



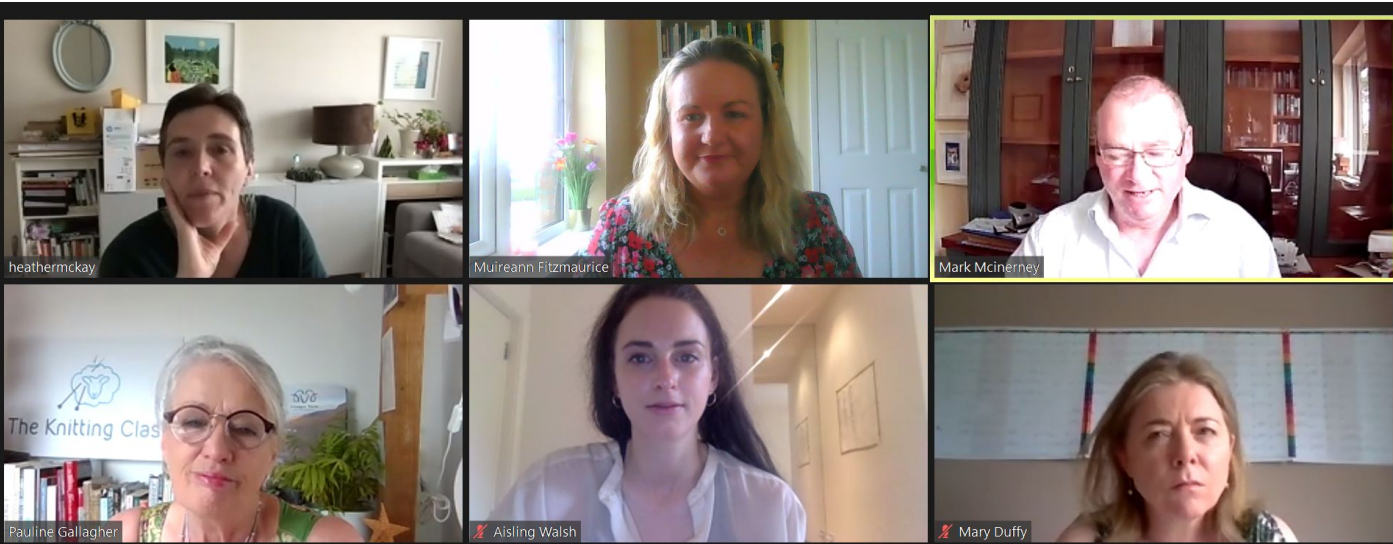
Oifig Fiontair Áitiúil

Local Enterprise Office

Let's talk business!



#localenterprise



Let's talk business!





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

DIGITAL MARKETING

SYSTEMS



TECHNICIAN



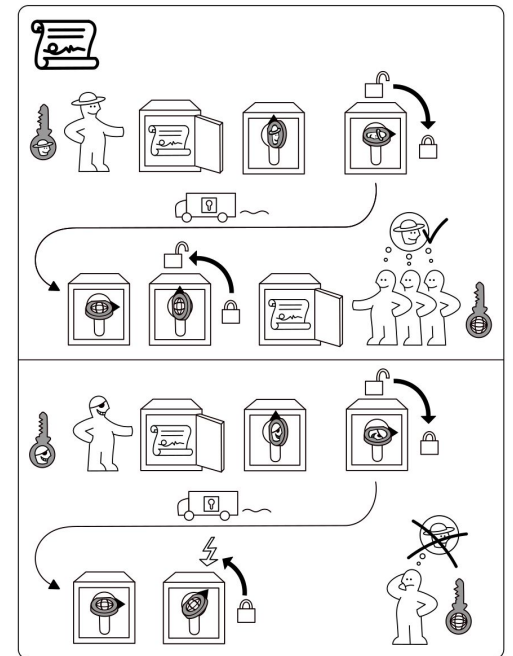
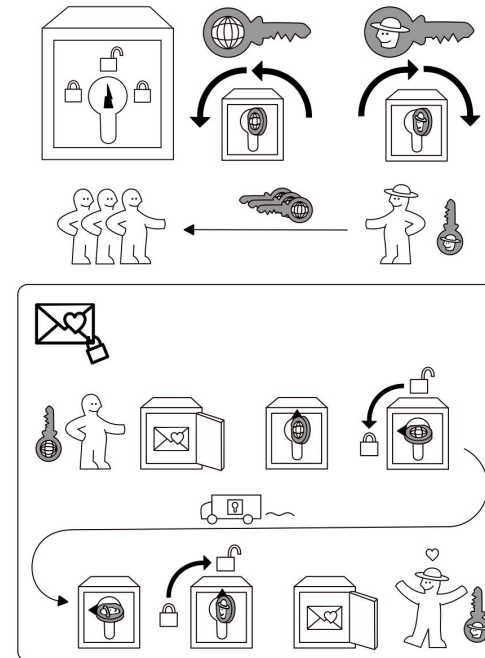
ENTREPRENEUR



