

Digital Marketing For Small Businesses

12/18/2025



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Introduction

Why we're here today

Today's Agenda

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About Shawn Livengood

- Digital marketing professional for 17+ years
- Subject matter expert in SEO, SEM, web analytics and user experience
- Based on the Oregon Coast



02

Why Digital Marketing?

What it is and what it does

What Is Digital Marketing?

“Digital marketing is the use of websites, apps, mobile devices, social media, search engines, and other digital means to promote and sell products and services.”

- **Investopedia**

“Unlike traditional marketing—which is static and often referred to as “one-way” communication—digital marketing is an **ever-changing, dynamic process**. Stated otherwise, customers cannot interact with business through a billboard or print ad, whereas digital marketing provides an avenue for **two-way communication between a business and its actual or prospective customers.**”

- **American Marketing Association**



Digital marketing is about connecting people to the information and services they need, *at the precise moment they need them.*

Digital Marketing Meets Customers Where They Are At



Google



TikTok

03

Knowing Your Audience And Offer

Marketing fundamentals

What's So Important About Knowing Your Audience?

Having a clearly defined audience lets you know where these customers are at online and what messages will resonate with them. Knowing this helps you identify where and how to invest your time and money.

Definitions

AUDIENCE

Who you want to reach with your ads. *Example: dog owners in Lincoln County.*

OFFER

A compelling reason to make a purchase. *Examples: 20% off your first dog grooming appointment.*

EXPERIENCE

Make it as easy as possible for a customer to give you money. *Example: online booking form that works well on mobile devices.*

Defining Your Target Audience



The ideal target audience:

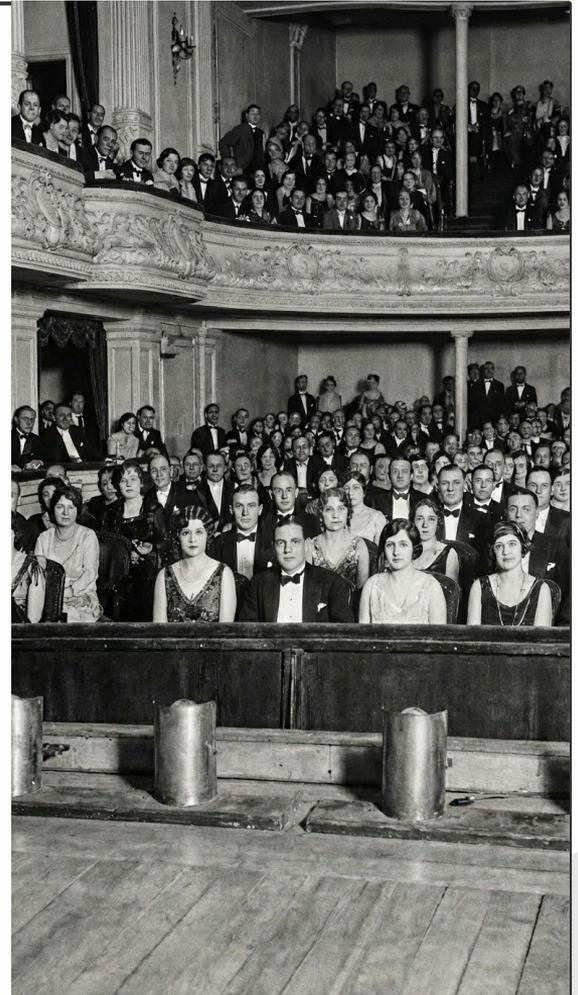
- Needs what you offer
- Can afford what you offer
- Is someone you can serve

Defining Your Target Audience

Ways To Define Your Audience

- **Demographics** - Age, gender, income
- **Location** - Where do they live?
- **Interests** - What are they into?
- **Media** - Where are they at online?

If you know who your audience is and where they are at, then you'll know how to reach them effectively.



CLASS EXERCISE

Define a target audience for your business:

1. **Demographics** - Age, gender, income
2. **Location** - Where do they live?
3. **Interests** - What are they into?
4. **Media** - Where are they at online?

