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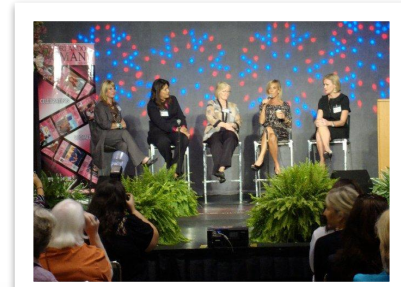
Building Your Online Influence and Authority

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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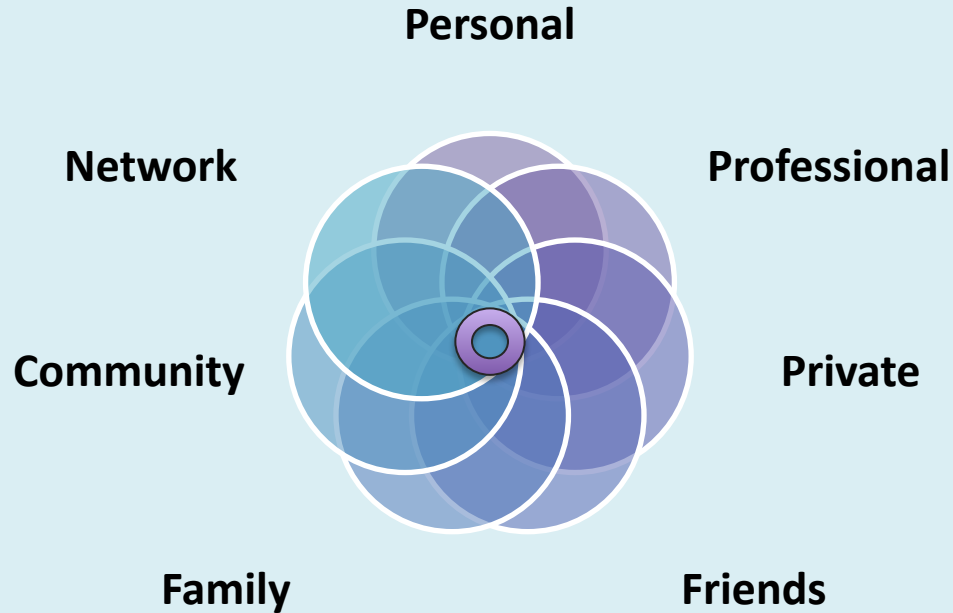
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You are here



