

# BRINGING YOUR BUSINESS ONLINE: TIPS FOR SUCCESS

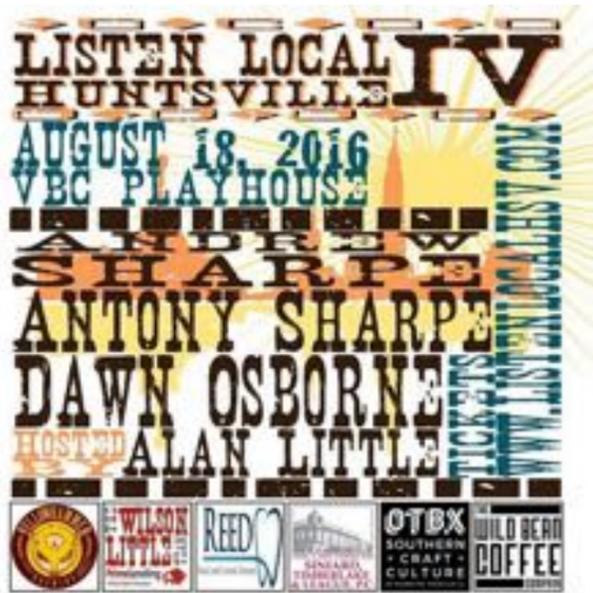
DIGITAL MARKETING TIPS TO PROPEL YOUR ONLINE PRESENCE



FLOURISH



LISTEN LOCAL®



# About us:

Listen Local aims to showcase, promote, and support local singer-songwriters with listening room experiences, one-on-one promotional support and so much more.

Flourish is a full-service marketing and public relations firm helping brands elevate their business through long-term growth strategies.

This partnership is a perfect compliment to join the love of supporting local musicians with the science of strategic marketing and promotion - providing a resource that elevates artists and their craft to the next level.



Areas We'll Focus On:



Your Online Presence  
is Your Brand!

First off, ask yourself this:

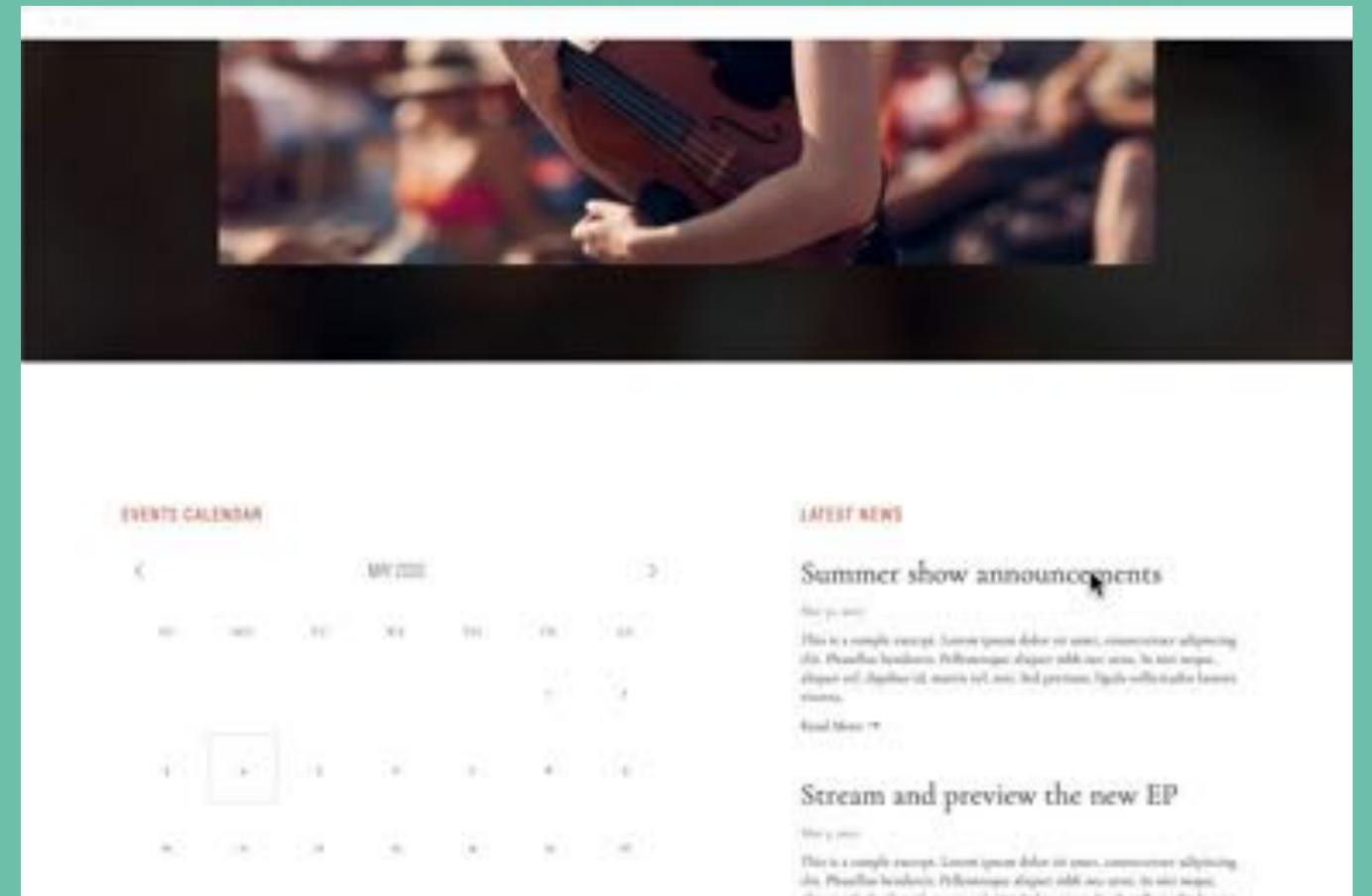
What are you trying to accomplish?

