

Do This!



Digital Essentials for your Business, Club, or Non-Profit

You Must >> Do This!

Digital Essentials for your Business, Club, or Non-Profit

If you're in business or run a club or non-profit then you need a strong digital presence.

Luckily with a bit of time, organisation and focus a basic, yet remarkably solid, system is very easy to set up and run.

Chances are, you have a pretty good idea of what you need to do. Chances also are, if you're a business owner, running a club or a non-profit, you're not actually doing all the basics. Not because you don't want to or don't have the capability, but because you're busy. Very, very busy.

You probably don't have the time.

Clear, consistent, plain-English communication is an important cog in the wheel of growth for your organisation.

Do you have a communication plan for your organisation? Well done if you do.

Do you execute on that plan on a daily basis? Very well done if you do. **The odds are your business is thriving** if you're doing both these things so...as you were. You don't need to read any further.

Many organisations, including some very large ones, don't and this is a massive cap on their potential.

You're in business to sell, right? If you're not selling you're not in business. If you're a club or non-profit, yep, you're selling too. This document isn't about selling, though. There are plenty of books, white papers, articles, training, videos for you to discover the intricacies of selling. (Google is your friend.)

This is about producing and executing on a, simple, clear and consistent digital communication plan that will support your organisation's strategy by letting your customers know you have the best solution to ease their pain by giving them what they want. To help you sell.

BUT...


So often in many organisations time is a scarce resource. I know that as a small business owner myself. The day-to-day stuff gets in the way. Working with staff, answering the phone, paying the bills, clearing emails(!), and actually doing all the important things you're in business to do.

There's never enough time on the clock for everything is there?

Imagine for a second if you could actually talk – regularly – to the people you need to

**Keep it Simple.
Do it Well.**





talk to about what you do and how you can help them. Digital can be your answer.

People want what you have. You wouldn't be in business if they didn't. But how many more people would want what you have if they knew you had it? You owe it to them to have that conversation. You must. And you can.

But where's the time, aye?

First the, er, fine print

Okay, the not-so-fine print. There are a few things I'll assume you've done before you start executing on a digital plan.

This document will provide you with an easy-to-follow outline for your organisation's digital communications. We know every business, market and industry is different so much of the detail will be specific to what you do.

These basic principles apply across them all, though.

Before getting stuck into doing things, you need to know your why. Why are you in business? Why do people want what you have? Why are you different?

It's important to get your strategy right before sorting out your tactics. What's your vision or purpose, your values, your 3-5 Year strategic plan? Have you done a SWOT? What are your one year priorities, your 90 day goals...? If you don't have these you're driving with the handbrake on.

A good start is to get organised. Work out what you need to say, how you're going to say it, and when you're going to say it. Simple stuff. Relatively easy to do. This document will give you a basic plan, suggest some obvious, easy-to-use digital tools, and offer some hints to help set your organisation apart from your competitors (because, simple as this is, many of them won't be doing it).

You've gotta get this stuff sorted.

Many organisations haven't done this. And they won't because, you know, they're too busy doing stuff and don't have the time.

If you can you have to find the time to get your strategy sorted. It'll help everything else become clearer, easier, and more natural. Things will flow.

So yeah, the above is a bit of a qualifier before you should attack your digital nuts and bolts. Please make sure you've at least had a look and considered it. In this document I will assume you have.

This system will support a business without a strategy, of course, but it helps a lot if you know where you want to go.

The aim now is to unclutter your tactics and provide clarity around what you should be doing to support your organisation's strategy.

Here goes...



