



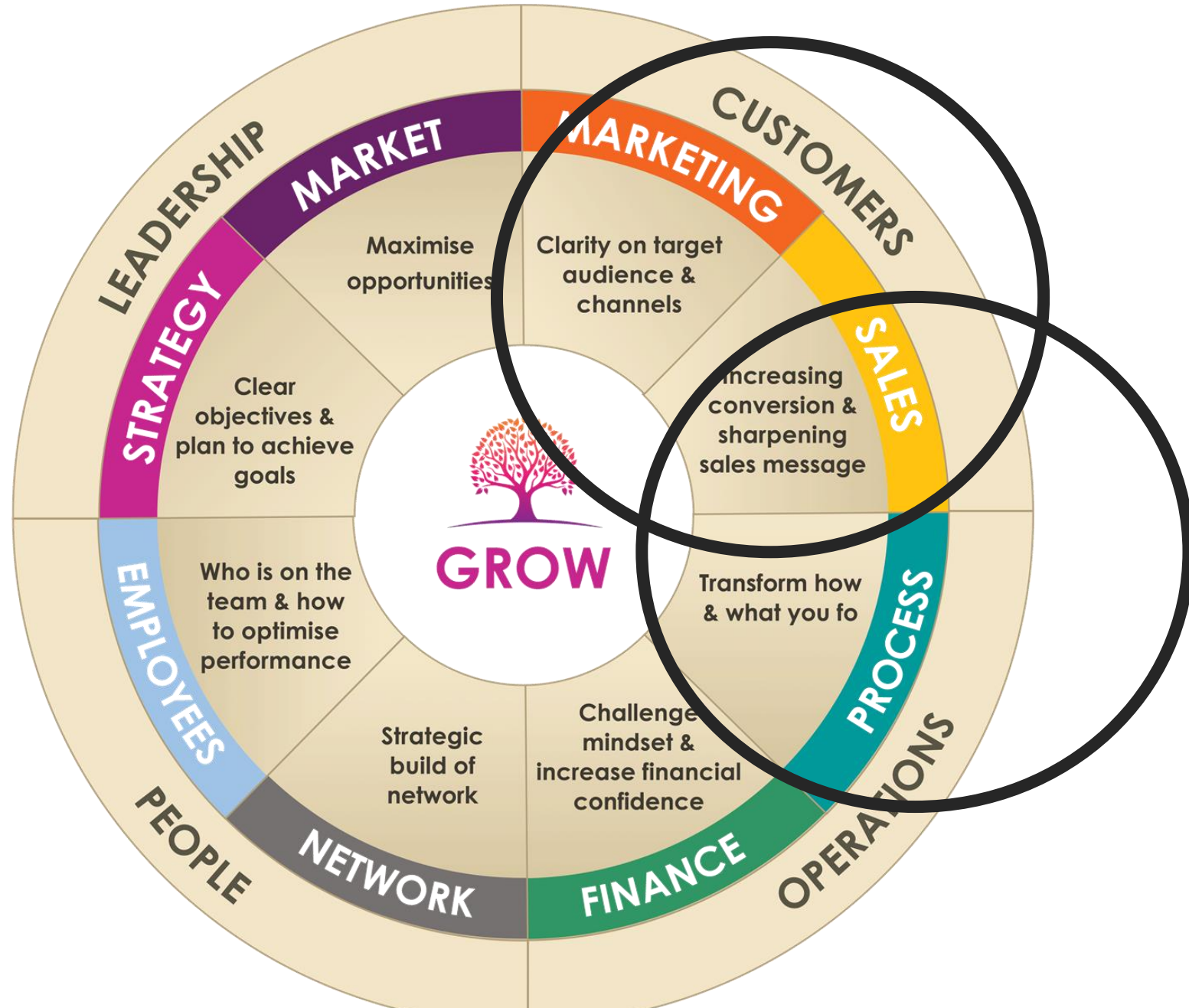
Oifig Fiontair Áitiúil

Local Enterprise Office

Let's talk business!



