

**Web and Socials
Digital
Agency**

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Essential Strategies for Marketing Yourself Online



Market yourself online

Web and Socials

Who can benefit from this Ebook?

This is for you if you are considering beginning your digital journey.

In business, whether new, growing or mature, it helps to market yourself. Traditional marketing is now complemented with modern techniques such as a website and social media presence. But this is just the beginning.

Whether you're a freelancer, a tradesperson, or trying to turn a hobby into a business, effectively marketing yourself in the digital world can increase growth and open doors to new opportunities.

This eBook will give you an idea of the main areas to consider when designing your online presence.



**Real people, helping you to get
online. Quick Simple Affordable**

Shropshire based.

Reach out and connect

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Introduction

For a business to achieve growth it is almost impossible to ignore the concept of Marketing.

Traditional marketing methods such as newspaper adverts or community posters is now complemented by digital marketing. The basic instruments to show an online presence, are a website and social media accounts.

In this Ebook, we explain the factors you need to consider when gaining an online presence. We also offer our own web building, and hosting service.



We host our websites via Wix and have a 'partner' account which allows us to pay £15 a month, for a small business hosting fees. Our website building service starts at £400. As part of this service we offer training to provide you with the skills necessary to update your content and images. Using these skills that we teach, you will be able to update your own content and images.

And we are so confident in our website building service that you can contract us to supply it...but not pay until its delivered.

But more than that...if you are not satisfied, you don't pay. Just walk away, no question asked.



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Chapter 1: Hosting Services

Web hosting services such as Squarespace and Go Daddy offer the technology needed to make your website accessible. While these platforms provide user-friendly tools for managing your site, it's important to note that they typically require monthly fees for hosting services.

These hosting fees are essential for ensuring that your website remains live and accessible to visitors around the clock.

The cost of web hosting can vary depending on factors such as the hosting provider, the type of hosting plan you choose, and the features included in the package. Monthly fees for web hosting services typically cover server maintenance, security updates, technical support, and storage space for your website files and data.

Understanding the cost of web hosting upfront can help you plan accordingly and avoid any unexpected expenses every month.

At WaSDigital.co.uk run our hosting from Wix, and as we have a 'partner' account we can offer small business hosting at only £15 a month.



Chapter 2: Building Your Digital Identity



Establishing a strong and memorable personal brand is key to attracting your target audience in today's competitive digital landscape. This should be your starting point, but it is more than designing a logo and having a colour kit, (however, this is of course very important!)

Crafting a compelling personal brand involves not only creating an eye-catching visual identity but also defining a clear and authentic brand voice that resonates with your audience. We recommend using Canva.

By showcasing your personality, values, and expertise through your brand, you can build trust and credibility with potential customers.

It is common for websites to have a section called "About us". Here it is useful to be real, show the true you, and allow your audience to connect with you. Your value proposition should communicate what sets you apart, what benefits you offer, and why your target audience should choose you over others.



Chapter 3: Website Content Creation and Curation

Creating engaging content that resonates with your audience is essential for capturing attention, sparking interest, and fostering meaningful connections.



By understanding the preferences, needs, and challenges of your target audience, you can design your content to address their pain points, provide value, and inspire action. Try to encourage interaction with your posts, such as evoking likes or comments, this awakens the platforms bots to your presence, otherwise known as pleasing the algorithms.

Content on your websites include informative blog posts, visually appealing infographics, and interactive videos. Engaging content is key to building brand awareness, driving traffic, and generating leads.

It also goes without saying that good content on Social Media is critical, whether it's Reels, Carousels, or single images, you are fighting with many other content creators to appear in front of your target audience.



Chapter 4: Social Media Mastery

Curating valuable content establishes your authority, credibility, and expertise in your industry. With high-quality content, insightful articles, industry reports, or case studies, you can position yourself as a trusted source of information and valuable insights. Sharing knowledge and articles not only adds value to your audience but also demonstrates your expertise and commitment to staying informed and relevant in your field. By incorporating storytelling to connect on a deeper level creates emotional resonance, fosters empathy, and strengthens the bond between you and your audience.



By weaving compelling narratives, personal anecdotes, or real-life examples into your content, you can create a memorable and impactful experience for your audience.

Storytelling allows you to humanise your brand. Using user generated content (UGC) is the new secret weapon against the perfectly formed designs produced by platforms such as Adobe and Canva.



Chapter 5: Search Engine Optimisation (SEO)

Understanding the basics of SEO is fundamental to increasing your website's visibility, driving organic traffic, and improving your ranking with search engines. Search engines, such as Google and Bing want to provide the most appropriate site, page or answer to the query that the user asked.

In order to find the best page to show the user, the search engine performs a number of checks on every website.

SEO involves optimising your website and its content to align with search engine algorithms, ensuring that your site appears higher in search results for relevant keywords and queries. By grasping key SEO concepts such as keyword research, on-page optimisation, and link building, you can improve your site's performance (to those little tests that the search engine runs on each site).

Optimising your digital assets for search visibility involves fine-tuning various elements of your website, including meta tags, headings, image alt text, content structure, page load speed and mobile responsiveness. By making them more search-engine friendly you can enhance your website's user experience, increase search engine crawlability, and boost rankings in search results.



Chapter 5: Continued....

Implementing SEO best practices to improve online discoverability requires a strategic approach to content creation, technical optimisation, and off-page SEO efforts.

Consistent monitoring, analysis, and optimisation of your SEO efforts are essential to staying ahead in the ever-evolving landscape of search engine algorithms and user behaviours.



