

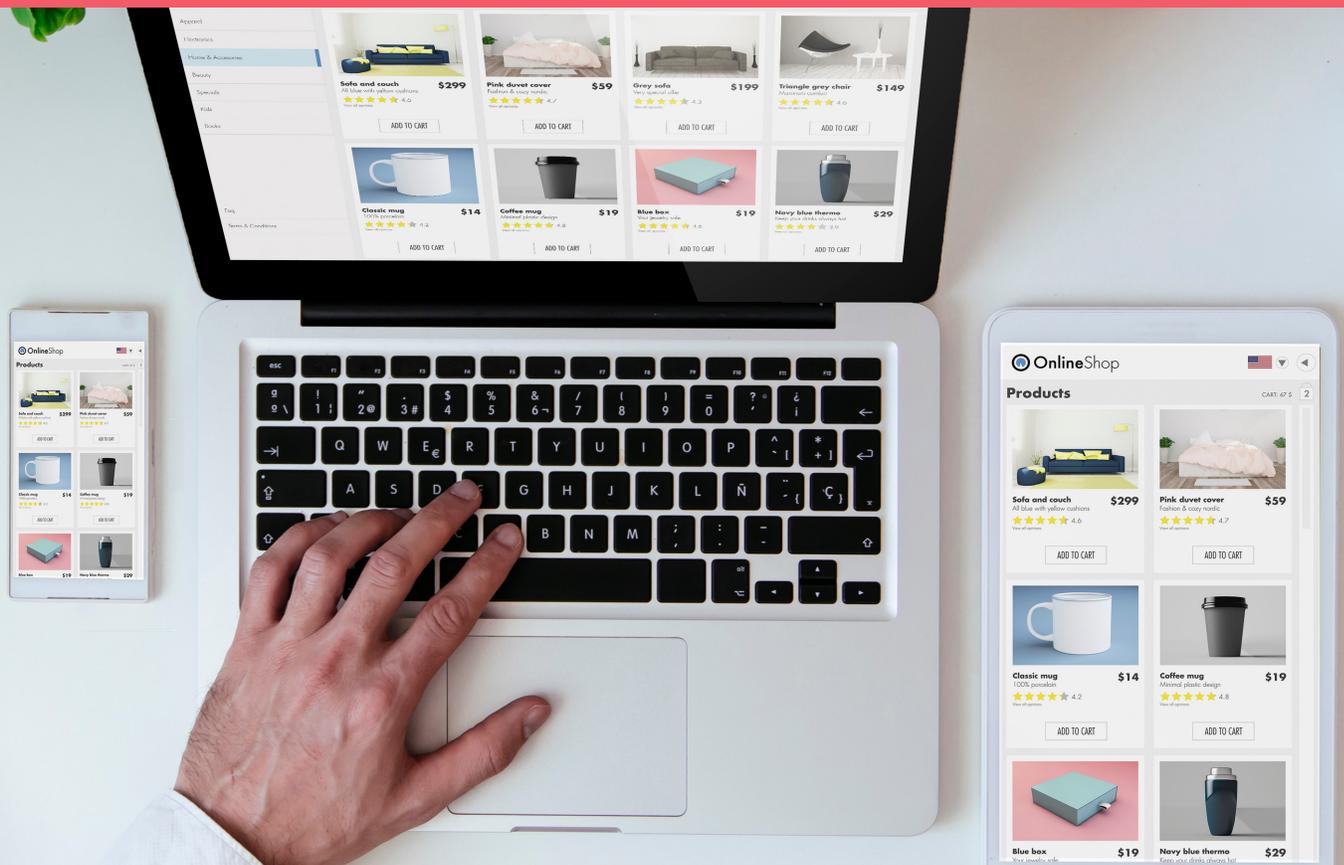
# Digital Marketing Series

## WITH MELISHA OAKLEAF-WILSON DIGITAL MARKETING CONSULTANT

The year was 2020. We were in the midst of a pandemic. The world was forced to shift its marketing tactics without warning. As businesses scrambled with what to do with their brands, an idea was born. That idea was Sword & Ship Consulting. Owned, operated and executed by part-time solopreneur, Melisha Oakleaf-Wilson, Sword & Ship Consulting is a digital marketing consulting agency with critical focus on local business growth. As someone with a passion for SEO and a heart for data-driven decisions, Melisha believes numbers speak for themselves and are crucial to any marketing strategy. You can't move the needle if you don't know where it's pointing. In her last seven years working to optimizing web pages for search, and nearly 10 years of social media management (in news/journalism, travel industry and healthcare), Melisha stays on the cutting edge of the digital realm. Knowing the importance of staying ahead of the curve, Melisha can teach you the fundamentals of digital marketing and give you the tools to help you manage and succeed on your own. Originally from the Newton area, Melisha grew up in Elbing, spent several years exploring the Last Frontier (Alaska) before moving home to Kansas. She currently lives in Newton with her husband and three kids. Melisha is also the Digital Marketing Specialist at Newton Medical Center and enjoys chai lattes and thrifty shopping experiences. You can often find her doing diamond paintings and binge-watching True Crime dramas and Grey's Anatomy.

### **About Sword & Ship Consulting**

Sword & Ship Consulting is a culmination of the seeds of passion and a love for helping others. This project pairs small business owners in the Newton, KS area with the chance to build strong digital marketing strategies, websites, social media platforms and content strategies/blogs. To be competitive in your industry, Sword & Ship Consulting is here to bridge the gap between your small business team and the huge online market by leveraging your content and training you in the ways of the digital marketing world.



