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Building Your Online Influence & Authority

Dawn Raquel Jensen, EMBA

About Your Speaker

Dawn Raquel Jensen, EMBA
<https://shor.by/dawn>

- Entrepreneur & Business Marketing Speaker
- Adjunct College Professor in Social Media
- Coach & Trainer to High-performing Business Owners & Leadership teams
- US Navy Veteran



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In this session:

Be recognized as a promo products expert.

Start establishing yourself as an authority.

Create an online presence, grow your impact & leverage technology

- Which digital platforms dominate your demographics
- Techniques to maximize marketing and social media marketing tools and trends
- Where your customers are and which tools will reach them.



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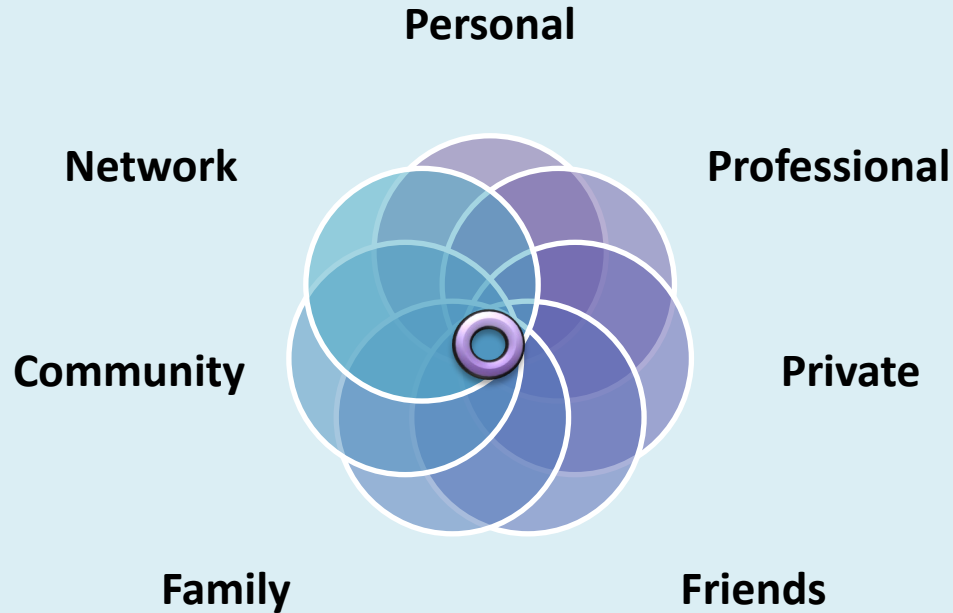
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You are here