What Is A Good Offer?

A Good Offer Is:

- **Clear** - Keep it short and simple
- **Specific** - “Get 20% Off” instead of “Save Money”
- **A Good Value** - A great deal compared to alternatives
- **Relevant** - Tied to the customer’s need
- **Urgent** - “Offer ends on Monday!”
- **Paired With A Call To Action** - “Reserve your spot today!”



Website Experience

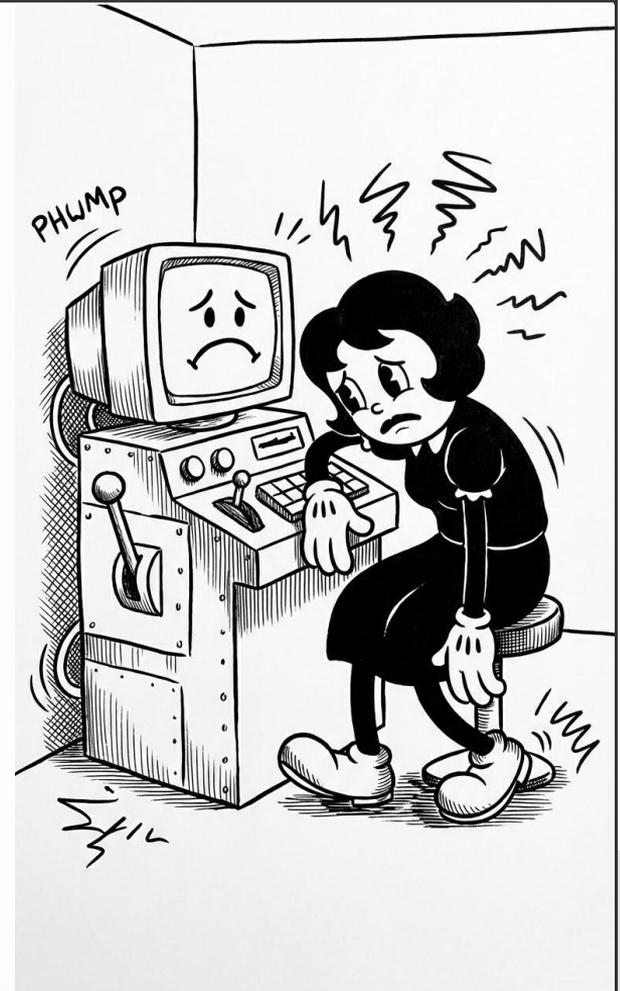
A good website experience amplifies performance - a bad one makes it harder for you to succeed.

Key Concepts

User Experience - Can your users find what they are looking for? Is your website a good experience?

Responsive Design - 62% of global web traffic comes from mobile devices. Design for mobile devices first, and make sure your website works on all screen sizes.

Conversion Rate Optimization (CRO) - The art and science of getting more users to perform a desired action on your website (a conversion).



Tools For Website Experience



PageSpeed Insights

Identifies Issues That Are Slowing Your Site Load Times:

<https://pagespeed.web.dev/>



Microsoft | Clarity

Tracks user behavior and takes screen recordings to identify UX issues:

<https://clarity.microsoft.com/>

04

The Digital Marketing Landscape

Digital marketing channels overview



Social Media

Social media *is* the Internet for many people. Starting a presence is easier than ever, but standing out is harder than ever.

Key Concepts

Organic Social - Can be free advertising for your business, but it takes a long time to build an audience and expand reach. Consistency is key.

Paid Social - Offers a shortcut to get in front of customers, but requires an investment.

Post Formats - Text, image, and video are all popular formats. Short-form video is the hot thing right now, but this is always subject to change.

Key Players



Search Engine Marketing

Paid search advertising is a great way to get in front of users who have a high purchase intent and are in a moment of need.

Key Concepts

Search Advertising - Target specific keywords that customers are searching for to find your product.

Shopping Campaigns - Use a product data feed to show rich ads to searchers that include product images, prices, and ratings.

