

MAKE A GREATER

KINGDOM IMPACT



TIPS TO MAKE YOUR ONLINE
PRESENCE COUNT

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The world of marketing is not what it used to be. Prospects are not walking down Main Street or flipping through the yellow pages in hopes of finding a business. Now more than ever, you need to be online.

Know Who You Are

Usually, the first impression of you is what people find on the internet. It is essential to make it count and look as professional as you can.

Have a clear understanding of your core values, vision, and mission. Make sure it is relayed to the viewers no matter what platform you are using.

Part of being online is to build a connection with people, so you need to know who you are, and what makes your story unique.

Be YOU - You are unique. No one else has your personality, values, beliefs, or experiences. Being authentic goes a long way when building connections.

Branding is essential - be consistent with your look, feel, and content.

Have the same photo wherever your professional presence is living on all your online social and marketing. If possible, have high-quality professional pictures. Your picture quality is one of the most important factors to consider when you are trying to make your online presence count. Hire a professional photographer to take a few headshot or action pictures for your website, profile photos, and even some posts.

The same goes for your post images. They need to be creative and

stand out if you want to make the view look at your post. Create significant assets that have your brand's look & feel be consistent throughout your images.

Consider hiring someone to design them for you. Once you have a "look and feel" for the images, your designer can make a number of them fairly quickly. Consider using [fiverr](#) for design. You can likely get 5-12 photos for less than \$20.

You can also design your own using [Canva](#) or [Piktochart](#).

Know your Audience

If you want your online presence to count, you need to know your audience and where they spend most of their time. That's where you need to be. For instance, if you are an author, you will want to be on [Goodreads](#). If your audience is not on Twitter, there isn't much sense in spending your efforts being there.

If you know where they are, you can have the chance to engage with them. Position yourself as an expert in your industry that your audience needs. If you know what questions they're asking, provide them with answers. Work to maximize your conversion.

Websites

Your website is the most crucial marketing or outreach tool. Over 90% of consumers search for organizations online.

Here's a scary thought, it only takes about **seven seconds** for the viewer to decide if they are going to stay or go. Make sure your site is well designed, and your aim is visible within the 7 seconds. Your website viewers will also form an opinion about your website – and thus, form an

opinion about you and your ministry. Make those seven seconds count!

Make sure your website is full of information and easy to navigate. The number of mobile users is expected to surpass the number of desktop users in the next few years. Make sure your mobile presence looks good on all devices. Usage patterns have dramatically changed so if you haven't updated your website in a few years, it may be time for a tune-up or a complete overhaul. We can help [Our Solutions](#).

Email Lists

It has been said that the money is in the list and if you want more addresses, your website should and opt-in campaign. Read [Why every author and speaker should give away an ebook](#). It will grow your list faster.

Call to Action

Every website should have a call to action. If you don't tell them what that action is, sometimes they miss the whole point. Sign up to receive an ebook, sign up to get a notification on my new book, learn more about my speaking topics, etc. Call me today to discuss speaking at your next event.

Contests and Giveaways

Regular competitions can be an excellent way to increase your website hits and grow your email list and increase revenue.

Discount Codes

While offering discount codes can lower your profit, it can also convince a customer who is on the fence. Discount codes also make a great social media post or email campaign. You can offer your customers a monetary, percentage, or shipping discount.

Use Google who offers many different features that are helping

prospects find the businesses that they're trying to find. Take advantage of [Google's business](#).

Blog

Long gone are the days of static websites. Today's most effective websites frequently update content. Frequent updates not only help better sell products and services, but they also play a crucial role in getting higher search engine results. This does not have to be long and complicated. Micro-content works great. Videos help too!

Content matters.

The key to great content is understanding that it's not about you – it's about your audience. Tailor your messages so that it resonates with your them. It will give them a take-a-way, and they'll be back for more.

Use your writing, articles, ebooks, PDFs infographics, printables, videos, or anything else your audience will want. You can even post a report from another site and add your thoughts on it. (Always be sure to link back to the website where you got the report.)

Be Short & Sweet

Keep the content short and to the point. A post with 300-500 words is a good goal. People are busy, on the go, and we need to provide great content that works in that market. If most users are mobile, then they will likely leave a longer post. Save the longer stories for your book or speaking engagements.

Be Specific

Write to your audience, your niche, or your line of work. Always provide value to your target audience.

Create value for your target audience.

Read posts and articles then save them using [Pocket](#).

Use [Evernote's Web Clipper](#) tool to save posts and articles and make your own.

Tips to Make Your Words Count

Determine the most shared articles are within your niche is by using a program like [Buzzsumo](#).

[Blog Idea Generator](#) is a great way to get the creative juices flowing!