The 30,000 Foot View

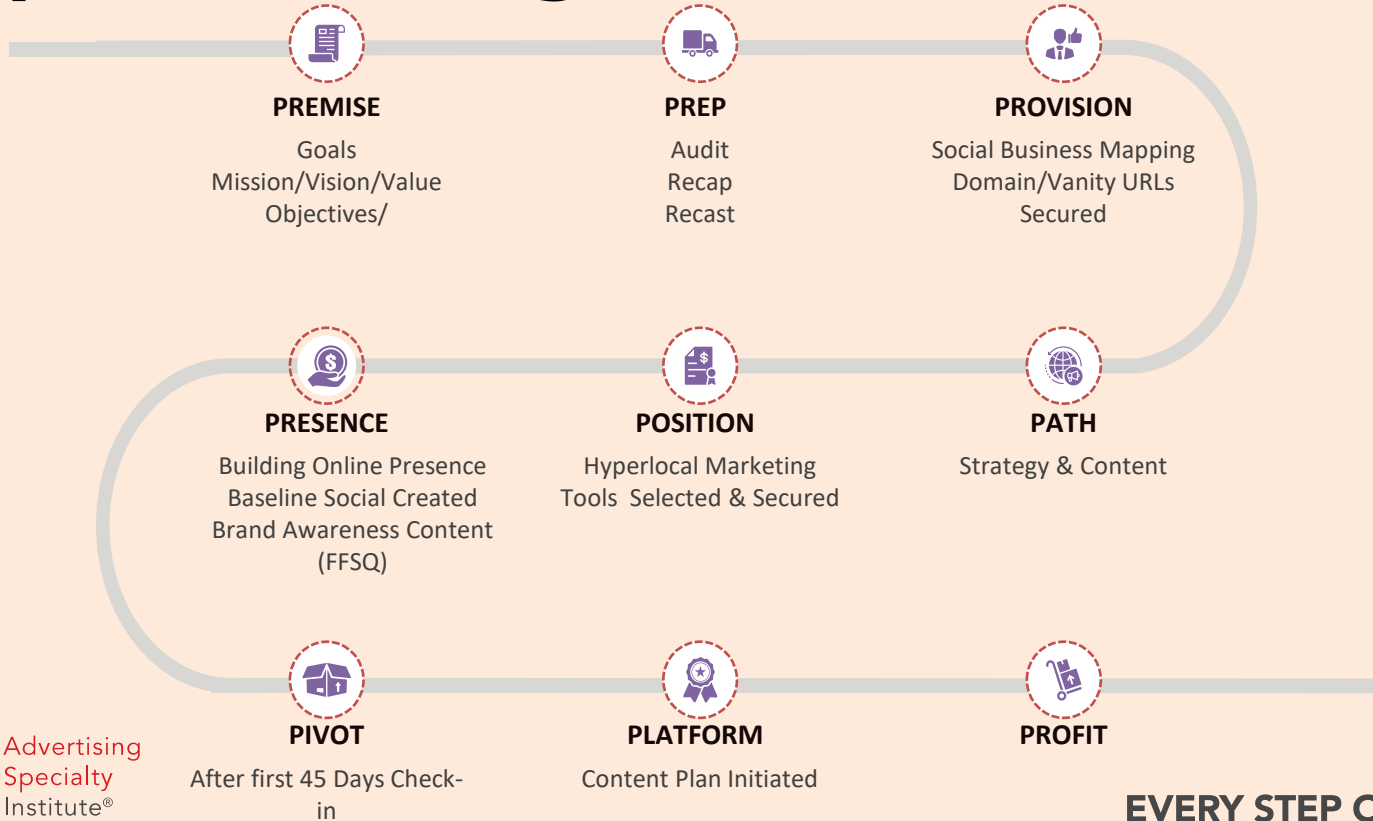
Your Social Authority Platform ROLE



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Steps to Building Influence & Authority



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Social Business Strategy: PATH

Who You Are For The People You Serve

OPTIMIZE Your Information



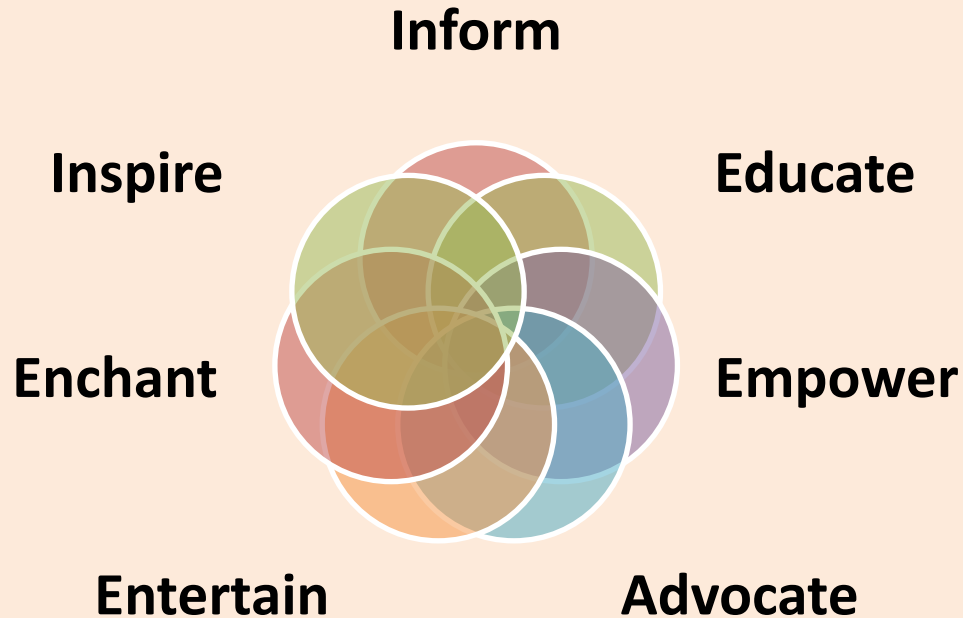
- **Obtain/Create Vanity URLs**
- **Know Your Keywords**
- **Identify Your Hashtags ##**
- **Full and Complete Profile Listings**



