



20 Steps To 2020

Top Marketing Strategies to get **Seen, Heard & Endorsed**



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This ebook was specially designed for
Business Owners & Entrepreneurs who are
serious about taking their brand to
a higher level in 2020.

#humbirdhelpsmewin

A WORD FROM OUR FOUNDERS

WHAT TO EXPECT

Thank you for purchasing our handbook!

We understand that you are a business owner and not necessarily a marketing specialist. As such, we tried to write in a way that would best appeal to you in real terms.

In this ebook, you can expect:

- Concise, relevant & real-life explanations and examples, free from unnecessary marketing jargons
- Practical actionable tips so you can easily get started on the strategy of your choice right away

OUR HOPE

Our hope for you is that you will be interested enough to read this compact and value-packed guide in its entirety, feel comfortable enough to implement our actionable tips & be inspired to create strategies of your own.

So without further ado, let's get into it!

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CUSTOM BRANDING

With the rise of free & low cost template apps like Canva, every person with an internet connection is able to adequately brand their business.

This is great news for you! Until Canva templates begin to saturate the market, and your new creation (that you worked so hard on) drowns in the sea of monotonous design! Dramatic, but true.

You want your potential customers to say “WOW”, when they interact with your brand. Not, “Oh... I’ve seen that before.”

And you achieve the former with custom branding!

Custom branding utilizes a combination of elements mixed in with your brand theme, colours & fonts to create a uniquely branded masterpiece. Instead of a generic template, it’s a mixture of features from all kinds of templates to create something that is difficult to copy & so, easy to set you apart.

>> Next: Actionable Tips for Custom Branding

Actionable Tips for **CUSTOM BRANDING**

1. Explore design apps like Canva with new eyes & instead of selecting a pre-made template, try to mix and match elements for a unique look.
2. Get the exact color code of your logo and write it down. The next time you design, don't just "eye" a color. Be exact & consistent. A designer can find out your brand colour codes for you or you can try this [Google Chrome extension](#) we swear by.
3. Adding your logo to a branded design further helps to differentiate you from others in your industry. Put it on every design you create as much as it is feasible.
4. A professional designer has access to design elements not readily available to the public. This helps your design to look one-of-a-kind. Invest in a creative designer to supply you with custom branded elements for online & offline purposes.

>> Next: Chapter 2 - Cohesive Brand Identity

COHESIVE BRAND IDENTITY

A cohesive brand identity means that all your brand elements (logo, website, social media, etc) have the same look & feel.

We're talking about the same color scheme, fonts, shapes & design elements across the board. And they should all share the same level of quality. You can't have a high quality flyer & slap on a low quality pixelated logo. It just won't work for 2020.

Ideally when someone sees any of your brand elements at first glance - like your main brand color(s), a font style or even a signature shape - you want them to know it's you.

Consistently seeing the same brand color scheme, fonts and design elements not only makes you look more professional but showcases your brand as one that can be trusted.

Mike Murdock said it best, "Repetition is the persuader of the mind." And when your brand imagery is cohesive, this kind of repetition subconsciously persuades potential customers to do business with you.

>> Next: Actionable Tips for Cohesive Brand Identity

Actionable Tips for

COHESIVE BRAND IDENTITY



1. Get the exact color code of your logo and write it down. The next time you design, don't just "eye" a color. Be exact & consistent. A designer can find out your brand colour codes for you or you can try this [Google Chrome extension](#) we swear by.
2. Create a mood board to guide your visual brand. A mood board is a mosaic arrangement of images, color schemes & text intended to evoke a particular style or concept. (See examples of [mood boards](#) on Pinterest)
3. If you're working with multiple designers, share your mood board & previous work created for your brand so that your style remains consistent across designers.

>> Next: Chapter 3 - Personal Branding

PERSONAL BRANDING

This buzzword grew to fame in 2019 & is here to stay.

Personal Branding is essentially building a solid reputation around your unique values, skills and experiences, to differentiate yourself from other professionals in your field.

Here's how it works:

Company X and Company Y both sell handmade accessories.

I know that the owner of Company X takes several courses in jewelry-making so I know she's knowledgeable. She always posts about her favourite pieces and why they mean a lot to her. And she shows a lot of her work so I know the kind of quality to expect from her.

I know nothing about the owner behind Company Y.

Who do you think I'm more inclined to spending my money with? Correct! The one I know, like & trust more.

People like to buy from people, and not simply companies. A positive connection with the person(s) behind a company makes potential customers feel safe, smart and well-advised when choosing *who* to do business with.

