



DIGITAL STARTER KIT FOR SMALL BUSINESSES

PREPARED BY DIGITAL MAIN STREET

Table of Contents



TOPICS OF DISCUSSION

Email Marketing pg: 3

eCommerce pg: 9

Developing Buyer Personas pg: 15

Content Creation pg: 21

Video Production pg: 26

The Cloud for Small Businesses pg: 31

Website pg: 41

SEO pg: 45



EMAIL MARKETING FOR SMALL BUSINESSES

digitalmainstreet.ca

Reasons to consider Email Marketing

WHAT IS IT?

Email marketing is a form of marketing that uses electronic mail to communicate directly with customers and followers. It is used for many reasons: to promote products and services, make announcements, and build connections with your community.

WHY IT IS IMPORTANT

- Since content is delivered straight to a potential customers inbox, it is one of the most effective forms of marketing for driving sales.
- Unlike your followers on social media platforms, you actually own your e-mail subscriber list. If you lost your social media account, you'd still have a way to directly contact your customers.
- It's never been easier to apply thanks to available platforms.

HOW WILL IT HELP YOUR BUSINESS?

- Email marketing is *very* effective, if done correctly.
- Depending on the size of your email list, you may be able to send out emails for free.
- It makes content planning easy. Email content can be repurposed into blog posts for your website, or broken down into social media posts on your social accounts.

THINGS TO CONSIDER WITH EMAIL MARKETING



EMAIL MARKETING PLATFORMS

- Mailchimp
- ConstantContact
- AWeber
- ConvertKit
- FloDesk
- There are many, many more!

E-MAIL CONTENT IDEAS

- A behind the scenes look at your business
- Tip of the month
- Special offers, deals, and discounts
- A roundup of new products
- Positive customer testimonials
- Upcoming events/workshops
- A guest blog post
- A business recap
- Free valuable resources

HOW TO BUILD YOUR E-MAIL LIST



HOW TO COLLECT E-MAILS

Having an e-mail list is your most valuable asset in e-mail marketing. In order to collect e-mails from potential customers, you must give them something of value in exchange for providing their e-mail. This is called a "**lead magnet**" or a "**freebie**." and it should be relevant to your business and brand.

LEAD MAGNET IDEAS

- A discount or coupon code
- A printable calendar
- An e-book or guide
- A printable template or workbook
- A resource guide
- A checklist
- A webinar or online course
- Journalling prompts

YOU'VE LEARNED IT, NOW DO IT!

YOUR TO-DO CHECKLIST

- Create an account with an email marketing platform of your choice
- Set up email opt in form to start collecting emails with a link to the form on your website and social media.
- Create a "freebie" piece of a content to entice people to subscribe to your email list.
- Promote your freebie and encourage sign-ups
- Send out your first email campaign!

RESOURCES YOU'LL NEED

ADDITIONAL RESOURCES AND SUPPORT FOR YOUR SMALL BUSINESS

Lets grow your email list with Jenn Kutcher

<https://jennakutcherblog.com/lets-grow-email-list-5-day-challenge/>

Email Marketing Strategy and Tips for Success

<https://mailchimp.com/email-marketing/>

19 Examples of Brilliant Email Marketing Campaigns

<https://blog.hubspot.com/marketing/email-marketing-examples-list>

Is Email Marketing Dead? Statistics Say, Not a Chance

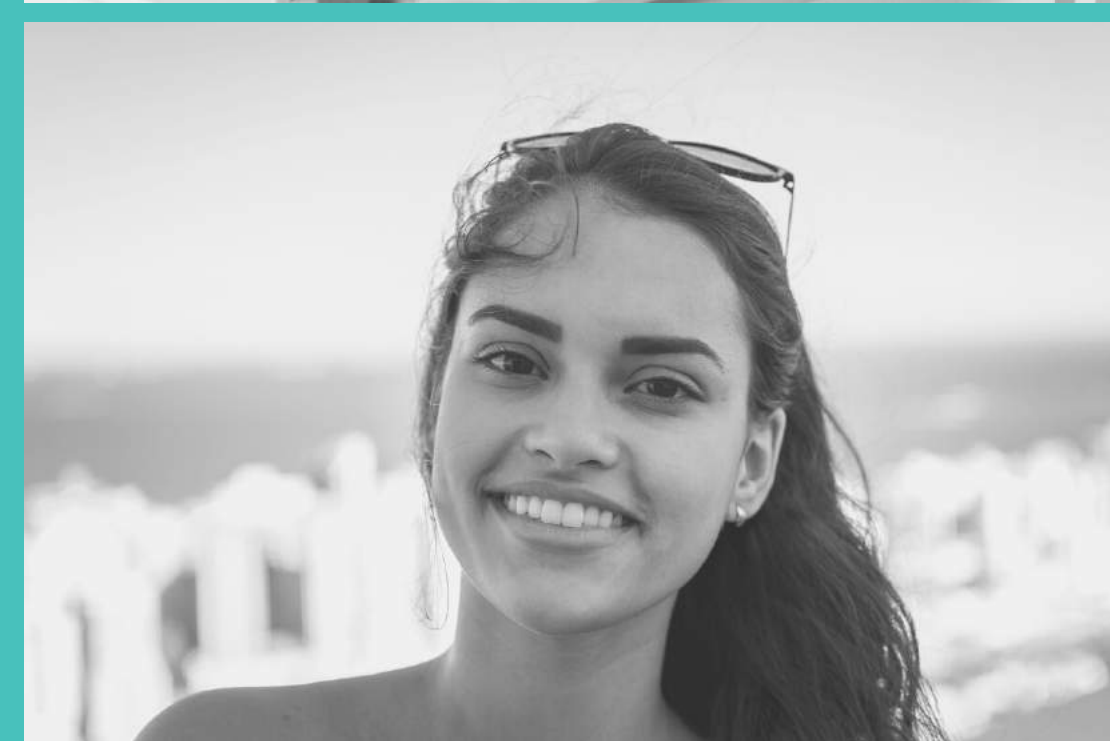
<https://optinmonster.com/is-email-marketing-dead-heres-what-the-statistics-show/>

