

The background of the slide is a photograph of a city skyline at dusk. A large, white, domed building, likely a state capitol, is the central focus, with its dome illuminated. The sky is a mix of dark blues and oranges from the setting or rising sun. In the foreground, there are various other buildings, including a large red brick building and several smaller white and grey structures. The overall atmosphere is urban and professional.

# Social Media Advertising & SEO

# Sandy Sponaugle

## PLATINUM PR

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# Overview of Webinar Series

## BRINGING IT ALL TOGETHER

- Augmented and Virtual Reality
- Data Privacy and Compliance
- Artificial Intelligence
- Creating a Website for Success
- Using Data Visualization to Tell Your Story

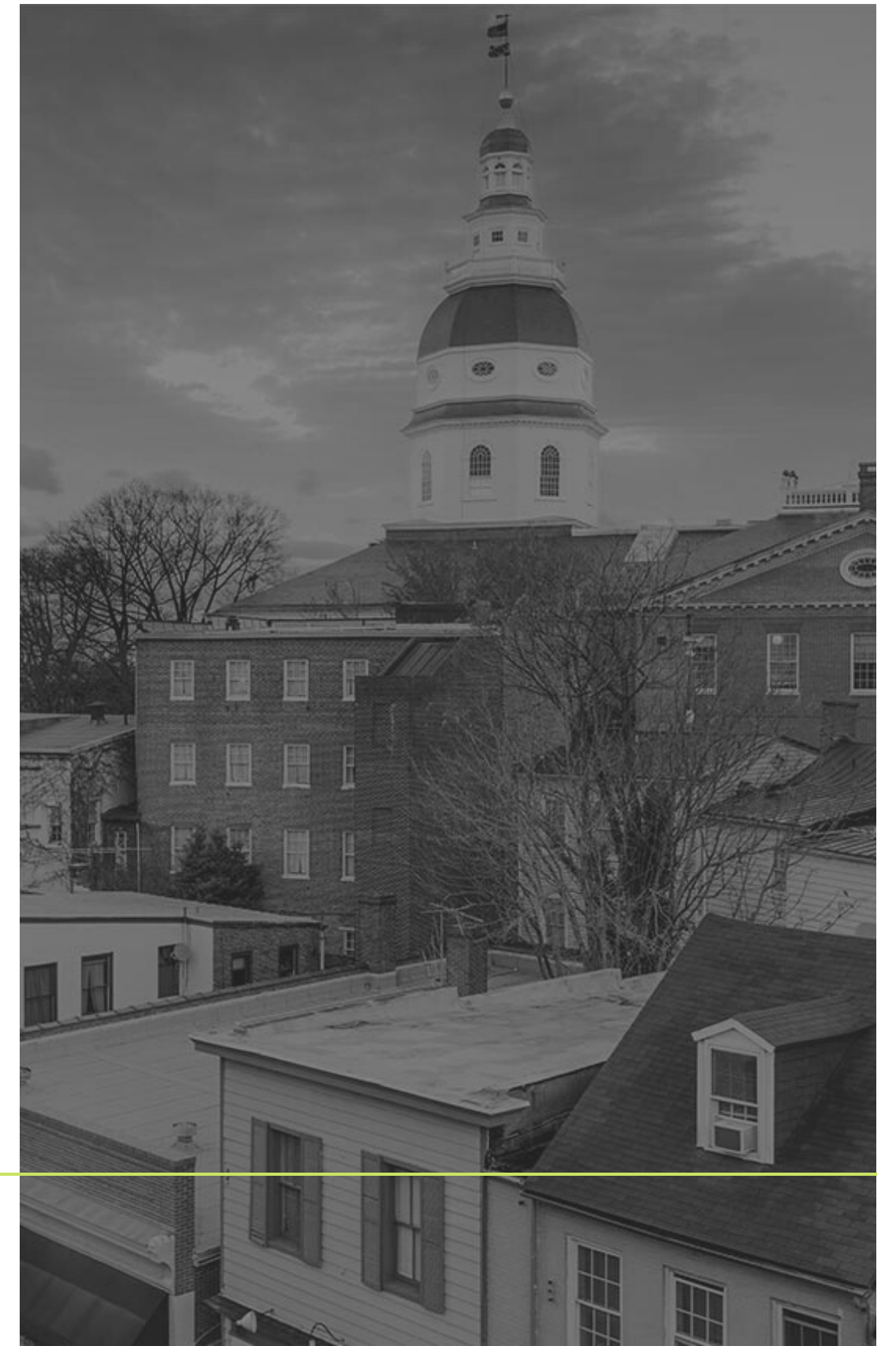


# SEO

PROCESS OF INCREASING WEB TRAFFIC

QUALITY & QUANTITY

UNPAID V. PAID PLACEMENT



# SEO Quick Tips

## OPTIMIZE YOUR CONTENT FOR PEOPLE BEFORE SEARCH ENGINES.

Part of Google's search algorithm ranks your content based off of engagement metrics, like total traffic, organic traffic, direct traffic through Chrome, time on site, bounce rate, SERP CTR, brand mentions on authoritative sites, and return visits.