The 30,000 Foot View

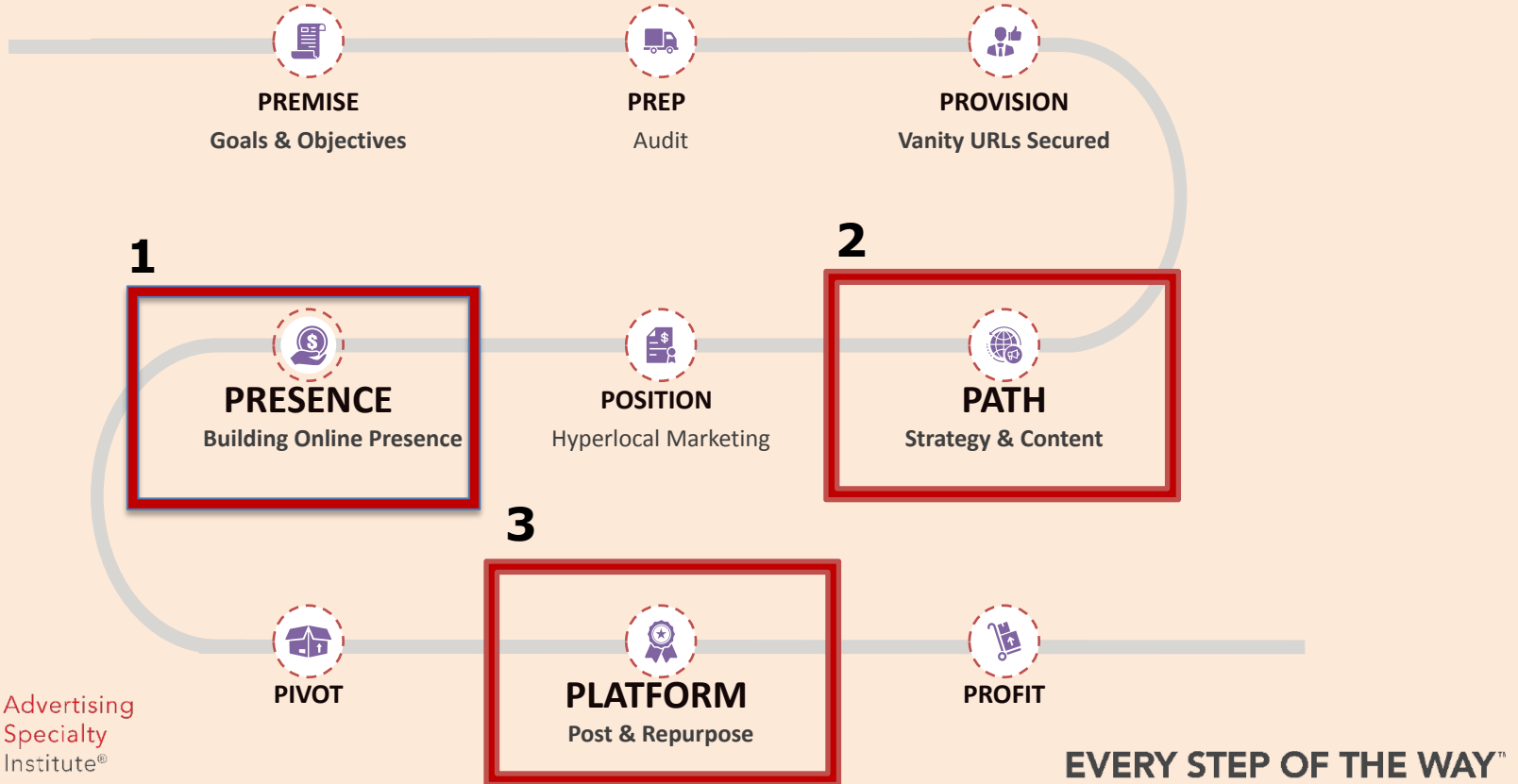
Your Social Authority Platform ROLE



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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



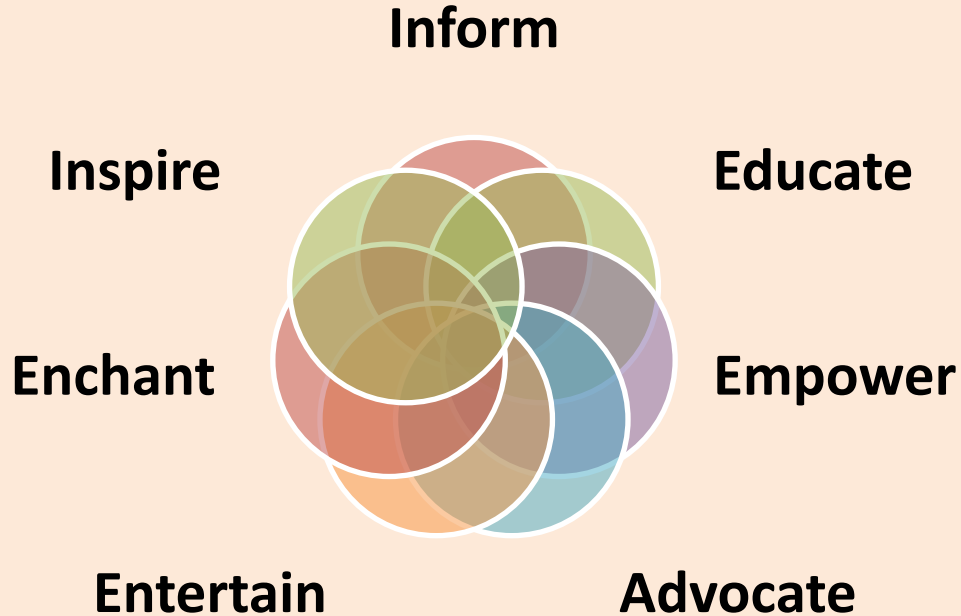
- Get Your Vanity URLs
Knowem.com/Namechk.com
- Know Your Keywords
SEMrush.com
- Identify Your Hashtags ## -
AnswerthePublic.com
- Create Complete Directory & Listings
Moz.com



