

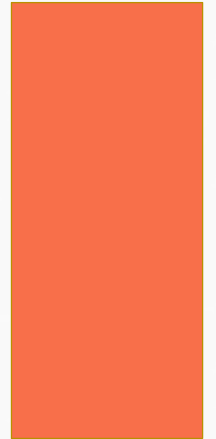


NEW MEXICO
MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES
REVITALIZE ECONOMIES

MAXIMIZE MARKETING YOUR BUSINESS ONLINE

NM MAINSTREET PROMOTION TRAINING





NEW MEXICO MAINSTREET™

ENGAGE PEOPLE • REBUILD PLACES
REVITALIZE ECONOMIES

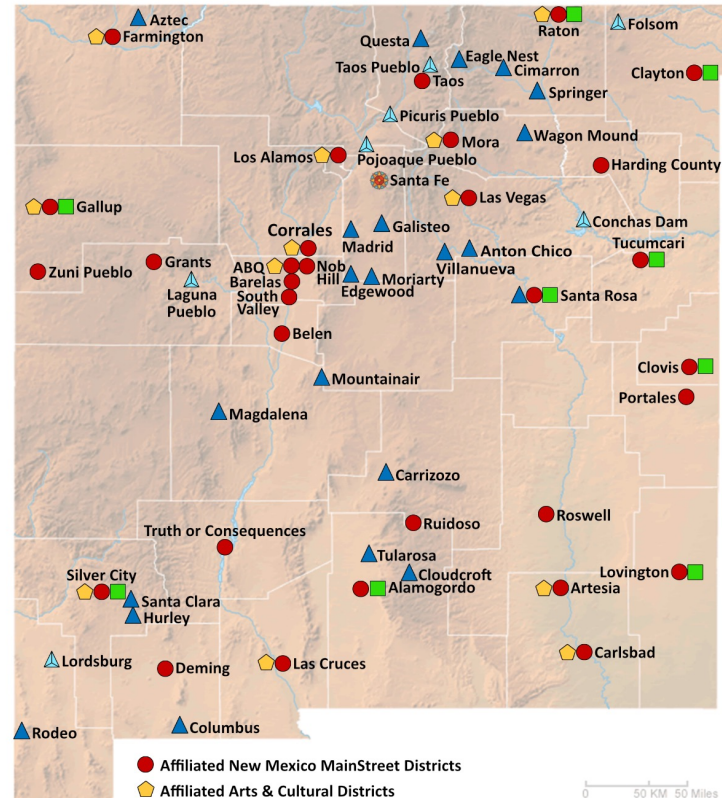
Robyne Beaubien
Revitalization Specialist

Image Development
and Promotion

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New Mexico MainStreet Network Map



New Mexico MainStreet

Engage People • Rebuild Places • Revitalize Economies

www.nmmainstreet.org

(505) 827-0143

info@nmmainstreet.org

Updated May 2020

TODAY'S SESSION

Business Marketing Audit
Google Business Listings
Facebook Business Pages
Social Media Tips & Tricks
Top Five (Things You Should Never Do)
DIY Market Like a Pro





BUSINESS MARKETING AUDIT

AKA – KNOW WHERE YOUR EGGS ARE

AUDIT



NOT ALWAYS A BAD WORD!

EXAMINATION & EVALUATION OF YOUR BUSINESS MARKETING
STRATEGY

WHAT DO I EVALUATE?