What phase of life are in, creatively speaking?

Do you have an upcoming album release or going on tour?

# Build the Website

Grab your domain  
Select your web provider  
Pick a template you love  
Customize your site  
Promote the heck out of it



# A Few Simple Platforms

The Wix logo is displayed in a light red color, featuring a stylized font where the 'i' has a dot and the 'x' has a diagonal slash.

## Pros:

- Lots of templates to choose from
- Simple drag and drop interface
- You can customize a ton of features
  - E-Commerce options
  - Tons of app add-ons
- Affordable- packages start at \$13/month

## Cons:

- Can't switch templates after site goes live
- May have to pay for add-ons
- Not as 'fluid' a design/layout as other providers

# A Few Simple Platforms

## SquareSpace

### Pros:

- Rated "best design website"
- Great site to showcase your work
- Has drag and drop feature, but a little limited WYSIWYG editor
- Offers unlimited storage and bandwidth on cheapest plan

### Cons:

- Not as many templates to choose from
- A bit more complex to learn
- No app store means you're reliant on its built-in features

# A Few Simple Platforms

## Weebly

### Pros:

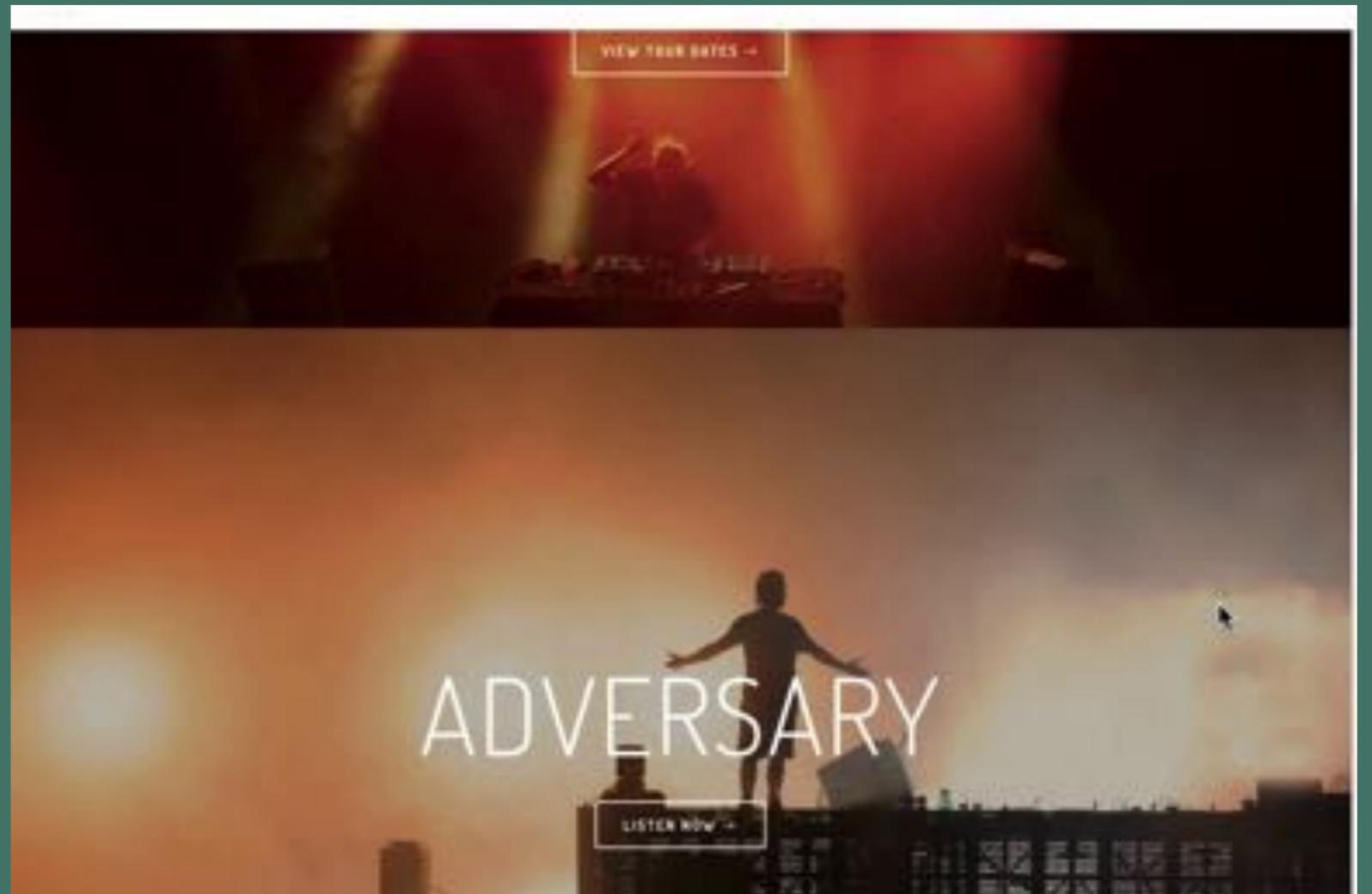
- Lots of templates to choose from
- Simple drag and drop interface
- Built-in code editor
- E-Commerce options
- Tons of app add-ons

### Cons:

- Customization within templates are limited
- Not as intuitive as Wix or SS
- Not as 'fluid' a design/layout as other providers

# Beyond Just Your Site

Beef up your SEO  
Capture an audience  
Sell your merch  
Promote your shows



Maximize Your Social  
Media Presence



A woman with long, dark, curly hair and white sunglasses is smiling and holding a large, white-bordered graphic that mimics an Instagram post. The graphic features a photo of her and social media icons at the bottom. The background is a solid light yellow color.