>> Next: Actionable Tips for Personal Branding

Actionable Tips for **PERSONAL BRANDING**

1. Make a list of all the hard & soft skills you possess. Then choose the ones that your potential clients would care most about. Center your personal branding content around those core skills & values. The best personal branding strategy is linked to your business brand.
2. Review your personal social media pages (Facebook, Instagram, Twitter, LinkedIn, SnapChat, YouTube, etc) to see if they are in line with how you want to be seen as a professional. If not, do a spring cleaning of photos, videos, status updates & even friend & follower lists to align with the new personal reputation you want to create.
3. Google your name & review what comes up. You may have to consult with website owners to remove past content relating to you if it portrays you in a negative light.
4. Consider starting a website/blog for your personal brand. Content can surround your unique skills & values, helpful personal tips, relevant life stories, books & courses. This helps you to better control your online reputation when people Google you (and make no mistake about it, people do).

>> Next: Actionable Tips for Personal Branding (Cont'd)

Actionable Tips for **PERSONAL BRANDING**

5. Invest in a professional photoshoot to provide high quality photos for the new image that you want to present. It can be photos in business suits or playful pics with your cat, as long as they are high quality, relevant to your personal brand and linked to your professional brand in some way.
6. Your personal branding strategy is not meant to trick your audience into believing lies about your value. Rather, it's about enlightening them on your best qualities. You can be real & authentic while still being professional & tasteful.

>> Next: Chapter 4 - Personal Branding

CUSTOMER ENGAGEMENT

Many years ago, businesses could get by with one-way marketing - the company talks, the customers listen. That's what tv, radio & print advertising offered.

Today with digital marketing and the rise of social media, it's a 2-way street. And your customers are getting accustomed to speaking their mind & giving feedback to businesses.

Opening up to customer engagement presents obvious risks (what if they complain, what if they don't like my business, what if I can't manage their feedback, etc), but it's also very rewarding. Knowing what your customers want and think about your brand will help you to tailor your services accordingly. And when your customers/followers have a say in your business they will be more invested in your brand.

So if you're used to pushing out hard marketing messages back-to-back without waiting to hear a response, stop and check the pulse of your audience. Do they like your message? Are they connecting with you? You learn the answers to those questions by engaging with them.

So strike up conversations and get them invested in your brand.

>> Next: Actionable Tips for Customer Engagement

Actionable Tips for

CUSTOMER ENGAGEMENT

1. Create & send online surveys to customers to learn about their experience with your brand & how you can improve. There are a number of free online survey tools that you can use. Learn about some of them [here](#).
2. Instead of merely "dumping" information on your audience, get active on social media with polls & questions in your posts, stories & captions & encourage 2-way communication as much as you can.
3. Don't just comment or respond to your audience (reactive engagement). Reach out to them *first* by DMing them a compliment or commenting a kind word under their posts (proactive engagement) to get the engagement going.
4. Learn the names of your followers and deepen relationships online by sending them posts you think may be helpful or interesting to them.
5. Give shoutouts to customers and followers & celebrate their achievements. When you have something to celebrate, they will be more inclined to sharing in your joy.

>> Next: Chapter 4 - Company Website

COMPANY WEBSITE

According to an April 2019 study, 75% of consumers admit to making judgements on a company's credibility based on the company's website design.

In 2020, we anticipate an increase in that ideology. With the world moving online rapidly & millions of businesses creating high quality websites, you can't afford to sleep on this marketing strategy.

A professional website is the industry standard of excellence when it comes to business credibility, no matter how small you think your business may be.

We can't emphasize its importance enough - but let's put it simply:

If we can't find you, how can we do business with you? And if we can find you and your online presence is not up to par, why would we *want* to do business with you?

This is a non-negotiable marketing strategy for the most professional brands.

>> Next: Actionable Tips for Your Company Website

Actionable Tips for **YOUR COMPANY WEBSITE**

1. If you don't yet have a professional website, and you're interested in building one yourself, check out one of the popular custom website builders (Weebly, Wix, SquareSpace, etc). Or you can save yourself the heartache and hire a competent design agency (like us) to design & manage your website.
2. If you do have a website, ensure that it is currently updated. Set aside time to plan for the year in terms of seasonal branding & content updates so that you're not caught off guard in 2020 when your business really starts to pick up. Or look into hiring someone to maintain your website for you.
3. Visit websites of other professionals in your industry to get an idea of how their website operates. This can provide inspiration & also help to identify areas that you can improve on for your own website.

>> Next: Chapter 6 - Blogs

BLOGS

A blog is a regularly updated web page written in article format. It can function as a stand-alone website (also called a Blog Website) or it can be included in an existing website as a supplementary marketing feature (also called a Website Blog).

But whatever you choose to call it, a regularly updated blog provides powerful benefits. Here are a few of them:

- It allows you to showcase your expertise & build authority in your industry.
- It contributes to a better website ranking in Google because Google prioritizes websites that update their content regularly. You're also able to write more articles with keywords (words your potential customers are searching for online) which pushes Google to show your website to more people online.
- Blogs are usually more conversational in nature than your other website content, which is good. This helps to humanize your brand.
- Promoting blog posts on social media brings traffic to your website which may result in more sales. More traffic also contributes to a higher ranking website on search engines.