A Beginners Guide to Successful Email Marketing

<https://neilpatel.com/blog/beginners-guide-email-marketing/>

11 Tried and True Lead Magnets with Examples

<https://blog.hubspot.com/marketing/creating-lead-generation-offers-from-blogs>





E-COMMERCE

www.digitalmainstreet.ca

E-COMMERCE 101

WHAT IS E-COMMERCE?

- E-commerce is the buying and selling of goods or services over the internet, and the transfer of money and data to execute these transactions

WHY IS IT IMPORTANT?

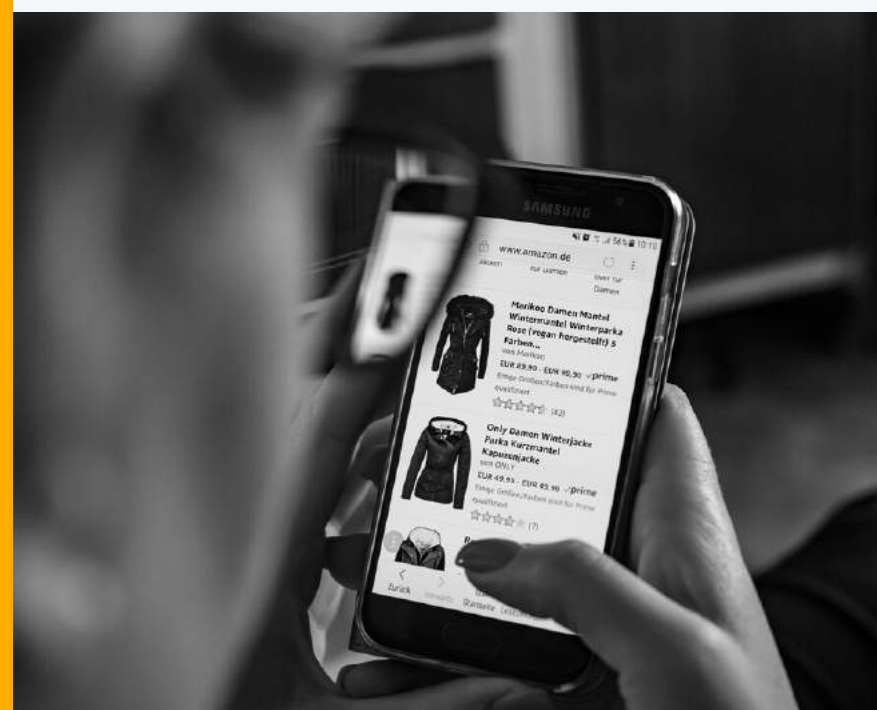
- More and more, customers are choosing the convenience of online shopping
- eMarketer predicts retail E-commerce sales (in Canada) will be more than \$75 billion dollars in 2020

HOW WILL IT HELP YOUR BUSINESS?

- Grow your business by overcoming geographical limitations
- Better understand your customers using valuable data
- Targetted communications

E-COMMERCE IN 3 SIMPLE STEPS

Get online and start reaching
new customers



STEP 1

- Search for a domain (address of your website that people type in the browser URL bar)
- Choose an E-commerce platform that best suits your needs

STEP 2

- Choose a website theme that matches your brand
- Add necessary content, ensuring that you're optimizing your website for users and search engines

STEP 3

- Setup payments and launch your store
- Create content to promote your store online (e.g. social media post, blogs)

YOU'VE LEARNED IT, NOW DO IT!

YOUR TO-DO CHECKLIST

- Decide which products you would like to start selling online. If you have a digital inventory system, see if it can integrate with your preferred solution.
- Do some research on the e-commerce platforms available and select one which best suits your business in terms of ease of use and cost.
- Decide on a template and start gathering the content that will go in all the various sections and pages.
- Ensure you have high quality photos of the products
- Include payment and shipping options
- Go Live!

FREQUENTLY ASKED QUESTIONS

Q: WHICH E-COMMERCE PLATFORM SHOULD I USE?

