

The Secrets of Digital Marketing & Its Role In Growing Your Business



What Obstacles is Your Business Facing Adapting to the New Normal?

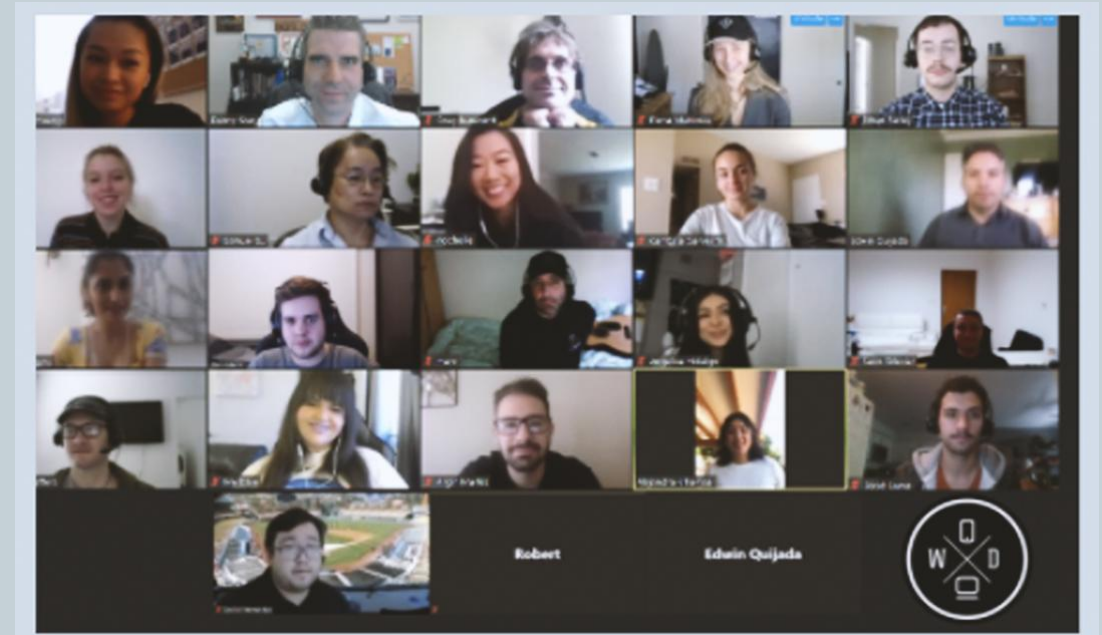


Download This Presentation At: www.WebsiteDepot.com/webinar

WELCOME TO THE WEBINAR!

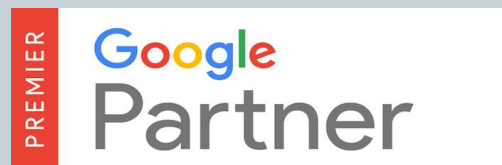
Webinar Etiquette

1. Your mics are automatically muted to help us mediate this live discussion with lots of attendees.
2. Type your questions into the Q&A box and Danny and the team will answer you live.
3. If you'd like to join the discussion, type your comments into the chat box, select to send to us or everyone, and hit send.
4. Raise your hand if you need help or to call our attention to something you've posted.
5. It's Cinco de Mayo! Let's celebrate together. Keep it fun *and* professional.



About Danny

I own and run a boutique Digital Marketing Agency Based in Atwater Village, Website Depot Inc. We're a Premier Google Partner with a wide range of clients in many industries.



My Goal For This Webinar

Help provide the business community, especially small business, with valuable tools and methods to keep businesses going during this period of COVID-19. My goal is to help us weather this storm and continue to grow.



Forbes Agency Council

2019 was definitely a year of incredible growth and expansion for Website Depot. In this continuing path of progress, we're ending the year with being accepted into the [Forbes Agency Council](#) community.

This is an invitation-only community that gathers executives from several successful agencies in different areas. Public relations, media strategy and advertising are among such areas, and we're proud to represent Digital Marketing and web design in such prestigious, important community.