>> Next: Actionable Tips for Your Blog

Actionable Tips for **YOUR BLOG**

1. Most websites have a blog feature embedded. If you have a website but haven't incorporated a blog aspect, it's easy to add.
2. If you are confused or clueless as to what to write about, you can start with the latest news about your company & even include client work & case studies. Later you can start writing about topics related to your industry.
3. With the incorporation of voice search, you'll get ahead by thinking of questions your ideal client may ask Siri or Alexa and build your blog post around that question. Eg. "Where can I find vegan skincare products in Miami?" Make that question the title of your blog post and then answer it in your post. That way, when potential customers search for that question, your article has a better chance of showing up first.
4. The longer the post, the better for search engines to index your content and show it to more people. Experts advise to aim for at least 1000-2000 (meaningful) words for your blog posts. An exciting strategy we use to break up a lot of words in blog posts is to add fun animated GIFs that help to solidify a point.

>> Next: Actionable Tips for Your Blog (Cont'd)

Actionable Tips for **YOUR BLOG**

5. Watching videos is way more interesting than reading text any day. Informative & educational videos keep visitors on your site longer (time spent on a website is a factor Google also prioritizes). Transform your written blog content into video, while keeping the written transcript in the post (because Google can't read video content). And you'll have the best of both worlds - your blog visitors are entertained, and Google is happy.

>> Next: Chapter 7 - Email Marketing

EMAIL MARKETING

Email marketing is the act of sending a commercial email to a present, past or potential customer.

These emails are not and should not only be promotional (buy this now). A great email marketing strategy consists of a mixture of promotional content, helpful tips & tricks, business news & updates & giveaways.

Here are some interesting & recent stats to underscore the importance of mastering this marketing strategy for your business:

68% of Millennials Say Promotional Emails Have Influenced Their Purchase Decisions.

Email has an average ROI of \$38 for each \$1 spent.

58% of people check email before checking social media, company intranet, search, or news.

Email is 40 times more effective at acquiring new customers over Facebook or Twitter.

>> Next: Actionable Tips for Email Marketing

Actionable Tips for **EMAIL MARKETING**

1. Add a subscription form to your website to collect the email addresses of new visitors.
2. Create an enticing free offer to encourage website visitors to subscribe to your email list (a free ebook, a free chapter of your book, helpful tips, coupon code, etc).
3. Attend trade shows and ensure to have a sign up sheet to collect the email addresses of visitors to your booth.
4. Utilize a mixture of promotional content, helpful tips & tricks, business news & updates & giveaways in your email strategy.
5. Most email marketing software offer scheduling services. Create your emails in batches and schedule them out as early as possible so that they are sent on autopilot.

>> Next: Chapter 8 - Webinars

WEBINARS

A webinar (web-seminar) is a real-time online video presentation to multiple viewers/listeners where both the speaker and viewer can interact, ask questions & discuss the presentation topic.

Essentially it's like hosting your own business event, but online. Webinars can be in raw video format or simply a voice speaking over a PowerPoint presentation.

Regardless, the benefits are numerous.

Webinars help to humanize your brand & build a deeper connection with your audience because it enables your audience to put a face and/or voice to your business.

A Webinar involves a lot of teaching & information before pitching a product or service. In that way, it helps to develop trust & authority because it allows you to display your expertise in your industry. It also helps you to lead with value before the sale.

The great thing about hosting webinars is that they are generally affordable, much more affordable than hosting an actual event, and your live webinar can be recorded & even monetized.

>> Next: Actionable Tips for Your Webinar

Actionable Tips for **YOUR WEBINAR**

1. Choose the best webinar platform for your needs. Here's a list of the **most popular platforms** & their benefits.
2. The beauty of a webinar is that you don't have to use raw video all the way. Make use of presentation slides & animations to get your point across while still maintaining that human connection through your voice, in real-time.
3. Have a plan. Just like any successful business presentation, webinars should never be "winged".
4. Though webinars are great at selling a product (and most people use it for that purpose), host a mixture of purely goodwill webinars along with promotional webinars to build trust with your audience, all the while adding tremendous value. Even if they don't buy today, they'll be more inclined to attend your next webinar and maybe even become a customer.
5. A good webinar usually lasts 30-45 mins. If you're not sure what to say to fill that time yet, making space for a live question and answer section at the end can help to fill that time.

>> Next: Chapter 9 - Digital Courses

DIGITAL COURSES

Digital courses are similar to webinars except that their sole goal is to teach/educate (rather than sell) and it is almost always recorded (not live).

The recorded nature of digital courses easily helps it to be a source of passive revenue after it has been created. Think of it as an interactive video textbook with chapters (sometimes called modules) and even mini activities & homework to test and solidify your knowledge.