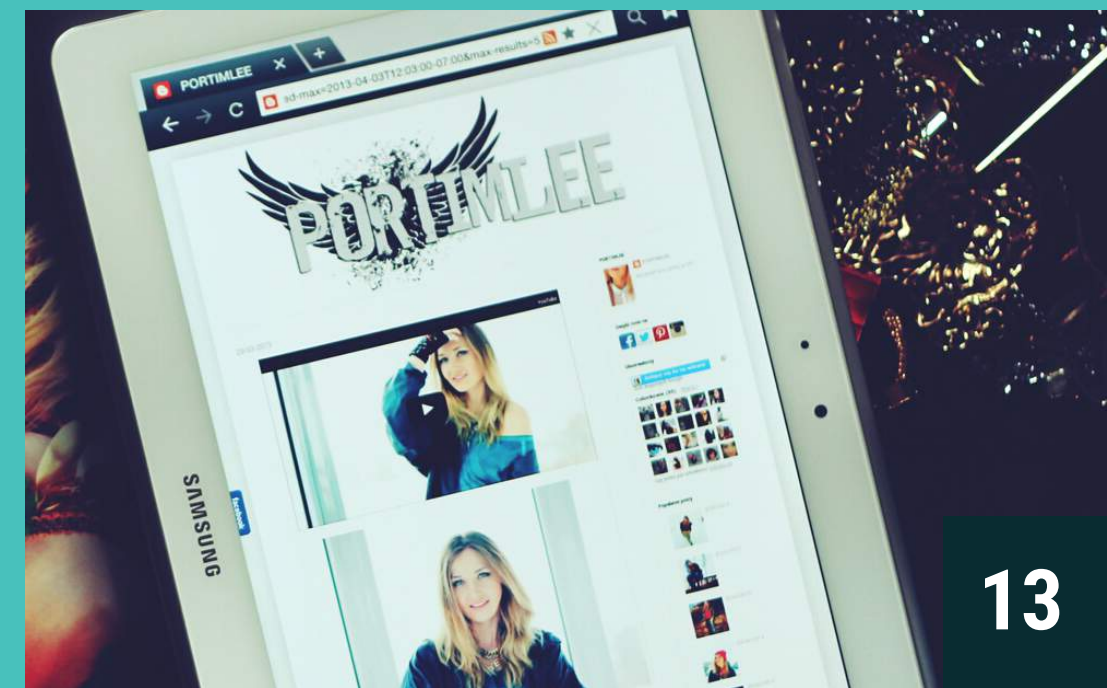
A: Your choice will depend on your specific needs and which option best aligns with your brand. Many clothing retailers tend to use Shopify because of integration with multiple marketplaces and many restaurants go with Weebly due to the easy integration with Square POS.

Q: HOW WILL POTENTIAL SHOPPERS FIND MY ONLINE STORE?

A: Every day millions of people are searching on the Internet for the things you are selling. People can find your online store through two avenues: organic or paid. Organic involves aspects such as optimizing your website for search engines and building a social media presence. Paid involves aspects such as using Google ads and Facebook/ Instagram ads.

Q: WHAT TO DO TO TURN BROWSERS INTO BUYERS?

Orient your website towards sales rather than marketing. Let your visitors see your products immediately instead of hiding them behind lots of marketing copy. Include a page with your store policy for a professional look. Provide your contact details and explain your T&Cs, FAQs, security, encryption, shipping and payment options.