Maximize Your Social  
Media Presence

**THE TOP 5 RULES OF SOCIAL**



# *One*

Pick one platform and give it 100 percent. Once you've mastered the first, re-evaluate your business and decide whether to add another one.



#Two

It's more than just posting consistently - it's about the quality of your posts. Make sure everything you share on your business page is strategic and is working to further your goals.



## #Three

Study your audience! You won't be successful unless you learn how to captivate the right people who would be interested in your products or services. So, before you even begin posting, make sure you do your market research.



#Follower

If you want engagement, you have to engage. So many companies begin posting content and don't understand why they aren't getting the likes, comments and shares they expected. If you want to hear from your audience, engage with them through built in tools or by liking and commenting on other accounts where they're active. Don't be a wallflower!



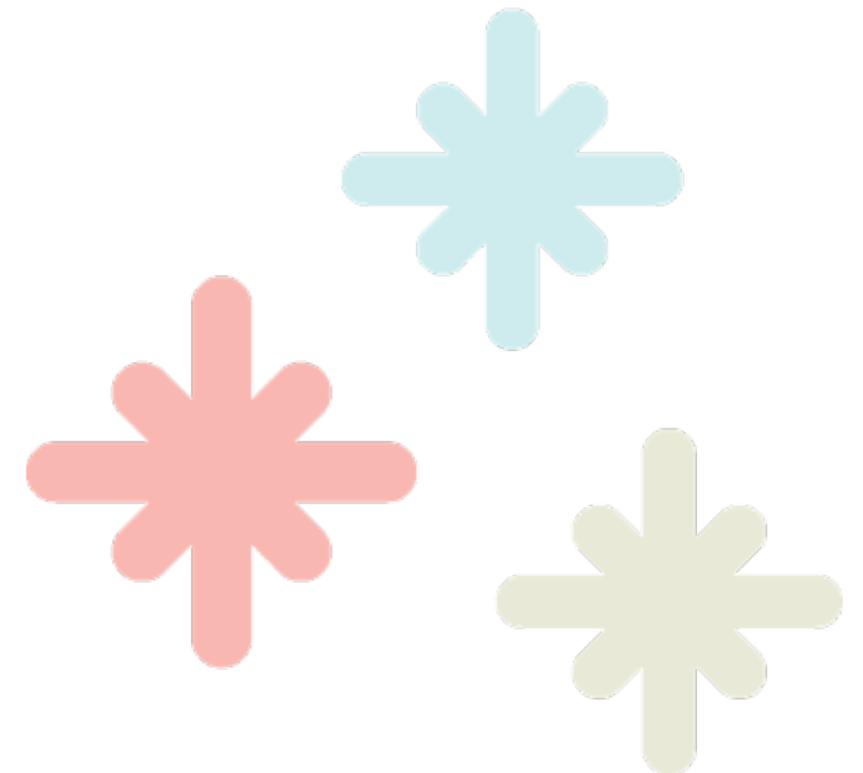
## # Five

Be true to yourself and your brand. This is the most important tip we can share. In this digital world where everyone can be whoever they want to be behind the safety shield of a screen, what consumers value most is authenticity. Everything you post should reflect the personality of your organization.

A crowd of people at a concert, seen from behind, with their hands raised in the air. The scene is bathed in a warm, golden light, likely from a sunset or stage lights. A faint, glowing grid pattern is overlaid on the image, creating a digital or network-like aesthetic. The text "Engage Through Social Media" is written in a cursive font across the middle of the image.

Engage Through Social Media

# Why Instagram?



# All About Instagram

- Instagram has 110 million users in the U.S. and 1 billion around the world.
- The average user spends 28 minutes per day on Instagram and visits the platform multiple times a day.
- Instagram is the most popular traditional social platform for teens and 37 percent of adults use it as well.
- Approximately 200 million users visit at least one business account each day.





# What We Love About Instagram

01

We love that Instagram is **visually captivating** and allows you to flex your creative muscles and figure out how to represent your business in the most eye-catching way possible.

02

Instagram is a great platform for **engaging** with other accounts. Interact with your customers and other businesses in a fun, informal way with just the click of a button.

03

The versatility that Instagram offers makes it perfect for **customized branding** opportunities. More than any other platform, consumers are able to get a clear vision of who you are.

A top-down view of a workspace. In the center is an open, spiral-bound notebook with two blank, cream-colored pages. The notebook is surrounded by various decorative and functional items: a pair of gold-handled scissors, a small white bowl with a pinecone, a white ceramic dish with a fern frond, a small white bowl with a cork-like substance, a square glass dish with a cork-like substance, and another pinecone. The background is a plain, light-colored surface.

# Branding Basics

# 01 Branding Basics

# HANDLE

"What's in a name?"

- William Shakespeare, and also you  
when figuring out your Instagram handle



Keep it simple.



Use what you have.