## Overview of Series

Whether you currently have a digital marketing strategy in place, or you are brand new to the whole idea, we'll take a look at the five things you **MUST HAVE** to be successful online. We'll talk about:

- Social Media Strategy & Implementation
- Content Strategy & Implementation
- Search Engine Optimization (SEO) & Websites
- Paid Search, Google Display Network & Paid Advertising on Social
- Auditing & Analytics

## Session 1: Social Media Strategy & Implementation - Jan. 28th

You want to meet your audience where they are. For brick and mortar stores, the goal is to have traffic come through the door. When things like a pandemic puts a damper on foot traffic, it's important to leverage social media and meet your audience online. We'll talk about:

- What social media platforms are right for your brand (Facebook, Twitter, LinkedIn, Pinterest, TikTok, YouTube, etc.)
- How to create a content calendar and what tools could help you manage your posts
- What types of content are important for interaction on social media.
- SEO on social media
- Introduction to paid ads/boosting posts on social

## Session 2: Content Strategy & Implementation - Feb. 4th

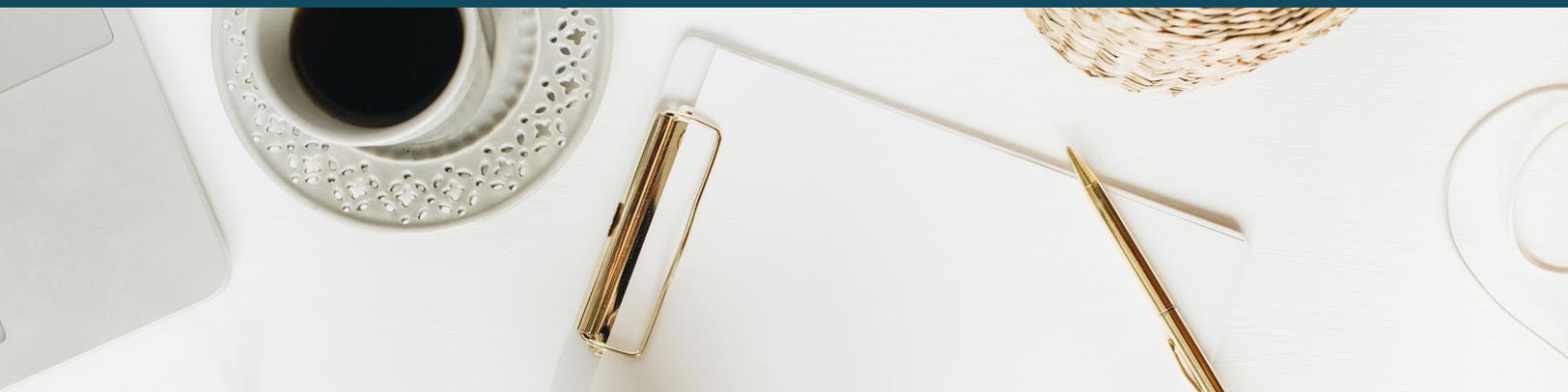
The name of the game is content, and content is KING. That might be debatable among some marketers, but if you're looking for organic growth, a solid content strategy will put you right on track. Nielsen's Total Audience Report in 2018 shows that adults living in the USA consume more than 10.5 hours of each day consuming some type of content. Again, it's important to meet your audience where they are. We'll talk about:

- What a content strategy can help you accomplish
- Why you need a content strategy
- The types of content you'll need to create
- Where that content will live
- The basics of SEO (deep dive comes next week)
- Creating a sharable content and why that's important

## Session 3: Search Engine Optimization (SEO) & Website Management - Feb. 11th

Want to get more traffic without a hefty ad spend? Make your existing content work FOR you by leveraging the power of search engine optimization. Search engine optimization, or SEO, is a marketing strategy that can help your pages rank in search engines like Google and Bing. By creating content that answers common questions your customers are searching for, you can drive them to your website through keywords and intent. We'll talk about:

- How SEO works
- Types of SEO
- Keyword research
- Google Webmaster Guidelines
- SEO mistakes to avoid
- SEO "jargon" and how Google organizes content
- Google My Business overview



## **Session 4: Paid Search, Google Display Network & Paid Advertising on Social Media - Feb. 18th**

Organic traffic isn't the only way you can reach customers, and you won't be able to reach everyone you want through organic means alone. There are several affordable, effective paid mediums you can use to drive traffic sales. This is called paid advertising. And it's easy to set up and execute! We'll talk about:

- Types of paid search
- Landing pages and contact forms
- Geo-targeting & geo-fencing overview
- SEM "jargon" and how to navigate analytics
- Keyword strategy
- SEO vs. SEM & ad copy

## **Session 5: Auditing & Analytics - Feb. 25th**

Every tactic we've talked about can make you successful, but you won't be able to measure success without analyzing your data and performing routine audits of your strategies. This is what brings everything together - measurable results. Before you start anywhere with creating a strategy, make sure to write down what success would look like for you. That way, when it's time to look at results of your efforts, you will be able to understand the numbers and make data-driven decisions. We'll talk about:

- Why analytics are important
- Social media analytics
- Website analytics
- Tools that will help you pull numbers
- How analytics pulls everything together



**Sign Me Up!**

Thursdays, Jan. 28th – Feb. 25th at

11:00 am on Zoom

\$50 for all 5 sessions (Chamber Members)

\$60 for all 5 sessions (non-members)

\$12 for individual sessions

To register, contact [rachael@newtonchamberks.org](mailto:rachael@newtonchamberks.org), or call (316) 283-2560.

You can also register online at [www.newtonchamberks.org](http://www.newtonchamberks.org) using the Chamber Events Calendar.