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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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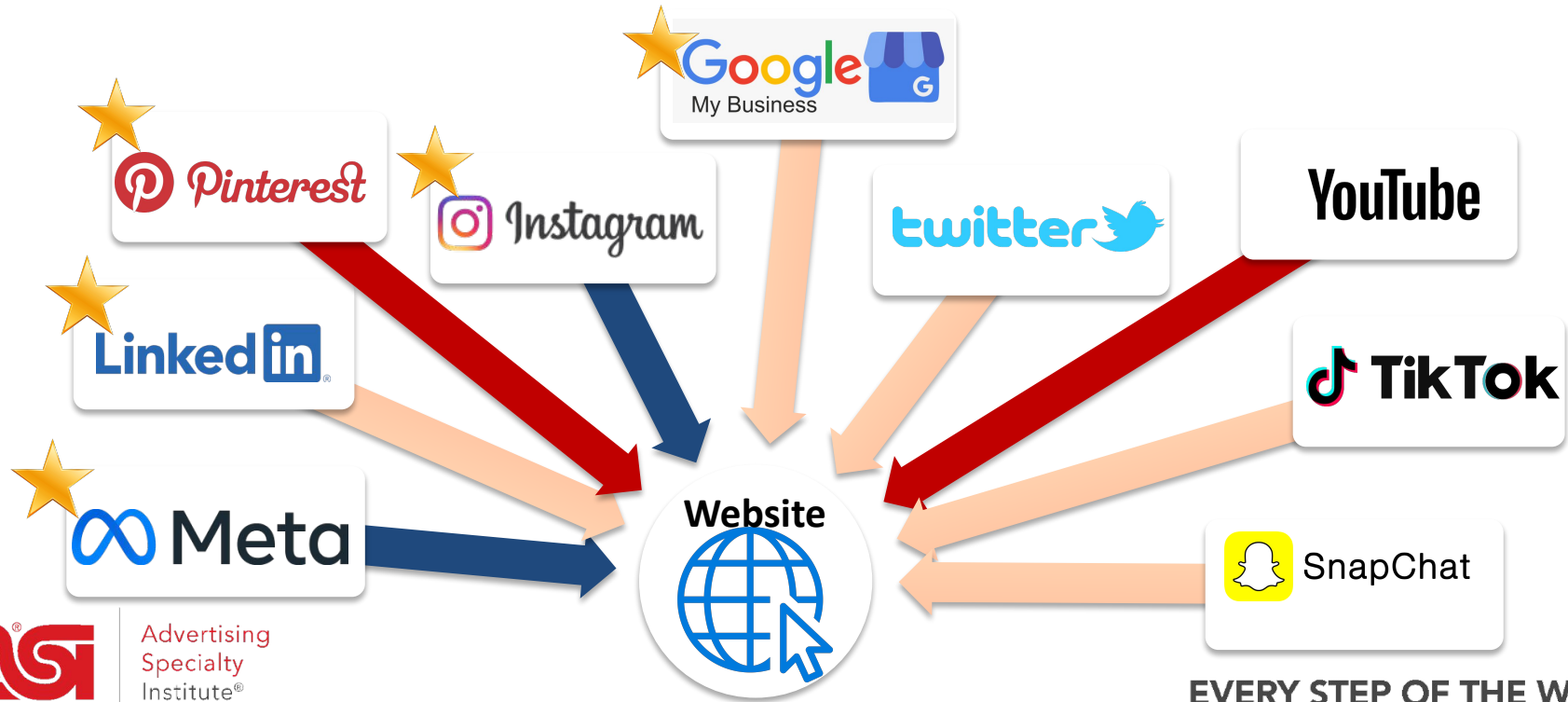
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Social Media: **Why does it Matter**

- Give a first look at new products
- Keep fans engaged
- Grow your audience
- Build brand loyalty

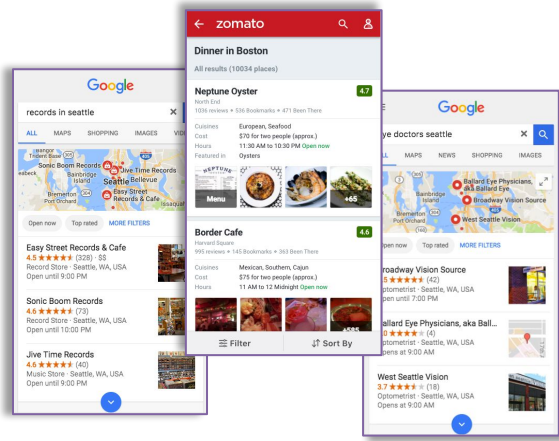


Social Media Platforms: Digital Embassies & Outposts



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Where are people looking for your business?

- Organic Search
- Maps
- Directories
- Apps
- GPS

Why does it matter?