RESOURCES YOU'LL NEED

Additional Resources

Shopify Academy - Free Training and Business Education

<https://shopify.ca/academy>

18 Major Benefits of e-Commerce Business for Retailers & Customers

<http://bit.ly/3976yVj>

Best Online Store Builders 2020

<http://bit.ly/2U48FVz>

10 Insights on the Evolution of an Industry

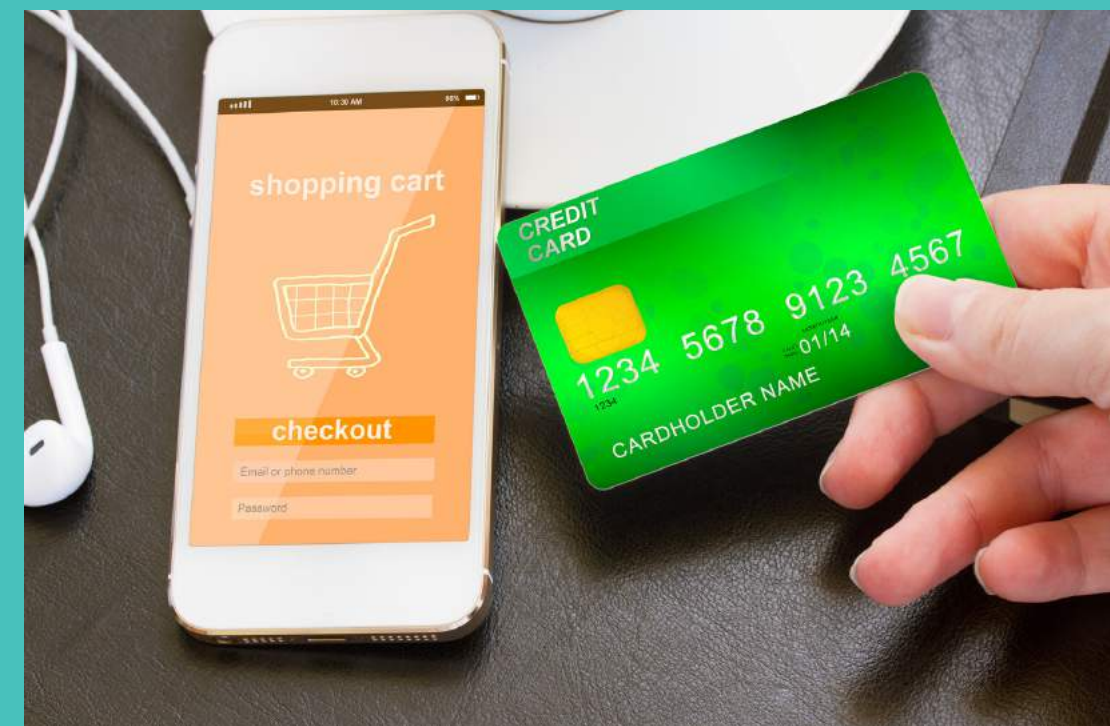
<http://bit.ly/2WqHhCK>

The Future of e-Commerce: Trends To Watch For In 2020

<http://bit.ly/2xHycLh>

e-Commerce Site Best Practices: The Anatomy of The 'Perfect' e-Commerce Site [2020 Edition]

<http://bit.ly/2WqlyK2>





BUYER PERSONA

www.digitalmainstreet.ca

How to create a detailed buyer persona?

WHAT IS A BUYER PERSONA?

- Semi-fictional representation of your ideal customer.
- Created through research, existing data and educated assumptions.

WHY IS IT IMPORTANT?

- Narrow audience focus to reach main consumers.
- Build a more efficient strategy and save resources.

HOW WILL IT HELP YOUR BUSINESS?

- Cater content and message to main audience.
- Focus on their needs and interests.

BUYER PERSONA IN 3 SIMPLE STEPS

Cater the message to your
main audience.

A screenshot of a digital form for creating a user persona. The form is titled "FULL NAME" at the top. It includes several sections: "AGE" (1-100), "OCCUPATION" (What they do for a living), "STATUS" (Single, Married etc.), "LOCATION" (Where they live/work), "TIER" (Frequency of use), and "ARCHETYPE" (Character model). There are also "Motivations" (Incentive, Fear, Achievement, Growth, Power, Social) and "Goals" (The goals this person hopes to achieve, Goal 2, Goal 3) sections. A "Frustrations" section (The frustrations this person would like to avoid, Frustration 2, Frustration 3) and a "Bio" section (Describe this user, highlight the details of their personal and or professional lives that make them an ideal consumer of your product. What are their frustrations? What is holding them back from achieving their goals? What solutions are they seeking?) are also present. A silhouette of a person is shown on the left, and a "Personal quotation" field is at the bottom left.

STEP 1

- Analyze data available to you, such as social media metrics and management tools, google analytics, and information about customers.

STEP 2

- Use information gathered and try to understand the demographics of your buyer, such as age, location, income, and more.
- Build a persona using [Xtensio](#) and [HubSpot](#).

STEP 3

- Change your strategies to focus on the audience found on your research.

**YOU'VE
LEARNED IT,
NOW DO IT!**

YOUR TO-DO CHECKLIST

- Gather and analyze data
- Build a profile (see link of resources for an example)
- Implement changes

RESOURCES YOU'LL NEED

Q: HOW DO I KNOW IF I REACHED THE RIGHT AUDIENCE?

A: Even after analyzing the results, you might still gather more data. Modify your strategies accordingly.

Q: I DON'T HAVE ANY DATA COLLECTION POINT. WHAT DO I DO?

A: It is never too late to start gathering information from social media platforms, social media management tools, google analytics, databases, surveys, google my business, and more.



MORE RESOURCES YOU'LL NEED

Example of a persona

<https://library.xtensio.com/traveler-persona-example>

How to build an accurate buyer persona

<https://www.newbreedmarketing.com/blog/creating-accurate-buyer-personas-024>

How can Buyer Personas define marketing strategies

<https://info.thespotonagency.com/9-ways-buyer-personas-define-b2b-digital-marketing-strategy>

How to use analysis to build a persona

<https://buffer.com/library/marketing-personas-beginners-guide>





CONTENT MARKETING

www.digitalmainstreet.ca

Creating Content That Gets Noticed

WHAT IS "GOOD CONTENT?"

- Visually pleasing
- Useful to the end-user
- Tells a story
- Honest and authentic

WHY IS IT IMPORTANT?

- Content marketing can get you in front of a new audience
- People are now more than ever searching "how to" on Google

HOW WILL IT HELP YOUR BUSINESS?

- Potential customers will remember you and your content
- Keeps you top of mind, and pushes consumers closer to making a purchase

GREAT CONTENT IN 3 SIMPLE STEPS

Produce quality content that gets noticed.



STEP 1

- Brainstorm topics that your audience want to know answers to
- Search Pinterest, Google suggestions, and Reddit for inspiration

STEP 2

- Take your photos in well lit areas
- Consider angles for social media and blog content

STEP 3

- Start to write! Keep it short to accommodate for short attention spans
- Content that is most naturally you and your brand voice will resonate

YOU'VE LEARNED IT, NOW DO IT!

