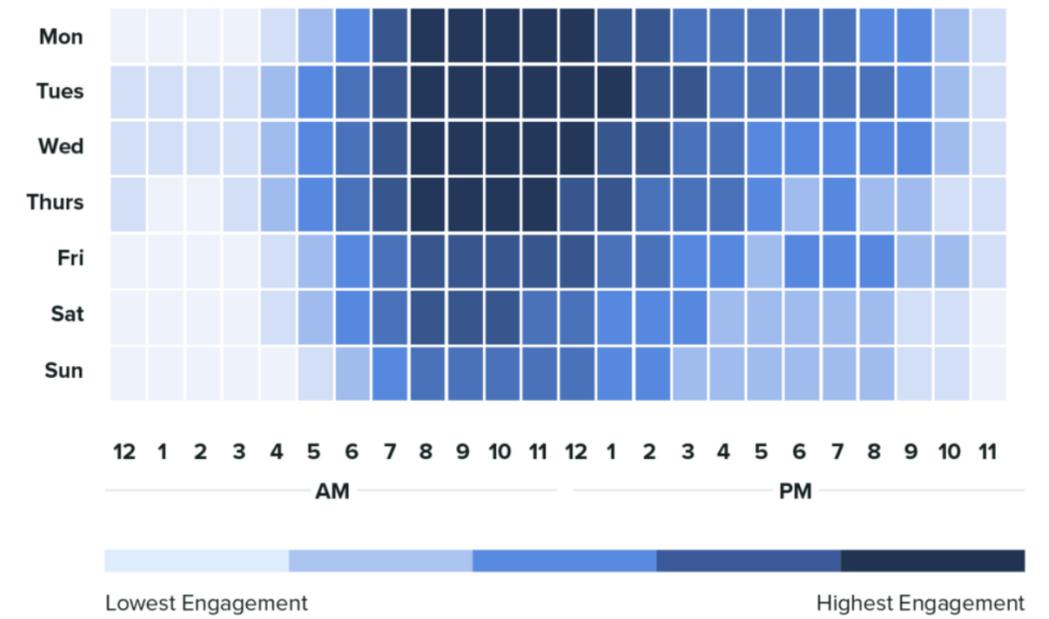
Data from Sprout Social include users from various plan types, industries and locations. All time frames are recorded globally, meaning you should be able to publish with the times provided in any timezone and see positive engagement results.

[sproutsocial.com/insights](https://sproutsocial.com/insights)

sproutsocial

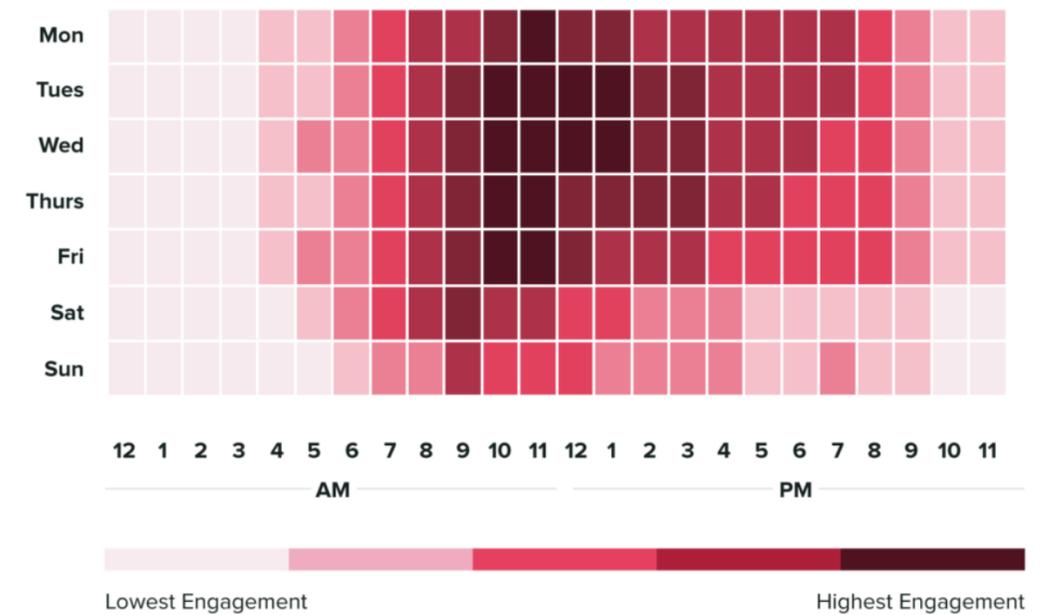
### Facebook Global Engagement

sproutsocial



### Instagram Global Engagement

sproutsocial



The frequency of which you post is up to your audience, try to post 1-3 times per week to start.

# Recommended Tools



THANK YOU!

**Time for Questions**