Your Digital Essentials >> Keep it Simple. Do it Well

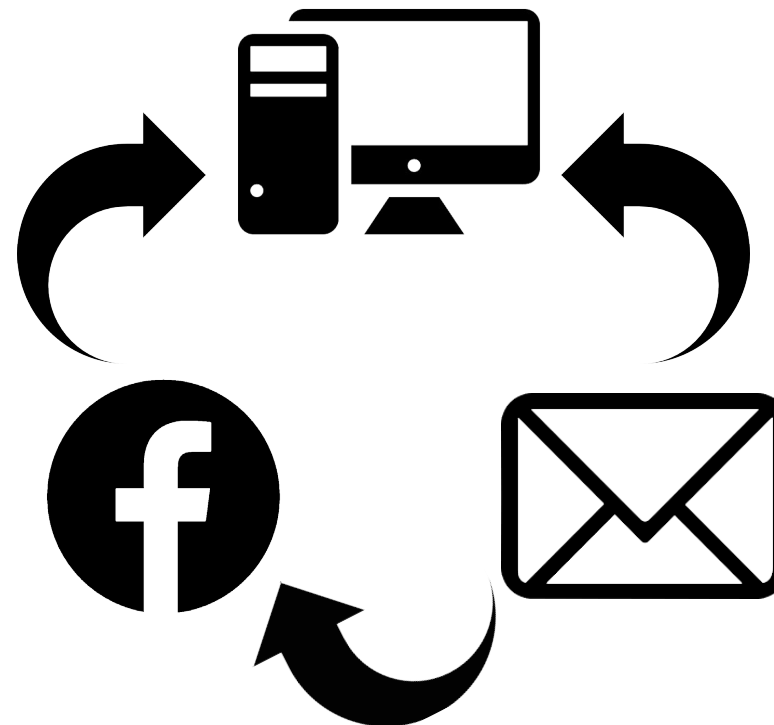
You need:

A [Good] Website

A Social Media Hub

An Email List

That's it. Okay, not entirely. But it's the best place to start and build from. You're welcome to do more if you have the time. Do you have the time? No? So don't worry about it now.



If you use these basic tools to consistently deliver quality content you'll be well on the way to success.

If you need to dive in a bit deeper we can help you with that.

Visit **dbmm.co.nz**
or contact me on
dwayne@dbmm.co.nz
or **+64 21 993 832**.

Anyway, this is stuff anyone can do themselves with a bit of time and the right amount of focus.

Let's get started...



A [Good] Website

Your website is your digital home base. You control the content, messaging and how your customers interact with you on your website.

Your website is up 24/7. It doesn't sleep so that, you know, you can.

It's surprising the number of companies that either don't have a website yet or, probably worse, have a site that looks like it was built in the early days of the web.

If you don't have a website, get one. Now. It's easy and inexpensive and you can have a good site up and running pretty quickly.

If you do have a site, but it looks like it was put together in the computer studies class of the local primary school, then you'd better upgrade quick.

Customers visit your website to find out about you. If it looks like you've been cutting costs on your website then potential customers will ask themselves what else you cut costs on. If you don't have a good site they'll likely move on – quickly – to a competitor that does.

You may feel your current level of business is okay. But how much future growth are you missing out on because potential customers don't like the look of your organisation?

If you have a modern, device responsive

site with Calls to Action in key areas then well done. You're a third of the way there.

How do I set up a website?

You have myriad options to build or upgrade your website. Depending on the scale of your operation, you could get in a developer or do it yourself.

If you're running a website you've probably received an email (or ten, or twenty) from someone wanting to audit your site and

present you with a list of problems they can fix. To be fair, some of these guys will do a decent job for you (the rest are dodgy scammers - ignore them). There are plenty of them so choose someone you trust and go for it, if the price is right.

Developers can charge in the thousands to the hundreds of thousands of dollars, depending on what you want. For most people, a nice looking site that lets your customers know you and your organisation's story, the products you sell and problems you solve and, most importantly, how to contact you will be enough.

A news feed is useful to help keep content fresh and a testimonial page is also ideal, but make sure you make the effort to add



to these regularly. New content helps with search. Google will like you if you're regularly adding new stuff to your site. It's important that Google likes you.

So get in a developer if you like.

But you know what? You could quite easily build your site yourself. The tools are readily available.

Design & build

There are lots of platforms to use but I've found WordPress to be the best. WordPress is free, open source software you can use to create a website, blog, or app.

Visit www.wordpress.org to get started.

WordPress is an industry standard in many respects now. You can build a great looking, device-responsive site quickly. The Content Management System is easy to use and support is superb.