YOUR TO-DO CHECKLIST

- Research your topic. What answer can you provide to a question your consumer has?
- Write a useful piece of content. Is it a "how-to", is it a review? Consider what would be best for the end user.
- Check for length and accuracy
- Take photos in well lit areas. Be sure to consider both horizontal and vertical format for social media and your website.

RESOURCES YOU'LL NEED

Q: WHAT'S THE BEST CAMERA TO USE?

A: Your smart phone is great, no need for anything fancy.



Q: WHAT TOPICS SHOULD I WRITE ABOUT?

A: Think about what problems your consumers might need answers to. Ex. a dog owner might not know good off leash parks in the area, and you can write about top 3 local parks.





VIDEO MARKETING

www.digitalmainstreet.ca

Video Marketing for your business

WHAT IS VIDEO MARKETING?

Video marketing is creating content that includes:

- Social media posts - Instagram/Facebook stories, TikTok or Snapchat
- Brand Videos
- Interviews
- Streaming live events
- YouTube

WHY IS IT IMPORTANT?

Consumers want to see video content more than ever.

Videos lead to strong results in marketing campaigns across the board from Click-Through-Rates, to engagement and conversions

HOW WILL IT HELP YOUR BUSINESS?

Video marketing can help to promote your product or service, increase customer engagement, educate your audience, and reach them with a new medium.

VIDEO IN 3 SIMPLE STEPS

When making video content it is always important to plan and set goals.



STEP 1 - PLAN

Ask yourself:

- What am I trying to achieve?
- Who is my audience?
- Where will I upload this?

STEP 2 - SHOOT

- Use consistent/natural lighting
- Ensure your camera & audio are steady
- Ensure your camera's battery and memory are sufficient

STEP 3 - EDIT

- Make sure you aspect ratio matches the platform
- E.g: Instagram stories are 16:9 while Instagram video posts are 4:5

YOU'VE LEARNED IT, NOW DO IT!

YOUR TO-DO CHECKLIST

- Make a plan and write a script
- A script can include lines and directions for scenes, audio and visuals
- Film your content in a quiet space with plenty of natural light
- Check audio to ensure it is loud enough
- When editing, make sure you aspect ratio matches the platform.
- Test it before it goes live!

FREQUENTLY ASKED QUESTIONS

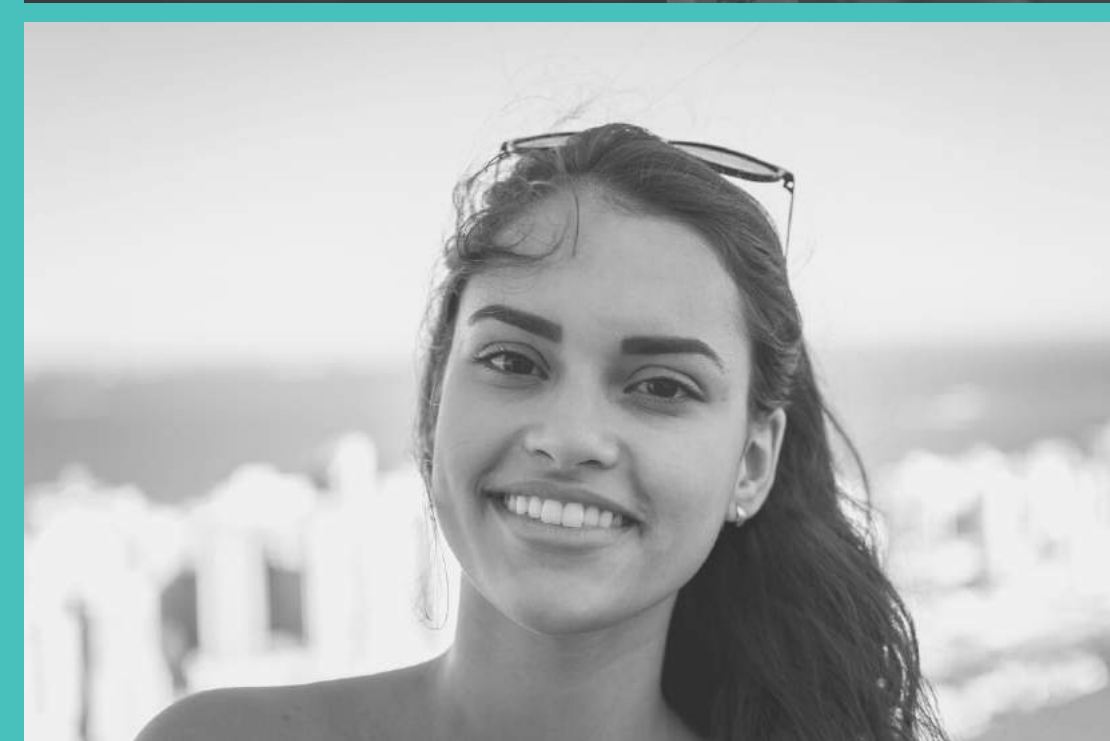
Q: WHAT'S THE BEST CAMERA TO USE?