COVID-19 Resources For Businesses

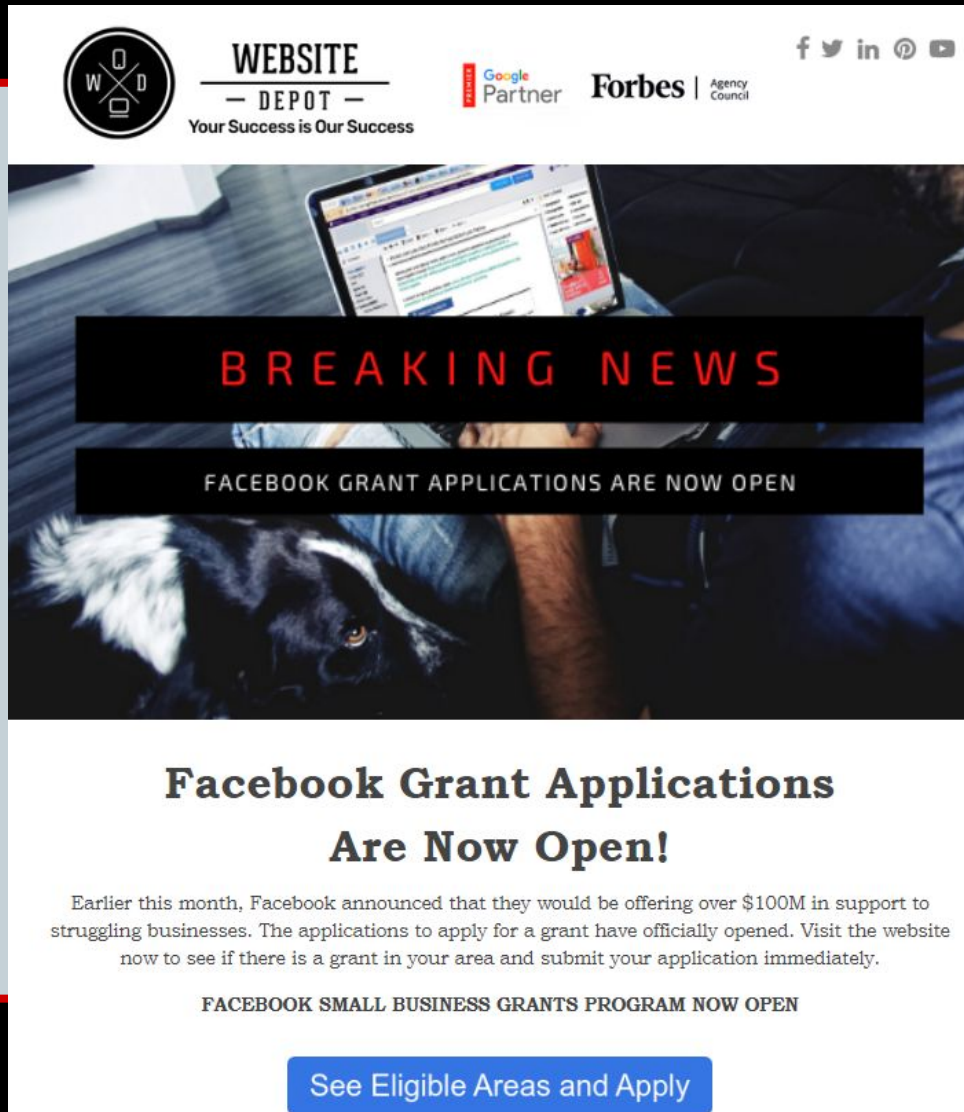
The US Government and Big Tech have stepped up to deliver some viable sources for relief during the partial closure of the American Economy:

- Paycheck Protection Program
- SBA Grants
- Facebook Grants-- Offering cash relief and advertising credits.



COVID Grants and Loans

If you have any questions about taking advantage of these resources, give us a call, we're happy to guide you on this.



The screenshot shows a website header with the 'WEBSITE DEPOT' logo and tagline 'Your Success is Our Success'. It also features 'Google Partner' and 'Forbes Agency Council' logos, along with social media icons for Facebook, Twitter, LinkedIn, and YouTube. The main content area has a background image of a person using a laptop with a dog in the foreground. Two black text boxes are overlaid on the image: the top one says 'BREAKING NEWS' in red, and the bottom one says 'FACEBOOK GRANT APPLICATIONS ARE NOW OPEN' in white. Below the image, the text reads 'Facebook Grant Applications Are Now Open!' followed by a paragraph about the grant program and a blue button that says 'See Eligible Areas and Apply'.