#localenterprise



Digital Marketing



TODAY

- What is digital marketing?
- Practical steps to Facebook Adverts
- Practical steps to Keywords and Google Adwords
- Transform how and what you do - simplifying the process

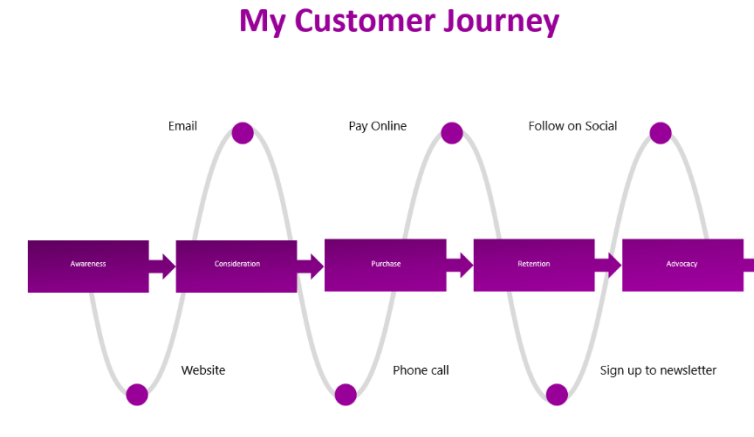
Getting sh*t done

Reflection

What action?

Barriers and Enablers

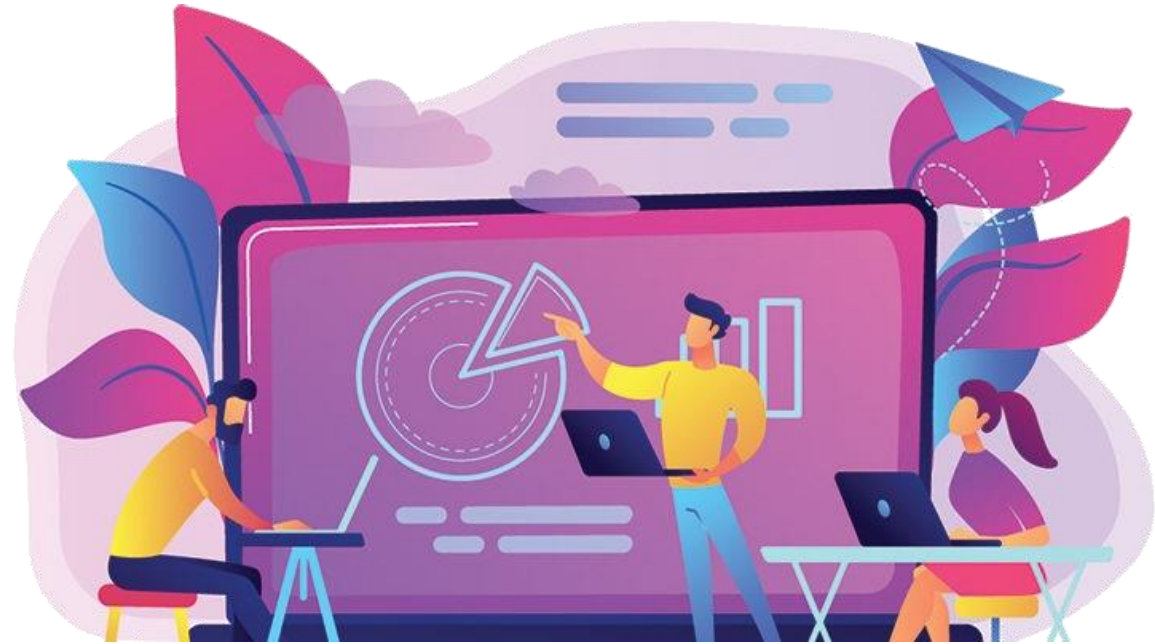
What could you do differently to get people to pay more or spend more?



