

IF OPPORTUNITY DOESN'T KNOCK,
BUILD A DOOR
& **PAINT IT RED**



Branding In The Digital Age

Presented By:

Brook Jones

Red Door Marketing Agency

A decorative footer consisting of a solid red band at the top, followed by a series of overlapping, semi-transparent red geometric shapes (triangles and polygons) that create a layered, abstract effect.

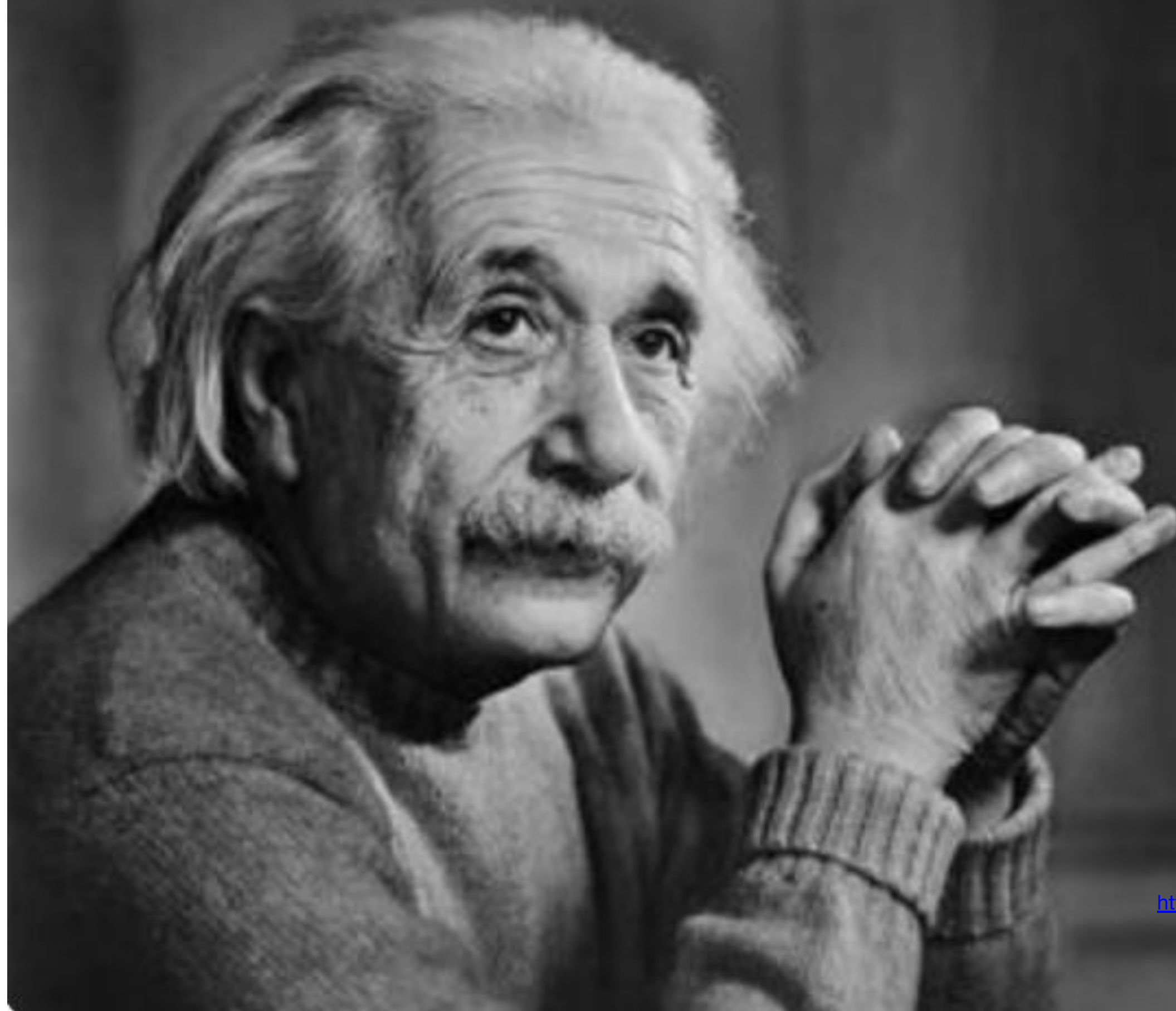
Who We Are

Red Door Marketing Agency is a full service marketing agency passionate about working with clients to create **BOLD Brands & Strategic Marketing Campaigns** that deliver Results!