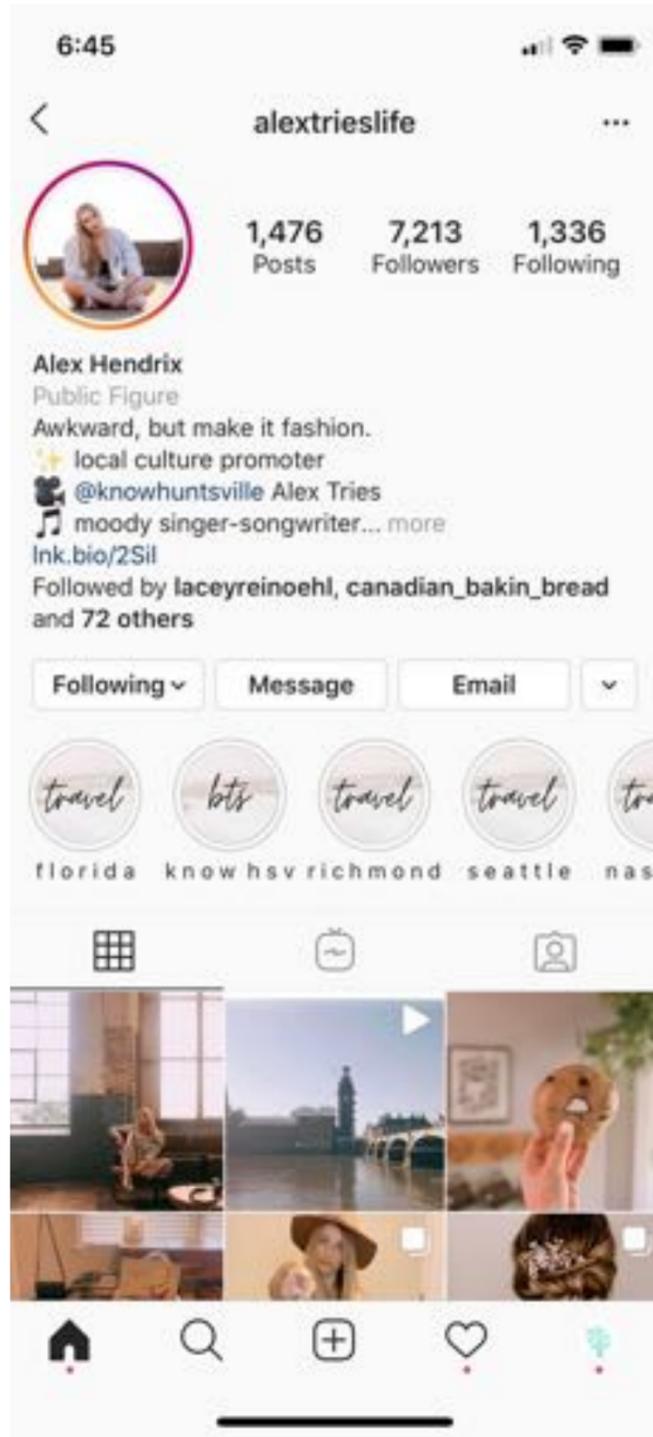


Show who you are.