Digital Marketing

Digital Marketing Strategy

How you will leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers.



DIGITAL MARKETING

PAY PER CLICK



SEARCH ENGINE
OPTIMISATION

ORGANIC SEARCH



SEARCH ENGINE
MARKETING

PAID FOR ADVERTS



SOCIAL
MEDIA
ADVERTISING

marketingcoach.ie



EMAIL
MARKETING



CONTENT
MARKETING



INFLUENCER
MARKETING

SEO V SEM

SEO - An approach that uses **organic methods** to appear in search results.

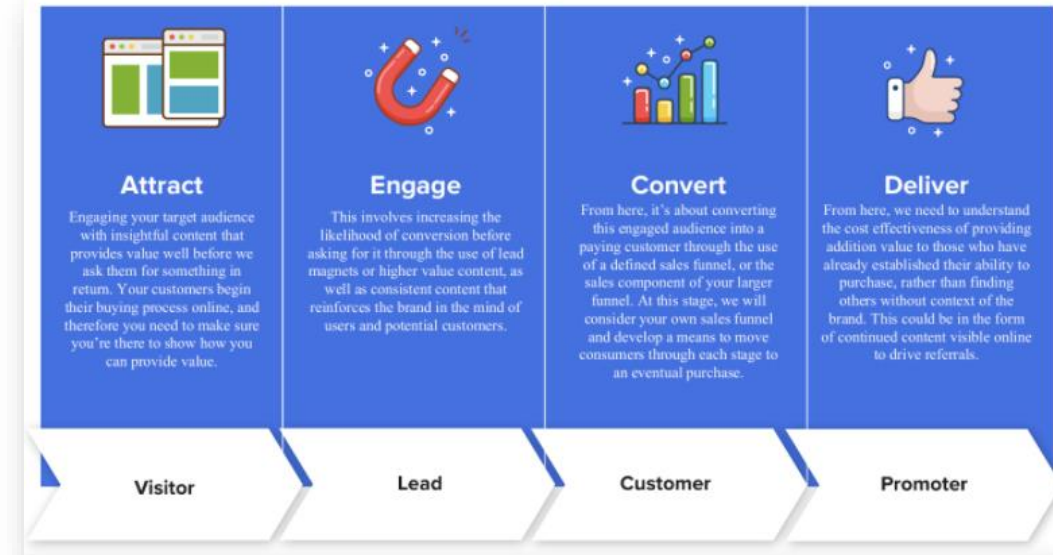
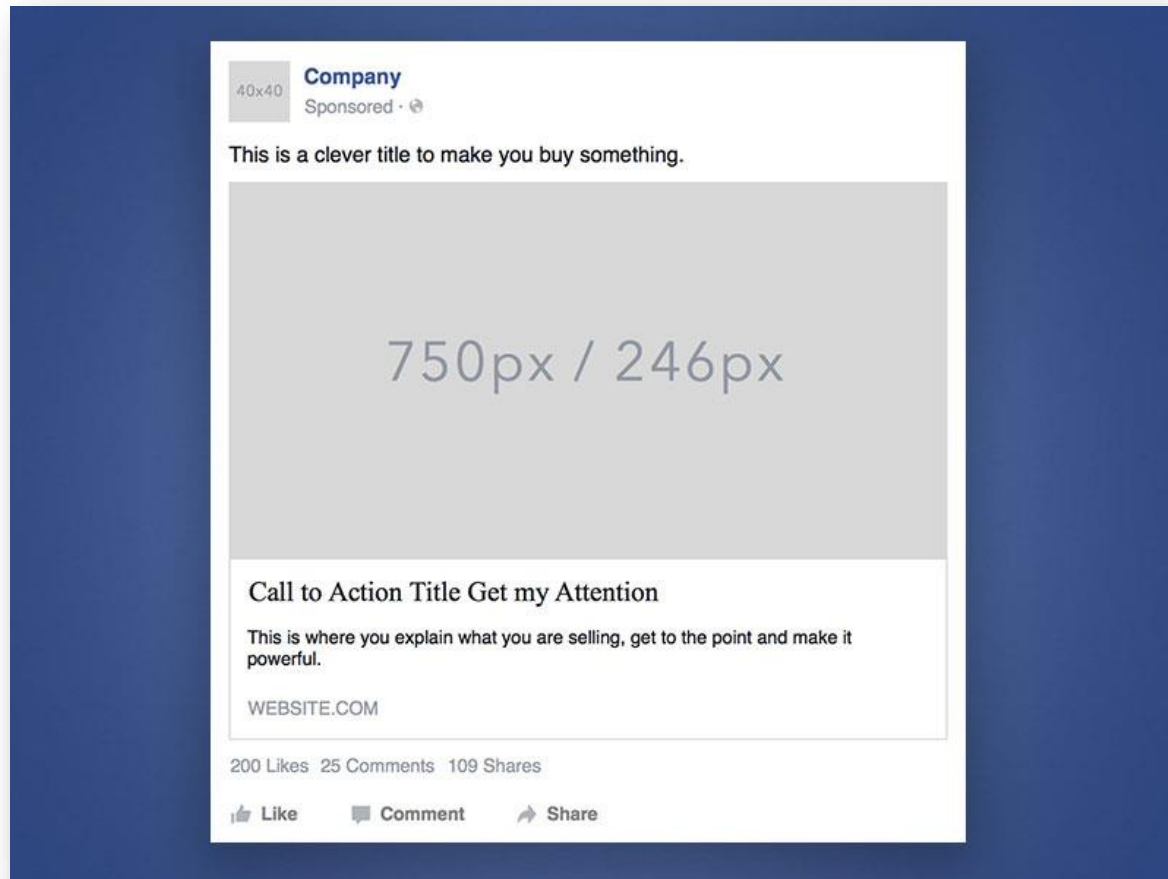
SEM - An approach that uses **paid methods** to appear in search results.