If you can't explain it **simply**, you
don't understand it well enough.

– Albert Einstein





The Connected Consumer

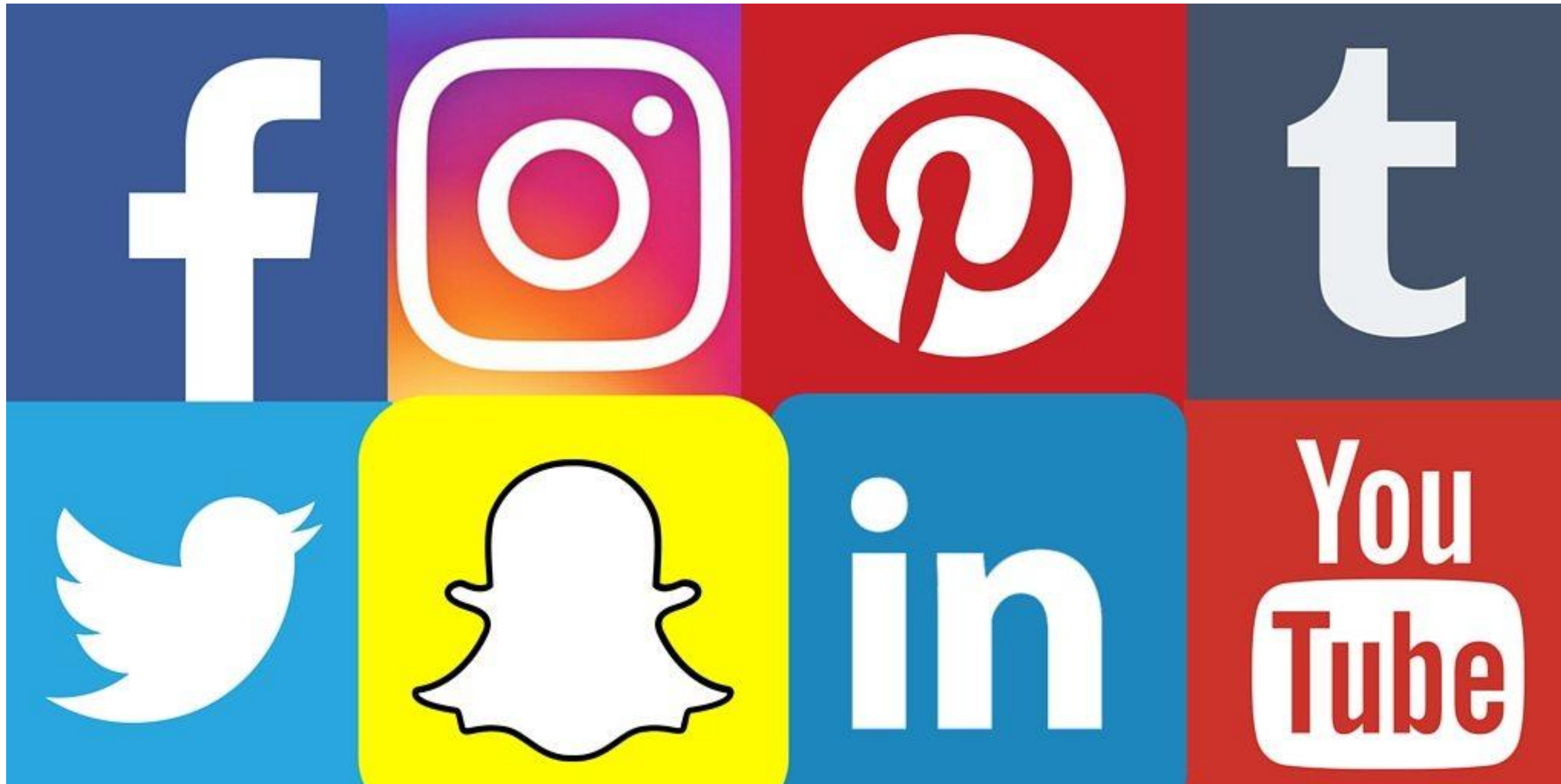
1. Consumer's Journey
2. Consumer's Engagement
3. Consumer's Experience
4. Consumer's Loyalty

5.