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Approach: Social Content Platform Online Authority



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Social Business Strategy

Make It Easy to Be Found

Building Online Influence & Authority



1. Claim Your Social Media Platforms
2. Check & Claim Directories
 - Think Hyperlocal
3. Optimize Your Information
 - Full & Complete Social Media Profiles



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Your Social Media Presence



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Social Authority: Presence Be Found Online

Claim - Your Directory Listings

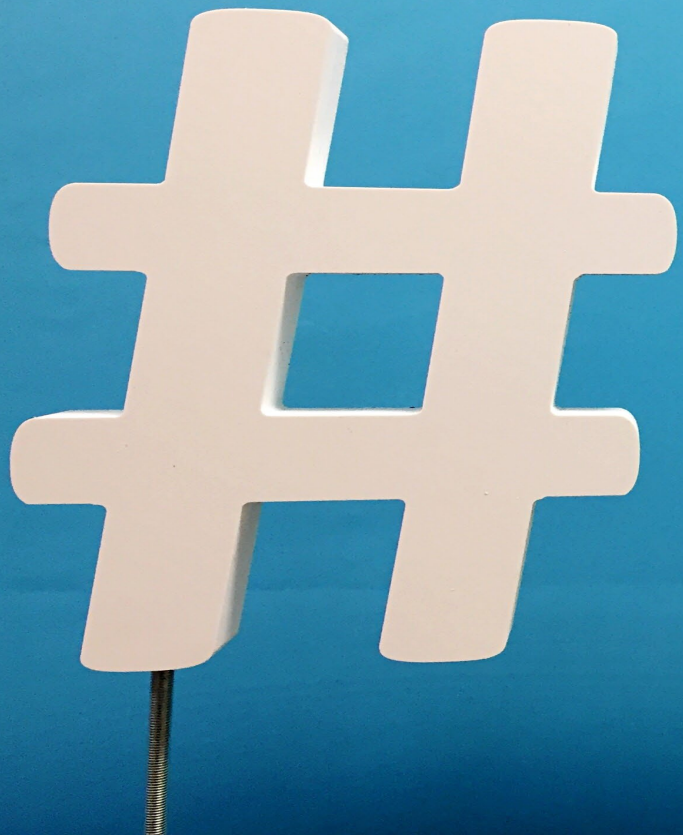


- Moz: moz.com/products/local
- Google: Business.Google.com
- Bing: Bingplaces.com/
- Yahoo: Biz.yext.com
- Yelp: business.yelp.com/?promo



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**Be Found.
Up Your Hashtag Game**

Hashtag Strategy (1 of 3)

- **Local Hashtags**
 - Using a local hashtag is the best way to gain exposure. Local tagging increases views from specified local areas.
- **Brand Name Hashtags**
 - Increase your brand popularity and grow your brand identity by constantly adding new posts with your brand name hash-tagged.



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Hashtag Strategy (2 of 3)

- **Trending Items Hashtag**
 - When a new breaking story erupts add that trending stories hashtag on your post.
- **Holidays/Seasons/Activity**
 - Holidays, seasons, and activities are some of the most searched hashtags.
 - Holidays get the most views during specific holiday dates.



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Hashtag Strategy (3 of 3)

- **Keyword Targeting Hashtag**
 - Use up to 3 main keywords to always hashtag on your social media profiles.



Top 10 Promotional Products Hashtags

Best promotional products hashtags popular on Instagram, Twitter, Facebook, Tumblr:

- **#promotionalproducts - 34%**
- **#branding - 10%**
- **#promotion - 8%**
- **#marketing - 7%**
- **#promotionalitems - 7%**
- **#promo - 7%**
- **#promotionalgifts - 6%**
- **#corporategifts - 5%**
- **#promotional - 5%**
- **#promotions - 5%**



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Hashtag Marketing: PATH

Identify Promo Product-Specific Hashtags

#promotionalproducts #branding #promotion #marketing
#promotionalitems #promo #promotionalgifts #corporategifts
#promotional #promotions #advertising
#promotionalmerchandise #promoproducts #swag #printing
#logo #gifts #brand #graphicdesign #embroidery #branded
#promotionalmarketing #business #businessgift #giftideas
#promotionalproduct #promotionalmodel
#brandedmerchandise #custom