MANAGER

PUBLIK KEY KRYPTO

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



TODAY

ORGANIC SEARCH



SEARCH ENGINE
OPTIMISATION

PAY PER CLICK



SEARCH ENGINE
MARKETING

PAID FOR ADVERTS



SOCIAL MEDIA
ADVERTISING

marketingcoach.ie



EMAIL
MARKETING



CONTENT
MARKETING



INFLUENCER
MARKETING

**DIGITAL
MARKETING**

**DRIVING
SALES**

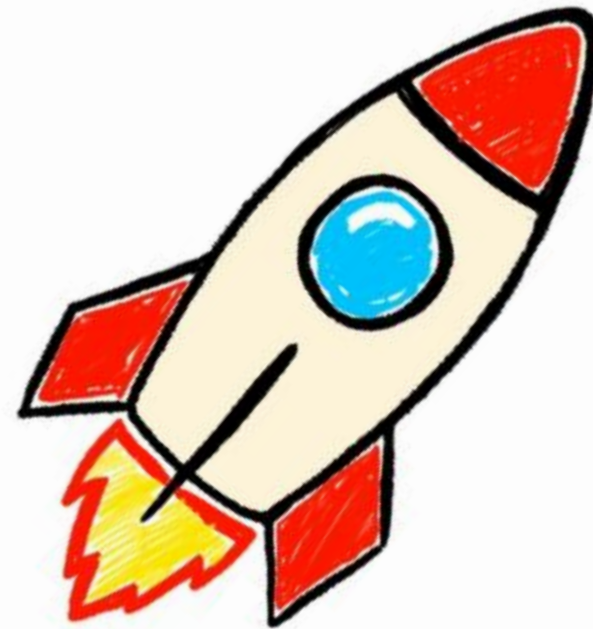
TODA

Y
KARL

- Email marketing
- SEO
- Google Analytics

MUIREANN

- Content Marketing
- Influencer Marketing



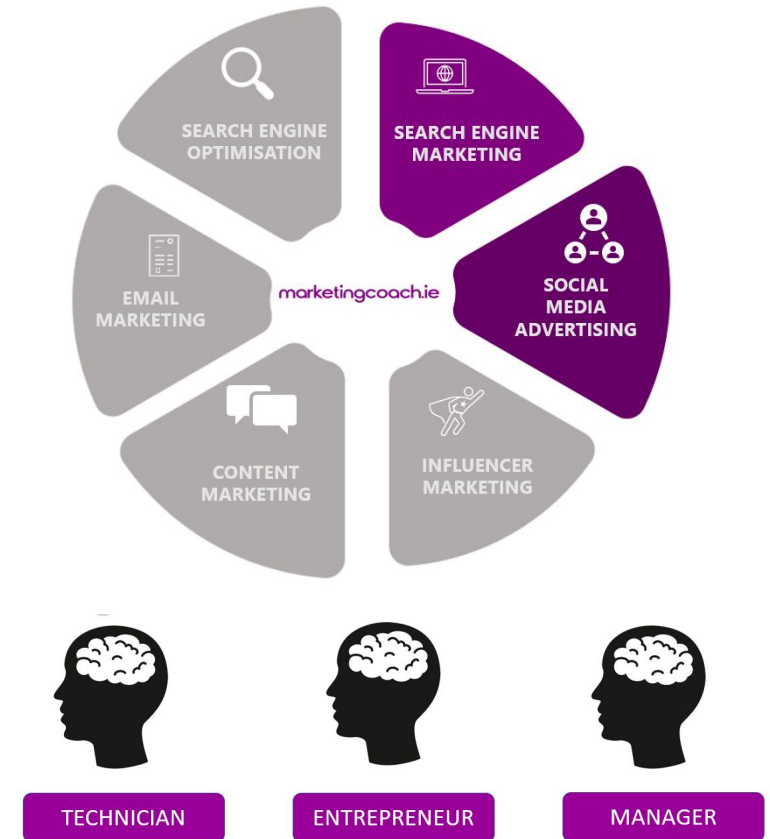
BUT FIRST.....