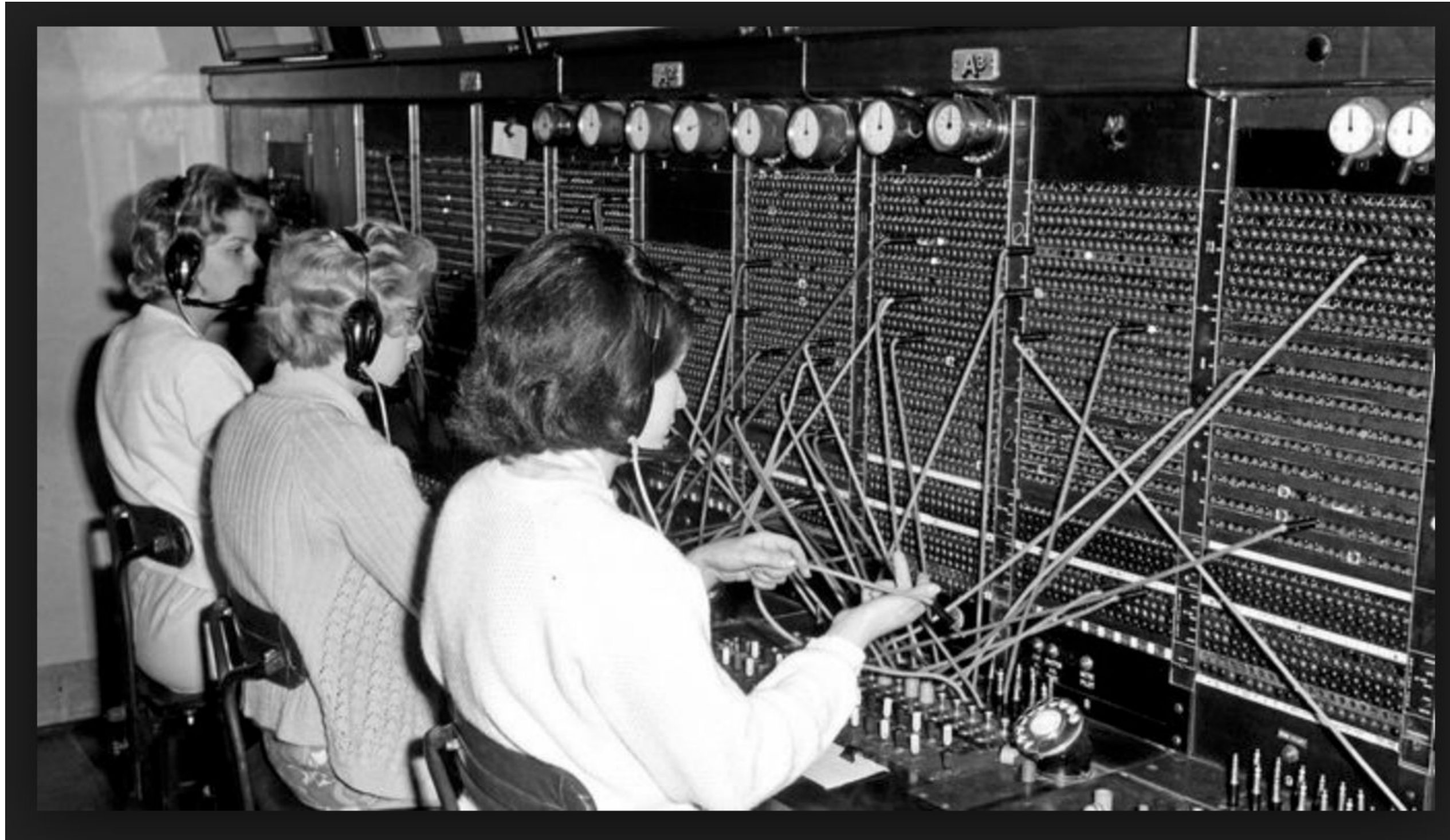
Meeting Your Customers Where They Are:

Choose the best Social Media Platforms



Engaging with your customers:

Messaging will become Conversational Commerce



Brand Loyalty is Consumer Capital!