A: Your smartphone is the simplest and most accessible camera that you will have



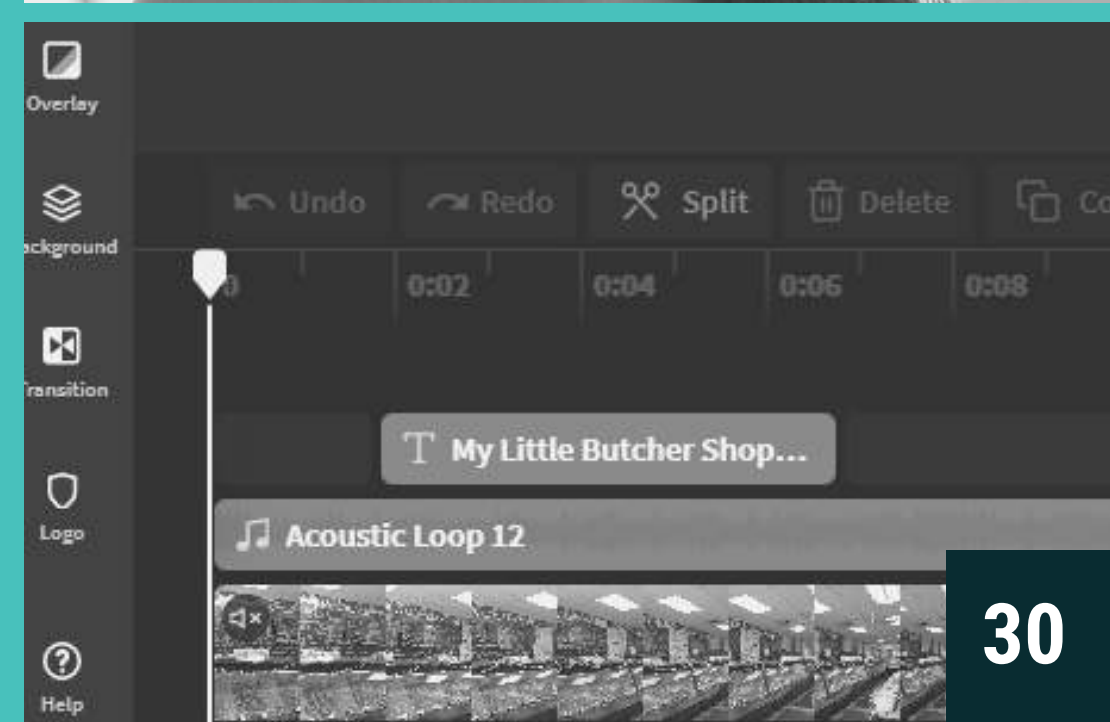
Q: WHERE CAN I FIND STOCK VIDEO OR AUDIO?

A: <https://videohive.net/> and <https://www.pond5.com/> are good sources



Q: WHAT ARE SOME GOOD VIDEO EDITING TOOLS?

A: iMovie, Windows Movie maker and Clipchamp. Simple and free





CLOUD STORAGE FOR SMALL BUSINESS

www.digitalmainstreet.ca

CLOUD STORAGE FOR SMALL BUSINESS

WHAT IS "THE CLOUD"?

Cloud computing lets you access your business data and applications from anywhere, at any time, on any device you can access the internet with.

WHY IS IT IMPORTANT?

- Secure and affordable
- Improves efficiency
- Eliminates the risk of data loss
- Globally accessible

HOW WILL IT HELP YOUR BUSINESS?

The cloud lets you use store photos and videos, share files such as invoices or receipts, collaborate with others and use office tools such as Microsoft Office 365 from anywhere you have access to the internet.

HOW TO CHOOSE CLOUD STORAGE IN 3 SIMPLE STEPS

Cloud storage enables you to access important files on-the-go, anywhere, at any time.



STEP 1

- Choose the cloud service you want to use that has a Free option
- Examples:
 - Microsoft OneDrive (5gb free)
 - Google Drive (15gb free)
 - Apple iCloud (5gb free)
 - Dropbox (2gb free)

STEP 2

- Create your account with the service you choose and share the credentials with staff you want to give access to

STEP 3

- Start uploading files you want to store and access remotely.
- Recommended: Media Files (Photos & Videos for social media), your invoices or receipts, spreadsheets and other business documents.

YOU'VE LEARNED IT, NOW DO IT!

For more information and training,
visit:

<https://linktr.ee/angelo.dms> and
click on the training for the Cloud
Storage platform you are using.

YOUR TO-DO CHECKLIST

1. Choose a Cloud Storage provider
 - a. Create a free account.
 - b. Share login credentials with staff you want to give access to.
2. Upload your files using a computer or your mobile device.
3. Organize your files on a computer by creating Folders with appropriate names.

FREQUENTLY ASKED QUESTIONS

Q: HOW DO I CHOOSE THE BEST CLOUD SERVICE FOR MY NEEDS?

A: Choose the service based on the amount of free storage given, features, and reputation.

Recommended: Microsoft OneDrive (5GB free)

Q: WHAT FEATURES DO I NEED?