Reflection

What was your action?

Barriers and Enablers

What are you doing around process improvement?



Getting sh*t done

Email, SEO and Analytics

nts

Join my [mailing list](#) for studio updates and to be in the draw for my



Original paintings and fine art prints by Irish artist Éadaoin Glynn



THE NINTH WAVE ORIGINAL PAINTINGS..



AVAILABLE PAINTINGS



THE NINTH WAVE FINE ART PRI



SAVE 10% ON YOUR FIRST ORDER!

Enter your email below and I'll email you a 10% OFF coupon right now!

You'll get priority access to all new artwork.

Your name will also be added into the draw for this month's fine art print giveaway!

Email

First Name

Submit

This discount offer is valid for NEW CUSTOMERS only!

What is Content Marketing

WHAT IS CONTENT MARKETING

The creation and distribution of
relevant and **consistent** content
to **attract** and **retain**
a specific target audience
with the aim of growing your business

WHY BOTHER?

Establish Credibility

Customer judging your website and social media

Build Relationships

Engaging current customers with content that is relevant

Creates more leads

Estimated to create 3 times more leads than paid search ads*

Cost Effective

Costs less than traditional marketing in terms of creation

*Content Marketing Institute Study 2017

WHAT NOW?



STEP 1: GOALS

Purpose of Posting

Raise brand awareness

Build connection with your current customers

Attract new customers

Establish yourself as a thought leader

Commitment to Content

How often are you going to post?

Commitment to Channel

Which platforms are you going to distribute your content?

SOCIAL GOALS

Purpose

Commitment

Social Media Goals

Followers

Engagement

Leads

Sales

Facebook

LinkedIn

YouTube

Instagram

STEP 2: AUDIT

10 Questions to Audit YOUR content

1. Is my profile up to date?
2. Have I filled out all the information in my profile?
3. What are my most and least successful posts?
4. Do I have more sales versus added value content?
5. Does it showcase my expert knowledge?
6. Does it represent the quality of our brand? e.g. cover picture / branded content
7. Are we consistent in posting our content?
8. Am I using keywords in my content?
9. Have I written content with a real client in mind? (versus faceless public)
10. What are the gaps and opportunities for improvements?



lennoncourtney

Follow



1,585 posts

29.8k followers

1,579 following

LENNONCOURTNEY

Clothing (Brand)

Beautiful Clothes for Hard Working Women 🌟

SHOP • WATCH • LISTEN linktr.ee/lennoncourtney ✓



Sonya Styles



Podcast



DFS Dublin



As Seen On



Design



AW20



The Getaway

POSTS

REELS

IGTV

TAGGED





helensteelefash

Follow



849 posts

33.7k followers

7,502 following

Helen Steele

Clothing (Brand)

Artist, Fashion Designer. www.helensteele.com



SS21



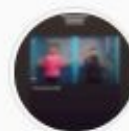
Reboot



Painting



Seamfree



Regrowth



Colour The...

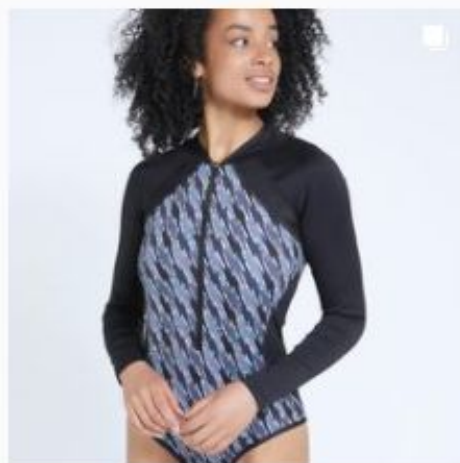


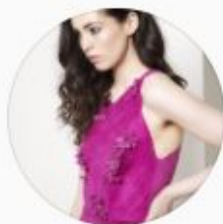
Boomerangs

POSTS

REELS

TAGGED





manleystudio

Follow



1,428 posts

5,469 followers

1,720 following

Manley

Clothing (Brand)

Irish womenswear fashion and jewellery brand.

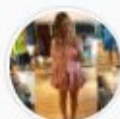
SHOP HERE www.manley.ie



Newsletter



SS18 Shoot...



#MyManle...