- Business brand
- Marketing budget
- Target markets
- Strategy
- Online
 - Website
 - Google
 - Social
 - Facebook/Instagram
 - Yelp/Trip Advisor





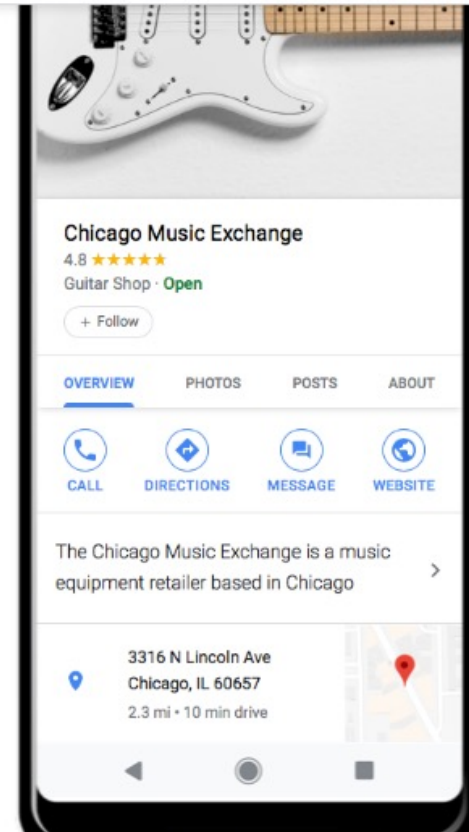
GOOGLE BUSINESS LISTING

HAVE YOU CLAIMED YOURS?

Engage with customers on Google for free

With a Google My Business account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.

Manage now



Google “google my business”

https://www.google.com/intl/en_us/business/?gmbsrc=ww-ww-ha-se-z-gmb-s-218-h~bk&gmbsrc=us-en-ha-se-z-gmb-s-z-h~bk%3B



Honest Soul Yoga

4.8 ★★★★★

Yoga Studio · **Open**

+ Follow

OVERVIEW

PHOTOS

POSTS

ABOUT



6470 Landsdowne Centre
Dr, Alexandria, VA 22315



Website · honestsoulyoga.com



Open today · 7:30 AM–7:00 PM ▾



Special hours
12/25/19 - Closed

3 ways to claim your listing:

Google My Business

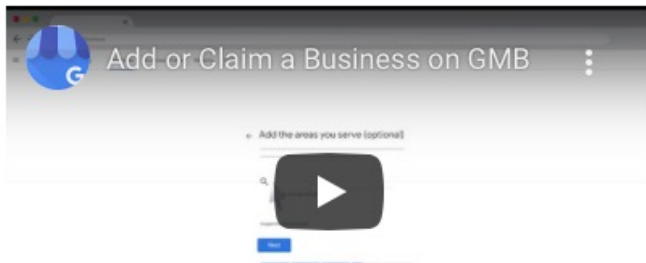
Google Maps – on a device

Google Maps – on a computer

<https://support.google.com/business/answer/2911778?co=GENIE.Platform%3DDesktop&hl=en>

[Computer](#)[Android](#)[iPhone & iPad](#)

Learn how to add your business on Google My Business:



Add your business through Google My Business

1. On your computer, sign in to [Google My Business](#).
2. Sign in to your Google Account, or create one. Then, click **Next**.
 - Sign up with your business email domain since this account will be for your chain. Enter the name of your business or chain. If you have a chain, you can also select it from the suggestions that display as you type.
3. Enter your business' or chain's address. Then, click **Next**.
 - You may also be asked to position a marker on the location of your business or chain's branch on a map.

[Verify your local business on Google](#)[Sign up as a site manager](#)[Add a COVID-19 test site](#)

Reach more customers with an online ad

With Smart campaigns, you can run ads on Google to stand out on local searches. Only pay when your ad is clicked. [Learn more](#).

[Sign up today!](#)

<https://support.google.com/business/answer/2911778?co=GENIE.Platform%3DDesktop&hl=en>



FACEBOOK BUSINESS PAGES

THE EASIEST WAY TO MARKET YOUR BUSINESS



New Mexico MainStreet

@NMMainStreet · Government Organization

Send Message

Home About More

Promote

View as Visitor



Create Ad

See All

How would you like to grow your business?