A: Features such as:

- Mobile app
- Offline access
- Encryption
- See older versions of a file
- Document Scanning (optional)





CLOUD-BASED APPS FOR SMALL BUSINESS

www.digitalmainstreet.ca

Cloud Apps for Small Businesses

WHAT DOES IT MEAN TO BE "CLOUD-BASED"?

A cloud-based app allows for easy access to data remotely through the web or a mobile app at any time with any device as long as you are connected to the internet.

WHY IS IT IMPORTANT?

- Secure and affordable
- Improves efficiency
- Eliminates the risk of data loss
- Globally accessible

HOW WILL IT HELP YOUR BUSINESS?

Cloud-based apps lets you do many things remotely such as manage your online inventory, use financial and accounting software (receipts, invoices, etc.), create and send virtual contracts to be e-signed, collaborate with others and use office tools like Microsoft Office 365.

SELECTING CLOUD- BASED APPS IN 3 SIMPLE STEPS

The cloud can help you increase efficiency and productivity.



STEP 1

Think about what services you want to use on-the-go.

- Do you need to create invoices and receipts on-the-go?
- Do you need to create, save and access content such as cool graphics or videos on-the-go?
- Do you need to manage your online store?

STEP 2

Do your research on cloud-based apps that will help you reach your goals.

Ask yourself, "What tasks for my business do I wish I could do at home or on my commute?"

STEP 3

Read the training guides, follow the tutorials and get yourself familiar. There's nothing better than trying the apps yourself to figure out if they are the right one for you.

YOU'VE LEARNED IT, NOW DO IT!

YOUR TO-DO CHECKLIST

1. Think about the tasks that you want to do on-the-go.
2. Do your research.
3. Read guides & tutorials, test, decide.

FREQUENTLY ASKED QUESTIONS

Q: WHAT ARE SOME APPS THAT YOU RECOMMEND?

A: We recommend choosing a SaaS (Software-as-a-Service) with a good reputation and fits your budget. Check software review websites such as Capterra or G2 Crowd.

Examples of software we're familiar with:

Financial & Accounting:

- Wave Financial (free), Xero, Quickbooks

Content Creation:

- Canva (free), Adobe Creative Cloud, Stencil

Email Marketing:

- MailChimp (free), GetResponse, Active Campaign

eCommerce:

- Shopify, Volusion, Lightspeed, WooCommerce

*Note: these are just examples of cloud-based software we've worked with. There are plenty of other solutions out there that may work best for your needs.





CREATING YOUR WEBSITE

www.digitalmainstreet.ca

Starting Your Website

WHAT IS A WEBSITE?

A website is your digital portal that lets your customers see exactly what your business is all about. Through your website, you can show potential customers what you want them to see, including blog posts, pictures, videos, etc.

WHY IS IT IMPORTANT?

A website is your chance to either start the foundation for your digital footprint or leave a bigger mark in the digital world. Millions of consumers use the internet every day so why not capitalise on this potential avenue for growth?

HOW WILL IT HELP YOUR BUSINESS?

- Increase customer conversion
- Help expand the reach of your business and advertisements
- Passively generates leads for customer interaction
- Simple and easy to set up and use

WEBSITES IN 3 SIMPLE STEPS

The following 3 steps are the essential tasks to finish in order to get your website up and running



STEP 1: CHOOSE YOUR WEBSITE BUILDER

With so many different options out there like Bookmark, WordPress, Squarespace, etc, choose one that works well with your needs and your budget!

STEP 2: DESIGN YOUR WEBSITE

Most website builders will have a variety of themes and templates for you to choose from. All you need to do is simply pick one and fill in the content!

STEP 3: GO LIVE!

Once you have finishing editing your website pages, a push of a button will cement your website and begin your digital journey!

RESOURCES YOU'LL NEED

RESOURCES AND GUIDES TO AID YOU IN CREATING YOUR VERY OWN WEBSITE

Website builder comparisons, pros, and cons:

<https://www.wpbeginner.com/beginners-guide/how-to-choose-the-best-website-builder/>

Things to keep in mind when designing your website:

<https://www.smashingmagazine.com/2008/01/10-principles-of-effective-web-design/>

Tips for structuring your website:

<https://www.dreamhost.com/blog/5-rules-structuring-your-website/>

Google My Business Website Builder Guide:

<https://morecustomersmoresales.com.au/featured/google-my-business-website-builder-complete-guide/>





SEARCH ENGINE OPTIMIZATION (SEO)

www.digitalmainstreet.ca

WHY IS IT IMPORTANT?

WHAT IS SEO?

SEO stands for Search Engine Optimization, which is the practice of increasing the quantity and quality of traffic to your website through organic (non-paid) search engine results. These search results are based on on-page (content) and off-page (links) factors

- If you have a website, blog or online store, SEO can help you get targeted free traffic from search engines
- SEO is a way to improve your website so that it will appear closer to the top positions in the search results of Google, Yahoo, Bing or other search engines
- SEO can improve your local ranking on Google My Business

HOW WILL IT HELP YOUR BUSINESS?