What makes WordPress so powerful is the almost endless range of plug-ins, which expand the capability of your site, and selection of templates, which give your site its look and feel.

The selection is vast, extremely cost effective and these tools have already been built for you.

I've worked with WordPress for a number of years now and would recommend it for 99% of website applications.

Hosting & domains

You have literally hundreds of options for site hosting and purchasing your domain name. Again, if you have the time run a search and familiarise yourself with what's out there then choose what works best for you.

If you don't have time, I'd recommend DreamHost www.dreamhost.com for both hosting and domain name management. Their fees are reasonable and their service is consistent and reliable. I currently have lots of sites set up and running through DreamHost and have been pleased with their support over the years.

DreamHost links in well with WordPress with a special one-click install that makes setting up your website really easy.

Please call if you want a no obligation closer look at how a WordPress site works.


Visit dbmm.co.nz or contact me on dwayne@dbmm.co.nz or **+64 21 993 832**.

Other tips & tools

A quality first impression says a lot about you and your business so make sure your site creates that for you.

Ensure you have simple and clear Calls to Action on most, if not all, of your pages, especially the high traffic ones. You want people to call you – that's why you have a





website – so make sure they can. People are pressed for time and are happy to be told what to do. So tell them what you want them to do and make it easy for them to do it.

You can build in basic Search Engine Optimisation (SEO) in the content and meta information on every page. This will help your pages rank well in the search engines. Good practice is to add fresh content regularly, using the key words you want to rank highly for in your headlines and the early part of the text.

SEO is a science of its own. It can get quite expensive the deeper you go. Honestly, call a specialist if you want to know more (I know one so am more than happy to give you his number).

Once you've got your site built, set up a Google Analytics account to measure your site visit stats and more. You'll find even the basic information Google Analytics provides invaluable in tracking what works and what doesn't on your site.

Now you're underway.

You've got yourself a [good] website.

What's next?



A Social Media Hub

Yes, you need a presence here too. The most familiar social channels are huge databases with very effective and inexpensive advertising tools. But, where to start? There are so many options.

Many experts will say you need to be on Facebook, Instagram, Twitter, YouTube, LinkedIn, Pinterest, Snapchat, *[insert the latest social platform here...]*, plus use tools to control all your accounts. Whew!

I would agree. In some areas and industries, they're correct, particularly if you have a social media team and the time to do it all well. Used correctly, these platforms can be very effective.

Do you have a social media team or the time? I'm guessing not. The largest organisations on the planet have whole departments devoted to digital and social marketing and others working full time on content.

They do this because it works. It's where their customers live their lives.

I'll bet you don't have the budget, the time or the capacity, though. Most organisations don't, and that's cool.

So it's all about focus.

If these limitations sound familiar then you pretty much don't need to go past Facebook. Just about everyone's there – well

over a billion humans use Facebook every day – including a large (if not the largest) chunk of the people who will want to buy what your organisation has to sell.

Yes, set-up a Twitter handle if you like, but will you really use it? Go with an Instagram account, which is definitely worth a crack if you're in a visual industry – it's growing and it links in nicely with Facebook. YouTube can be useful as it has a sizeable database of users, but you need to be creating and posting movies regularly.


All this can be a lot of work and take up a lot of time.

So **start with a Facebook page and work the hell out of that.** If you're in New Zealand chances are your customers will be there and you'll be able to talk to them.

If you're marketing overseas...chances are your customers will be there and you'll be able to talk to them.

You can do a lot with a Facebook page. The schedule function allows you to organise your workflow so you can create all your posts for the week in one sitting, then have them appear at the time and day the most people will be likely to view them. This is usually the evening but, as you go along, you'll work out





what time of the day and day of the week works best for your industry.

Facebook advertising is solid and cost effective, with an excellent suite of demographic and targeting options. This is a whole other science in itself, so start small, experiment and you'll soon figure out what's effective for your business. There's plenty of information online to help you navigate your way through Facebook advertising. My experience is it's worth it, so use it.

Once you've set your Facebook page up it's important not to leave it. Content, as always, is king and is easy to create and distribute if you want to build your audience. So prepare a basic content plan, post

information on your website, drive traffic to it using your Facebook page with engaging posts that build your following and keep your customers coming back.

