

Should you also separate your Hats within your work environment? What if you're responsible for webpage content and also social media posts?

Co-pilot will create podcasts based off of the website.

eCommerce & Website Track: SEO

Make Sparq's digital footprint large. Make sure we have all the social media accounts.

Google Business Profile

Try to find industry-specific sites for Sparq to create a profile for (i.e. Angi/Houzz for home improvement, Realtor.com for real estate)

NAP Consistency

Name, Address, Phone Number is consistent across the board from Social Media to Website

Be wary of SEO Optimization companies. They will make you pay, and if you stop, they will hold that data hostage

Need to find a way to get more reviews. "Reviews are worth their weight in gold."

Reviews drive SEO

Good customer service

Good product

Provides a service or need

Saves time and effort

Figure out what people use to search for Paperless Board Meetings solutions. Put those keywords on the website. Create blogs and say what the answer to that question is.

Figure out what concerns people have about our products and get those on the website

Reddit, Quora posts are huge for SEO

Should we get a community site for all of the subscribers of our products to be able to post and ask questions?

This helps with SEO and helps promote the Sparq brand

Get more testimonials out there. (HOW OFTEN SHOULD WE BE SWAPPING TESTIMONIALS ON THE WEBSITE?)

Try to get other websites to point to our website (this is called backlinking). Maybe NSBA? COSSBA?

Look at sponsorships that allow for backlinks. Again COSSBA? Backlinks?

Do not create shell websites that point back to our own. Our hosted websites are not going to hurt us or BoardBook when they link back.

Look for ways to get backlinks

SERanking, Brightlocal, SERanking are all paid SEO Tools that track backlinks, reviews, Search Visibility

Google Analytics and Google Search Console are free

How to Make YouTube videos work

Create shorts

Less than 60 sec videos

designed for mobile videos

Get 70 billion views a day

help with SEO

Process

Discovery

What are we trying to do here?

Creative Brief

Summary of the discovery

Who is the audience?

Brainstorm

TALK through the ideas

Storyboard

Give a visual description of what happens in the videos

A&V Doc

Whats going to happen from audio and visual side

How to brainstorm

Get the hook set in the first 1-2 seconds

80-90% dropoff if there isn't a hook

Make the video relevant to your business

Make sure there is a call to action.

CapCut

Descript

YouTube Studio

Notion

Keep it mobile friendly

Checklist:

3 customer painpoints

3 hook ideas

Film with phone + light

Post and observe

Followers are less important. Conversions are what is most trackable now.

Leadership & Business Development: Sales & Customer Experience as a Marketing Tool

ALways do what you say you're going to do. Don't over promise and under deliver.

Backup what you say and you'll gain word of mouth

Develop a process and stick to the process

Most important part of the sales process is determine the prospects' Needs and perform a Needs Assessment

My name is Darion Miller with Sparq and I'm wondering if you are stuggling with your Agenda and Board/Counsil management?

Do not do an elevator speech during an initial call. (Maybe start cold calling cities?)

Find the one item that is a pain point for them? This then gets your foot in the door

Ask for the close when you know BOTH sides are ready

if they're not ready, provide a referral

Be effective vs efficient

Quality leads vs quantity of leads

Just because you hear a no, it doesn't mean that the cycle is done. circle back around.

Grow your business with AI-powered tools by Google Gemini

Make a Google Business Profile

Edit and use the suggested description because AI will create one with searchabililty in mind

Search Google SEO Guide

Search Google SEO Video

We want to get AI Overviews by using keywords and standard SEO procedures

Do not copy and paste directly from AI, use it as a building block and edit from there

When you start using AI, it should take 30-45 minutes of prompting to teach AI about your business

How create a prompt?

Ask AI what it needs before you provide all the details. It will tell you the information needed?

Provide a task

What do you want it to do?

Create

Analyze

Provide context

What position should the text come from?

Are there specific details you want included?

References

Do you have items that you want to include that are precreated?