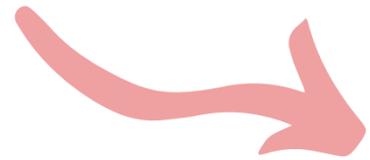


# 02 Branding Basics

# BIO



List your accolades



Link in bio



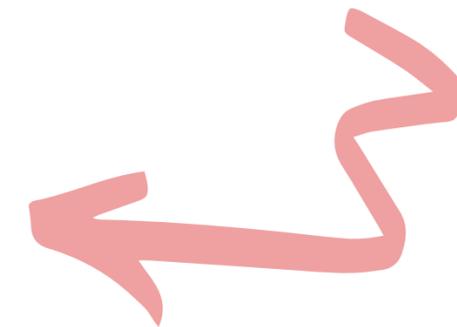
Customize the feel



Tell what you're about



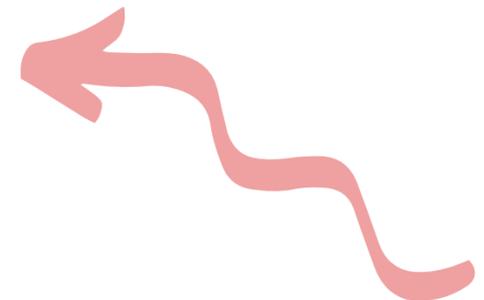
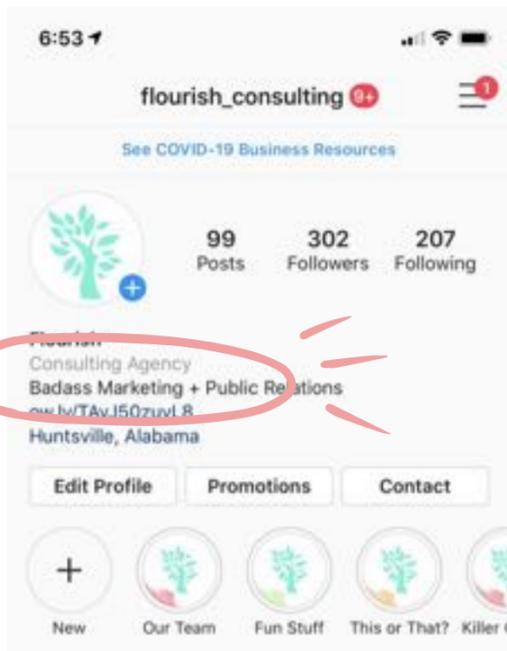
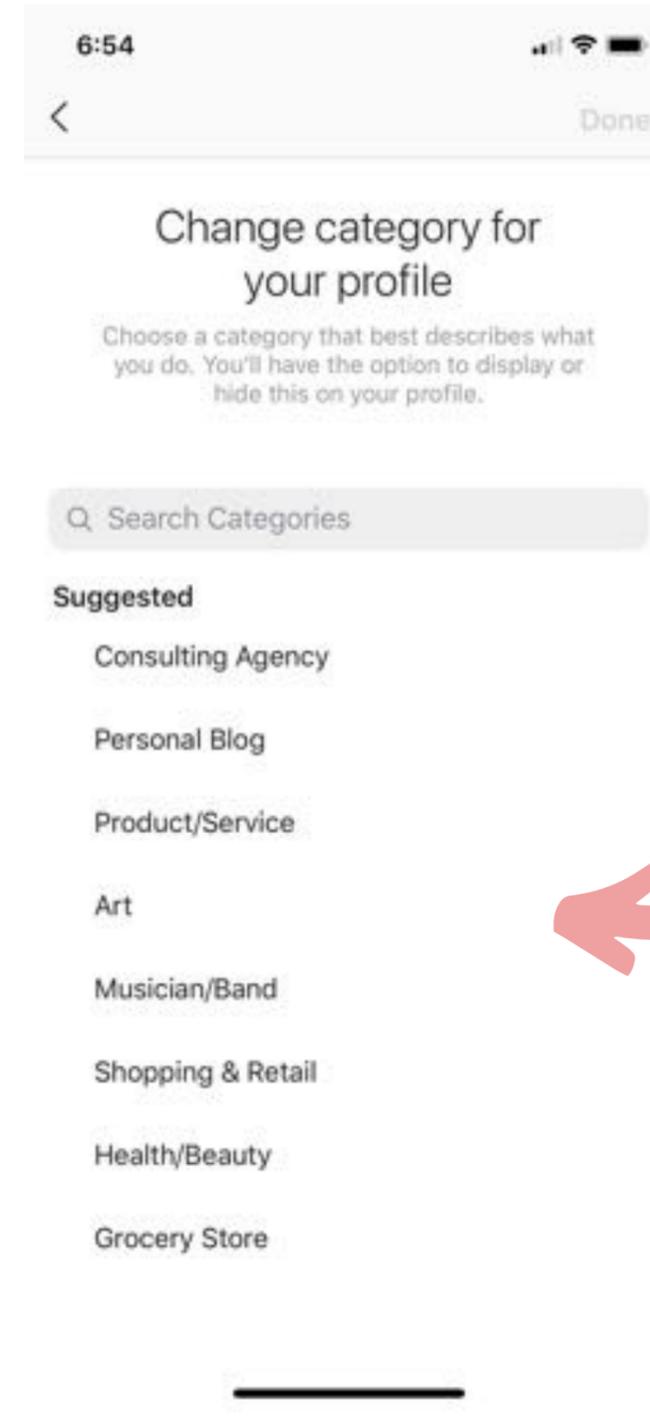
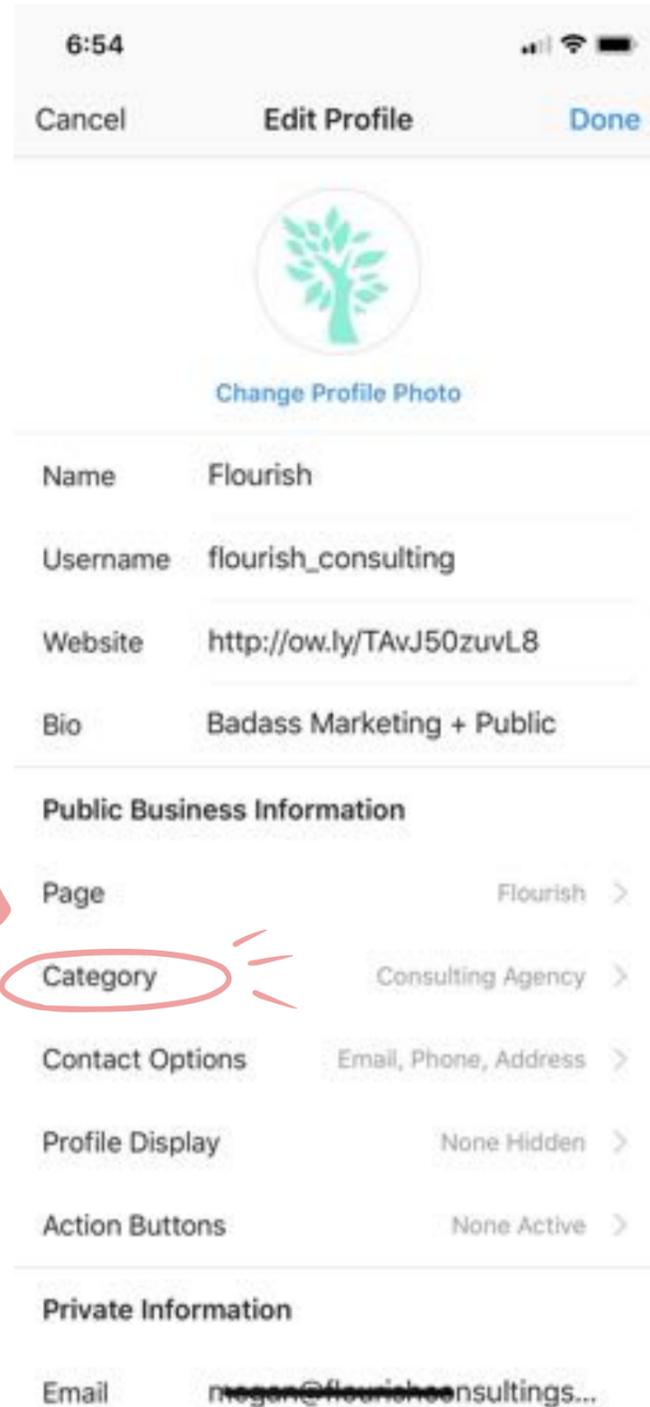
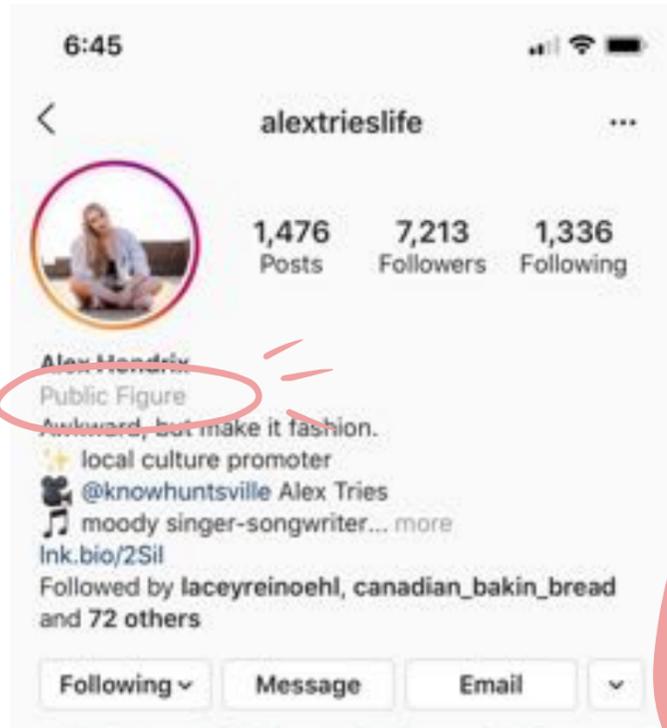
Add a fun tagline