81% of people say their #1 source of local business information is a search engine or online business directory.



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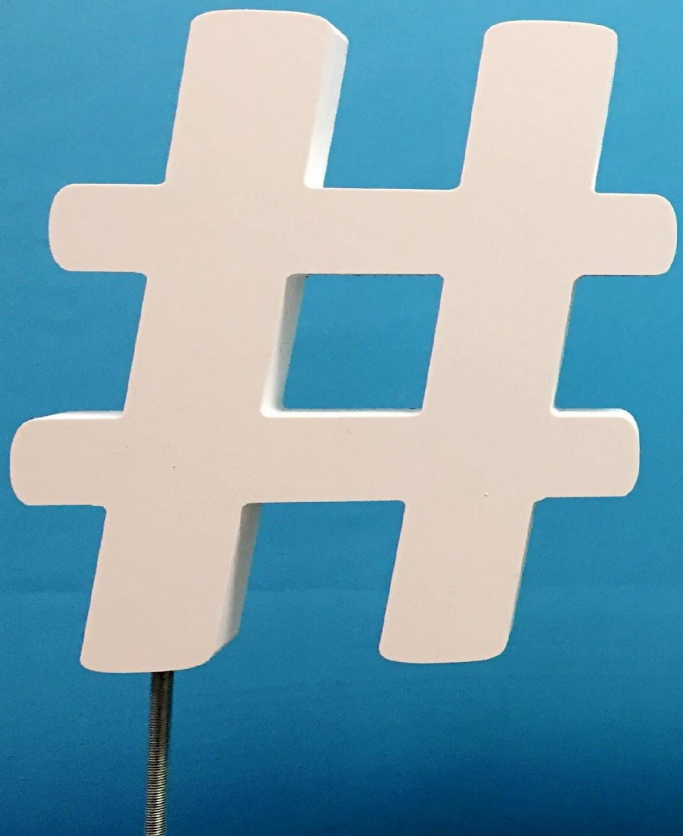
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Social Authority: Presence

Be Found Online

Claim - Your Directory Listings

- 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](https://business.yelp.com)



**Be Found.
Up Your Hashtag Game**

Hashtag Strategy (1 of 3)

- **Local Hashtags**
 - Best way to gain exposure
 - Increases views from specified local areas
- **Brand Name Hashtags**
 - Increase brand popularity & grow your brand identity
 - Add new posts with your brand name hash-tagged



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Hashtag Strategy (2 of 3)

- **Trending Items Hashtag**
 - Add that trending stories hashtag on your post when a new breaking story erupts
- **Holidays/Seasons/Activity**
 - Some of the most searched hashtags
 - 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 hashtag your social profiles



Top 10 Promotional Products Hashtags

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

- **#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 #bhfyp
#promotionservices #promoitems #print #stickers #promos
#apparel #merchandise #printingservice #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

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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, and its reflection is visible on the surface it's resting on. The background is a soft, out-of-focus bokeh of blue and green light, creating a dreamy and artistic atmosphere.

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) and then create FAQs, articles and content from it