Boost a Post



Boost an Instagram Post



Automated Ads

Get personalized ads that adjust over time to help you get better results

Insights

See All

Last 28 days : Sep 24 - Oct 21

People Reached **3,770**
+44%

Post Engagements **559**
+37%

Page Likes **16**
+43%

About

Joseph M Montoya Building
1100 St Francis Dr Santa Fe,
NM 87505

Develops local capacity to engage people, rebuild places & revitalize economies resulting in thriving downtowns. A program of the New Mexico



Create Post

Photo/Video

Get Messages

Create

Live

Event

Offer

Job

PINNED POST



New Mexico MainStreet

Yesterday at 11:09 AM ·

Who supports local charities, schools, and works hard to keep you safe? Your local businesses!

THE ♥ OF LOCAL



68% OF SMALL BUSINESSES
GIVE TO LOCAL CHARITIES

EMPOWER THE BUSINESSES
THAT SUPPORT YOUR COMMUNITY!

222

People Reached

10

Engagements

Boost Post

3

3 Shares



Like



Comment



Share



Robyne

PROTECT NEW MEXICO
WEAR A MASK
SLOW THE SPREAD



New Mexico MainStreet

@NMMainStreet · Government Organization

Send Message

Home

About

Photos

Events

More

Liked



About

See All

Joseph M Montoya Building
1100 St Francis Dr Santa Fe,
NM 87505

Develops local capacity to engage people, rebuild places & revitalize economies resulting in thriving downtowns. A program of the New Mexico Economic Development Department. A Main Street America™ Coordinating Program.

1,582 people like this including 67 of your friends

1,911 people follow this

<http://www.nmmainstreet.org/>

(505) 827-0143

Typically replies within a day

Send Message

info@nmmainstreet.org

Always Open

Government Organization · Public & Government Service

[@NMMainStreet](#)



Create Post

Photo/Video

Check In

Tag Friends

PINNED POST



New Mexico MainStreet

Yesterday at 11:09 AM ·

Who supports local charities, schools, and works hard to keep you safe? Your local businesses!

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68% OF SMALL BUSINESSES
GIVE TO LOCAL CHARITIES

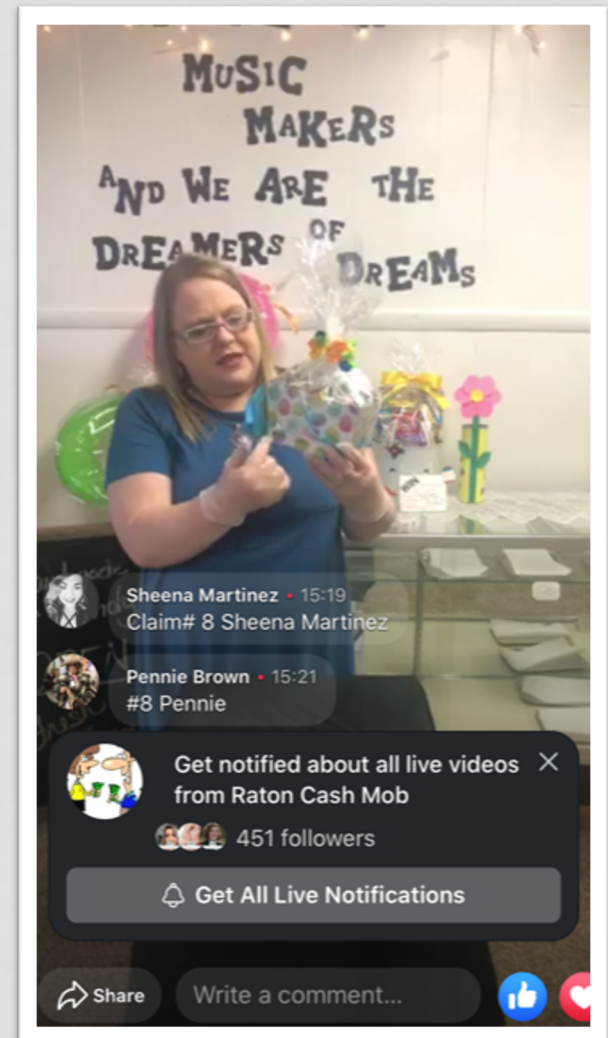
1. Profile and cover Image
2. Navigation
3. Contact