# 03

# Branding Basics

# ACCOUNT TYPE



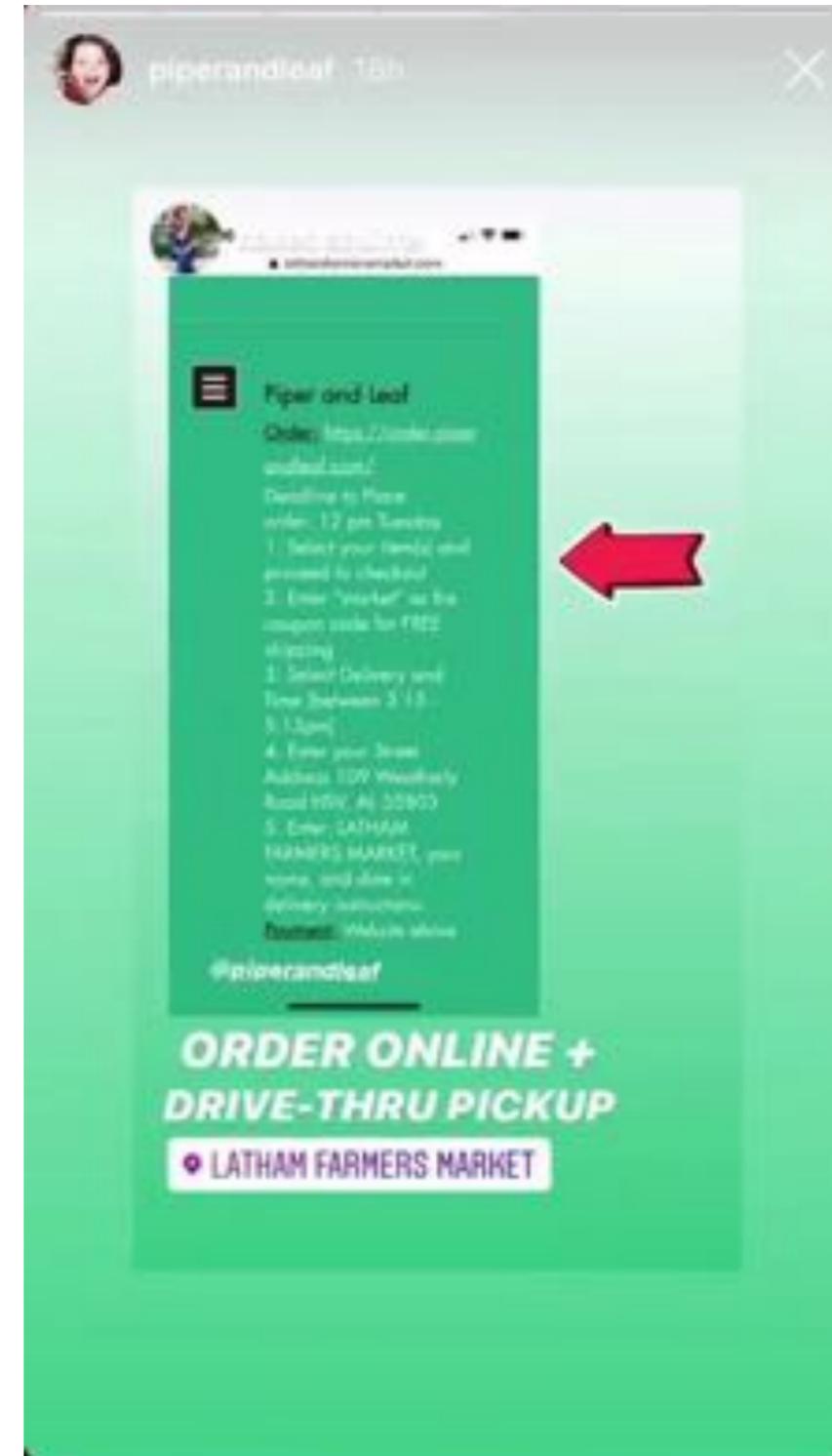
# Features: Stories



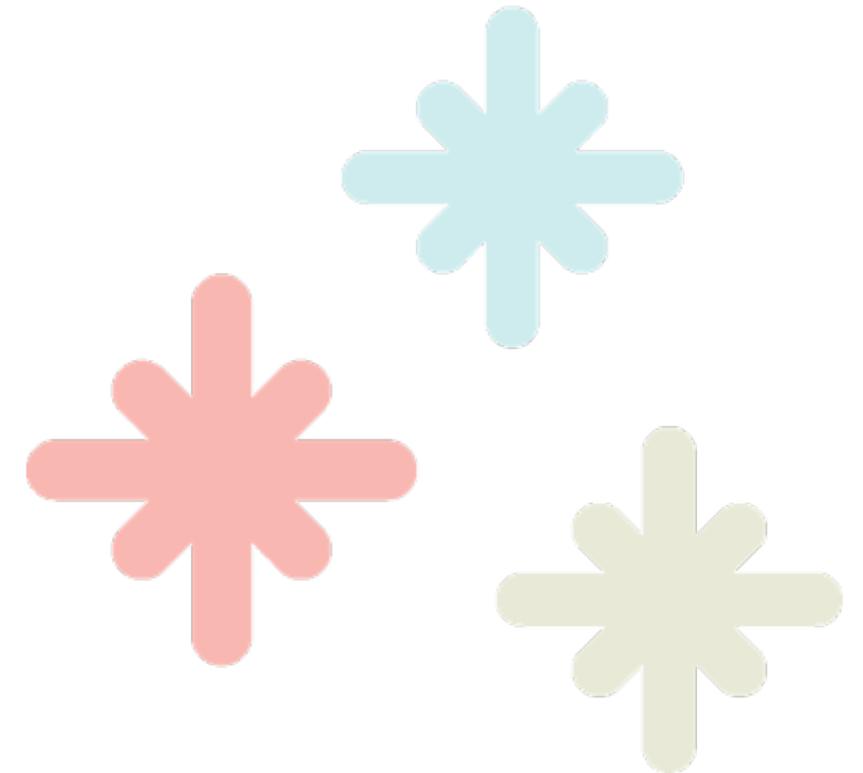
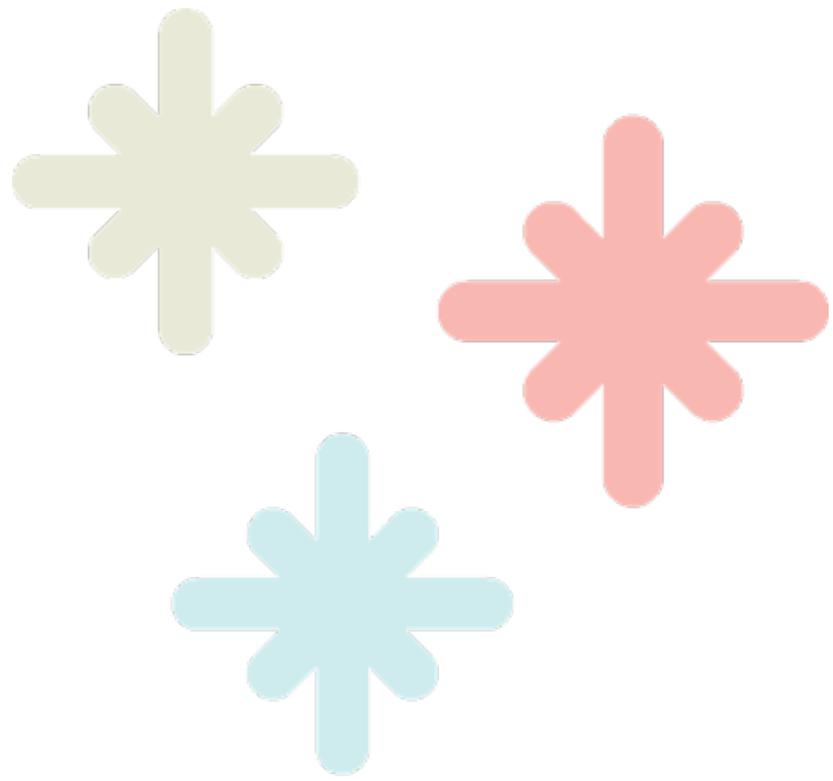
15 SECONDS  
24 HOURS

relatable  
CONTENT

DRIVES  
authentic  
CONNECTION



# Why Facebook?



# All About Facebook for Your Brand

- Facebook is one of the most popular social platforms for individuals and businesses, with 69 percent of all adults in the U.S. using it.
- As of 2019, 60 million Facebook Business pages have been created.
- Facebook has a complete advertising suite built-in to the platform. Facebook Ads makes it easy for companies to target their market and analyze their reach.



# Our Top 3 For Facebook!

01

Facebook helps you build on your already established relationships by **easily inviting** the people you know to support you by liking your page.

02

Using groups, messenger, Live, Watch parties and more truly allows you to **create relationships** with your followers that you just can't get anywhere else.

03

Ads Manager and other promotional features offer so much **flexibility** and **intuitive data**; A/B testing gives you an edge and management is simplified.