POSTS

 TAGGED



urbanaran

Follow



186 posts

1,558 followers

1,090 following

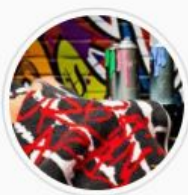
Urban Aran Christine Murphy

Shopping & Retail

Independent and emerging knitwear designer launching debut wearables collection

Autumn 2021 ✂️📄

urbanaran.com



Waterford ...



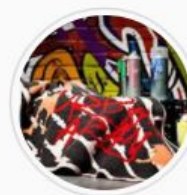
Gloves



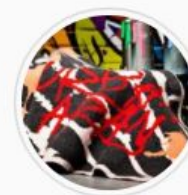
Media



Linen Sets



Barrier Mas...



Linen Scarv...



Home inter...



denisedt

Follow



4,222 posts

64k followers

6,649 following

Denise Duffield-Thomas

Entrepreneur

📌 Creator of #MoneyBootcamp > Upgrade your mindset. Clear money blocks to earn more. DM me "Ready" for info

📱 @HayHouse 📍 Forbes, Inc

\$ Mindset & More 📌 linkinprofile.com/denisedt ✓



Bootcamp



Podcast



Get Rich



2021 Works...



Chillpreneur



It's Safe Ca...



Lucky B

POSTS

IGTV

TAGGED



STEP 3: RESEARCH

CUSTOMER RESEARCH Brainstorm what they are interested in

TOPIC RESEARCH What questions are people asking about this topic
[Topic Research Tool \(semrush.com\)](https://www.semrush.com)

INDUSTRY RESEARCH Look what the industry are talking about

KEYWORD RESEARCH Look at what people are searching for

COMPETITOR ANALYSIS What are other people talking about
https://blog.feedspot.com/uk_physical_therapy_blogs/

STEP 4: PILLARS & IDEAS

What are you going to talk about?

MY BRAND

What do I want to talk about?

What do I want my brand to stand for?

What is interesting about my business?

MY CUSTOMER

What are they interested in?

What would they find interesting?

What is going on in their lives?

Frameworks

Pillars

Campaigns

Occasions

Planning

CONTENT PILLARS

PRODUCT
SHOWCASE / SALES

UNSPOKEN MOMENTS
&
OCCASSIONS

ACTIVATION
#STORYBEHINDTHEBLOOM
E.G. COUNTY & WMM

CLIENT TESTIMONIALS

PERSONALITY
BEHIND THE SCENES





Kayla

Planner

ABOUT

👤 Age 25-34

💰 \$50K - \$75K or <\$20K

💻 Medium - High Tech Proficiency

EVENT ATTENDANCE ATTRIBUTES

Go to fewer events but plan them far in advance, more likely to travel nationally or regionally for an event.

EVENT INFLUENCERS

- Friends
- Cultural
- Adventure
- Learning

MOTIVATIONS

Buying and planning activities well in advance - right when an event is announced or tickets released. Care about the quality of an event and coordinating with social group.

CORE NEEDS

Pre-sale options, notifications for ticket sales, planning event outings for groups with budgeting and scheduling tools.

PAIN POINTS

Events selling out quickly, finding events that fits everyone's budget and schedule when planning for a group.

65%

4 - 6

YOUR PERSONA

WHAT ARE YOURS?



CAMPAIGNS



Nicola, Longford
Beta Bujgart

#WomenwithImpact

Celebrating the stories of the Vhi Women's Mini Marathon



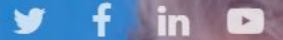
#WomenwithImpact

Celebrating the stories of the Vhi Women's Mini Marathon

CAMPAIGNS



Irish Society of
Chartered
Physiotherapists
The Voice of Physiotherapy in Ireland



Ask the Physio

Recommended health care professionals
for movement and pain management

What We Treat

What is a Physio?

Your Local Physio

CAMPAIGNS



[Home](#) [How Physio Helps](#) [About Physio](#) [Telehealth](#) [FAQs](#) [Resources](#)

[Find a Physio](#)



Long COVID-19 Hub

Support and information for people suffering from symptoms of Long COVID, their family members, carers and the general public

101 HOLIDAYS & CELEBRATIONS to celebrate in 2021

JANUARY

- 1 New Year's Day
- 6 Epiphany (Christian)
- 17 Kid Inventor's Day
- 18 Martin Luther King Jr Day (USA)*
- 26 Australia Day (Australia)
- 30 Carnevale di Venezia (Italy)*