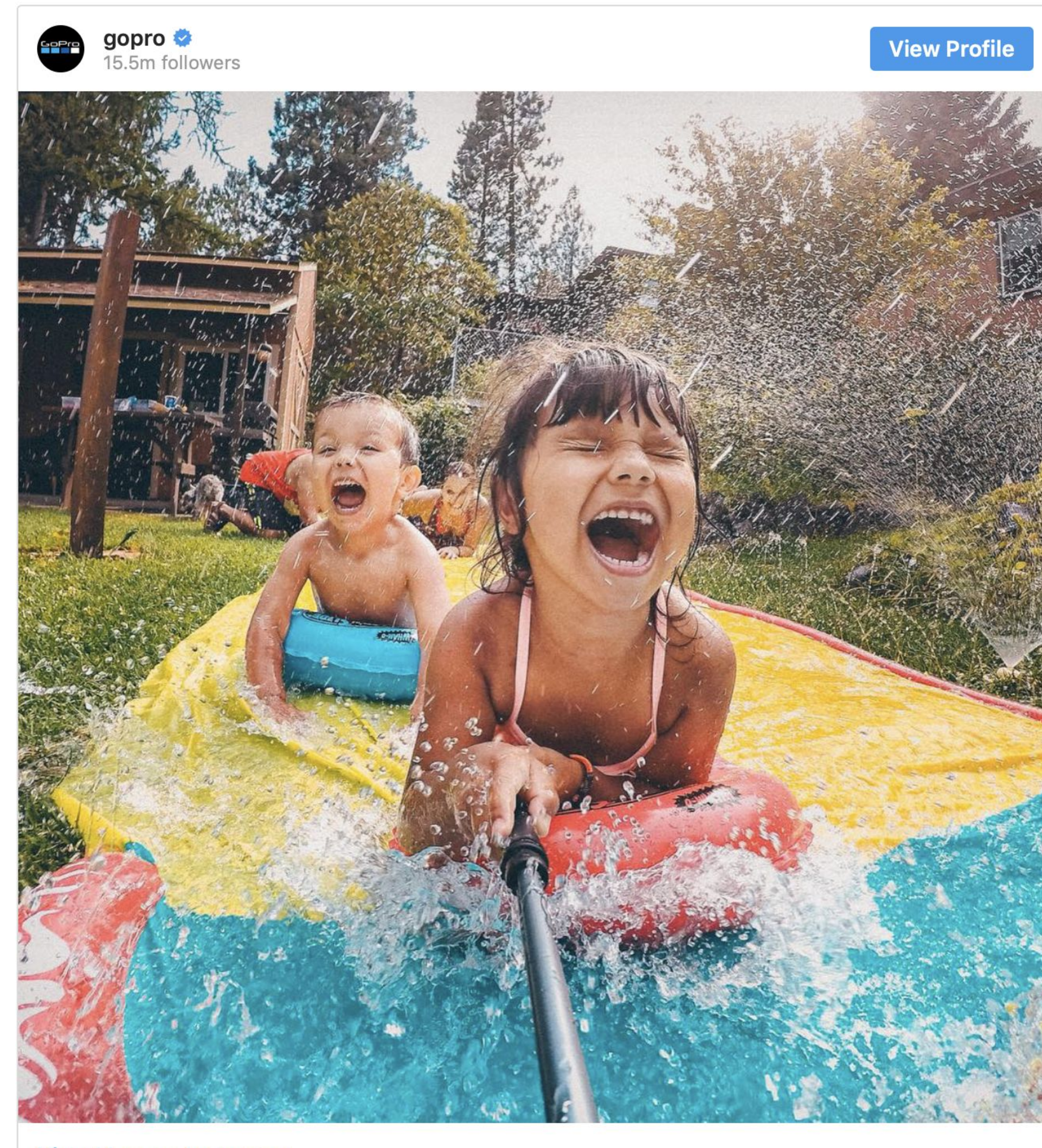
Be Relatable

GoPro (Source: AdWeek)

Embraces user generated content

Shows off the product in action

Encourages users to use their product and submit their best shots to be featured on their social media page



Starbucks for the Win!