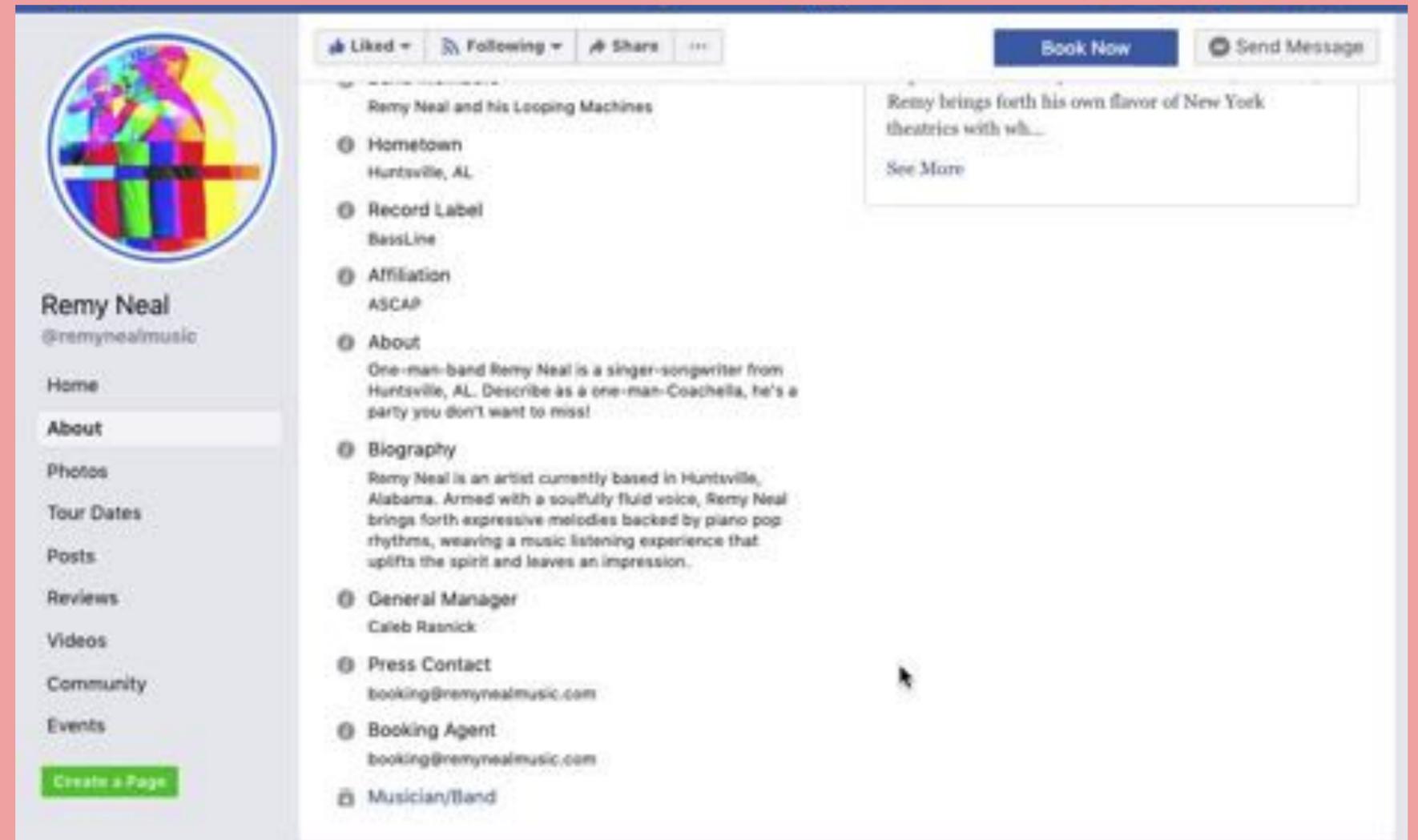
# Facebook Artist Page

EVERYTHING YOU NEED IN ONE PLACE

ENGAGING CONTENT

EASY WAY TO PURCHASE, DONATE,  
BOOK AND CONTACT

FAN REVIEWS



The image shows a screenshot of a Facebook artist page for Remy Neal. The page layout includes a profile picture of Remy Neal playing guitar, a cover photo, and a navigation menu on the left with options like Home, About, Photos, Tour Dates, Posts, Reviews, Videos, Community, and Events. The main content area displays the artist's name, location (Huntsville, AL), record label (BassLine), and affiliation (ASCAP). It also features an 'About' section with a bio, a 'Biography' section, and contact information for the general manager (Caleb Rasnick), press contact, and booking agent. A 'Book Now' button and a 'Send Message' button are visible at the top right. A small text box on the right side of the page reads: 'Remy brings forth his own flavor of New York theatrics with wh...' and 'See More'.

# Tools & Tips We Love

## LET'S CREATE

Canva is perfect for making posters, social media posts, business cards and so much more.



# Tools & Tips We Love

## SCHEDULE YOUR SOCIAL

Scheduling tools take the day to day hustle out of your online presence. Schedulers such as Hootsuite, Planoly, Sprout Social & CoSchedule are all simple and easy to use.

# Tools & Tips We Love

## SCHEDULE YOUR SOCIAL

Scheduling tools take the day to day hustle out of your online presence. Schedulers such as Hootsuite, Planoly, Sprout Social & CoSchedule are all simple and easy to use.

## ENGAGE YOUR AUDIENCE

Maintain consistent, regular communication beyond just social media. Email tools such as MailChimp, Constant Contact or Emma make it easy to send regular, beautifully styled emails.

# Tools & Tips We Love

## SCHEDULE YOUR SOCIAL

Scheduling tools take the day to day hustle out of your online presence. Schedulers such as Hootsuite, Planoly, Sprout Social & CoSchedule are all simple and easy to use.

## ENGAGE YOUR AUDIENCE

Maintain consistent, regular communication beyond just social media. Email tools such as MailChimp, Constant Contact or Emma make it easy to send regular, beautifully styled emails.

## SELL YOUR MERCH

Each web platform we discussed has easy to use e-commerce plugins which make it easy to sell your stuff and make an extra buck.

# Tools & Tips We Love

## SCHEDULE YOUR SOCIAL

Scheduling tools take the day to day hustle out of your online presence. Schedulers such as Hootsuite, Planoly, Sprout Social & CoSchedule are all simple and easy to use.

## SELL YOUR MERCH

Each web platform we discussed has easy to use e-commerce plugins which make it easy to sell your stuff and make an extra buck.

## ENGAGE YOUR AUDIENCE

Maintain consistent, regular communication beyond just social media. Email tools such as MailChimp, Constant Contact or Emma make it easy to send regular, beautifully styled emails.

## DIRECT OUTREACH

Facebook groups, local media, local influencers and other musicians can quickly become ambassadors for your brand - use it!



*We're almost finished!*

A black and white photograph of a man with glasses playing a guitar. He is shown in profile, looking down at the instrument. The background is a plain, light color.

# Resources for you!

We have some bonus take-aways for you! Following this presentation, we'll be sending out a password-protected online folder that includes a content calendar, a features list, tips & tricks to boost engagement on posts and a list of our favorite Instagram resources to get you started.

The password is: **Listen Local**

Keep in mind the password is case sensitive!



FLOURISH

Contact Us!

[hello@flourishconsultingservices.com](mailto:hello@flourishconsultingservices.com)

[flourishconsultingservices.com](http://flourishconsultingservices.com) | 256.265.5005

Facebook: @FlourishConsultingServices

Instagram: @Flourish\_Consulting