



SIZING UP YOUR DIGITAL FOOTPRINT

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DIGITAL FOOTPRINT

- the amount of public-facing digital space that your business occupies
- digital marketing strategy is determining the best things to say & do online (behavior) in order to maintain a positive reputation &, ultimately, achieve a desired outcome

digital behavior

(what you say & do to promote your business)

- **business website**
- **social media profiles & posts**
- **branded content** (blog, podcast, etc)
- **email** (newsletter, signature, etc)
- **digital advertising**
- **online tools / resources**
(calendars, directories, etc)

digital reputation

(what others say & do about you or on your behalf)

- **ratings / reviews**
- **user comments** (social, blog, etc.)
- **news / 3rd party coverage**
- **influencers**

A NEW (DIGITAL) NORMAL

- like it or not, **effective marketing strategy should involve digital marketing**
 - *1 in 5 small businesses don't have a website, which means 4 in 5...do*
- users expect for businesses **to have an online presence**
 - *In pursuit of: contact info/communication, hours of operation, menus, online inventory, reservations, etc.*
 - *Info gathered via: mobile devices, Google searches, smart speakers, & social media recommendations*
 - *Half of all online searches will be voice searches by 2020.*
- users expect **accuracy (brand & info), consistency (voice), vitality & security** *(and so does Google)*
 - *trust is hard to gain, but easy to lose*
 - *decisions on whether to visit/shop at/eat at your physical location are made based on digital experiences*

CONSIDERATIONS

– it's not a one-size-fits-all situation

- *determine your business goals first, then utilize the best digital tools required to achieve them*
- *your business goals & needs are unique, so your digital footprint will also be unique*

– it's an ecosystem

- *be mindful of how the various components of your digital footprint interact with each other*
- *be mindful of the role each component plays in achieving your goals*

– identify what you can control vs. what you can't

- *no guarantee that your social media postings will reach anyone*
- *Google changes their algorithms about 500-700 times per year, so, yeah...*
- *you can't dictate what reviews you receive, but you control how you respond*

IF...

– business website

– social media

...THEN

- *mobile-friendly / responsive*
- *secure (HTTPS)*
- *accurate, up-to-date information*
- *clear messaging / ease of use*
- [Google My Business](#) / [Google Search Console](#)
- *establish a social posting strategy*
- *use platforms where you're most likely to engage with your target audience*
- *consider a social media posting / monitoring tool*
- *remember that there's no guarantee your audience will actually see your posts*
- *use each platform uniquely*

IF...

– branded content

– email

...THEN

- *consider distribution channels in addition to your own website / social*
- *identify if/how the overhead of creating it helps you achieve your business goals*
- *consider strategic partnerships in creating content – paid/commissioned or organic collaboration*
- *add an email signature to your business inbox*
- *segment your audience where appropriate*
- *this offers the chance for a more intimate relationship w/ your audience*

IF...

– digital advertising

– digital business tools

...THEN

- *social advertising can be effective where organic posting cannot*
- *know the difference between an ad campaign & simply boosting a post*
- *are you using them for all they're worth?*
- *can tools integrate with each other?*
- *can tools be embedded into your website or social media profiles?*

THIS IS THE END.

- you have a big day ahead of you, so we'll end it here.
- there is so much more to talk about on this subject – I'm happy to chat!
 - mc@mckl.co
 - [@mcklco](https://www.instagram.com/mcklco) on Instagram
 - [/mcklco](https://www.facebook.com/mcklco) on Facebook
- thank you!