Starbucks- Strong Social Media Presence and Marketing

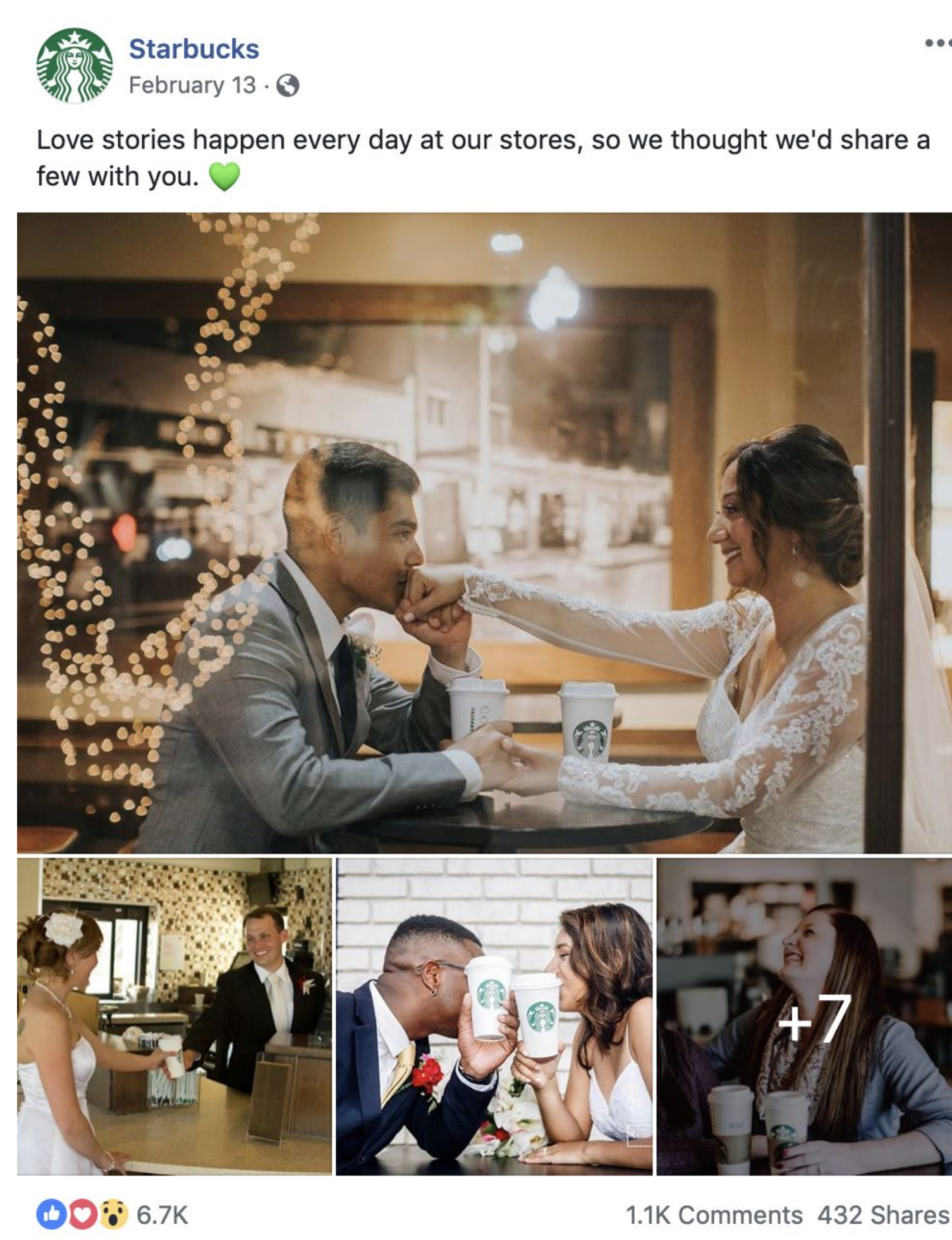
Pros: Thinking about their consumer when posting content (i.e. new drinks for spring, summer. Season catered content, such as posts about springtime, or holidays such as valentine's day), transformation of locations, benefits of working for the company, highlights employees

Relates to the consumer

Colorful, bright and relatable content

Incorporates photos and video onto Facebook and Instagram feeds

Typically includes call-to-actions (links to website or video)



Importance of Websites



1. Overview of the event
2. Easy to purchase tickets
3. Capture their contact information - Build Your Database & Own Your contact Information
4. Highlight past events, images, and testimonials
5. Feature Sponsors & Partner to build credibility and appreciation