Sparq's Website?

Other competitors websites?

Videos that we or competitors have created?

Reviews

Read and review accuracy

Iterate

Make change to phrasing, Separate prmpt into shorter sentences, use constraing (do this, don't do that, include this, don't include this)

Example prompt

As an experienced product manager, create a detailed marketing plan for new [product]

Write a product description: features and benefits

Identify target audiences: demographics

Outline a marketing strategy that includes: topics, formats, campaign, types, platform-specific strategies

Notebook LM - this can help you analyze your competitors

workspace.google.com/solutions/ai

g.co/grow/SearchAds

g.co/grow/PerformanceMax

g.co/grow/ProductStudio

grow.google/AI-Essentials

grow.google/Prompting

grow.google/certificates

Digital Marketing is one

Google Search Console

tried but need to go through verification process through GoDaddy

mocoach@growwithg.co

eCommerce & Website Track: How to get your Business Visibility

Organic SEO

Quality, Helpful Content

On the core pages (home page, about us)

what sets us apart?

How are we different from our competitors?

Information pages (product pages)

make the information on these pages most helpful for users

is the information genuinely helpful?

Pros:

Results can last significantly longer than other channels

Comparably high ROI

Cons:

Results take time

your updates may take longer than expected to move you up the list

You are at the will of finicky search engines

if Google makes a change, they may not let you know, so you may drop without making any changes

Social Media

90% of Instagram users follow at least one business

Need to pick a platform of where our users are most

Facebook and Instagram are should be ons

Maybe look into Reddit?

Consistent message

set a schedule

post what your audience wants to see

interact with your users via comments and DMs

send 3 messages per day on all platforms

Pros:

Great for brand awareness

Direct interaction with customers

Content can go viral

Cons:

ROI difficult to calculate

Requires constant content creation and engagement

Organic reach is unpredictable and often limited

Paid Advertising

50% of users can't distinguish between paid and organic search results

The top 3 paid ads on a search results page receive 46% of the clicks

2 types of ads

Search Engine Ads

higher users are actively searching for it, intent to purchase is likely

More likely to be an immediate need

Social Media Ads

Community Engagement

Demand generation and Brand Awareness (for those who aren't aware of your business/product)

How paid ads work on search engines

They still take the page into accounts

Take the budget amount into account on top

must have clean, fast, friendly website

Pros:

Immediate traffic and results

Precise audience targeting

Scalable based on budget and goals

Clear and measurable ROI

Cons:

Can be expensive

getting ROI anything below \$1500/mo you're going to struggle

Requires ongoing budget to maintain results, when you're paying, you'll be there. when you're not, you won't

Your Website

Our website is the key.

If we don't have a good website, we will struggle.

Need good keywords, content, call to action

It needs to Attract

Website needs to act as a magnet

It needs to Inform

Give them good, easy navigation and good content

It needs to Convert

Call to action

Have price

Have reviews

Cut up your website information and put it on your social media channels

The AI Wave

Be careful with AI

your own Google doesn't care how you got the content, whether it's AI or

It cares about the quality

posts and content on the website Don't just copy and paste. Make sure you add your own twist to

Use AI for data analysis

Data analysis and insights

A/B Testing at Scale

Which posts got more traction?

Brainstorming

Workflow efficiency

Don't use AI for:

Long-form Content Creation

Full social media management

tell that it's from AI Don't use AI for text or email responses because people can

Mass Image Creation, not quite there yet

AI-powered suggestions from any platform

Crafting a strategy

Create a trigger (could be a memory? a pain point?)

Then they will go through an infinity loop that starts with the Exploration phase

This is where they will start searching google (digital meetings, paperless board meetings)

They will then go to the Evaluation phase

This is where they start looking at sites and look for ease of navigation, good content, is it what they're looking for?

If something they don't like what they see, they'll go back to the Exploration and repeat until they are ready to act

They will then act on what they're trying to do

We should start making our videos visible instead of hidden to help us rank higher