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Your Success is Our Success

Google Partner | Forbes | Agency Council

f t in p y

BREAKING NEWS

FACEBOOK GRANT APPLICATIONS ARE NOW OPEN

**Facebook Grant Applications
Are Now Open!**

Earlier this month, Facebook announced that they would be offering over \$100M in support to struggling businesses. The applications to apply for a grant have officially opened. Visit the website now to see if there is a grant in your area and submit your application immediately.

FACEBOOK SMALL BUSINESS GRANTS PROGRAM NOW OPEN

[See Eligible Areas and Apply](#)



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eCommerce Tips

- Abandoned Cart Feature
- Newsletter opt-ins throughout site
- eCommerce Conversion Tracking
- Breaking News: Google Shopping is now free!, load up, and optimize your store. Link your eCommerce site.
- Use integrations.



Search Engine Optimization

- Key aspect of Digital Marketing
- Intent is already established by the user



How To Succeed at SEO During Quarantine

- Have Your Website be Relevant With Content and What You Want to Rank For
- Be user-friendly – Be secure, load fast enough, work on all devices (mobile-first indexing)
- Have a nice portfolio of links, especially authoritative websites that link back to you
- **BE UPDATED!** Give customers your COVID-19 status of operations!





Get Started On Social Media

- GET ON THE MAJORS (see pic)
- Do engage in as many social media sites.
- Make sure to link back to your website.
- Share as many photos, descriptions and portfolio pieces that you can about your business.


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MEDIA
WORK FOR YOU



Social Media Paid Advertising





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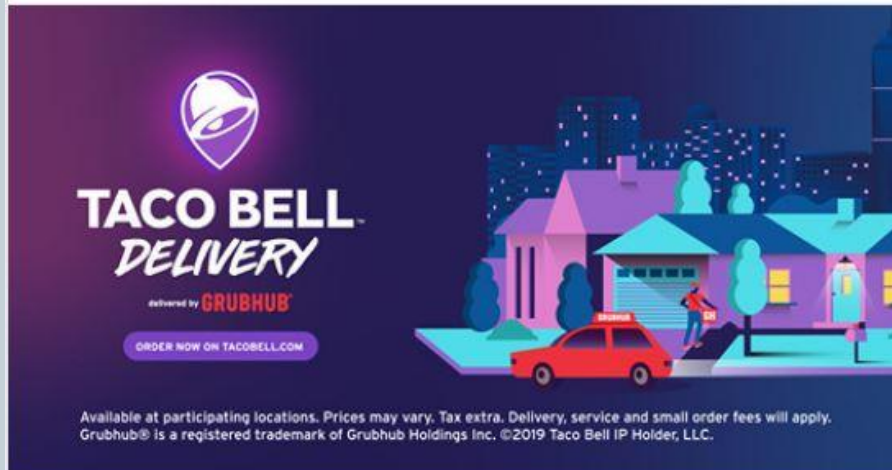
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   2.3K 344 Comments 181 Shares

 Like  Comment  Share



Social Media Paid Advertising

- Not For Everyone
- Several Industries Thrive With This
- Allows for Targeting By Specific Interests
- Can Be Very Cost-Effective if Targeted Smartly