## LONG FORMAT KEYWORD / PHRASES

These are keywords that contain three or more words. Long tail keywords generate more qualified traffic for your business.

## UPDATE YOUR WEBSITE FREQUENTLY

Sites with dynamic content often rank higher than those with static content. That's why blogs do so well on search engines.

# Social Media Advertising

SETTING GOALS

STAYING FOCUSED

TRACKING, MONITORING & TWEAKING



The background image is a photograph of a large, multi-span arch bridge, likely a highway bridge, crossing a body of water. The bridge has a prominent steel truss structure. In the foreground, there are some dark, rocky outcrops and a small, dark structure in the water. The entire image is overlaid with a semi-transparent teal color. The text "Know Your Audience" is centered in the middle of the image in a white, bold, sans-serif font.

**Know Your Audience**





# Creating Customer Avatars (Personas)



# Social Media

FINDING THE RIGHT MIX  
FOR YOU AND YOUR  
AUDIENCE



A photograph of a large, multi-span bridge with a prominent arch structure, spanning a body of water. In the foreground, there is a rocky shoreline with several vertical wooden posts or pilings in the water. The background shows some buildings and trees on the far shore. The entire image is overlaid with a semi-transparent purple filter.

# Your Message(s)

The background image is a photograph of a large, arched steel truss bridge spanning a body of water. In the foreground, there is a rocky shoreline with several dark, vertical posts or pilings sticking out of the water. The bridge's reflection is visible in the calm water. The entire image is overlaid with a semi-transparent orange filter. The text "Creating Valuable Content" is centered in the middle of the image in a white, bold, sans-serif font.

# Creating Valuable Content



# Breaking It Down...

BASED ON OUR ORGANIZATIONAL GOALS...WHERE SHOULD I ALLOCATED RESOURCES?

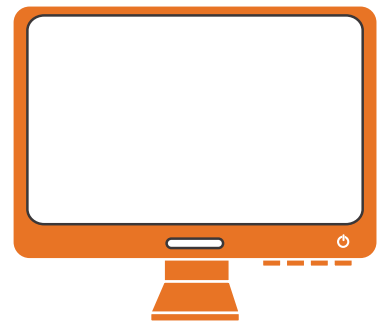


The background image shows a large, multi-span bridge with a prominent arch structure, crossing a body of water. In the foreground, there is a rocky shoreline with some vegetation. The entire image is covered with a semi-transparent orange filter. The text "Elevating the Conversation" is centered in white, bold, sans-serif font.

# **Elevating the Conversation**

# Storytelling

HOW IS YOUR STORY BEING TOLD?



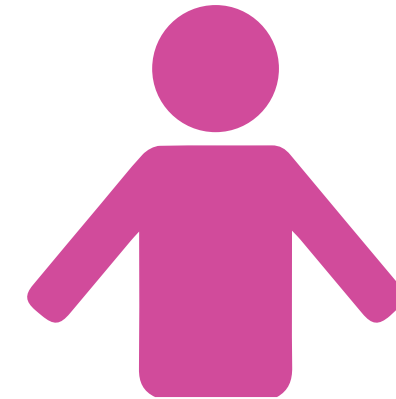
YOUR WEBSITE



PARTNERS



MEDIA



VISITORS



SOCIAL MEDIA



# Creative Assets / Tools

## PHOTOS

Capture photos from all seasons. File and catalog them so you can quickly and easily access them later. Be sure to give photo credit when appropriate.

## VIDEOS

Professional and amateur videos - there's a place for both.  
Did someone say drone?

## BLOGS

Often the easiest way to tell a story, but it might not be the most engaging. Write to your audience and incorporate photos and videos when possible.

## ADS

All formats - traditional print, digital, billboard, broadcast, email, social media, text...

