



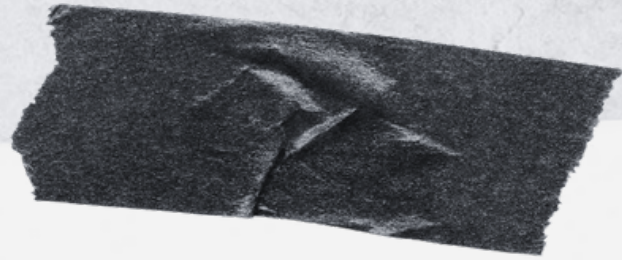
EFFECTIVE STRATEGIES FOR SOCIAL MEDIA MARKETING + CANVA 101



reimagine»
main street

Top 3 Digital Agencies
LocalMedia
association





TODAY WE WILL COVER:

- ✓ SOCIAL MEDIA MARKETING BEST PRACTICES
- ✓ WEBSITE TIPS + ADA COMPLIANCE
- ✓ SIMPLE CANVA TIPS FOR SMALL BUSINESS



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ABOUT REIMAGINE MAIN STREET

Reimagine Main Street was created to help businesses take advantage of the amazing potential of online marketing. Quite literally, re-imagining the main streets of communities.

Physical business locations on main street used to be enough now customers no longer walk into a business without doing some sort of online research. Window displays have been replaced by websites. Google searches are the new way of getting customers through the door. E-commerce has overtaken brick + mortar.

We help businesses capture new potential customers through a variety of online opportunities — ultimately giving you increased exposure. From start to finish, our agency handles everything from building websites + search engine marketing, to social media management, text + email marketing, targeted online advertising + more.

Reimagine your business + get ready to meet the customers you have been missing.

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digitally forward thinking



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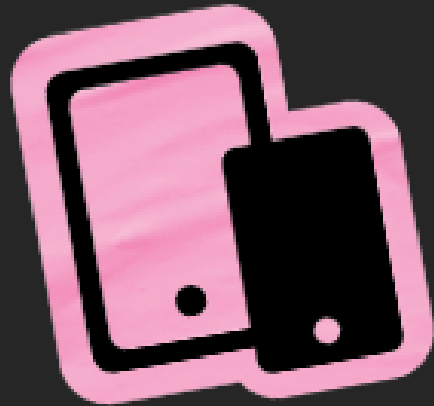
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services



Through targeted advertisement, advertisers can find and engage the most relevant audience by filtering internet users on the basis of their online behaviors, specific demographics and certain geographic information.

Digital Advertising

- Social Media Marketing
- Targeted Display
- Search Engine Marketing
- OTT/CTV/PPV
- Email Marketing
- Streaming Audio
- Content Marketing

Digital Solutions

- Social Media Management
- Website Design + Hosting
- Email Management
- Reputation Management
- Virtual Google Tours
- Text Message Marketing
- Blogging

Creative Services

- Native Advertising
- Video Production
- Audio Snippets
- Branding
- Logo Creation
- Publication Production
- General Design Services



WHAT IS SOCIAL MEDIA MARKETING?

Social media marketing involves using platforms like Facebook, Instagram, Twitter, LinkedIn, + TikTok to effectively reach a wider audience + communicate with customers. Social media marketing is necessary for any small business marketing strategy and requires a robust plan. Your customers expect engaging content + the ability to communicate with you through direct messaging and comments.

Effective social media marketing for small businesses gives you the unique opportunity to humanize your brand + drive traffic back to your website. With social media advertising, you can also generate leads + sales while increasing brand awareness. Many small businesses even use social media for customer service, allowing customers to message them directly to have issues resolved and questions answered.





IDENTIFY YOUR TARGET AUDIENCE

Who are you looking to reach through social media? What social platforms are they on?



USE MULTIPLE PLATFORMS

Find a few platforms that your target audience is on + plan strong + consistent content on these platforms



REFLECT YOUR BRAND IDENTITY

All marketing elements, including print, digital + social media, should be consistent



PRIORITIZE QUALITY OVER QUANTITY

Make sure your content is relevant + represents your brand as clearly as possible



INTERACT WITH FOLLOWERS

Engage + respond to people commenting on your content with relevant feedback



SOCIAL MEDIA BEST PRACTICES

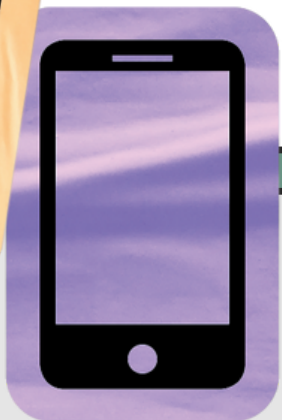
Follow the 3-5 rule for
all digital marketing
programs!