You can create a digital course around any subject, from app designing to candle making. You can choose to make it free to access, sell it on your website or through one of the many digital course **platforms** like Teachable, Udemy or Skillshare. And your digital course can be in raw video format, a PowerPoint-like presentation, or a series of animated videos.

Off the bat, we can see that having your own digital course presents you as an expert in your field. After all, the best way to show that you know anything is to teach it.

If you know a topic extensively, the online market is ripe for your knowledge to be put on display & with great marketing, you'll be able to continuously and passively earn from your one-time digital course.

>> Next: Actionable Tips for Your Digital Course

Actionable Tips for **YOUR DIGITAL COURSE**

1. To help you select a topic for your digital course, identify a problem in your field that people need the answer to. Eg. "I want to know how to create beaded necklaces." Create a course that teaches them how to do so.
2. As the expert, you ultimately have to come up with the content but you don't have to do *everything* yourself. Once you have the content, hire a designer to make your course look appealing. Designers can also help to market your course.
3. Be sure to encourage reviews and testimonials from your early participants. Then publicize these reviews so that your course can be more reputable and attract a larger audience. There's no harm also in giving free inside access to a few trusted friends/colleagues in exchange for an honest review.
4. Courses can be sold through a third-party course website or directly from your own website. The main pros & cons are that you will need heavy marketing to drive traffic to the course on your website. On official course websites, you already have a targeted & interested audience (note however that your course will be fighting other courses for the attention of that audience). Choose the method that works best for you.

>> Next: Chapter 10 - Digital Analytics

DIGITAL ANALYTICS

Digital Analytics refers to the collection, measurement, analysis, visualisation and interpretation of digital data about user behaviour on digital platforms (websites, mobile sites and mobile apps).

Whether your business operates mainly through your website or social media, digital data is readily available for you to analyze, and the benefits are numerous. You can:

- *Gain a full view of customers across channels*
- *Become more proactive and effective in your marketing*
- *Personalize your marketing and customer engagement (since you know who is interacting with you online)*
- *Sharpen website & social media strategies*

With free built-in analytics on Facebook & Instagram, a free Google Analytics platform for your website, and other affordable tracking tools, you should have all the data you need to influence the direction of your business.

>> Next: Actionable Tips for Digital Analytics

Actionable Tips for **DIGITAL ANALYTICS**

1. In order to not get overwhelmed, first pay attention to the more simple analytics such as gender, location & age range. Plan your content around that data, or develop a plan to change or improve those results. For eg. you need to attract more mature ladies to your business, but your analytics shows that your content is reaching mostly teenage girls. Now that you're aware of who your message is reaching, you can actively adjust your content and branding to appeal to older women. As you master the simpler analytics, it will become easier to tackle the more difficult ones.
2. Constantly try new strategies and use your digital analytics to test how successful they were. Don't be afraid to drop the strategies that don't produce results.
3. Invest in website analytic tools like **Crazy Egg** or **Hotjar** to learn how your users are interacting with your website & what they click on most. That will help you to know what works and what should be changed.

>> Next: Chapter 11 - Showcases/Trade Shows/ Expos

SHOWCASES/TRADE SHOWS/ EXPOS

This marketing strategy is effective for businesses at all stages.

Attending local and international expos will give your business exposure to new potential clients.

We notice that the tendency at expos is to focus on the quick sale. Though sales are important, we think it's more important to use this valuable face-to-face opportunity to build meaningful relationships with your booth visitors, *even* if it doesn't result in an immediate sale. Yes, we went there.

What we want are lifetime customers, not "one-night stands" and that may mean playing the long game. Pay attention to the *experience* your visitors receive at your expos, rather than the money they spend. That will help you to be more memorable when the expo is finished and you may even create a walking ambassador for your brand because of the amazing experience.

Another important aspect at expos is the first impression of your brand. First impressions leave an indelible mark in human minds, so leave one that is extraordinary through your branding & interaction.

>> Next: Actionable Tips for Showcases/Trade Shows/ Expos

Actionable Tips for **SHOWCASES/TRADE SHOWS/ EXPOS**

1. Brand everything. No doubt you'll be competing with many other businesses at expos. Stand out with branded *everything*. Branded shirts, hats, business cards, even a table cloth with a logo on it if you can. The more people see your branding, the easier it is to remember. Don't forget our earlier quote about the power of repetition.
2. Stand out with digital elements. Think of ways you can digitize your process. Examples are, instead of collecting written email addresses, have a laptop up where persons can sign up directly to your email list. Instead of asking them to follow you on Instagram, have a tablet up with your Instagram nametag so people can scan and follow immediately. Digitizing your processes not only helps you to be innovative and memorable, but it makes your job easier, helping you to spend more time creating memorable interactions.
3. Draw persons to your booth with exciting animations on a screen. It's as simple as plugging in a flat screen tv, placing it on your table and letting your animations loop. Animations can range from logo animations, product videos, to explainer videos about your product or service.