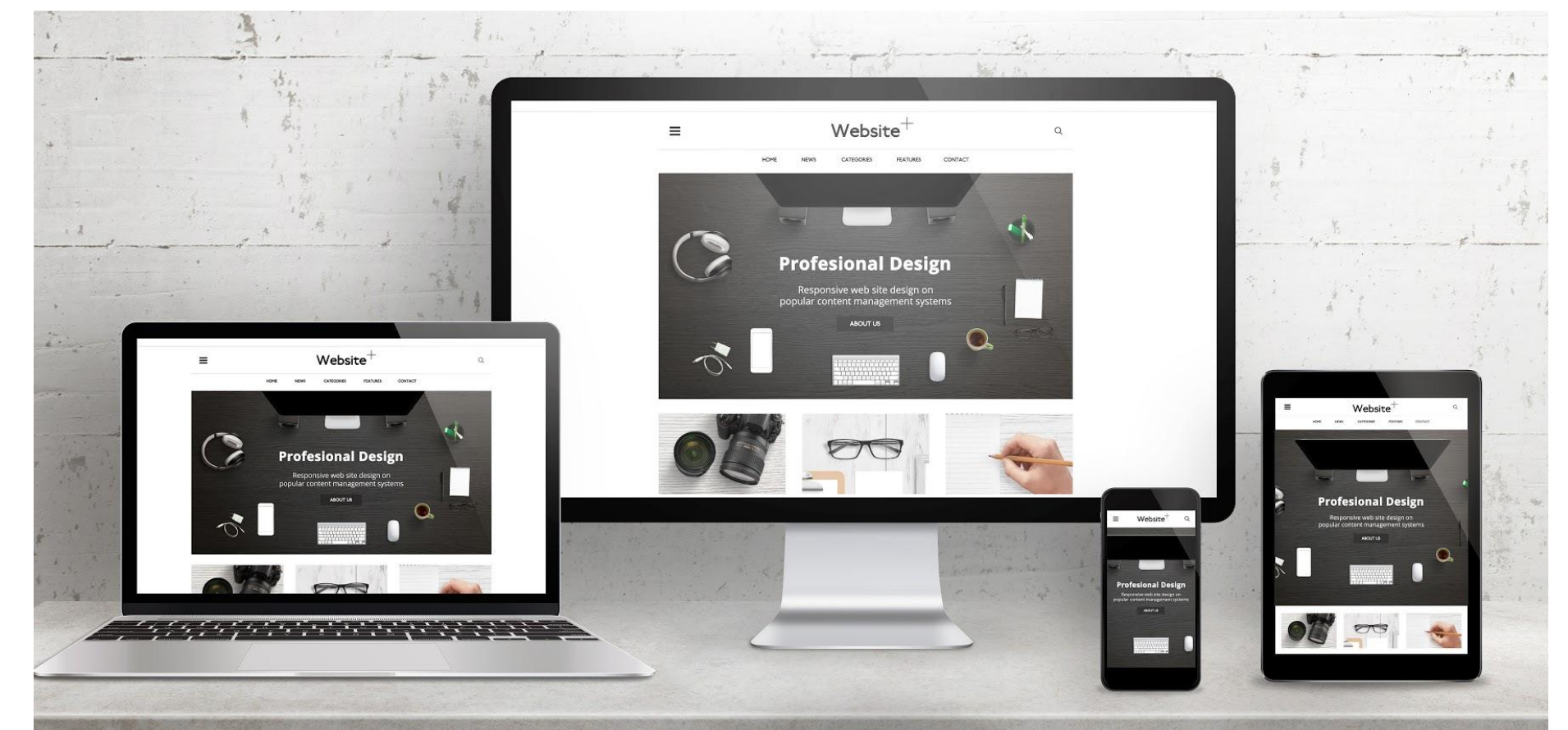
Example:

Facebook Likes - 6,000

2% see the posts - 120 people

15% open rate for email - 900 people

- You can track your email
- See who opened it
- It they clicked on your website
- Give them a chance to respond directly back to you.



Email Campaigns

- Email Campaigns:
 - Market to your “warm audience”
 - Encourage your supports to share the event
 - Drive traffic to your site to build your email list.
 - You own your contacts



We've Saved You a Spot!