TODAY



Facebook Advertising

PLAN IT OUT – MOCK IT UP



Target Audience

Objective

Imagery

Call to Action

negative
words

Keyword view ▾

Search

Filters

Search

**How and What
You do!**

SYSTEMS

***“BUSINESS OWNERS WORK
FAR MORE THAN THEY SHOULD
FOR THE RETURN THEY GET,
THEY ARE DOING THE WRONG WORK”***

MICHAEL E-GERBER

Bringing the Dream Back to Small Business Worldwide!

MORE THAN
TWO MILLION
COPIES SOLD!

The **E** Myth Revisited

Why Most Small
Businesses Don't Work
and What to Do About It

MICHAEL E. GERBER
The World's #1 Small Business Guru

Thinking



- ✓ You are the doer
- ✓ “If you want something done, do it yourself” is my credo
- ✓ Focus on how to do the task and get it done
- ✓ Servicing customer with product or service



- ✓ Thinking about opportunities
- ✓ Figuring out innovative ways of doing things
- ✓ Spend time thinking “What if” and “if when”
- ✓ Thinking creatively and about possibilities



- ✓ Pragmatic
- ✓ I am planning and giving orders
- ✓ I make sure everything is in order
- ✓ I think about when and how things will get done, who will do them and in what order



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TECHNICIAN



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ENTREPRENEUR



- ✓ Pragmatic
- ✓ I am planning and giving orders
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MANAGER



TECHNICIAN



ENTREPRENEUR



MANAGER



TECHNICIAN



ENTREPRENEUR



MANAGER

% TIME IN EACH?