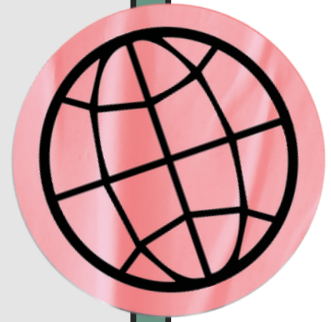




IS YOUR WEBSITE ADA COMPLIANT?

Americans with Disabilities Act



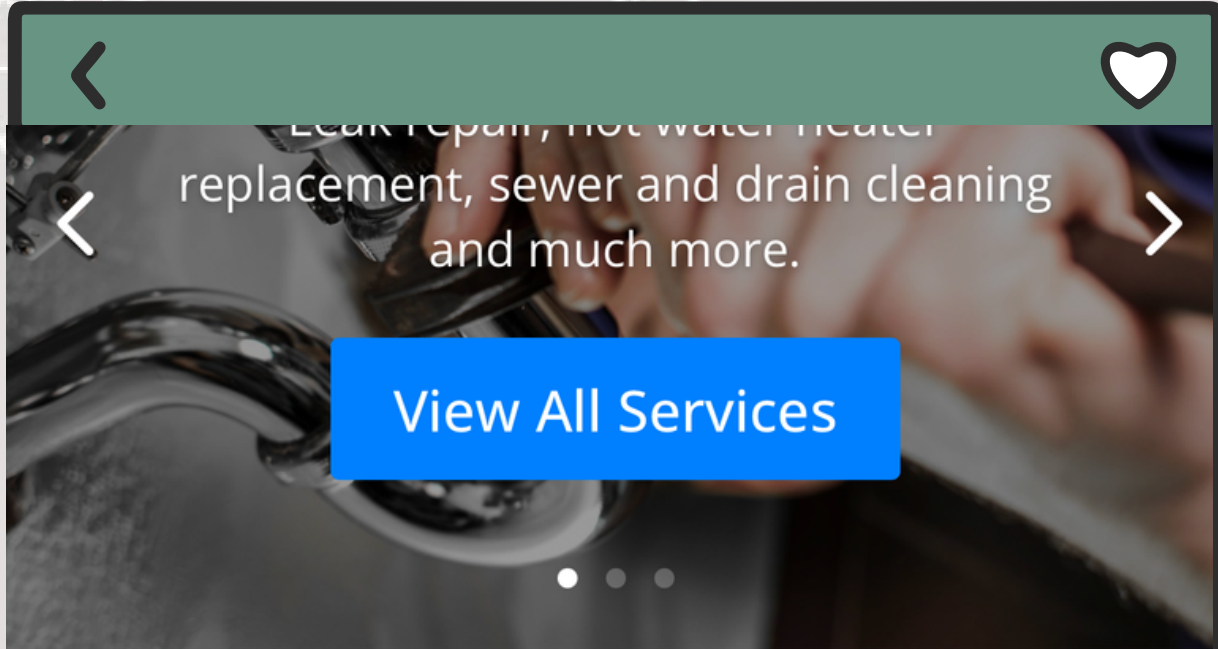


WHY IT THIS SO IMPORTANT?