Location Targeting - Limit your search ads to locations that you service - zip codes, cities, metros, states, or countries.

Key Players

The logo for Google Ads, featuring the word "Google" in its multi-colored font followed by "Ads" in a grey sans-serif font.The logo for Microsoft Advertising, featuring the four-pane Microsoft logo icon followed by the text "Microsoft Advertising" in a grey sans-serif font.

Search Engine Marketing

Example Ads

Sponsored



Domino's

<https://www.dominos.com>

\$9.99 Any Crust, Any Toppings | Pizza Delivery & Carryout

Limited Time: Any Crust, Any Toppings Only \$9.99 With Code BESTDEALEVER. Prices May Vary. Domino's® Rewards Is Much More Than Free **Pizza!** Place an...

📍 3691 U.S. 101, Lincoln City, OR - +1 541-364-5003 - Open today · 10:30 AM – 1:00 AM ▾



Sponsored



DoorDash

<https://www.doordash.com>

Pizza close to me that delivers - Pizza in Rose Lodge

We Have Local Teams Dedicated To Finding Great Restaurants Delivering Food...

Fast Pizza Delivery Near You · DoorDash® Pizza Delivery · Chinese Food Delivery



Search Ads Vs. Social Ads

Search Ads are great for things that people **NEED** and Social Ads are great for things that people **WANT**.

Creating A Good Ad

A Good Ad Has:

TARGETED INTENT

Speak directly to your audience and their needs.

A GOOD OFFER

Provide a good deal or explain why you're the best at what you do.

A CLEAR MESSAGE

Use plain language.

CONCISE DELIVERY

Be concise.

SOCIAL PROOF

Highlight reviews, testimonials, and endorsements.

URGENCY

“Offer ends Monday,” “Only 3 spots left!”

A CALL TO ACTION

“Get a free quote,” “Book your appointment”

Tools For Ad Creation



Full-featured image and video editor. Has both a web editor and a mobile app. Many features available on the free version, much more possibilities with a subscription (about \$20/mo)



Lightweight, user-friendly video editing app created by Meta. Free.

Tools For Ad Creation



Another video and image editing option from the makers of TikTok. Has some AI tools to assist with resource creation. Free and paid tiers.

ElevenLabs

Used for creating AI voiceovers from scripts. Great if you don't want to put your face on a video, but you need a talk track. Some voices available for free, more options with a subscription (starts at \$5/mo).

Search Engine Optimization

Getting in top spots in non-paid (organic) search results can help you reach high-value customers, but getting to those top spots is highly competitive.

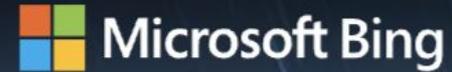
Key Concepts

Technical SEO - Does your site work? Is it free of technical errors? Is it a good experience for users?

Content Optimization - Semantic analysis by search engines is less about keywords and more about topics. Is your site content relevant to what you want to rank for? Is it 10x better than what is currently available?

Backlinks - Links from other websites are a powerful ranking signal. Quality > quantity. Get links from reputable and relevant sites.

Key Players



Email Marketing

Email marketing can be highly effective if you have a contact list of customers who opted in and get value from your communication.

Key Concepts

Building A List - Create a mailing list from people who consent to be contacted. Existing customers, newsletter signups, etc.

Deliverability - Emails don't do any good if they're in a spam folder. Use a reputable ESP (email service provider).

Open Rates - Craft a compelling subject line and first 1-2 lines of your email to increase the number of times people open your email.

Key Players



INTUIT
mailchimp

HubSpot

klaviyo

The Email Marketing Advantage - Owned Media

With other digital marketing channels like Facebook or Google, you never really have control over the channel - the rules can change or your account can be suspended any time.

Once you get permission from your customers to email them, you can do what you like with your email list.

CLASS EXERCISE

Think about your business objectives and your target audience, then answer these questions:

1. What digital marketing channels would be most effective for your business?
2. What strategies and messaging could you use on these channels?