An [Imagination Prompt](#) gives you questions and statements that you can take and write on applying it to your audience's needs.

Create headlines that attract higher click-through rates with a [headline analyzer](#).

Write using keyword-rich content. There are several websites to help you come up with your keywords like [FREE Keyword Tool](#). Having specific keywords will also help your rankings in search.

Be professional. Typos and grammar do matter. Use programs like [Grammarly](#) or [Hemmingway](#).

Work with Others

Invite guest bloggers and partner with influencers in your niche. Take advantage of sites that offer guest bloggers. Your post not only reaches their audience, but it will direct the reader back to your site. For example, [be a guest blogger](#) for Speak Up Conference.

Consistency is Key.

Creating regular content can help you provide value to your customers,

increase your brand presence, and improve your sales and bookings. Set a schedule, you can commit to and stick with it. Most Bloggers are unrealistic with the demands on their time. They start strong then drop off to nothing. Pace yourself, and if you can produce content daily forever excellent! But if you cannot then don't beat yourself up. Consistency goes much further than volume.

Also, maintain consistent communication with your audience using strategies like email marketing: MailChimp, Constant Contact, etc

Offer Courses

The benefits of courses are you can capture your audience and earn money teaching on the subject you know best.

If you are going to offer courses, plan it out and break down your chapters with 3-5 lessons each. Length of lessons is not as important and having more than a few lessons per section. If you are video driven course, you can have just minimal text content for descriptions per article. You can also do PDF handouts and other printables.

Check out [Udemy](#) courses. You can host there and take courses on things from all subjects from essential oils, social media, and blogging. There is a vast library of courses available for you to choose, learn from, and then apply to your course content. Look at different styles, layouts, sections, and keep notes of what you like.

[LearnPress](#) is a WordPress platform you can build courses on. This platform is free until you start adding some of their add-ons. You can create a session for free and checkout using PayPal without paying for add-ons.

There are many hosting platforms for courses. Check out other options:

Teachable, Kajabi, or Sensei.

Relationship Marketing

“Our job is to connect to people, to interact with them in a way that leaves them better than we found them, more able to get where they’d like to go.” Seth Godin, Marketer and Author

Relationship marketing is a strategy used to cultivate long-term customer engagement, which turns into loyal customers. When you create an emotional connection, you gain their trust, loyalty, and devotion to your ministry.

In the words of author [Maya Angelou](#), “I’ve learned that people will forget what you said, people or build an [online community](#) on your site.

Always work to give more than you take in every interaction. Keep in mind that relationships of any nature are a two-way street, and you need to do as much listening as speaking. People will forget what you did, but people will never forget how you made them feel.” Invite customers to engage and then make them feel good about it.

Substantial relationships take time to develop and deepen. You can do this through social media.

Social Networks

Word of mouth is powerful because people talk, and thanks to social media, word travels fast. It’s just a click away.

Are you engaging on social networks? (Instagram, Facebook, YouTube, etc.) If you aren’t, you’re missing out on gaining great exposure and authority in your marketplace. Social media is an essential tool for every business seeking to build a commanding web presence.

Although you can be active anywhere you want, some industries only use specific social media sites. Find which sites you need to be and focus on 2-3 platforms. Do as many platforms as you can, but you need to be active on the platforms where your audience is. When people visit your social media, it should be active.

YouTube provides you with a unique way to market your content, and videos are enormous for online exposure. They get to know you, your brand as well as your gifts and services. YouTube can easily be embedded into your website allowing your viewers to share them easily. Incorporating your videos into posts and offering exclusive content on a social media network can keep your market interested. If you feel you need a little filter boost, use Zoom to record them and use their touchup tools to help you have a better appearance on video. Let's face it; we are not all photogenic. Using tools to help you be the best version of yourself will help build your confidence and provide better content, and less time looking at yourself. The ring light is also an effective recording tool. Always have lights behind your camera, it helps!

Pinterest is another good tool. While you may not be on Pinterest it is likely your audience is, or at least some of them. We know two authors personally who are not on Pinterest, but if you search their names, people are sharing their work there. Always add a pin button to your blog posts and check out how much traffic Pinterest can make for you.

Wherever you are, responding to messages, engaging with your audience, and building strong relationships should be a part of your daily routine.

Conclusion

To make your online presence count remember these seven steps:

1. Know who you are - your niche and brand then be YOU online.
2. Know your audience - it will help you write posts and promote your website.
3. Make your website count - have a quality design and valuable information.
4. Blog, blog, and blog!
5. Pop up in front of your audience through their email inbox, on their social media feeds as much as possible without being annoying.
6. Connect with others and build relationships.
7. Post and interact on social media platforms.

For more tips and information visit [CaSh2 Consulting](#).