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Hashtag Marketing: PATH

Identify Promo Product-Specific Hashtags

#smallbusiness #promotionalproductswork #design
#promotionalmodels #corporategifting #yourlogothere #bhfyf
#promotionservices #promoitems #print #stickers #promos
#apparel #merchandise #printingsservice #merch #logodesign
#corporateevents #promotionalgiveaway #gift #covid #dubai
#marketingideas #fashion #sales #clientgifts #wholesale
#brandexposure #corporate



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Social Business Strategy: PATH

Who You Are For The People You Serve

- **ASK** For Reviews, Recommendations & Testimonials

- LinkedIn Recommendations
- Facebook Reviews
- Google Business Profile Reviews
- Yelp

facebook



Launched Reviews in 2013
Over 2 Billion Users



#1

In Total Reviews and Most Reviews per Location



4.2

Average Rating of All Reviews



43.5

Reviews per Location



2x

More than Yelp (more than G and Yelp combined)



#2

In Reviews Created in Last Year



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A close-up photograph of a camera lens, showing the intricate details of the glass elements and the metal housing. The lens is positioned on the left side of the frame, with its front element prominently displayed. The background is a soft, out-of-focus bokeh of blue and green light, creating a dreamy and artistic atmosphere. The overall composition is clean and modern, with a focus on the lens as a symbol of focus and clarity.

Social Business Strategy Tip:

Want to learn **what your customers are searching for** on a topic or in the promo products space?

Check: [AnswerthePublic.com](https://www.answerthepublic.com)

The Content Marketing Pyramid™



Example 30 Days Social Media Content

SUN	MON	TUE	WED	THU	FRI	SAT
30 DAYS OF SOCIAL MEDIA CONTENT CALENDAR			01 INSPIRATIONAL QUOTE	02 SHARE A TESTIMONIAL	03 SHORT VIDEO	04 ANSWER A FAQ
05 VALUABLE TIP	06 FREE DOWNLOADABLE	07 LINK TO RECENT BLOG POST	08 ASK A QUESTION	09 INFOGRAPHIC	10 FREE RESOURCE	11 DISCOUNT OR SPECIAL PROMO
12 JUST FOR LAUGHS	13 PRODUCT / SERVICE SPOTLIGHT	14 INDUSTRY NEWS	15 MOTIVATIONAL POST	16 FAVOURITE TOOL	17 STATISTIC	18 FUN FACT
19 FILL IN THE BLANK	20 TUTORIAL	21 SHOUT OUT	22 CLIENT SPOTLIGHT	23 ICYMI (IN CASE YOU MISSED IT) POST	24 GET TO KNOW ME	25 LESSON LEARNT
26 ONE THING YOU CAN'T LIVE WITHOUT	27 BEHIND THE SCENES	28 ROUND UP OF INTERESTING ARTICLES	29 EXPLAIN INDUSTRY TERM	30 BEHIND THE SCENES		



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Social Media Management Tools

Manages your social media posts by sending your content out to your social media platforms on preset or designated schedule.