MAXIMIZE YOUR FB PAGE

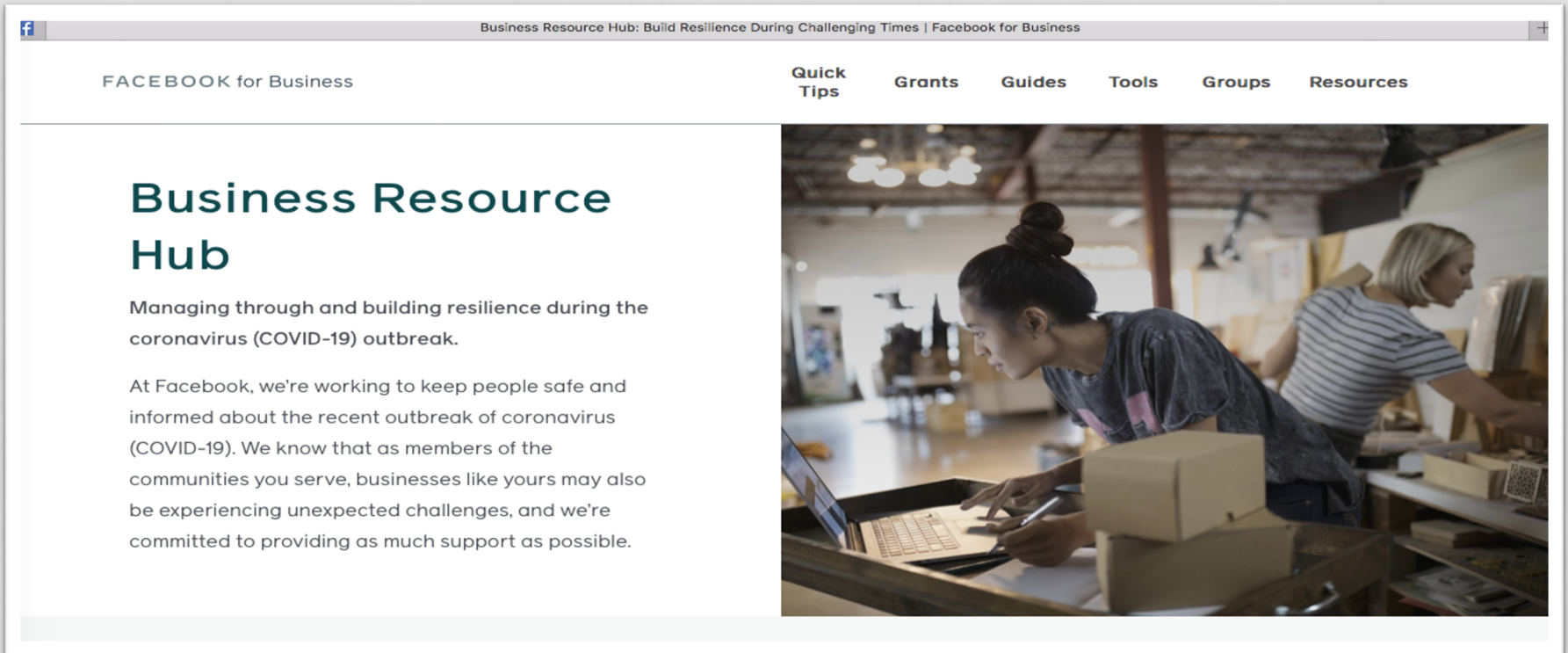
- Make sure all **information** is accurate.
- Use a **compelling image** in the header.
- Upload behind-the-scenes **photos**.
- Upload **videos**.
- Test the **call-to-action button** on the page header.
- Share exclusive **offers**.
- Run a **contest**.
- **Interact** with other Facebook pages (similar and local).
- **Celebrate** successes, anniversaries, milestones.