TECHNICIAN

70%



ENTREPRENEUR

10%



MANAGER

20%

TURNKEY BUSINESS

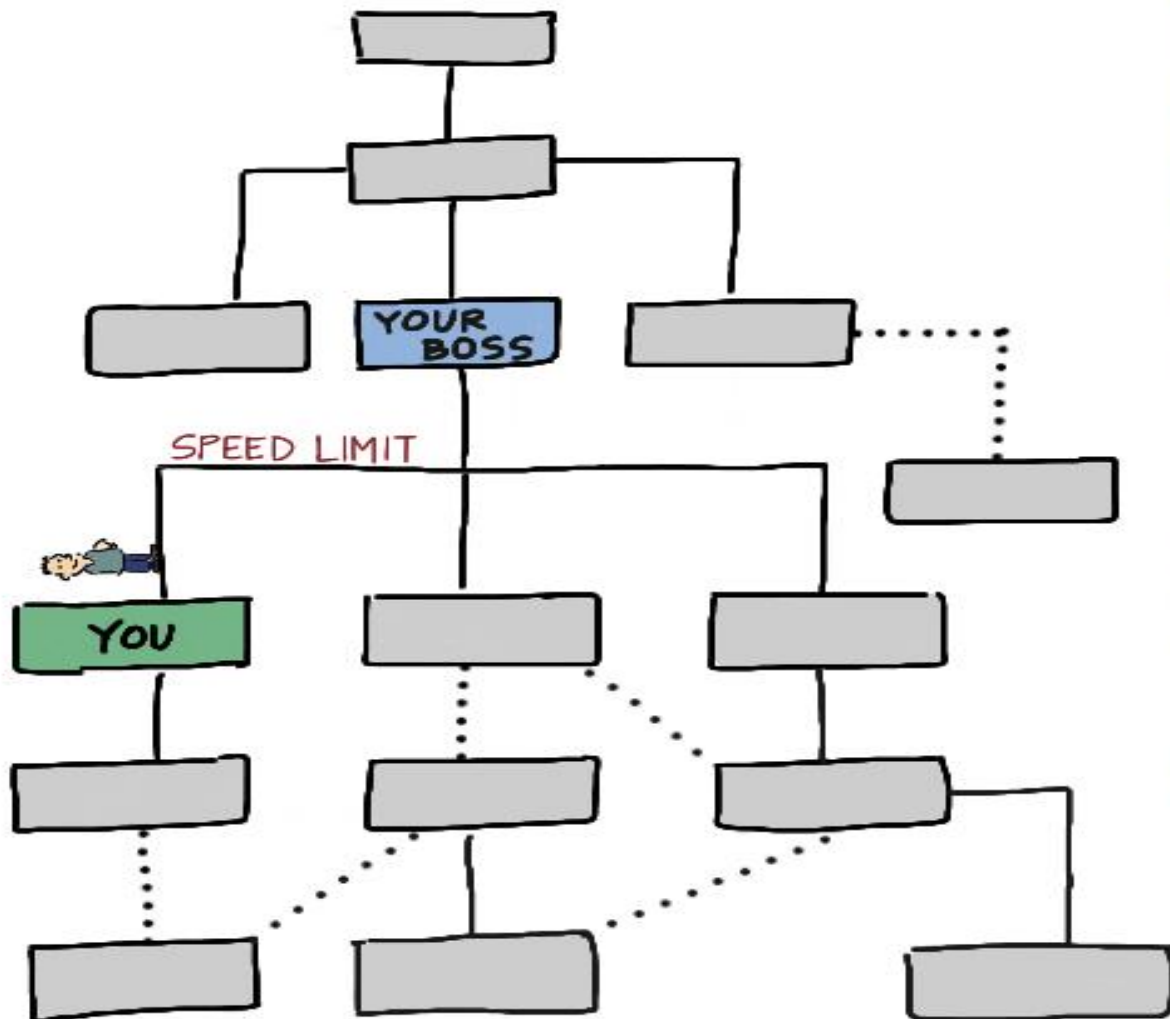
A **turnkey business** is a **business** that is ready to use, existing in a condition that allows for immediate operation. The term "**turnkey**" is based on the concept of only needing to turn the key to unlock the doors to begin operations