>> Next: Actionable Tips for Showcases/Trade Shows/ Expos (Cont'd)

Actionable Tips for **SHOWCASES/TRADE SHOWS/ EXPOS**

4. Host a giveaway exclusive to your event and market it before the event. That way you'll encourage existing followers to come out and support your brand, and to meet you face-to-face (to create a lasting personal connection). Giveaways can be coupon codes, discounts, gift certificates, or even a free branded t-shirt or bag pack, as long as it's relevant to your business & it won't break the bank.
5. Enlist the help of friends and family members to stand around at your booth. Ensure they're excited & chattering about your brand. People are attracted to crowds and seeing your booth with a lot of excited people will entice people to stop by. Just ensure that you're not too busy to talk with them, and make sure you have something worth chattering about. Don't forget to gift your volunteers something special in exchange, like a free lunch, a special discount or even a heartfelt handwritten thank you card.
6. Take note of your personal brand at expos. Ensure your hair is well groomed, your breath is always fresh (use tic tacs throughout the day) and your body odour is in check (freshen up with deodorant and body spray every few hours). It matters!

>> Next: Chapter 12 - Digital Automation

DIGITAL AUTOMATION

Digital Automation means allowing technology to do your work for you. It saves much time and effort to automate as many parts of your marketing & business processes as possible.

A big part of automation in marketing is the act of scheduling. Always be on the look out for ways you can schedule activities so that you are marketing & attracting customers even while you sleep. Automation allows your business to run efficiently and saves you from burnout.

As busy entrepreneurs, we rely heavily on automation strategies, and luckily, most of them are free of cost. We'll share a few of our best strategies next.

>> Next: Actionable Tips for Digital Automation

Actionable Tips for **DIGITAL AUTOMATION**

1. Schedule social media posts weeks in advance. There are a number of free and paid scheduling tools available. We use Facebook's new (and free) **Creator Studio** to schedule Facebook & Instagram posts and **Hootsuite** for other social media platforms.
2. Batch masses of content. What we do for our brand and our clients' social media brands is to create a fair amount of content ahead of the month & schedule them out ahead of time. In doing so, we get our time back to focus on interactions with our audience once our posts go out automatically.
3. Schedule blog posts. Most blog platforms give you the ability to write blog posts and schedule them out ahead of time.
4. Schedule email marketing. Scheduling weekly or monthly emails ahead of time helps you to stay consistent with your audience and ensures that you are not caught unaware when special opportunities come up, like sending a Merry Christmas email on Christmas Day while you're busy opening gifts.

>> Next: Actionable Tips for Digital Automation (Cont'd)

Actionable Tips for **DIGITAL AUTOMATION**

5. Schedule personal and business emails. Did you know that Gmail allows you to schedule emails? We use this feature heavily by responding to clients the night before and scheduling out the email for the moment our business opens the next morning. It saves us time & improves the way our clients see our brand.
6. Add keyboard shortcuts in your phone. We have a list of custom shortcuts that we use when interacting with others via mobile. Create shortcuts providing the answer to a commonly asked questions so that you don't have to type it out even single time. This is similar to the "Quick Reply" feature on Instagram.
7. Have a dedicated FAQ page on your website so that you can easily answer common questions without actually being there.
8. Having a regularly updated website and social media presence automates the process of providing information to existing and potential customers. This enables you not only to communicate but to essentially make money while you sleep.

>> Next: Chapter 13 - Outsourcing

OUTSOURCING

Outsourcing is the act of enlisting a party outside your business to assist with a job that you would traditionally do in-house.

With all the benefits of outsourcing, it's no wonder why it's been around for thousands of years. Nowadays businesses are jumping onto the wagon more than ever. That's because outsourcing allows you to:

- *Have experts manage processes they're good at, while you focus on your core business.*
- *Save on paying a full-time employee & only consult an expert as needed*
- *Manage heavy workloads & prevent employee burnouts*
- *Add more services to your business without doing all the work yourself*

Outsourcing where you can is great business wisdom. However, ensure that you choose an outsourcing partner who shares your values when it comes to work ethic, business ethics and customer service.

>> Next: Actionable Tips for Outsourcing

Actionable Tips for **OUTSOURCING**

1. Contact an outsourcing prospect as a potential customer and note how quickly and how well they respond to you. That will give a hint about how they will respond to your customers if you decide to partner with them.
2. If you can, work with the company as their actual customer (undercover) to get a better idea of their processes and systems. This will help you to anticipate what the process will be like if you choose to partner with them long-term.
3. Take a look at the pricing of possible outsourcing partners and ensure your price points are both profitable so that no one has to compromise their value.
4. Because things and people change, you should get in the habit of reviewing your outsourcing partners periodically to ensure that your goals and values are still aligned.

