

Digital Marketing Audit and Plan by Brooke Pollard

The following audit and plan was created for the Ajax-Pickering Board of Trade (APBOT).

Tools required:

Planning is essential all year round when it comes to branding and creating content. Implement planning tools including Planoly and Hootsuite:

- Planoly is a planning platform for Instagram, that allows you to schedule posts in advance, or create content to post on the fly.
- Hootsuite is essential for Twitter and Facebook scheduling posts in advance (highly recommend for events associated with hashtags to stay online and in the conversation).

Website:

- Boost SEO to help grow membership. Optimize title tags, links and key word search reports.
- Consistent blog posts to keep content fresh and better search results on Google.
- Facebook and Twitter are connected, but not Instagram—Instagram is an important tool to building a social community on all platforms that APBOT could benefit from.

Social Media:

Overview:

Need for consistency (colour scheme, theme and tone of voice) and frequency of posting.

- Research like-minded pages and other businesses that are taking full advantage of the social game (example Instagram: @bumblebizz, @Forbes).
- The voice of APBOT's social media should be: connected, business-oriented, informative, engaging, fun.
- First thing I would do: social media audit (what works, what doesn't).
 - Recommend posting at least once a week until grown a larger audience (should aim for 2-3 posts per week).
 - Analyzing data to recognize best times of day to post.

Members on Social Media

- Connecting Facebook group with Facebook page.
- Collaborations with members to take over the APBOT Instagram Stories for a day, participate in Facebook Live video, or share member's moments from events in real-time and invite our followers into the conversation.
- Reposts from local businesses/members as a networking tool for followers to stay up-to-date with what our members are up to.
 - Example of what @Forbes is doing: ask for photos/quotes from our members, and feature them in a monthly blog piece that is linked to our social media pages (their experience with the APBOT or what they're doing in the community, current promotions, expansions, etc.) This is an easy way to keep

the community up-to-date, and a chance for them to learn about what's going on in their local business community.

- o Do you welcome new members by introducing them on your website or social media? This is one way you could do it.

Events + Real-Time Posting Opportunities

- Planning more time-sensitive content.
- Promotion follow-ups on social media: do you have a system to follow up for events? Create posts leading up to an event as a reminder for guests.

Post Scheme

- More image based with a consistent colour scheme.
- Word art (business-related quotes, motivating quotes by powerful business leaders, etc.) Even just using a word board/light box in house to make it feel more original or our own—these are growing on social media.
- Connecting webpages to social (Linktree on Instagram for example, link to homepage, link to upcoming events, link to blog, etc.)
- Revamping social media bios with a call-to-action (i.e. join now), and having more posts (Twitter) with a specific call-to-action that leads them back to APBOT website.
 - o Example: Thinking of starting your own business? Click here to find out how becoming an APBOT member can help.

Post Ideas

- Informational posts to shed some insight as to what to board of trade does, what types of events we hold, etc.
- Event posts leading to an event, and in-the-moment posts at an event.
- "Why Join" tab on website can be created into a series of social media posts, linked back to webpages (ex. Grow your Profile, Enhance your skills, Strengthen your Voice, Leverage our Success)
 - o Example: Strengthen your Voice: Advocacy, Political Engagement, and Input into a series of three posts.
- Giveaways are a great way to build audience on Instagram or Facebook – partner with a member to do a giveaway
 - o Ex: Did somebody say giveaway?! We've partnered with @member, a long-time member of the APBOT, to give one lucky winner (whatever the giveaway is... maybe tickets to an event, a gift basket, free merchandise, etc.) To qualify: follow @apboardoftrade & @member on Instagram, and like this photo!
 - o Ex: Giveaway time! APBOT is giving 3 lucky winners FREE tickets to our #BellLetsTalk event on (date). Join (speakers) as they share insightful stories.. etc. etc. Rules are simple: follow @apboardoftrade, like this photo and comment #BellLetsTalk!"
 - o Ex: Giveaway alert! APBOT is giving one lucky winner two tickets to our open-event on (date). To qualify: Like us on Facebook, and tag a friend who'd like to join!

Internal Communications:

1. Clear, Consistent messaging to ensure employees understand the focus of the company and their role in helping to achieve success.
2. Open, candid communication that employees can trust, that is honest.
3. Sharing information; transparency and access to information allows employees to do their jobs effectively and creates opportunities to share what they have learned with each other to avoid duplication and repeated mistakes.
4. Practicing what is preached; the behaviour of leaders and management must be consistent with what they say to build trust.

Tools and tactics

- Intranet, shared database, Microsoft Office
- Media highlights (daily or as stories come up)
- Email (handouts, posters)
- Staff Meetings—are there weekly touch points with staff?
- Internal newsletter (e-newsletter) with event, new member updates, changes around the office, anything that would concern their day-to-day tasks to keep everyone on the same page.
- Talking with staff, asking what's been done in the past and what staff enjoyed or didn't enjoy, if there's weekly/monthly meetings/emails that already go out.
- Potlucks, secret santa, Halloween costume contests, decorating office for special occasions.
- White board as an inspiration board (place to share weekly goals or a positive thought of the day/week).

Member communications:

- Add more visual appeal and white space to the weekly e-bulletin and web pages. People consume e-communications differently than print—web content should be 50% shorter than paper equivalent.
 - Content written for web should have simpler sentence structures and shorter paragraphs.
 - Key words and messages should be highlighted using a bold typeface to ensure they stand out.
 - Use headings and subheadings to help navigate the page easier and find information.
- Public relations package for new members (i.e. pamphlet, reasons to join, business card to get in touch, a separate card with all social media handles, and even other promotional materials like a branded APBOT pen, example newsletter).