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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.

*Discover:*

- 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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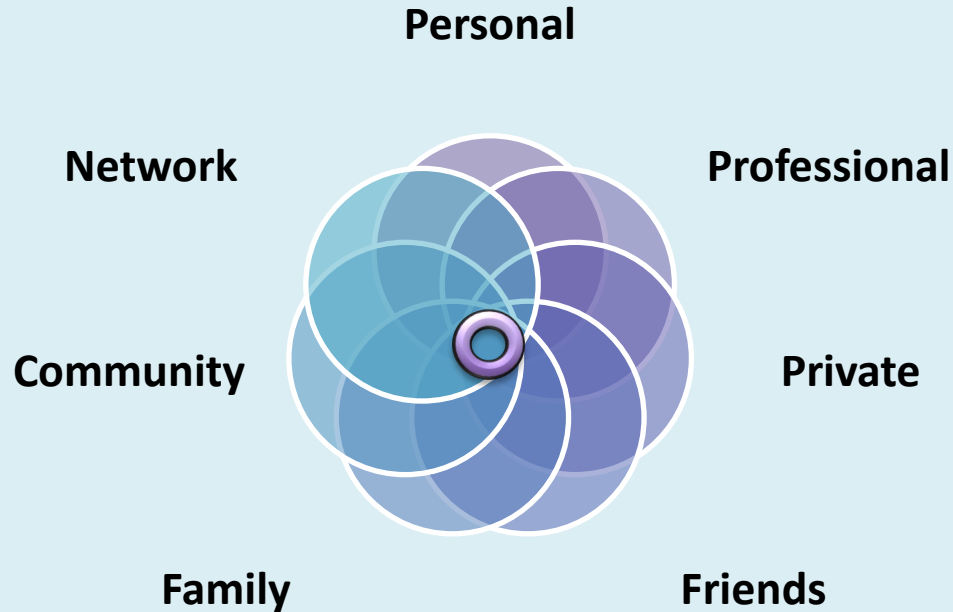
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**The 30,000 Foot View**

# Your Social Authority Platform

## Identifying Your Role



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# Steps to Building Influence & Authority



## PREMISE

Goals  
Mission/Vision/Value  
Objectives/



## PREP

Audit  
Recap  
Recast



## PROVISION

Social Business Mapping  
Domain/Vanity URLs  
Secured



## PRESENCE

Building Online Presence  
Baseline Social Created  
Brand Awareness Content  
(FFSQ)



## POSITION

Hyperlocal Marketing  
Tools Selected & Secured



## PATH

Strategy & Content



## PIVOT

After first 45 Days  
Check-in



## PLATFORM

Content Plan Initiated



## PROFIT



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# Social Business Strategy: Path Who You Are For The People You Serve

## OPTIMIZE Your Information



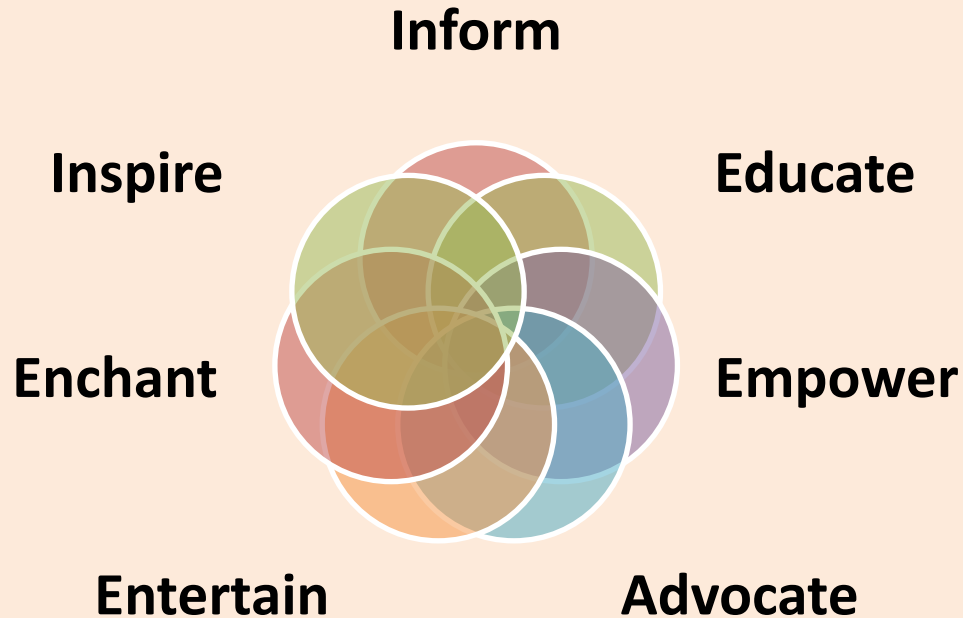
- Obtain/Create Vanity URLs
- Know Your Keywords
- Identify Your Hashtags ##
- Full and Complete Profile Listings



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# Approach: Social Content Platform Online Authority



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# Social Business Strategy

Make it Easy to Be Found

## Build 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

## Make It Easy To Be Found

### Claim - Directory Listings



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



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# Hashtag Strategy 1 & 2

## Local Hashtags

- Using a local hashtag is the best way to gain exposure through the hashtag system. Local tagging will increase views from specified local areas.