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

SMM Tools

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

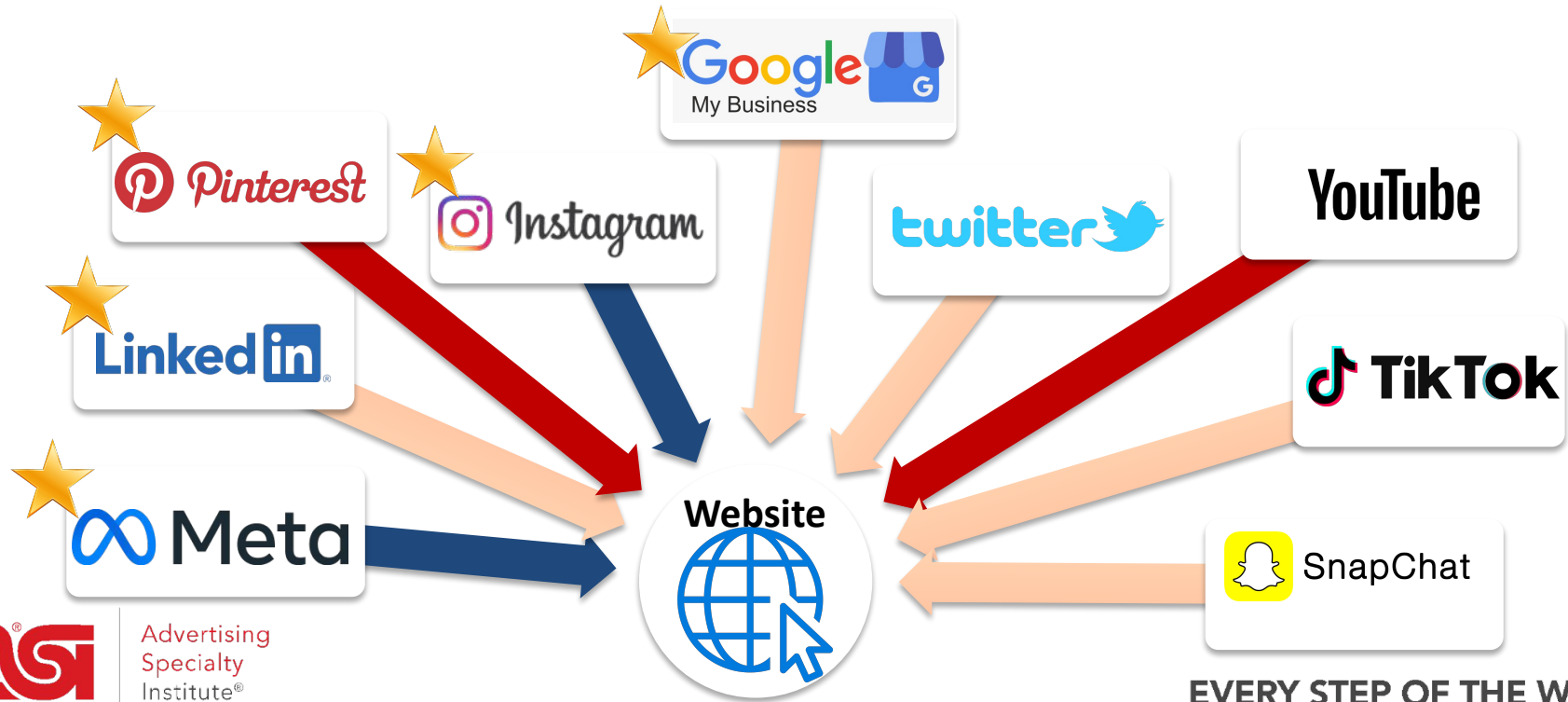
- AgoraPulse
- Post Planner
- Sendible
- Hootsuite
- Buffer
- Sprout Social
- Hubspot



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Social Media Platforms: Digital Embassies & Outposts

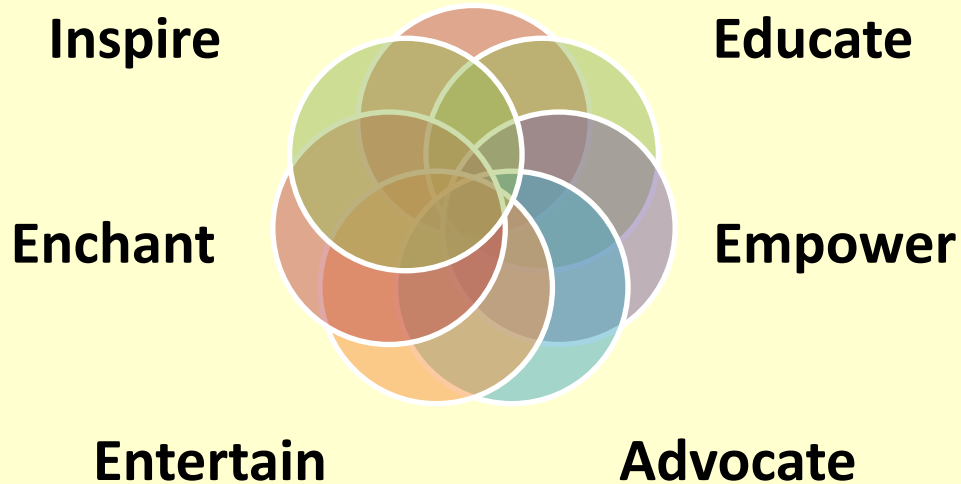


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How Does Your Business Share Social Media Content

Online Authority Inform



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Questions.. Did You?

IDENTIFY Resources

SELECT The Social Platforms To Build Online Authority

DECIDE The Kind Of Content To Create

DETERMINE Where to Repost & Repurpose to Amplify

MANAGE Content Using a SMM Tool

THANK YOU FOR ATTENDING!



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