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The \$50 Digital Marketing Plan

Getting started on the cheap

Getting Started On The Cheap

- Digital marketing can get really expensive, but skill and creativity can help you outperform your competition.
- Here's an example of how to get started with minimal investment.



The \$50 Digital Marketing Plan

Action Item	Cost
Register a domain and get web hosting	\$36-\$50
Install Wordpress.org on your web hosting	\$0
Use free Wordpress templates and plugins to build your site	\$0
Claim your local business listing in Google, Apple, and Bing	\$0
Create good SEO content	\$0
Claim social media profiles for your business and post	\$0
Get the free tier of Mailchimp and start a newsletter	\$0

Getting A Website

- A website goes a long way in making your business appear professional.
- Building a website takes two components:
 - *Domain registration* - the right to use a specific URL
 - *Web hosting* - the server space where your website files are stored
- Most hosting companies will also handle your domain registration.
- Some platforms (like SquareSpace or Wix) sell you hosting plus their own website editor. A cheaper and more flexible option is using Wordpress.

Basic

Made for a simple website or blog

\$2.95/mo

Save 75%

For 12 month term

Renews at \$11.99/mo

Pro Tip: Hosting companies will offer a great introductory rate, often with a free domain registration. However, these costs go up significantly upon your first annual renewal.

Building With Wordpress

- Wordpress is an open-source website development platform. You install it on your web hosting.
- Many hosting companies offer a default or one-click Wordpress installation.
- Once Wordpress is installed, you can install a theme to change your design, use page kits to create page templates, and utilize plugins to improve the functionality of your website.
- Get some practice at <https://playground.wordpress.net/>



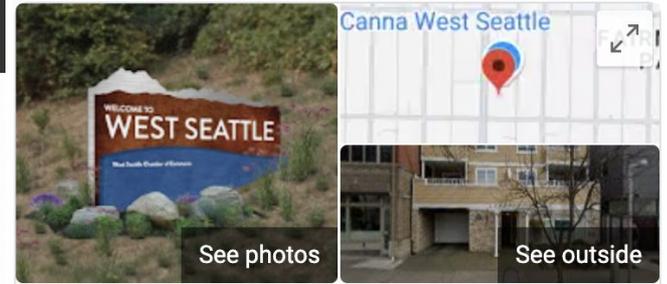
Pro Tip: There is a Wordpress.com web page builder platform that is a paid website development/hosting service. Wordpress.org is the free open-source software.

Building With Wordpress

- Find Wordpress themes:
<https://wordpress.org/themes/browse/new/>
- Find Wordpress plugins: <https://wordpress.org/plugins/>
- Block editors (not required, but can make building pages easier):
 - <https://elementor.com/products/page-builder-plugin/>
 - <https://wordpress.org/gutenberg/>

Claiming A Business Listing

- Business listings are free for businesses, and help you get more visibility in local search results.
- Before you can optimize your listing, you need to claim it.
- Go to <http://business.google.com/add> or Google your business and click the “Own this business?” link in the listing.
- You’ll need to verify that you own the business by doing a video recording, phone call, or email.
- Once your business ownership is verified, you can make edits to the profile.



West Seattle Chamber of Commerce

[Website](#) [Directions](#) [Save](#) [Call](#)