SELLING ON FACEBOOK

- Use your **business page** to sell items on posts
- Create a private FB **groups** to sell
- Use FB **live/events** for showcasing & selling
- Sell through FB **Marketplace**
- Sell **gift cards**
 - **Square or Kabbage**
- Use FB **shop** and set up one on your business page



FB BUSINESS HUB



<https://www.facebook.com/business/boost/resource>

FB RESOURCES

- FB **Blueprint** for help with your business page and to learn more about ads and analytics
<https://www.facebook.com/business/learn>
- FB for Business **Commerce Manager**
<https://www.facebook.com/business/help/268860861184453?id=1077620002609475>
- FB **Business Manager Set-up** with Social Media Examiner <https://youtu.be/Xtu8S0BWIZI>
- FB **Shops Set-up** with Social Media Examiner https://youtu.be/zpx8kj1S_Zc



TIPS & TRICKS

FOR MAXIMIZING SOCIAL MEDIA

TIPS & TRICKS

- Have a plan
 - Calendar
 - Budget
 - Theme/Direction
- Work your plan
 - Quarterly
 - Monthly “posting” day

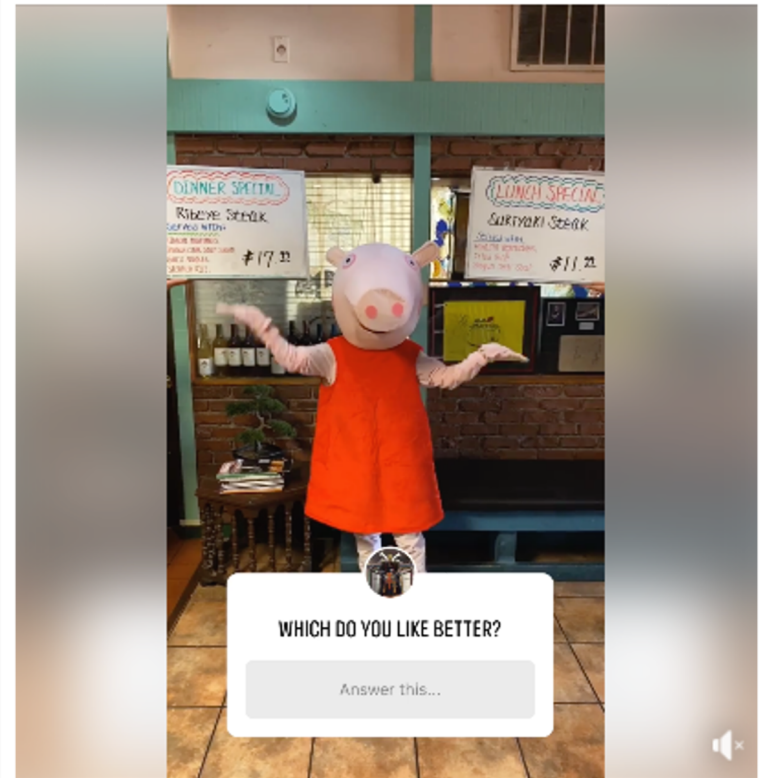
SOCIAL MEDIA CALENDAR MESSAGING WORKSHEET

TIMELINE		PLATFORM				
		EMAIL LIST	FACEBOOK		INSTAGRAM	OTHER
			POST	PICTURE	VIDEO/LIVE	
WEEK 1	DAY 1					
	DAY 2					
	DAY 3					
	DAY 4					
	DAY 5					
WEEK 2	DAY 1					
	DAY 2					
	DAY 3					
	DAY 4					
	DAY 5					
WEEK 3	DAY 1					
	DAY 2					
	DAY 3					
	DAY 4					
	DAY 5					
WEEK 4	DAY 1					
	DAY 2					
	DAY 3					
	DAY 4					
	DAY 5					

TIPS & TRICKS

- Make video a part of your strategy.