MARKETING | WEB DESIGN | PUBLIC RELATIONS | OUR WORK | ABOUT US | INTERNSHIPS | CONTACT US

SPEAKER

CONNECT & EMERGE

*An event planning conference
for the Pine Belt*

SOLD OUT! How to Market Your Event the Smart Way
Speaker: Brook Jones, Red Door Marketing Agency

www.emergeevents.com/connect

Brook Jones, CEO and founder of Red Door Marketing Agency, will be speaking at the Connect & Emerge conference on Friday, April 12th at 9:30 a.m. at the Lake Terrace Convention Center. Interested in attending? Take advantage of this discount code "Special" at check-out to reserve your ticket! Tickets are \$75 and includes breakfast, lunch and a snack. Visit their [Eventbrite](#) page to learn more.

Planning is Key!

- **Setting Clear Objectives and Goals**
 - Tying those contributions back to results
- **Identifying Ambassadors & Influencers**
 - Maybe a local style blogger, news reporter with a huge Facebook or Instagram following supports your cause. Could you send them a shirt or Promotional item in advance to post?
- **Social Media Campaign Plan**
 - Consider developing your own hashtags
 - Repurpose content according to each platform
- **Social Media Editorial Calendar**
 - Prepare posts to share throughout the day
 - Do you want to invest in Social Media Boosts?
 - Add a few real-time posts as well.
- **Email Campaign Schedule**



Difference Between Social Media Post and a Marketing Ad Campaign

Why spend money to advertise on Social Media?

1. On average between 2 - 7% will see your posts on your business page regardless of how many likes you have.
2. Boosted posts or Ads allow you to target specific audiences outside of your connections.

Boosting social media posts can help you bring awareness and attention to a specific event, product, service, or need.

Running a social media ad campaign allows you to create ads that are targeted around your brand, product and services overall.

Social Media Editorial Calendar

| Social Media Editorial Calendar | | | | | |
|---------------------------------|----------|----------------|--------------------|---------------|----------------------------------|
| | | | | | |
| | | | | | |
| Month | | | | | |
| Topic | | | | | |
| Author | Platform | Scheduled Date | Content & Hashtags | Image/Graphic | External Link/Supporting Content |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

Post Ideas

General Post Ideas

- Motivational Quotes
- Testimonials
- Article Link
- Featured Volunteer/Donor
- Featured Personnel
- Statistics/Facts
- Holidays, Seasonal or special events
- Community Events/Involvement
- Fun upbeat Post
- National _____ Day or week (Industry, Professional,



Customer Experience

1. Employee Advocates -
“On Script”
2. Online Reviews
 - a. Google Business
 - b. Facebook
 - c. LinkedIn
 - d. Yelp
3. Brand Loyalty



Gatner found by 2020 more than 40% of all data analytics projects will relate to an aspect of customer experience.



Google Business
Google Maps
Google Reviews
Google Search
Google Adwords
YouTube

Google My Business

Search locations

Red Door Marketing Agency

610 Adeline Street Suite #1A
Hattiesburg, MS 39401

Home

Posts

Info

Insights

Reviews

Messaging

Photos

Website

Users

Create an ad

Add new location

Manage locations

Red Door Marketing Agency

Pending

Marketing Agency

Website Designer

Public Relations Firm

Advertising Agency

610 Adeline Street Suite #1A Hattiesburg,
MS 39401

Service areas

Serving customers within 300 miles

Sunday

Closed

Pending review

Some edits are pending. Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)

Your business is live on Google

View on Search

View on Maps

Close or remove this listing

Advanced information

Store code

Enter store code

Labels

Web Design

Advertising

Graphic Design

Social Media Marketing

Digital Marketing



Red Door Marketing Agency

610 Adeline Street Suite #1A
Hattiesburg, MS 39401



Home



Posts



Info



Insights



Reviews



Messaging



Photos



Website



Users



Create an ad



Add new location



Manage locations



Create post



Add photo



Create ad

Advertise easily in minutes



Show up whenever customers are looking for you online - on their computers or mobile devices. Set up in minutes, and only pay when your ad is clicked. [Learn more](#)

Start with \$100 in free ad credits

[Get started](#)

LATEST REVIEWS



5

17 Reviews

PERFORMANCE

Views

269

Searches

218

Actions

290

Search views

179 (-30%)

Maps views

90 (+73%)

Performance over past 28 days (last 3 days not included)

Your latest post

Be BOLD Marketing + Leadership ...