BUILDING A FRANCHISE PROTOTYPE

1. Model provides consistent value to stakeholders
2. Model can be operated by people at a low skill level
3. Model will have a clear and impeccable order
4. All work is documented in operation manuals
5. The model produces a uniformly predictable service to customer
6. It utilises a uniform colour, behaviour and facilities code

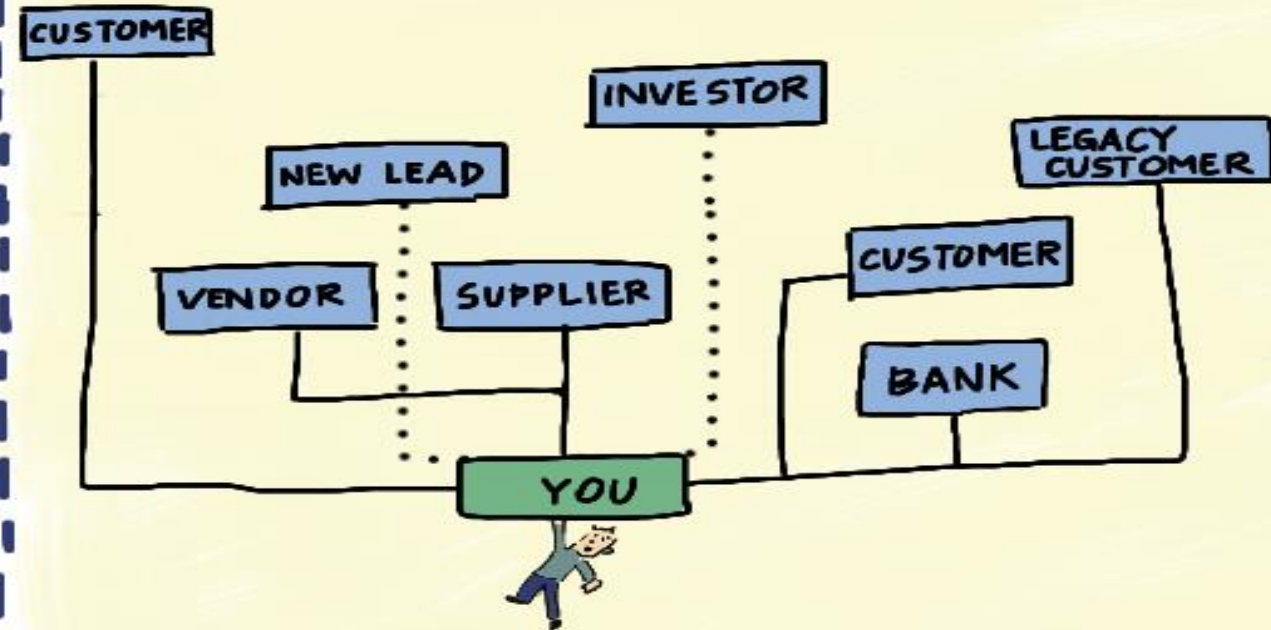
ORG CHART

Corporate Job



Own Venture

You are ^{NOT} your own boss...