Make sure you know the purpose of your content (to sell, build brand awareness, have fun, to sell – always be selling, but on Facebook be sure you're being helpful) then create and post. When you get confident enough you can boost these posts or advertise accordingly.

When posting, think visual. Photos: good. Infographics (if you have the time and design capability): great. Video: excellent. You should also experiment with Facebook Live for special events.

Website? Check. Facebook Page? Check.

There's one last thing...



Just a second... Your Content

Content creation is a separate book on its own (or set of books. An encyclopaedia even. Remember them?).

In simple terms, **good design and copywriting will set your business apart**, but you can take decent photos and movies on your phone and that's a good place to start. Just make sure your photos and movies have a purpose so you're not just filling your feed with any old rubbish.

Keep your design consistent and always use plain English with correct spelling and grammar. Keep it simple. Sound familiar? Lazy

writing and untidy design will make give your business a lazy and untidy feel – probably not the sort of organisation many of your customers will want to work with or buy from.

If you have the budget then work with a designer and copywriter or a company such as, hmmm, DBMM.

If your budget is tight, websites like www.fiverr.com or www.freelancer.co.nz offer extremely cost effective options across the design and copywriting fields, among many others. There's really no excuse for not getting this stuff right.

Sweet. Content's sorted.

Moving right along...



An Email List

Your email list is a key tool. You have customers. They each have at least one email list, usually many more.

I have five I use regularly, but that's another story...

Put those emails in a database and send regular messages to those emails. You know this, I'm sure, but do you do it?

People still open emails, particularly those with a subject heading that's meaningful to them and information they want.

There are many email tools you can use, from your Outlook or gmail account to email software.

I've used Campaign Monitor www.campaignmonitor.com for nearly a decade and have found it to be excellent for organising anything from regular e-newsletters to one-off e-casts.

Their plans are cost effective, you can set up an attractive email template from their offerings, or easily upload one you've created yourself, and track the open and click through stats in a single-page panel.

With email it's simple. Your customers and prospects will open emails that are relevant

to them. They will unsubscribe or delete emails that aren't. Spam they'll call it.

So get your subject line right (often a question works), keep your content sharp and on point, and ensure there are a number of opportunities for readers to click through to your website.

I currently manage email databases that range in size from a couple of hundred, to a couple of thousand, to more than 20,000.

Rare is the mail-out that has an open rate of less than 30% (which is actually quite good) so the message is clear – send people stuff they want and they'll read it.

Ensure your content leaves your readers wanting more. If it does they will click through to an article, information page or specially designed landing page on your website, or to your Facebook page if that's where you want them to go.

Once you're familiar with basic email use you can advance to setting up automated campaigns using multiple emails that can be sent based on how the customer or prospect responds. It's powerful stuff.





What Else?

There are so many more tools you can use to help grow your business. But do you really need them? To start with, probably not.

Given the size of your organisation, your commitment to it, and the sheer weight of

challenges you face on a daily basis, you honestly don't need anything more than a strong website, a consistent social presence and regular mail-outs to your email list.

You can grow from there.

That's It. Now Get Moving

Your customers have a relationship with you, a real person, and your staff. But you can't be there all the time. You need to sleep, right? A digital plan can help you overcome this and, done right, give you so much more.

There are so many tools available it's sometimes too difficult to even know where to start. So you may just have put your head back down, placed a few ads in the local paper and waited for the phone to ring or the

foot traffic to trudge past and, hopefully, walk through your door.

Set up a good website. Engage with your audience on Facebook. Build and talk to your email list. Do this consistently with good content. **Keep it Simple. Do it Well.**

You can fundamentally change your business with some basic digital tools and a consistent, value-led content plan. Simple and sharp. It sounds easy. It is.

DBMM is the ideal partner for small and medium-sized businesses, clubs and non-profits that don't have a full-time media and marketing resource.

We can manage your media and marketing workload so you can concentrate on what you do best - **making your organisation great.**

Visit dbmm.co.nz or contact me on dwayne@dbmm.co.nz or +64 21 993 832.

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