FEBRUARY

- 1 Black History Month begins (USA)
- 2 Candlemas (Christian)
- 4 Sapporo Snow Festival (Japan)*
- 6 Waitangi Day (New Zealand)
- 12 Chinese New Year*
- 14 Valentine's Day
- 16 Shrove Tuesday (Christian)*
- 16 Mardi Gras (USA)*
- 17 Ash Wednesday (Christian)*
- 26 Lantern Festival (Taiwan)*

MARCH

- 1 St David's Day (Wales)
- 3 Hinamatsuri (Japan)
- 3 World Wildlife Day
- 8 International Women's Day
- 14 Pi Day
- 17 St Patrick's Day
- 20 World Storytelling Day
- 21 World Poetry Day
- 28 Holi (Hindu)*

APRIL

- 2 International Children's Book Day
- 2 Good Friday (Christian)*
- 4 Easter Sunday (Christian)*
- 4 Qingming Festival (China)*
- 12 Ramadan (Islamic)*
- 13 Songkran (Thailand)
- 22 Earth Day
- 23 St George's Day (Europe)
- 23 Çocuk Bayramı (Turkey)
- 25 Anzac Day (Australia & New Zealand)
- 27 King's Day (Netherlands)

MAY

- 1 May Day
- 1 Vappu (Finland)
- 5 Cinco de Mayo (Mexico)
- 5 Kodomo No Hi (Japan)
- 9 Kattenstoet (Belgium)*
- 12 Eid al-Fitr (Islamic)*
- 15 International Day of Families
- 26 Total Eclipse of the Moon*

JUNE

- 5 World Environment Day
- 8 World Oceans Day
- 14 Dragon Boat Festival (China)*
- 18 International Picnic Day
- 19 Juneteenth (USA)
- 20 World Refugee Day
- 24 Inti Raymi (Peru)
- 29 International Mud Day

JULY

- 1 Canada Day (Canada)
- 2 Matariki (New Zealand)*
- 4 NAIDOC Week begins (Australia)*
- 4 Independence Day (USA)
- 9 Calgary Stampede (Canada)*
- 11 Naadam Festival (Mongolia)*
- 14 Bastille Day (France)
- 19 Eid al-Adha (Islamic)*
- 30 International Day of Friendship

AUGUST

- 13 Obon (Buddhist)*
- 13 Left-Handers Day
- 14 Esala Perahera (Buddhist)*
- 21 World Senior Citizen's Day
- 22 Raksha Bandhan (Hindu)*
- 25 La Tomatina (Spain)*
- 30 Krishna Janmashtami (Hindu)*

SEPTEMBER

- 6 Rosh Hashanah (Jewish)*
- 8 International Literacy Day
- 15 Yom Kippur (Jewish)*
- 21 Mid-Autumn (Moon) Festival (East & South East Asia)*
- 21 International Day of Peace

OCTOBER

- 2 Albuquerque International Balloon Fiesta (USA)*
- 4 World Animal Day
- 5 World Teacher's Day
- 24 United Nations Day
- 31 Halloween

NOVEMBER

- 2 Dia de Muertos (Mexico)*
- 4 Diwali (Hindu)*
- 5 Guy Fawkes Night (UK)
- 11 St Martin's Day (Europe)
- 11 Remembrance Day
- 13 World Kindness Day
- 15 Shichi-Go-San (Japan)
- 19 Yi Peng Lantern Festival (Thailand)*
- 20 Universal Children's Day
- 25 Thanksgiving (USA)*
- 28 Hanukkah begins (Jewish)*
- 30 St Andrew's Day (Scotland)

DECEMBER

- 6 St Nicholas' Day (Europe)
- 7 Día de las Velitas (Colombia)
- 13 St Lucia Day (Europe)
- 16 Las Posadas begins (Mexico)
- 18 Ligligan Parul Sampemandu (The Philippines)*
- 24 Jolabokafloð (Iceland)
- 25 Christmas
- 26 Kwaanza begins (USA)
- 26 St Stephen's Day (Europe)
- 31 New Year's Eve
- 31 Hogmanay (Scotland)

OCCASSIONS

[illegible]

Recommendation

1. Book a Social Content Planning meeting with yourself
2. Go through the ideas you have under each pillar
3. That is your Marketing To Do list for the rest of the month





Add into your social content planning

STEP 5: DISTRIBUTION

HOW ARE YOU PROMOTING YOUR CONTENT?

- On your channels (e.g. digital advertising)
- With your clients
- Third parties (i.e. sharing your content via other peoples platforms)
- Physically

STEP 6: ANALYSIS

STOP



CONTINUE



START



Reflection

What are your Key Takeaways



Action Planning

What action?



Thank You!