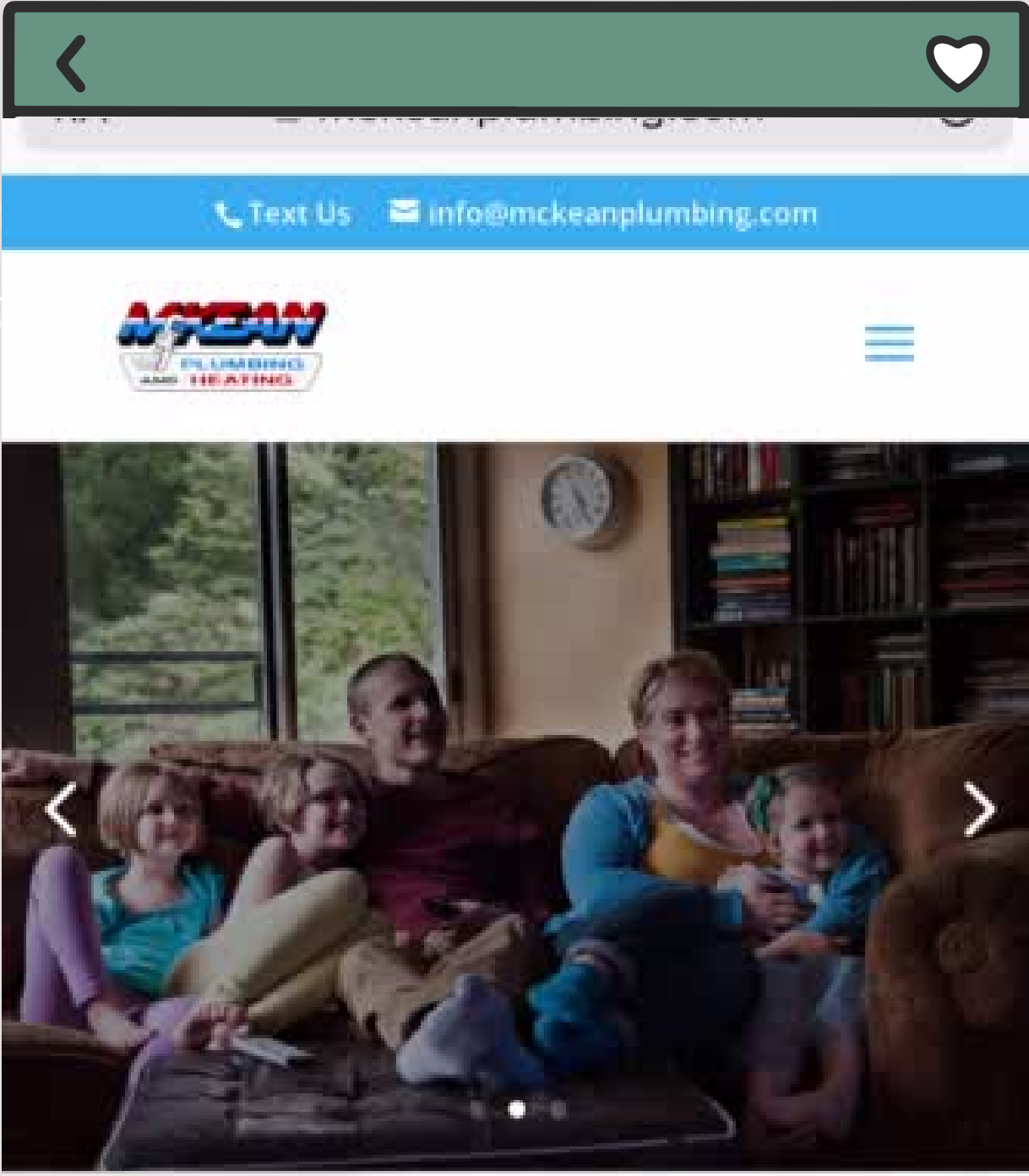


- It is legally required (Jan. 18, 2018)
- Inclusivity
- Increases your target audience
- Improves your search engine optimization efforts (SEO)
- Helps your reputation
- Overall better website usability