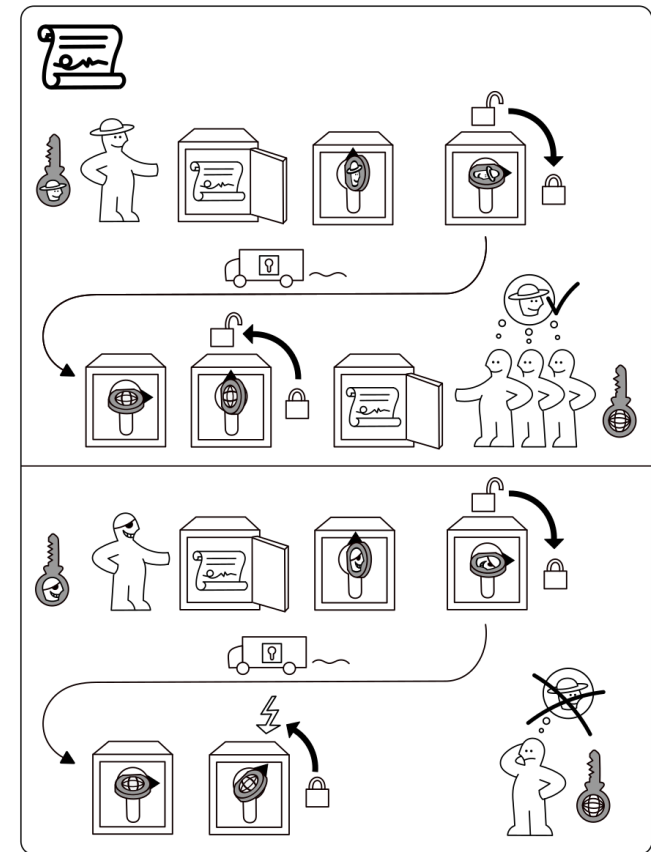
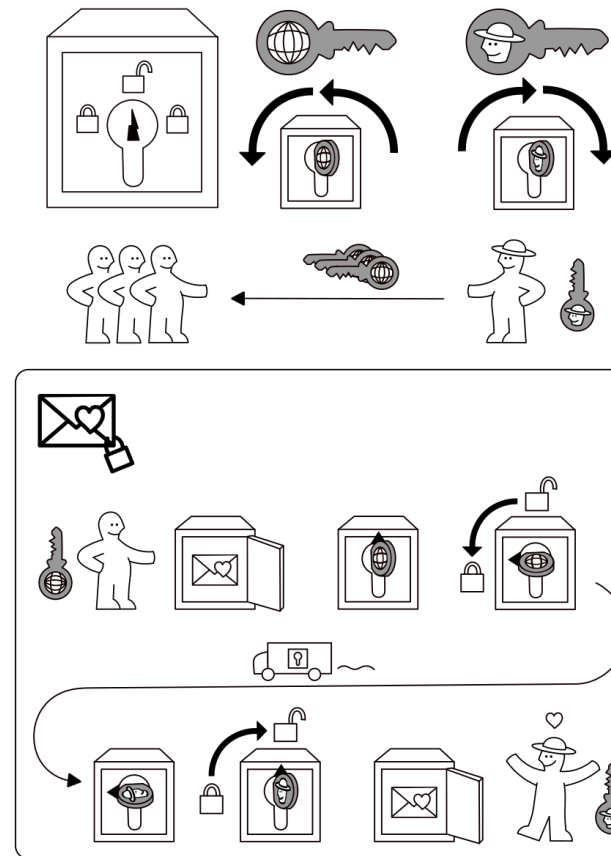


OPERATION MANUAL

PUBLIK KEY KRYPTO











idea-instructions.com/public-key/
v1.1, CC by-nc-sa 4.0

IDEA



Favorites

Spaces

- ▶  Consultancy 
- ▶  Physios 
- ▼  Romina Workspace 
 - DLR
 - NSP 8
 - Admin 1
 - Process Development 3
 - Active Tenders 2
 - Marketing 1
 - Sales Follow Ups
- ▶  Website Project Manag...
- ▶  Business Management 
- ▶  Marketing



NSP



List

Board

+ View



Search by task name or custom ...

