



Marketing in a New World

Wendy Scott, Master Storage Designer
Boutique Closets and Cabinetry, LLC

AWFS[®]
Fair

Google My Business

Blogging

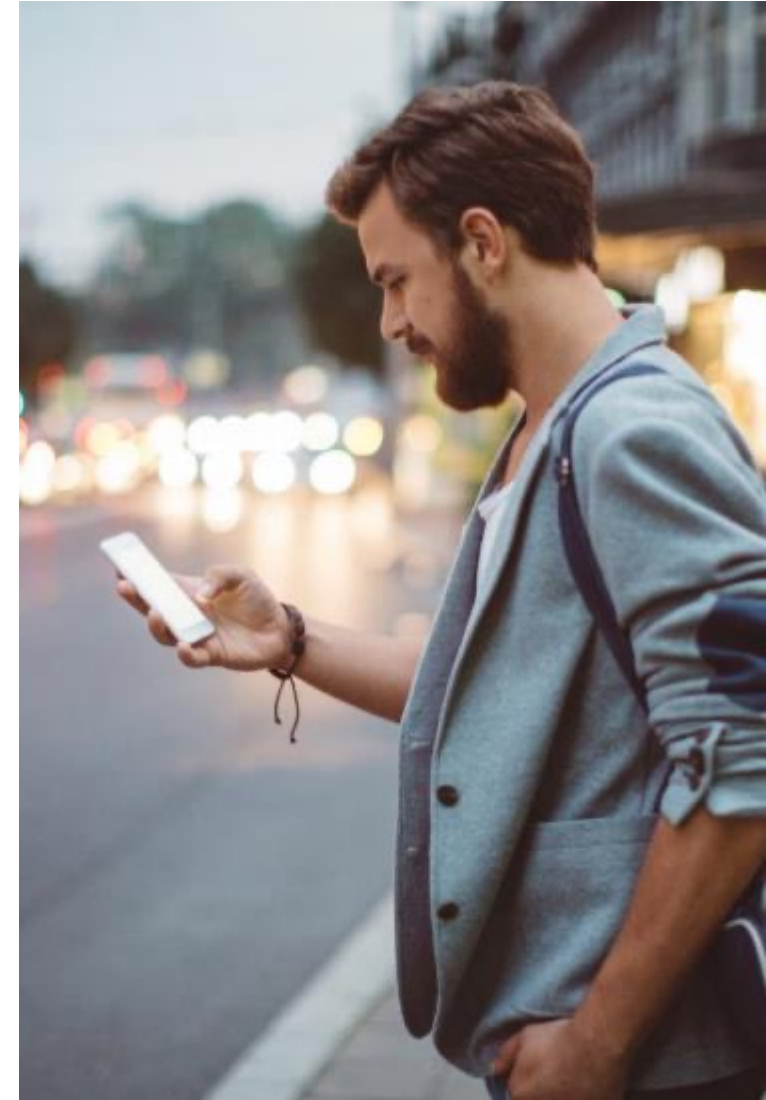
Personalization

Video

Social Media

**Authenticity
Not Ads**

**Save Money
Shave Costs**



Boutique Closets and Cabinetry LLC

PEOPLE ARE FINDING YOU ON GOOGLE

Here are the top search queries used to find you:

closets used by 17 people	closet cabinetry used by 15 people	pantry cabinets used by 15 people
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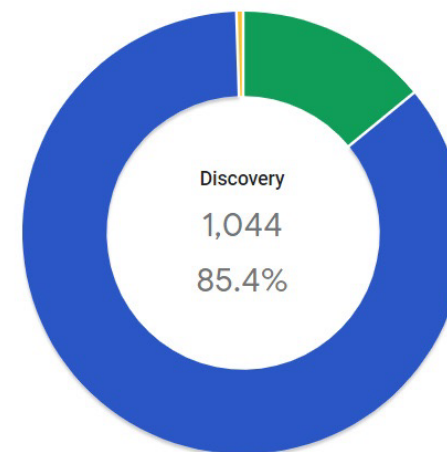
242
viewed your **business**
+ 9.5% FROM AUGUST 2020

19
visited your website
+ 46% FROM AUGUST 2020

💡 Stand out to customers with a post about your **business**.

How customers search for your business

1 quarter ▼



- Direct**
People who find your Business Profile searching for your business name or address
- Discovery**
People who find your Business Profile searching for a category, product, or service
- Branded**
Customers who find your listing searching for a brand related to your business

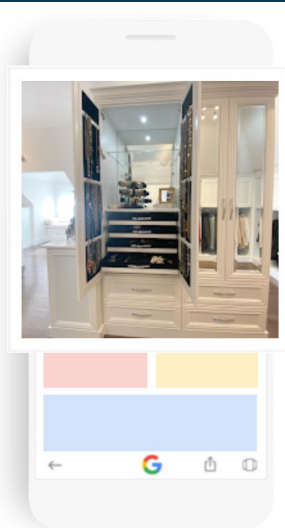
Congratulations, your photo got 25 views



Your next photo could get even more views if you post:

- Photos of your staff or products to showcase what makes you unique
- An exterior photo so people can recognize your **business** when they visit
- A distinctive profile image to appear beside your posts or review responses