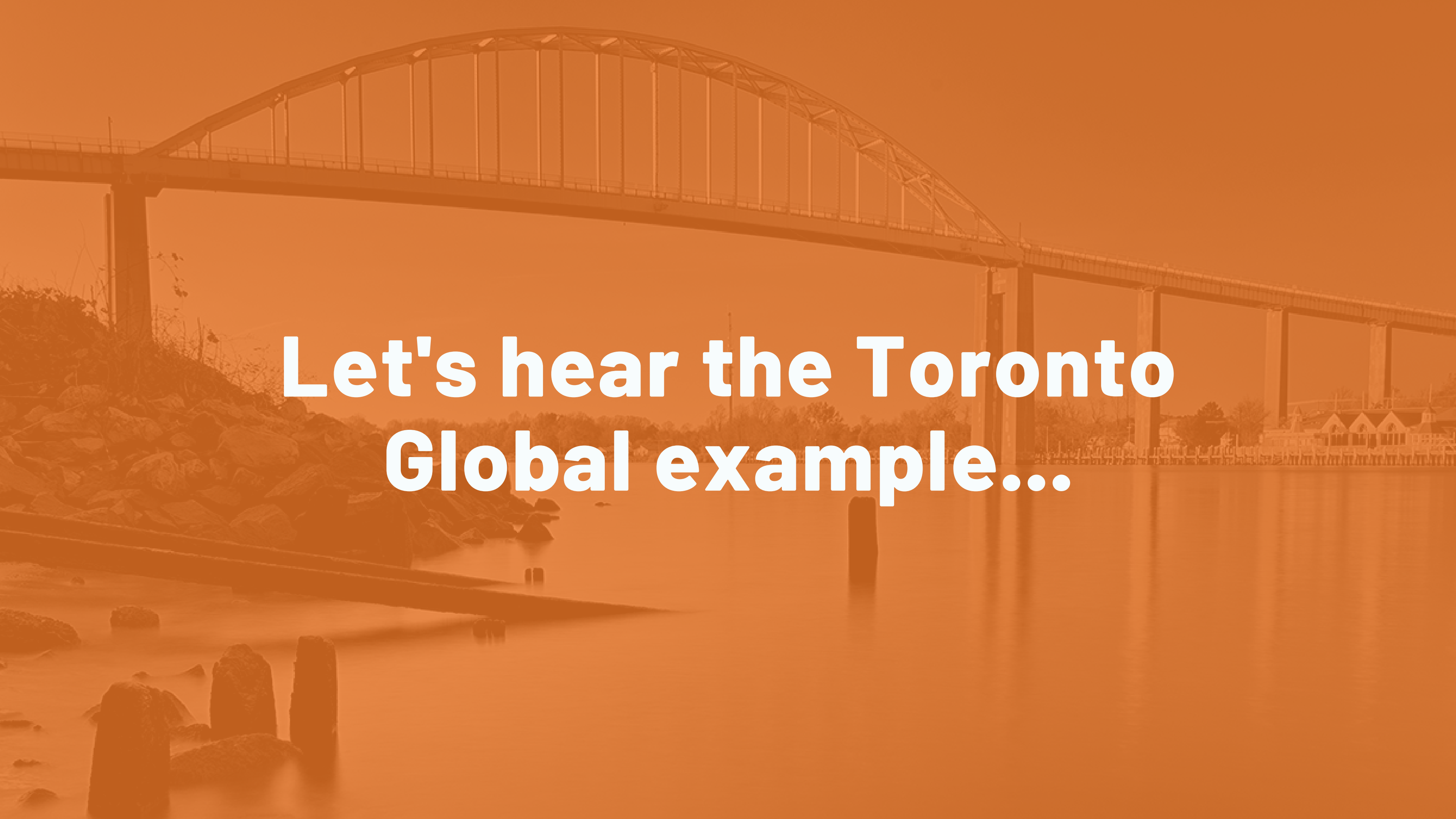
A large, arched steel truss bridge spans a body of water. The bridge has multiple vertical supports and a prominent arch structure. In the foreground, there are dark, jagged rocks in the water. The background shows a distant shoreline with some buildings and trees. The entire image is covered with a semi-transparent purple overlay.

# Setting Goals & Expectations

The background image is a photograph of a large, multi-span arch bridge, likely the Chesapeake Bay Bridge-Tunnel, viewed from a low angle across a body of water. The bridge's steel truss structure is prominent. The foreground shows a rocky shoreline with some wooden pilings or posts in the water. The entire image is covered with a semi-transparent teal filter. The text 'Bringing It All Together' is centered horizontally and vertically in a large, white, sans-serif font.

**Bringing It All Together**



The background image shows a large, multi-span bridge with a prominent arch structure, spanning a body of water. In the foreground, there is a rocky shoreline with some vegetation. The entire image is covered with a semi-transparent orange filter. The text is centered over the middle of the image.

**Let's hear the Toronto  
Global example...**

# Let's Connect!

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