Group by: Status

Subtasks: Hide

Me



NSP



+ NEW TASK

✓ SHO



TO DO

8 TASKS

ASSIGNEE

DUE DATE

PRIORITY

▶ ✓ Booking 1



▶ ✓ Email Participants Contact 1 2



▶ ✓ Email Participants Contact 2 3



▶ ✓ Delivery of Session 3



▶ ✓ Close off the session 2



▶ ✓ Post Session Review 3



▶ ✓ Participant Follow Up 5



▶ ✓ Client Follow Up 3



| Training Process | | | | | |
|------------------------------|-----------------------------|--|-----------------------|----------|---|
| | Timing | | Timing | WHO | LINKS |
| Booking | Week before | Send an email to Joyce to request the participant List | Week before | Romina | |
| Email participants contact 1 | 3 days before session | Email introduction | 3 days before session | | https://marketingcoachie-my.sharepoint.com/:w:/g... |
| | 3 days before session | Zoom Link | 3 days before session | Romina | https://marketingcoachie-my.sharepoint.com/:b:/g... |
| | In days before | Connect with Participants on LinkedIn | In days before | Romina | |
| Email participants contact 2 | 24 hours | Reminder email day in advance | 24 hours | Romina | https://marketingcoachie-my.sharepoint.com/:w:/g... |
| | | Workbook for session | | Romina | https://marketingcoachie-my.sharepoint.com/:w:/g... |
| | | Turn up half hour before | | Muireann | |
| Delivery of Session | 24 hours | Send Muireann survey link for session | | Romina | |
| | | Print of slides | | Muireann | |
| Close of the session | | Survey participants | | Muireann | |
| | | Prompt to share | | Muireann | |
| Post session review | Straight after session | Stop/ Start / Continue | | Muireann | |
| | | Muireann to send attendee list to Romina | | Muireann | |
| | | Send any note on training for report to Romina | | Muireann | |
| Participant Follow Up | Day of training session | Email to particants | | Romina | https://marketingcoachie-my.sharepoint.com/:w:/g... |
| | | Certification | | | https://marketingcoachie-my.sharepoint.com/:w:/g... |
| | | Presentation File | | | https://marketingcoachie-my.sharepoint.com/:b:/g... |
| | | Link to survey | | | |
| | | Request recommendation on LinkedIn | | | |
| Client Follow Up | Within 24 hours of training | Muireann to send Invoice to NSP email | | Muireann | |
| | | Report and Invoice to be sent to Joyce | | Romina | https://marketingcoachie-my.sharepoint.com/:w:/g... |
| | | Survey results | | Romina | |

Hi all,

Looking forward to meeting you all tomorrow morning.

Please see link to a document that will be helpful for you in planning your marketing. You can print this to complete during the session or just simply have a blank piece of paper and a pen for taking notes during the session.

I will walk you through it tomorrow.

See you at 9.30am 😊

Warmest regards,

Muireann

today. Please see attached presentation slides and worksheet from today's

Upskilling

Please see below links for upskilling with Google and Facebook as promised:
[Facebook Blueprint: Free online training for advertising on Facebook](#) | [Facebook for Business Fundamentals of digital marketing - Google Digital Garage](#) ([learn digital with google.com](#))

Tools

Please see below tools to help you with branding on a budget
www.Canva.com
www.fiverr.com

Royalty Free Photographs

www.unsplash.com
www.pexels.com
www.pixabay.com

We really appreciate your feedback. If you haven't filled it out please click below. It will take approx. 2mins.
<https://forms.office.com/Pages/ResponsePage.aspx?id=E9wqWi-g2U6sDwRcNDmMVE0wMjX2WRdNkQr6VQvR2CtUNjM2NVRZNIJFUjhUTDg5VjhJUDICNFdQQv4u>

Warmest regards,

Muireann

Time Audit (T/M/E)

One step towards Operational Manual or Checklist

What process do you want to improve?

Administration?

Production?

Packing?

Reflection



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Reflection

What action?

Barriers and Enablers

What process could you improve?



TECHNICIAN



ENTREPRENEUR



MANAGER

Thank You!