SMM Tools

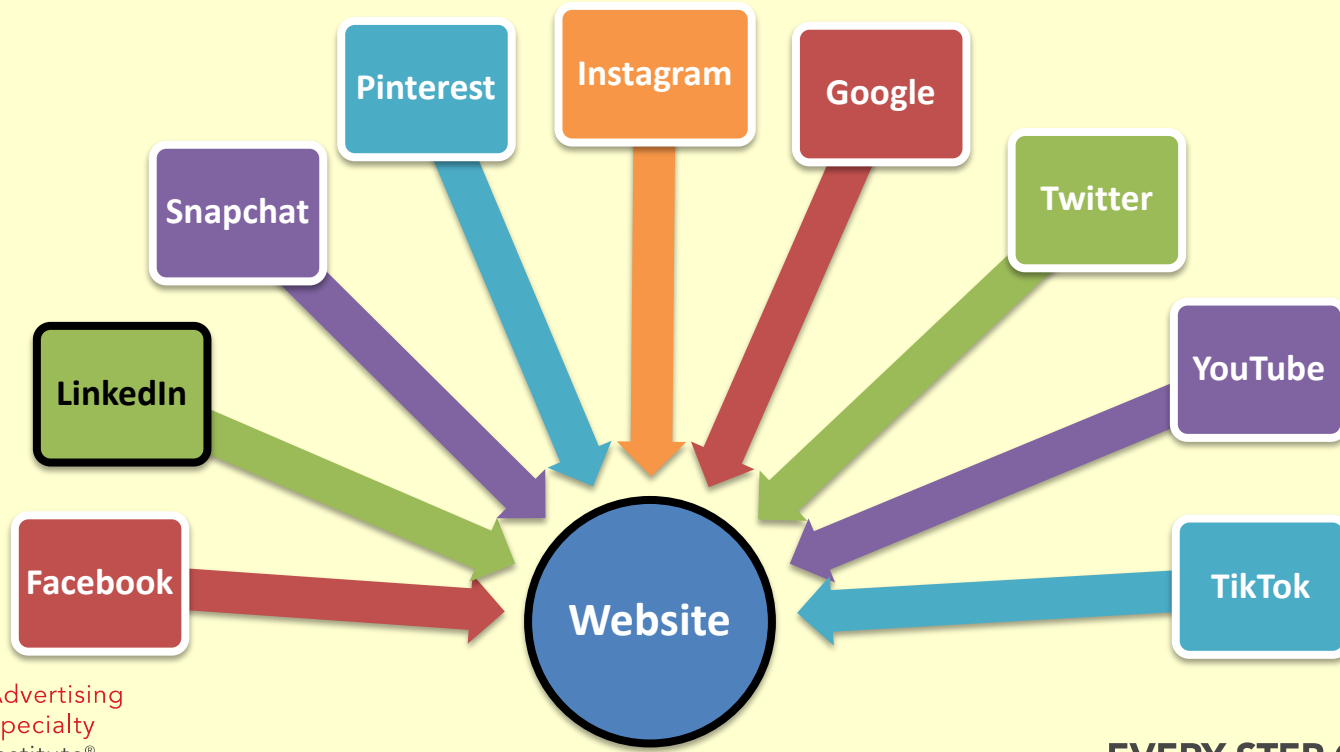
- AgoraPulse
- Post Planner
- Sendible
- Hootsuite
- Buffer
- Sprout Social
- Hubspot



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Select Your Primary Authority Platforms

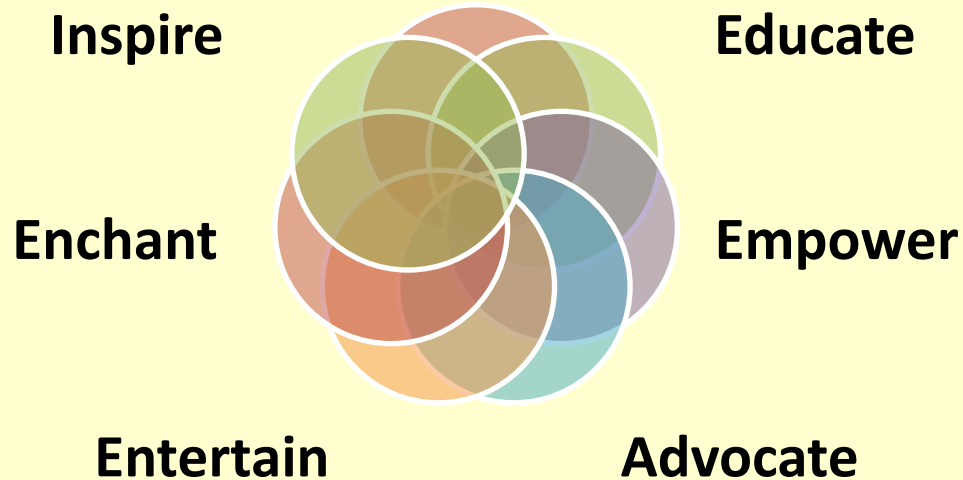


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How Does Your Business Share Social Media Content

Online Authority Inform



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Questions...Did You?

IDENTIFY Resources

SELECT The Social Platforms To Build Online Authority

DECIDE The Kind Content To Create

DETERMINE Where to Repost & Repurpose to Amplify

MANAGE Content Using a SMM Tool

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using the app or QR code or
URL at the bottom of the form:
[SurveyMonkey.com/r/FW_22](https://www.surveymonkey.com/r/FW_22)



THANK YOU FOR ATTENDING!



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