Which special is your favorite so far? Is it one of these two? Give Shogun Japanese Steak House a call at 575 762 8577 to place an order for take out, curbside, or delivery!



431 Views

Shogun Japanese Steak House

April 12 at 12:18 PM

Like Page

TIPS & TRICKS

- If you cater to tourists, check and claim your Yelp or Trip Advisor listing.



Best for...brick and mortar businesses & services. Not for ecommerce or online only.



tripadvisor

Best for...hotels, restaurants, attractions & vacation rentals.



TOP FIVE NO-NO LIST

THINGS YOU SHOULD NEVER DO!

PLEASE DO NOT...

Ignore negative comments on your social media and business pages

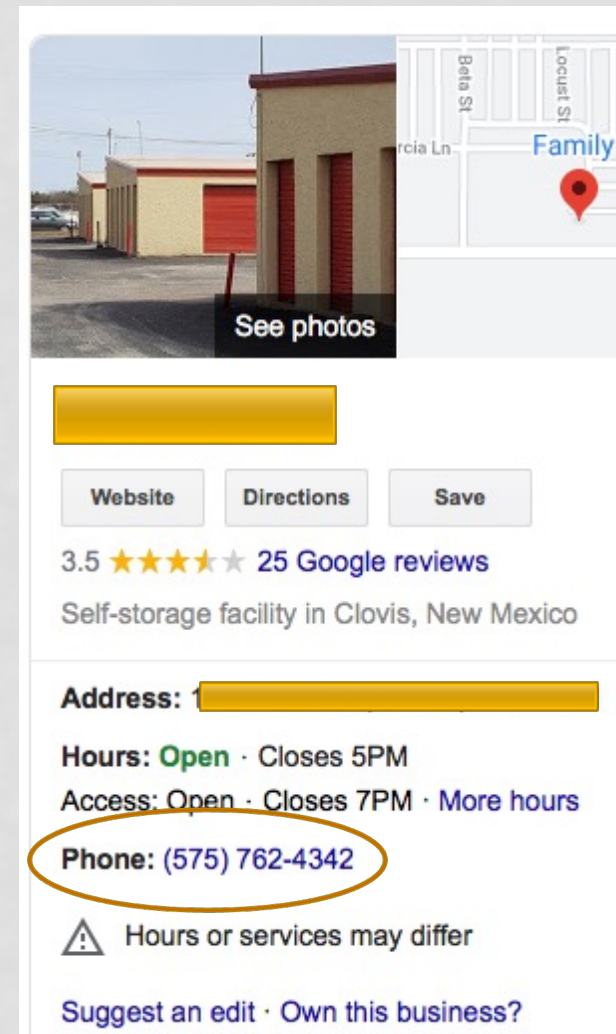


- Always respond
- Have a set of responses for different situations.
 - Example – someone who had a bad experience in your shop.
 - Response “We are sorry you had that experience. Our goal is to provide excellent service and quality products. We would like to resolve this and have sent you a personal message (or, please contact us).”

PLEASE DO NOT...