>> Next: Chapter 14 - Animations

ANIMATIONS

An animation is essentially a computer generated moving image and can be anything from cartoon people to jumping text to wiggling shapes.

Over the past few years, the world has seen a rise of reasonably priced animation software that's easy enough for a young teenager to use. And that has led to more animations being created online. It has also raised the digital appetite for your customers. You can no longer afford to use only static images in your marketing, however beautiful they may be.

Even with that said, animation is still at the beginning stages for many brands, and many haven't caught on to its power yet. Now is the perfect time to get ahead of the competition and really stand out with high quality and attractive animations.

>> Next: Actionable Tips for Animations

Actionable Tips for **ANIMATIONS**

1. Do your research on the various animation platforms out there. Most allow you to create free animations with their watermark (not recommended). But if you'd like really like to be seen as professional, invest in those professional platforms.
2. If you don't have the time to learn to create animations & do it regularly, paying for an animation software that you will hardly use may not be the best route. Rather, invest in an expert animation agency (like us) that can quickly & creatively provide animations for your brand as needed.
3. Always add a call to action to the end of your animations as well as contact information. Due to the amazing sharing capabilities online, you never know who may end up watching your video, and they may not know how to get in touch. Instead of forcing them to search for you (which can be inconvenient) provide the next step with a suitable call to action at the end of your animations, such as "Call us now at 999-9999" or "visit our website: www.website.com". Call to Actions are essential in turning viewers into customers.

>> Next: Chapter 15 - Video Marketing

VIDEO MARKETING

Though animations fall under video marketing, we're now referring to real life videos rather than a purely computer generated one.

Videos marketing examples include:

- Vlogs (video blogs)
- Video interviews
- Tutorial videos
- Videos of presentations
- Product demos and reviews
- Video testimonials
- Recordings of live streams
- Video ads

Are you thinking your technology business can get by in 2020 without video marketing? Here are some eye-opening 2019 stats to change your mind:

83% of those using video think it gives them a good ROI

82% think it's a key part of their strategy

73% of persons have bought a product after watching a video

97% of businesses using explainer videos say it helps users understand their business better

94% of businesses see video as an effective tool

>> Next: Actionable Tips for Video Marketing

Actionable Tips for **VIDEO MARKETING**

1. It's always good to plan your video before you shoot. Even if you don't have your content word for word, at least have a framework in place to prevent you from rambling.
2. Use a catchy thumbnail that draws persons to watch your video. For eg, if it's a video of someone talking, use a thumbnail that makes it obvious that they are in the middle of a word. That will ensure viewers realize at first glance that it's a video and not a photo.
3. Think of something happy while you video so that even as you talk, your eyes and mouth are smiling. We like to think that after the video, we'll be getting a million dollars. It's partly true because if our video is good, it will definitely lead to sales.
4. Aim to draw out emotions from your audience - don't let your videos be merely informational. For eg. adding funny GIFs in your video helps it to be comical. Do you want your viewers to feel sadness? Use videos of sad faces, falling rain, wilting flowers, slow music, etc. When viewers feel an emotion while watching your video, they are better able to connect & remember your brand.

>> Next: Chapter 16 - Social Media

SOCIAL MEDIA

If you're reading this, it's because you learnt about our special offer via social media.

Social media includes all the social and messaging platforms from Facebook and YouTube to Whatsapp & Vyber. Because humans are social beings, social media will only be *more* utilized as the years go by. So in case you were wondering, it's not going anywhere.

Here are some startling 2019 statistics to prove that the use of social media is a non-negotiable marketing strategy for your brand:

- There are 3.2 billion social media users worldwide (42% of the world's population)
- 73% of marketers believe that their efforts through social media marketing have been "somewhat effective" or "very effective" for their business
- 54% of social browsers use social media to research products
- 71% of consumers who have had a positive experience with a brand on social media are likely to recommend the brand to their friends and family

Not sure where to begin when it comes to using this powerful marketing platform?

>> Next: Actionable Tips for Social Media

Actionable Tips for **SOCIAL MEDIA**

1. Know who you want to attract so that you can create content for them. Are you trying to attract mature women who love to look fashionable? Then your branding should not look like you're trying to attract young men who are obsessed with dancehall music and parties. Think up an ideal client and think about what they'd like to see on your social media page if they were to discover you. Then create your brand around that idea.
2. Engage with your audience. Social media is a SOCIAL platform. So though you're using it for business, talk to your followers like friends. Like & comment on their posts, celebrate with them and respond to comments & DMs quickly when they reach out to you online. Let them know that there's a real human behind the brand.
3. Select the best platforms. You don't need to be on every platform. Go where your customers are and use the platforms that best support the nature of your brand. We're active on Instagram because our brand is highly visual & a lot of business owners are on Instagram, whereas we're not on Snapchat because that age group is a little too young for our business-minded target audience. Find the platforms that work best for you & rock them.