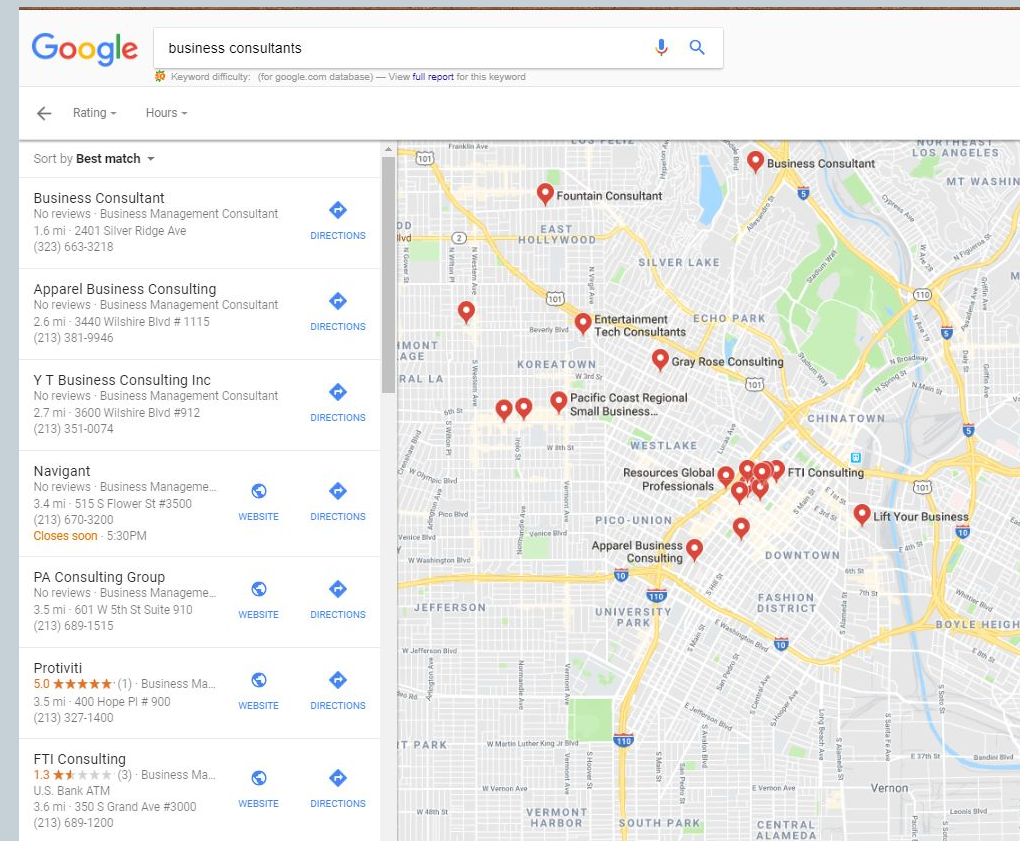


Local Search Tips For Google My Business

- The best way to have prominence on map searches is to have a Google My Business profile.

This platform will allow you to engage with customers and visitors to get reviews.

- Use as many features of your listing as you can, add photos. If you can afford it, take a virtual 360 tour. These help you rank higher on maps.





Example

Our webinar today is listed as an 'event' in Google maps.

From Website Depot Inc.

"We're a digital marketing agency in Los Angeles that can do it all.. With so many companies promising they can "boost you online," you need a professional SEO company that can get the job done. With almost 20 years of SEO Los Angeles experience,...[More](#)

 Website Depot Inc. on Google



FREE Webinar From Website ...
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Website Depot CEO Danny...
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Helping businesses grow since 2011, **Website Depot** is a top ranking digital marketing agency known for strong SEO services in **Los Angeles**, and more. ...
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The map on the right shows a red pin for Website Depot Inc. in Los Angeles, near Adams Square and Glendale. Other landmarks like the Los Angeles Zoo and Griffith Observatory are also visible.



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- #1 Dealbreaker - make sure your information is ACCURATE.
- If you're trying to list yourself in Los Angeles, but really aren't in L.A., you won't show! Google algorithms are on to this practice.
- Be rest assured that users will complain about inaccurate information.



E-mail Marketing



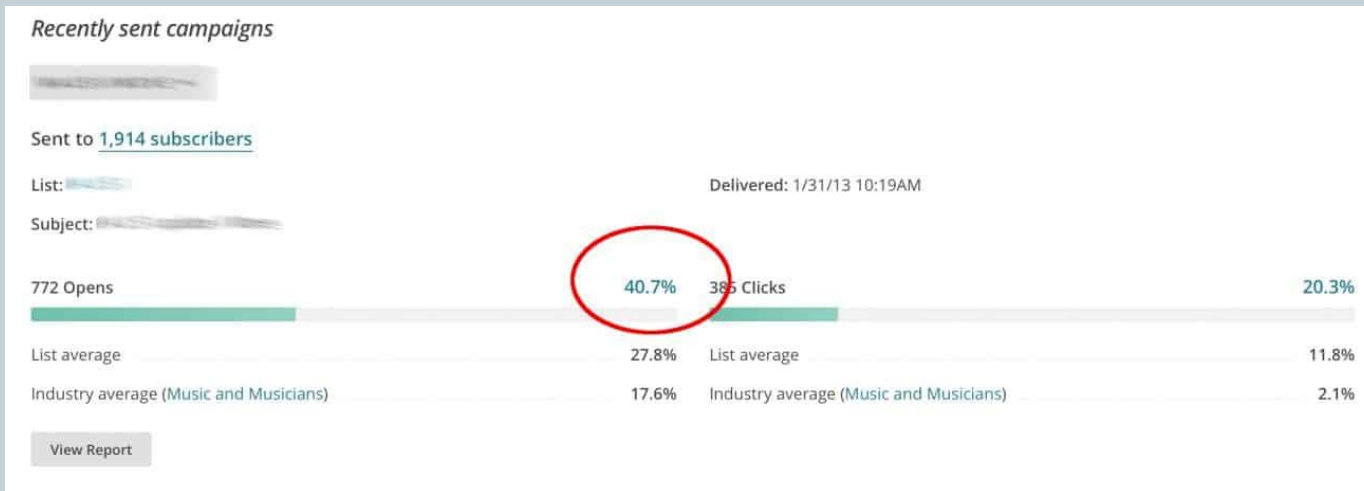
E-mail marketing can have excellent results, given the following:

1. You have a large mailing list that you've worked to acquire
2. The mailing list must be acquired directly through you - no purchasing lists or e-mailing addresses that haven't opted in.
3. You must hone your ability to effectively segment those lists (i.e. old customers, new signups, event signups, non-converted leads).



Email Marketing: Giveaways

Giving an added value to your email makes for more clicks, more opens, and a successful campaign!



Best Topics:

- Promotions
- Upcoming Events
- New Products / Service Offerings
- Insightful, informative articles
- Contests and Giveaways
- A Major Company Milestone (Boost Reputation)



#1 TIP FOR EMAIL MARKETERS

Make sure your list is opted-in, then keep track of your metrics – that's the biggest tell that the content in your email blasts are relevant and compelling.

If you get a large number of unsubscribes, it's time to re-think the content of your mailers.



Tips for Scaling: CRM SYSTEMS

CUSTOMER RELATIONSHIP MANAGERS

Why use them?

- They help organize your leads
- They track your best sources of business
- Allow you to automate actions
- They integrate with a plethora of major business software

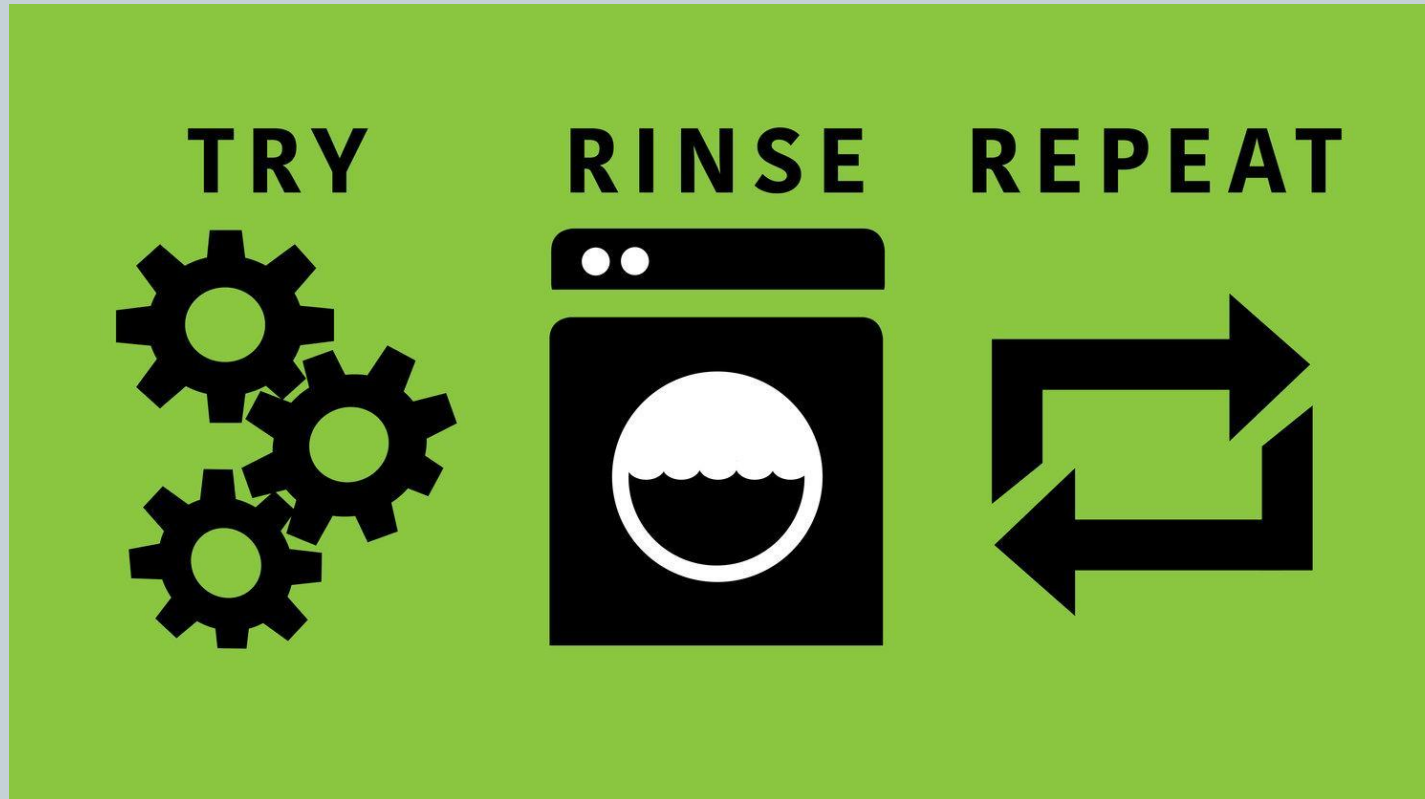


TIPS For CRM Users

- My best advice to any CRM user is to integrate both your phone and your email with your CRM system.
- From there, you'll be able to track progress and records on interaction with clients.
- Make sure every interaction is logged in the CRM.



Adapt, Experiment, Find What Works, and Repeat

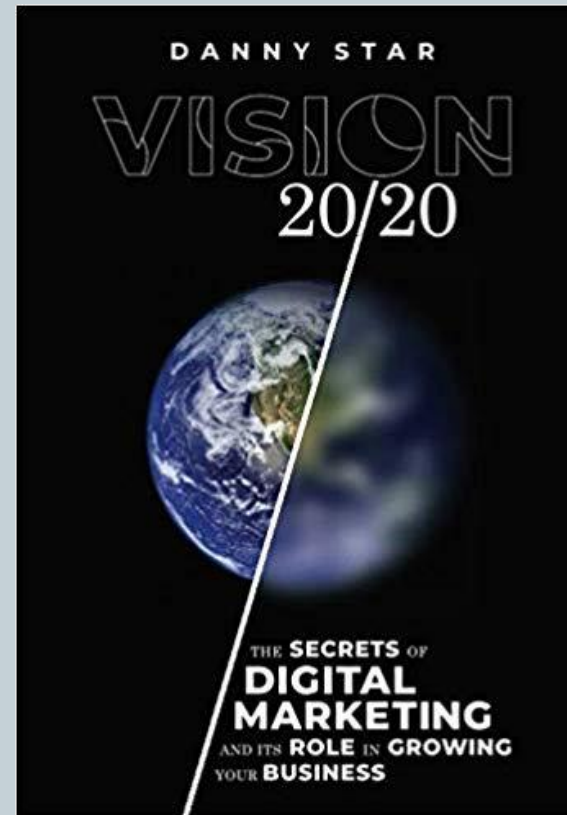


If You'd Like To Explore in More Detail:

Get the second edition of my first book:
“Vision 20/20” The Secrets of Digital Marketing and
Its Role In Growing Your Business

[Available Now on Amazon](#)

or find out about the giveaway I will be announcing
today!





WEBSITE

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“They have done an amazing job with our online presence and marketing. They work diligently to help our growth on a daily basis. We've seen our calls and sales increase month after month. They are on the cutting edge of technology constantly making improvements and coming up with brilliant ideas.”

- Karim R., Montrose



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“Our deadlines were all met and our website was launched. We're so pleased we decided to use Websites depot to take over some other services for us. We now use them for SEO and PPC management.”

- James L., Huntington Beach



WEBSITE

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WEBSITE

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“I am extremely happy with Website Depot's work. They've exceeded my expectations in terms of building a website that looks professional, clean and easy to navigate. They helped me with my business logo, (which I love!), and always been pro-active with any of my e-commerce website needs.”

- Lisette M.



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“They did an amazing job with my e-commerce site! Websites Depot is high quality. They were super nice and contributed with a lot of good ideas. So the original idea I had turned into something even better! Price was reasonable considering the quality of their work and how fast it was done. I'm very satisfied with this company.”

- Howard J.



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