- Good SEO means a better user experience
- SEO builds trust & credibility
- Organic Search is most often the primary source of website traffic
- SEO impacts the buying cycle

SEO IN 5 SIMPLE STEPS

SEO isn't that complicated. It's quite simple - at least the basics are.



STEP 1: LEARN WHAT YOUR CUSTOMERS ARE ACTUALLY SEARCHING FOR

- Find popular and engaging topics in your field
- Keyword research is an essential aspect of SEO

STEP 2: CREATE PAGES OPTIMIZED FOR SEARCH

- On-Page Optimization is the next step in your SEO strategy
- Create content that aligns with 'search intent'

STEP 3: MAKE SURE YOUR WEBSITE IS ACCESSIBLE TO SEARCH ENGINES

- Make sure your website loads quickly
- Make your website mobile-friendly

SEO IN 5 SIMPLE STEPS

SEO isn't that complicated. It's quite simple - at least the basics are.



STEP 4: BUILD QUALITY BACK LINKS FROM OTHER WEBSITES

- Link building is critical for the success of your SEO strategy
- Backlinks are a top 3 ranking factor in SEO

STEP 5: TRACKING YOUR SEO SUCCESS

- Measure your organic traffic with Google Analytics
- Track your keyword rankings with Google Search Console

YOU'VE LEARNED IT, NOW DO IT!

YOUR TO-DO CHECKLIST

- Install Google Analytics
- Verify your site in Google Search Console
- Improve your website performance & speed
- Search for target keywords that you want your business to rank for
- Write compelling content that serves your user-intent
- Optimize your website with SEO-Friendly URL'S
- Include titles & meta descriptions in your content
- Build quality backlinks (meaning websites that link to your website) by creating content people want to share

RESOURCES YOU'LL NEED

ADDITIONAL SEO RESOURCES

Google Search Engine Optimize Starter Guide

<https://support.google.com/webmasters/answer/7451184?hl=en>

How to do Keyword Research

<https://ahrefs.com/blog/keyword-research/>

SEO Competitor Analysis

<https://www.gotchseo.com/seo-competitor-analysis/>

On-Page SEO

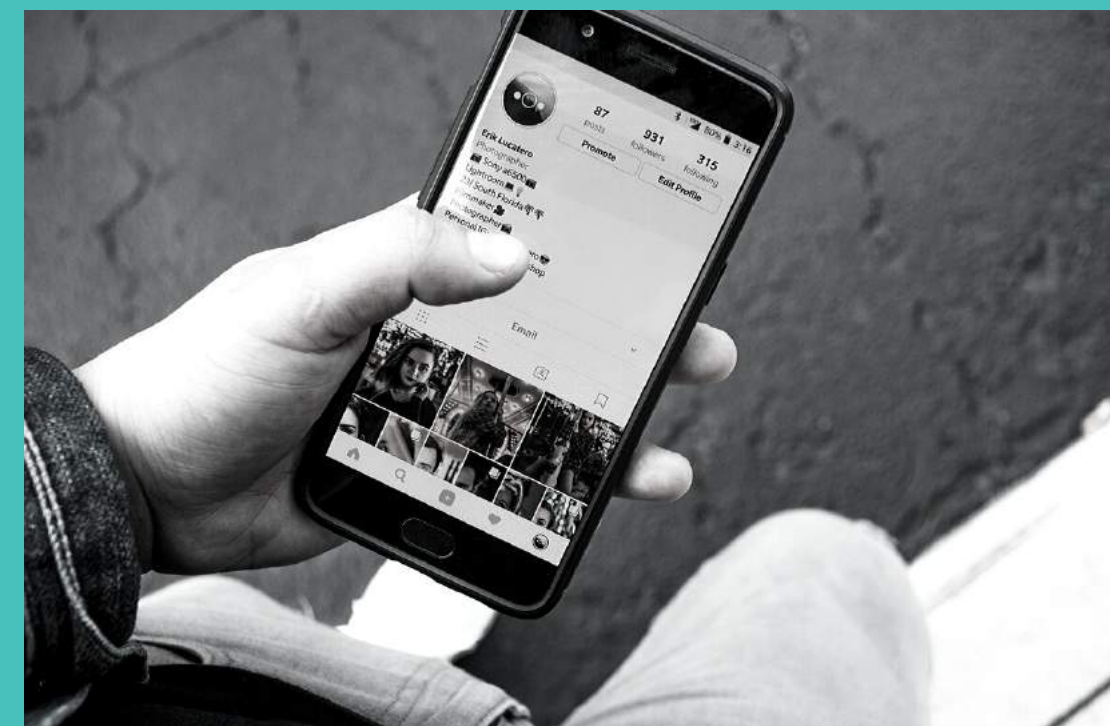
<https://backlinko.com/on-page-seo>

Off-Page SEO

<https://ahrefs.com/blog/off-page-seo>

Technical SEO

<https://webris.org/technical-seo-audit/>



WE'VE GOT YOU.

Have specific questions?
Reach out directly for
one-on-one support.

Facebook:

<https://www.facebook.com/DigitalMainStreet>

Instagram:

<https://www.instagram.com/digitalmainstreet/>

Email: info@digitalmainstreet.ca