>> Next: Actionable Tips for Social Media (Cont'd)

Actionable Tips for **SOCIAL MEDIA**

4. Know what you want out of social media. It's so easy to get sidetracked on social media. That's why it's important to have clear goals so that you're always on point with your social media marketing. For eg. We're on social media to convert followers into clients. Everything we do is aligned with that goal, whether it is to celebrate Emoji day (so that people are attracted to our fun side), show our work (so people see what can be done for them) or straight up tell our audience how we can help them win. Ensure you're always double-checking and asking the question, "How does this post help me reach my goal?"
5. Post consistently by creating a batch of posts at once and scheduling them out for the future. Social media moves so fast that you can go viral today and then the next week you're old news. Staying consistent with your posts helps you to stay at the top of people's mind so that when they're ready for your product or service, your business comes to mind first.

>> Next: Chapter 17 - Social Media Advertising

SOCIAL MEDIA ADVERTISING

Social Media Advertising is the act of paying a social platform to show your content to a wide audience.

It's one of the most effective & cost-effective ways to reach more potential clients, improve your brand recognition and land sales.

The greatest thing is that it's available to all and doesn't take special skills to operate. If you're absolutely clueless about social media ads, not to worry. There are tons of written and video tutorials online to walk you through the process.

>> Next: Actionable Tips for Social Media Advertising

Actionable Tips for

SOCIAL MEDIA ADVERTISING

1. Try to use more videos instead of pictures for social media ads. Video marketing provides a better bang for your buck because it performs better than static ads, for the same cost.
2. Start seasonal advertising before the market becomes saturated. For eg, start advertising your Christmas sale in early November so that you have a chance to stand out before all the Christmas adds come flooding in to distract your audience.
3. Before advertising big offers to your audience (eg. Buy Now), create attractive and informative ads around brand awareness so that they get to know your brand first. People are more inclined to buying from brands they know, like and trust, rather than brands who pop up suddenly asking for money.

Invest in a professional (like us) to create your advertising

4. material & also to run your ads for you. It saves time and effort & allows you to focus on servicing the customers that come from your ads.

>> Next: Chapter 18 - Content Marketing

CONTENT MARKETING

This is another buzzword that's here to stay.

Content marketing is selling your products and services without outrightly saying, "Buy this now!" Instead, this kind of marketing focuses on the value of the product/service.

The aim of content marketing is to get people interested in your product to the point of wanting it, while not even realizing that they are being sold to.

Here are examples of how we use content marketing.

When we want to get you to become a website client. Instead of saying, "Come buy a website", we share:

- Past websites we've done
- Testimonials of website clients
- Case studies of how websites have helped our clients
- Benefits of websites
- Answers to common website objections & concerns
- Interesting website statistics
- Helpful tips for maintaining your website

>> Next: Content Marketing (Cont'd)

Though all our posts end with a call to action which encourages our audience to get a website with us, we lead with value before we ask for the sale.

We do this so that by the time our audience gets to the end, they are so grateful for the helpful, insightful and entertaining content that they don't mind the "Buy Now" request (which now looks very fair). Everyone wins! That's the power of content marketing.

PS: If you didn't realize it, this ebook is also a form of content marketing. *wink*

>> Next: Actionable Tips for Content Marketing

Actionable Tips for **CONTENT MARKETING**

1. Not sure how to talk about your business? Research others in your industry and see what kinds of content works for them. Don't copy their strategy word for word of course, but use it as inspiration for your own unique content.
2. You don't have to come up with all the content yourself at first. You can start by sharing other people's work on your social media and website. Just ensure to reference them properly and add your perspective where you can. For eg. Share a popular quote and then state how it relates to your business, or repost an industry article and give your take on it.
3. Make a list of frequently asked questions that your customers may have and create content out of the answers.
4. Incorporate video into your content marketing by converting your words into video. Investing in a creative team (like us) can transform your content from "drab to fab" using attractive video marketing.

>> Next: Actionable Tips for Content Marketing (Cont'd)

Actionable Tips for **CONTENT MARKETING**

5. Are there reasons why someone would choose not to do business with you? Think of a reason to counter that objection and turn that into a post on your social media or website. For eg. We know that many people think they can create their own company website. So we found a statistic that said '71% persons who try to build their own website don't complete it. We presented that statistic, gave our thoughts on it & invited discussions from our audience. That tactic provided content, encouraged engagement, and even convinced a few critics.
6. Ask your audience what they would like to see. With social media, it's easy to collect feedback from your audience. Use polls and questions to find out what they'd want to see from you & this will give you a basis on what kind of content to create next.

>> Next: Chapter 18 - Seasonal Branding

SEASONAL BRANDING

Seasonal branding entails creating content, offers and designs around particular seasons. Seasons can be big holidays like Christmas or the New Year or social media holidays like National Donut Day or National Leave the Office Early Day. There are so many opportunities to celebrate.