5.0 ★★★★★ 8 Google reviews

Chamber of commerce in Seattle, Washington

Address: 5450 California Ave SW STE 101, Seattle, WA 98136

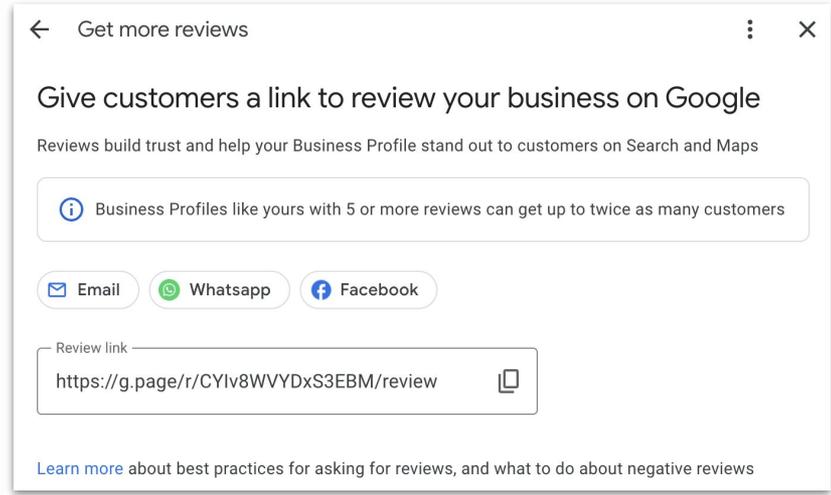
Hours: Closed · Opens 9 AM Mon ▾

Phone: (206) 932-5685

[Suggest an edit](#) [Own this business?](#)

Optimizing Your Business Profile

- Make sure all of the essential data (address, phone number, hours, and website) are complete and correct.
- Choose a primary business category that is the best fit for your business. Choose secondary categories that are also relevant.
- Add keywords about your products and services in your description and services sections.
- Fill out all the fields that are applicable to your business.
- **GET REVIEWS!!!**



Pro Tip: Add a Google Review link to your follow-up communication to customers, and ask for a review.

Other Business Listings

- **Apple Maps** - <https://businessconnect.apple.com/>
- **Bing Places** - <https://www.bingplaces.com/>
- **Yelp** - <https://biz.yelp.com/claim>
- **Chamber of Commerce member listings**
- **Industry-specific directories (i.e. Healthgrades, Google Partners)** - varies by industry

Pro Tip: Claim your free listing on Yelp, but don't pay for their advertising. They inflate their traffic numbers in reporting and will withhold positive reviews that you earned unless you pay Yelp.

Creating SEO Content

If you want to rank well in organic search results, you need strong content that is relevant to user's queries.

Search technology has evolved beyond keywords. Think about creating content about a topic as a whole instead of just inserting keywords into your text.

Before creating content, see what is in search results for the query you want to target. Then, try to create a page that's 10x better than what is currently available.

SEO Content Resources:

- [Google Guide To Creating People-First Content](#)
- [Creating 10x Content](#)
- [AnswerThePublic](#) - find topics to write about
- [Google Trends](#) - discover trending topics

Creating Social Content

Good content isn't just for your website - social media content matters too.

At the very least, you should claim profiles for your business on all major social media channels, create a good description of your business and add a link back to your site.

Some businesses find a lot of success creating content on social media that gets them in front of customers. Be helpful, engaging, and entertaining.

Social Content Resources:

- [Creating Engaging Social Media Posts](#)
- [Creating A Social Media Content Plan](#)
- [How To Create Content For Social Media](#)

Email Marketing

You can use email marketing methods to directly engage with customers. Mailchimp has a free tier for up to 500 contacts - enough for many businesses who are just starting out.

It's important that you have people opt in to your email list so that you're not spamming people. Gain subscribers by offering a free newsletter, or free downloadable content (a whitepaper, checklist, buyer's guide, etc.) that you can give away in exchange for an email address.

Don't do a hard sell right away. Focus on providing value in your email communications first, and include an option for customers to reach out if they want to buy from you.



06

Conclusion

Wrapping it up

Wrapping It Up

- Digital marketing is about meeting your customers where they are at, at the precise moment they need your product or service.
- Successful marketing starts with a good understanding of your target audience and a compelling offer, communicated clearly.
- There's an infinite combination of channels and strategies that might work for your business - experiment to find what works for you.
- Digital marketing is constantly changing. Your best assets are curiosity and a willingness to learn new things.

CLASS EXERCISE

1. What is the biggest marketing challenge that your business is facing right now?
2. How could you apply the information you learned today to help solve this problem?

Find Me On The Internet

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07

Q&A

Question and answer time

Thanks!

Do you have any questions?

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