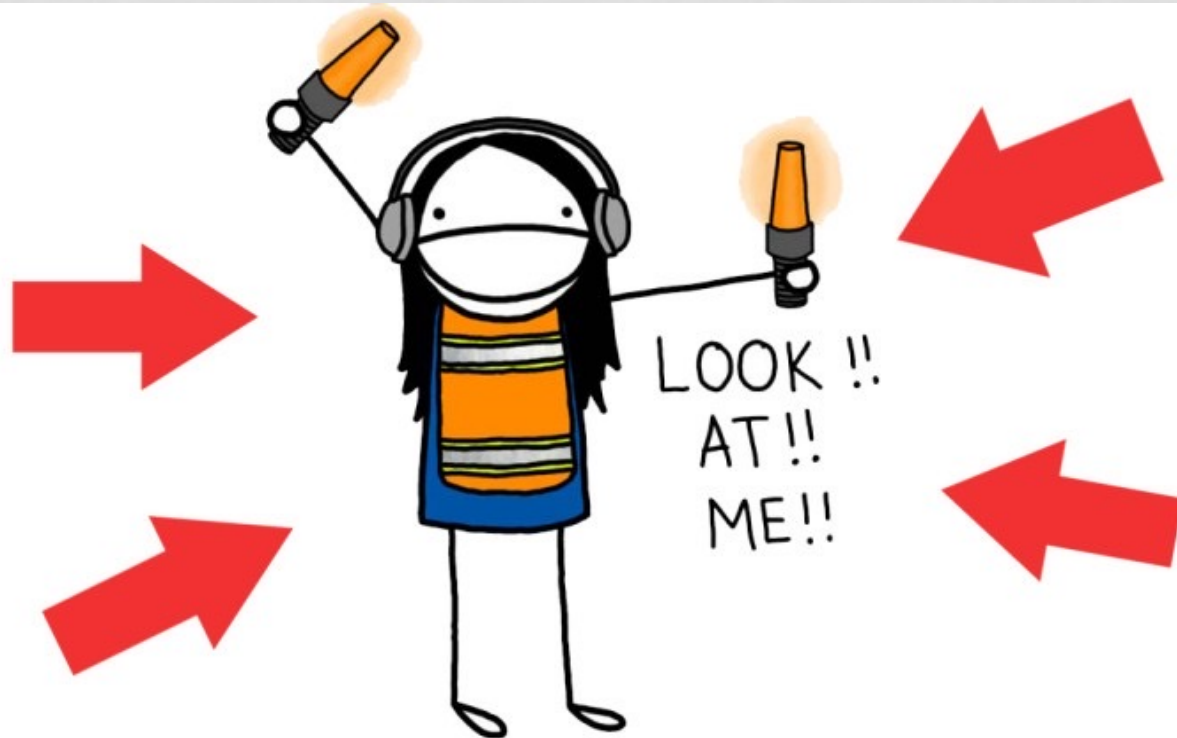
Leave your Google
business listing
unclaimed

2



PLEASE DO NOT...

Self promote too much



PLEASE DO NOT...

Ignore your customer's need



4

PLEASE DO NOT...

Ignore opportunities



5



DIY MARKET LIKE A PRO

TIPS & RESOURCES

DIY MARKETING TIPS

- Be the **expert**
- **Up** your online game
- Stick to your brand – **Tell YOUR story**
- **Know** your value (and when to outsource)
- Double down on **what works**
- **Learn to create and use video** – put them on FB and YouTube
- Pick one new skill to learn each year

DIY MARKETING RESOURCES

- **CANVA** – design website, www.canva.com/
- **Social Media Examiner** - articles and tutorials, www.socialmediaexaminer.com
- **Hootsuite** – online subscription social media connection platform, free articles, worksheets, and tutorials, www.hootsuite.com
- **Google Ads** – most used search engine, show up when people search for your business type, <https://ads.google.com>
- **YouTube** – learn how to do anything! www.youtube.com
- **Facebook** – tools for business owners. <https://www.facebook.com/business/learn>

REVIEW

- Take an objective look at your brand and current marketing strategy.
 - Are you telling your story well?
 - Are you being the expert in your field?
 - Are you reaching your “best customer”- your target market?
- Claim your Google business listing
- Expand your online presence –
 - Do you need to sell online?
- Facebook is the best way to hit the largest customer base, optimize your presence with a plan.
 - Use a schedule/calendar
- Be the expert – share your passion!



THANK YOU!

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