Seasonal branding helps your brand to be more relatable, relevant and exciting. Just ensure that you find a way to link the celebrations back to your business.

Eg. If I am a dentist, celebrating National Cat Day wouldn't necessarily be relevant to my business. However, if I sell pet food, that holiday would be very appropriate.

Choose your seasons wisely and create content, designs and special offers around it.

Last Christmas, we incorporated seasonal branding. Our website had a snowing background, our logo had a Santa hat and all our social media content referenced Christmas in some way. We've seen first-hand how this kind of seasonal branding has increased relatability, relevance and excitement around our brand.

>> Next: Actionable Tips for Seasonal Branding

Actionable Tips for **SEASONAL BRANDING**

1. Google the social media holidays for 2020 and plan in advance for the holidays you want to celebrate.
2. Commission a designer (like us) to work on your selected holidays in advance so that you are prepared when the date comes around.
3. Create content around relevant social media holidays. Eg. As an photographer, you can celebrate Mother's Day by writing a post about how a family photoshoot can be a meaningful gift to your mother. You'll tend to attract new persons who are interested in that holiday, which may then lead to potential customers for your business.
4. See how you can incorporate relevant deals to accompany holidays. For eg. on #GiveSomethingAwayDay, offer a free or discounted product or service to a lucky follower.
5. Go a step further and schedule out your blog posts and social media posts around holidays so that your content/offers go out automatically to your audience without you actively thinking about it.

>> Next: Chapter 20 - Research

RESEARCH

As we wrap up this ebook, we encourage you to keep getting new knowledge through constant research. Marketing strategies are always changing and you need the habit of research to stay ahead of the game.

Now it's easier than ever to learn about any topic through the online space. It's at the tip of your fingers and for the most part, free of cost.

Note that marketing your business in the digital space is fluid and dynamic - what worked this month may not work next month and you should always be willing to change with the demands of your industry.

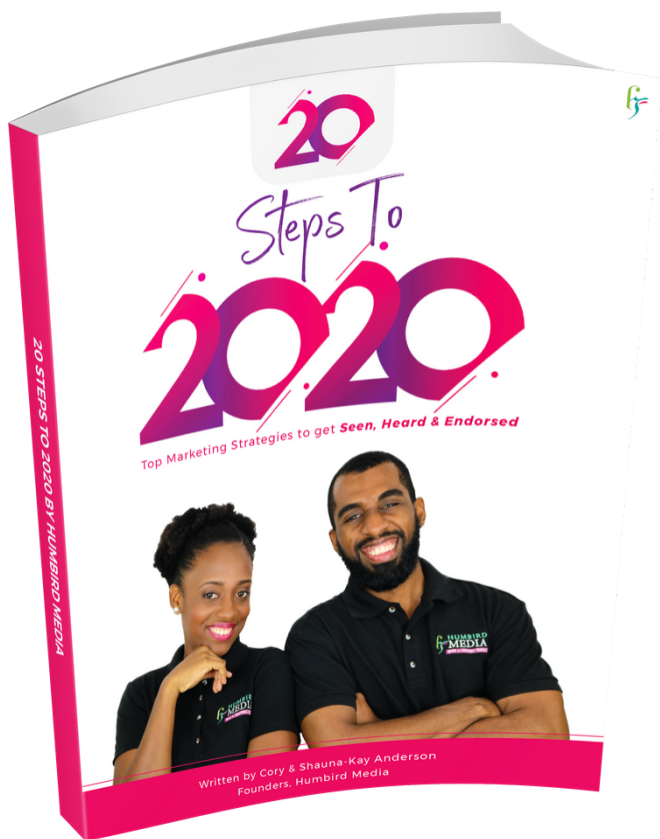
Not only should you be constantly researching new marketing strategies, but you should always be learning about your audience. They are people and people change. Constantly check up on their needs and adjust your business accordingly.

>> Next: Actionable Tips for Research

Actionable Tips for **RESEARCH**

1. Subscribe to helpful blogs about industry topics so you can stay up to date on the latest trends.
2. Conduct surveys from customers & followers to learn about their experience with your brand and how you can improve.
3. When researching topics online, be sure to check the date so that you're not applying outdated information to your brand.
4. Follow Humbird Media on social media for tips & tricks in building your brand.

>> Next: A Final Word



Dear Entrepreneur,

We hope you enjoyed and found value in this actionable ebook.

It is our hope that you go forth and make successful moves for your marketing strategy for 2020 and beyond.

Cory & Shauna

Actionable Ways to **SHOW YOUR APPRECIATION**

1. Email us with a written review of this book so that we may share your kind words with others online.
2. If this book *really* helped you, email us a video review of the book, sharing how it impacted you. We'd also like to share this video on our online platforms.

Humbird Media is a Jamaican-based Digital Media company, specializing in website design, social media management, animations & graphic design for local & international brands.