## Brand Name Hashtags

- Distributors can increase their brand popularity and grow their brand identity by constantly adding new posts with their brand name hash-tagged.



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# Hashtag Strategy 3 & 4

## Trending Items Hashtag

- When a new breaking story erupts, it's a great idea to 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 5



## Keyword Targeting Hashtag

- Use up to 3 main keywords to always hashtag on your social media profiles.
  - Company Name
  - Promo Product Item, Event, Holiday, Season
  - Location



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# 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 #swag #printing  
#promotionalmerchandise #promoproducts #logo #gifts #brand  
#graphicdesign #embroidery #branded #promotionalmarketing  
#business #businessgift #giftidea #promotionalproduct  
#promotionalmodel #brandedmerchandise #custom



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# Hashtag Marketing: Path

## Identify Promo Product Specific Hashtags

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



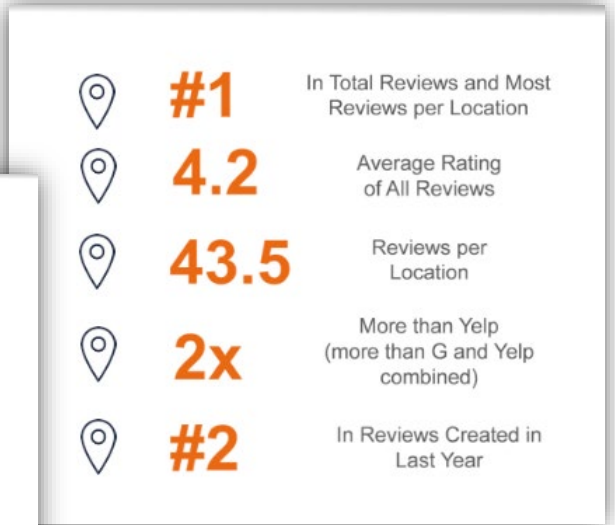
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# Social Business Strategy: Path Who You Are For The People You Serve

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

- LinkedIn Recommendations
- Facebook Reviews
- GMB Reviews
- Yelp



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# The Content Marketing Pyramid™



# Example: 30 Days of 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



- Social Bee
- AgoraPulse
- Post Planner
- Sendible
- CrowdFire
- Iconosquare
- Hootsuite
- Buffer



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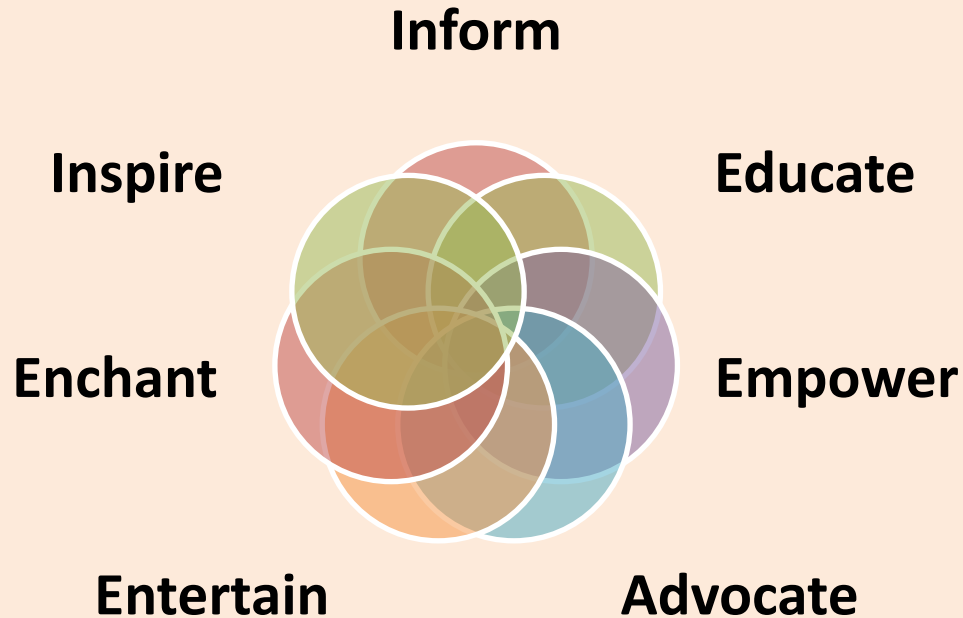
# Your Social Media Presence



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