Nov 8 - Nov 8

Marketing and Leadership Workshop

[Sign up](#)

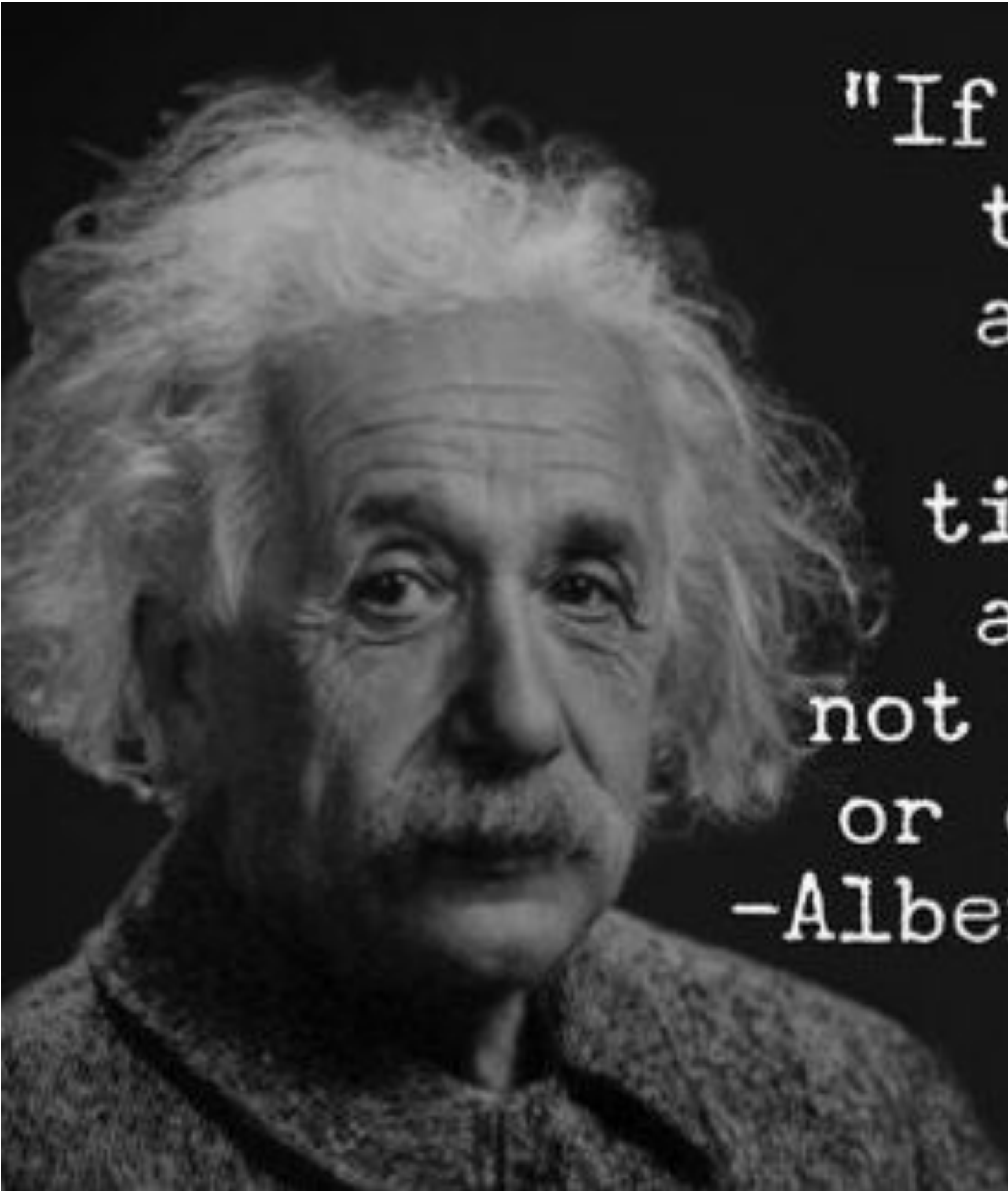
just now



[Create post](#)

[See more](#)

YOUR BUSINESS IS ON GOOGLE

A black and white portrait of Albert Einstein, showing his characteristic wild, white hair and mustache. He is looking slightly to the right of the camera with a thoughtful expression. The background is dark and out of focus.

"If you want
to live
a happy
life,
tie it to
a goal,
not to people
or objects."
-Albert Einstein

Connect with us

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