SEO is one method of driving traffic, paid adverts (PPC) are an alternative, and can be very productive, particularly during a website's fledgling presence. But PPC doesn't need to be an alternative, it can be complimentary to SEO. Paying Google to display your product can be a very successful form of marketing, and can produce a valuable return on investment (ROI).

Chapter 6: Email Marketing Essentials

Building and growing an email list is an excellent strategy for businesses seeking to establish a communication channel with their audience. Unlike social media platforms, where reach and engagement can be negatively impacted by algorithm changes and platform policies, businesses have more control over how they connect with their email subscribers. By collecting email addresses, businesses can send targeted promotions, personalised content, and crafted messaging directly to their audience's inboxes, fostering stronger connections and driving higher engagement rates. Additionally, owning and controlling an email list provides businesses with an independent channel of communication that reduces reliance on third-party platforms like social media. In instances where social media accounts are hacked, algorithms shift or accounts face suspension, businesses face losing access to their entire audience.



Chapter 6: Continued....

Crafting impactful email campaigns involves creating compelling, relevant content that resonates with your subscribers and encourages action. Whether it's a newsletter, promotional offer, product update, or event invitation, your email campaigns should be visually appealing, well-written, and actionable.



To capture emails you could consider implementing website opt-in forms, providing enticing lead magnets like exclusive content or offers, running contests, and promoting email sign-ups on social media. Once you've built your email list, segment your audience, create engaging content with clear calls-to-action, personalise emails for better engagement, set up automated campaigns for efficiency, and track key metrics to measure campaign success and make informed improvements. To run email campaigns, consider using popular platforms like Mailchimp, or HubSpot.

Chapter 7: Monitoring and Analytics

In this final chapter we examine the importance of "Metrics and Analysis". Try to measure performance and analyse data. This critical step is essential for evaluating campaign success, defining tactics based on data-driven decisions, and continuously improving your digital initiatives. By defining key performance metrics, tracking KPIs, and assessing ROI, you can gauge campaign effectiveness, identify areas for enhancement, and make strategic adjustments to drive better outcomes across various digital channels.



Analysing data from tools like Google Analytics and social media platforms allows you to uncover trends, patterns, and insights crucial for optimising your strategy. By understanding user behaviour, campaign performance, and audience demographics, you can gain valuable insights into your performance. This will help refine content, and enhance both engagement and conversion rates. Leveraging data-driven strategies empowers you to adapt to market dynamics, improve campaign effectiveness, and propel your digital marketing strategy towards sustained success and growth in the competitive online landscape.



Conclusion: The Wrap Up

Embracing the journey of marketing yourself online is not only a luxury—it's (in our opinion) a necessity. Instead of questioning the need for an online presence, consider whether to acquire new skills and take on the challenge or leverage expert assistance through outsourcing. Your decision should be influenced by factors such as time, availability, skill level, and marketing budget. You should familiarise yourself with personal branding, engaging content, social media skills, visibility and optimisation, and data-driven decision-making.



Crafting your bespoke Digital Marketing Strategy and Social Media Strategy is pivotal. If you seek guidance in these areas, Web & Socials stands ready to offer our expertise.

There are numerous companies that can help build your business a website, and maximise the potential of your online presence. Many have user-friendly interfaces, customisable templates, and robust hosting services, catering to individuals and businesses seeking to establish a compelling online presence. With WordPress, individuals and businesses can access a range of themes, customisation options, and hosting solutions to create professional websites. Similarly, platforms like Weebly offer drag-and-drop website building tools, e-commerce functionality, and integrated marketing features, making it easier for users to launch and manage their online presence.

Conclusion: The Wrap Up

If you seek reliable hosting services, providers like Bluehost and GoDaddy offer a range of hosting solutions, domain registration services, and website building tools.

Companies like HubSpot are renowned for their comprehensive marketing solutions, offering a suit of tools and services to optimise online visibility, and analyse data effectively.

Agencies like SEMrush, known for its robust SEO tools, competitive analysis, and digital marketing insights, offer businesses the chance to optimise their online strategies and stay ahead in the search rankings. Similarly, agencies such as Moz offer a blend of SEO expertise, keyword research tools, and link analysis capabilities to bolster website visibility and enhance organic traffic. For social media management, agencies like Hootsuite and Sprout Social offer a comprehensive suite of social media management tools, analytics, and scheduling capabilities to streamline social media campaigns and engagement.

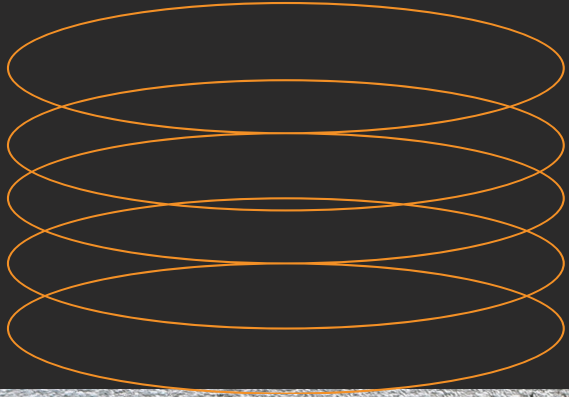
If you are yet to get an online presence, chat with us first at Web & Socials before you embark on a decision.

We will build your website and manage its optimisation and performance. One off delivery prices start at just £400, with full hosting each month at just £15 (each for 50 GB of memory).



Collaborate and outsource, we are waiting to chat.

**We can get you
online for just
£400 with full
hosting at just
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we deliver, if you
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walk away no
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