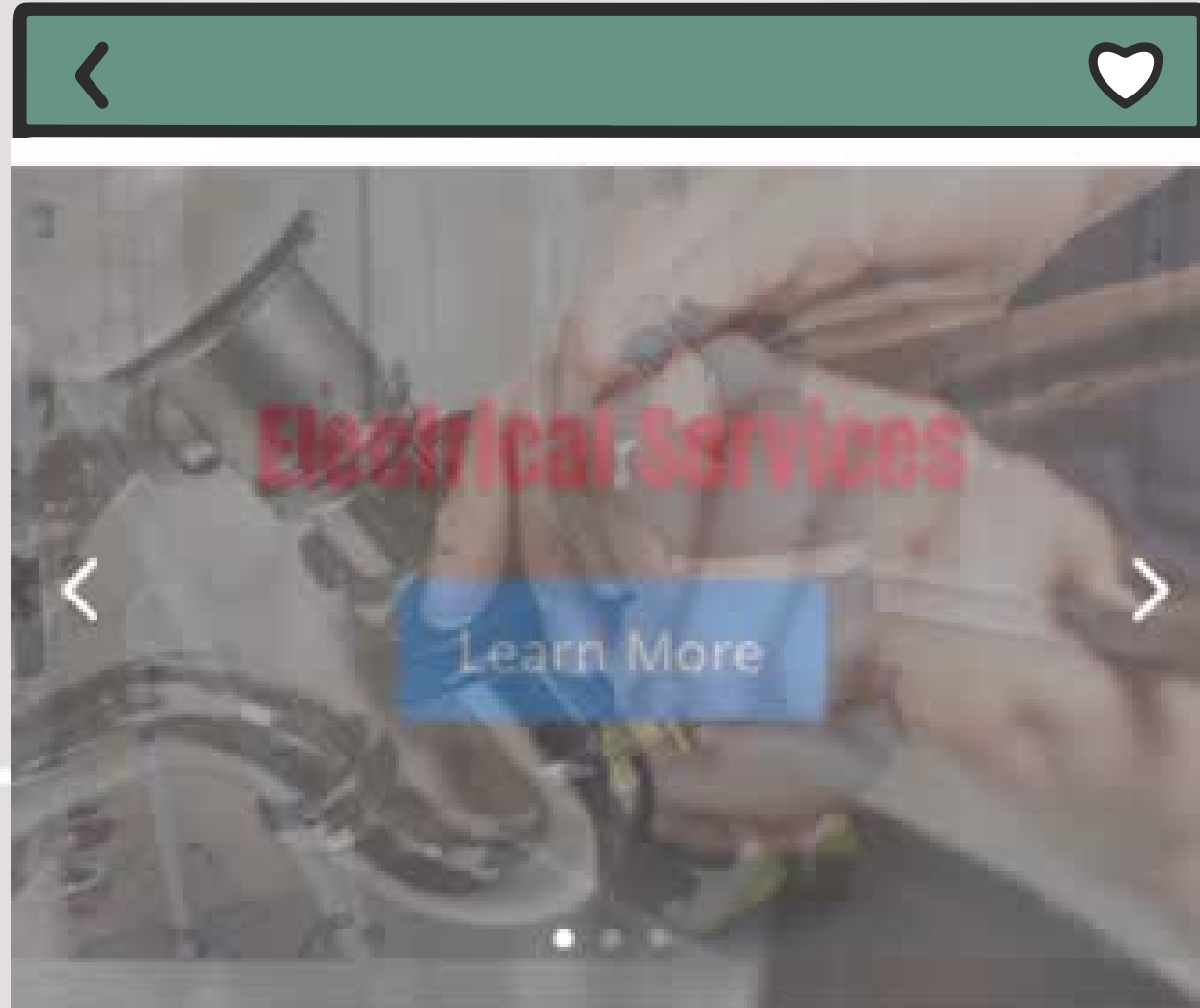




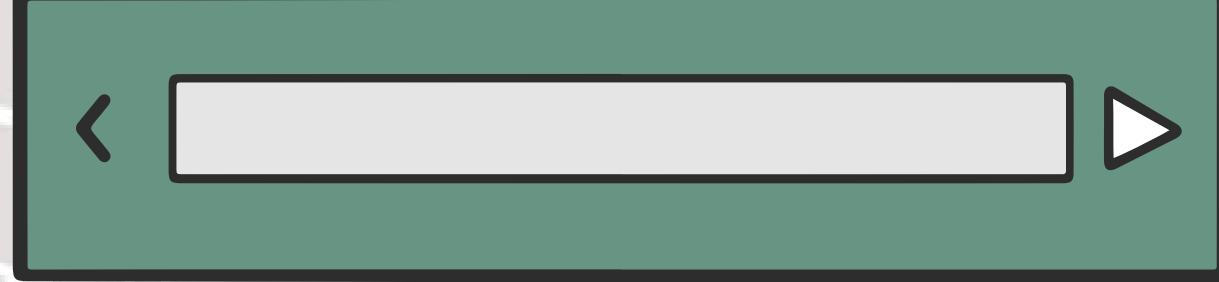
McKean Plumbing and Heating is open and available to help. If you have a plumbing, heating, air conditioning, or electrical problem, call McKean for help. Our counter is open for parts, service appointments are available to



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FREE + LOW COST RESOURCES

- Canva
- Google My Business
- Google Data Studio
- GA4 (formerly Universal Analytics)
- Google PageSpeed Insights
- Mailchimp (limited contacts)
- Buffer (10 posts per week)
- Google Alerts
- Help a Reporter Out (HARO)
- Typeform
- Survey Monkey
- Bit/ly
- Grammarly
- Google Search Console
- Google Ads Keyword Planner
- Meta Business Ads (varies)
- Google Ads (Varies)
- Yoast SEO



BUILD A BRAND KIT

Utilize the brand kit feature on Canva + upload your branded fonts + colors for quick access



REMOVE THE BACKGROUND ON LOGOS

Create cleaner + modern designs by removing backgrounds on logos + other graphics



DESIGN CORRECT SIZES

Utilize the preprogrammed graphic sizes on Canva to ensure all posts are correct. Also resize as needed!



USE THE CONTENT PLANNER

In premium version of Canva, you can link your social media + schedule your content directly from your account



DON'T SHY AWAY FROM TEMPLATES

Canva has more than 60,000 templates. Search through them + update them to your branding

CANVA 101: SIMPLE TIPS FOR SMALL BUSINESS



LET'S
CONNECT!

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