Upload more photos



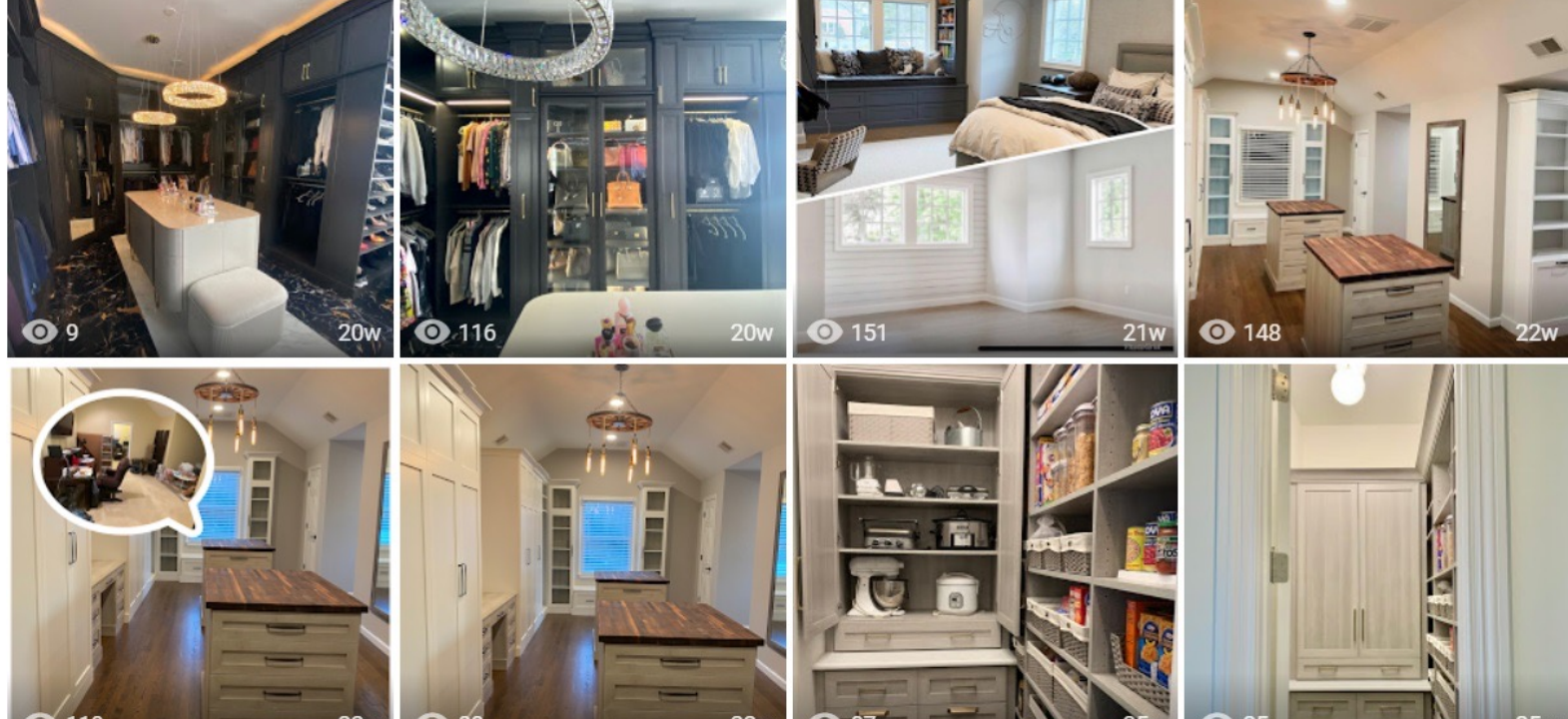
Google My Business

Free

Relevance, Distance, Prominence

According to [Google](#), businesses with photos receive 42% more requests for directions, and 35% more clicks through to their websites.

Google My Business



Blogging

Why?

- **Longer time spent on your site's pages.** The more content available for users to consume, the more time they'll spend doing so.
- **A decrease in bounce rate.** If users find what they're looking for on your page, they won't go back to Google to find another source.
- **Backlinks and a ton of social media shares.** Pillar pages get shared widely and often, especially among influencers in a given space.
- **Gets traffic throughout the lifetime of your blog or website.** Pillar content is evergreen content, so its value doesn't diminish over time.
- **A high Google ranking.** The high word count, shares and backlinks will all contribute to improved visibility on SERPs.

- **Expertise:** the page needs to have quality content written by an expert writer
- **Authority:** the site itself needs to have some authority on the subject
- **Trustworthiness:** the site needs to have other authoritative links pointing to it from trusted sites



Tags: Columbus garage cabinetry, Columbus garage doors, Columbus garage windows, Columbus man cave garage, garage cabinetry, garage construction Columbus, garage depth problems, garage design Columbus, garage design flaws, garage design issues, garage design problems, garage planning Columbus, garage storage solutions, garage width problems, how big a garage, how many garage outlets, man cave garage, man cave garage Columbus, new construction garage design, new construction garage strategies, outlets in a garage, size of a garage, windows in a garage



Mike Foti

Mike Foti is the President of Innovate Home Org, a division of [Innovate Building Solutions](#). You can learn more about Mike [here](#).

Personalization

Be authentic
Give Value



63% of consumers are highly annoyed with generic advertising blasts

80% say they are more likely to do business with a company if it offers personalized experiences

90% claim they find personalization appealing

Personalized Marketing

	AWARENESS	INTEREST	CONSIDERATION	CLOSED
BLOG/ ARTICLE	Thought Leadership	How-To		
CASE STUDY			Customer Story	
DEMO			Live Walkthrough	
DISCUSSION	Trending Topic	Informative	Positive Buzz	Needs Customer Input
EBOOK	Trending Topic	How-To		
EVENT	Networking	Educational	Industry Conference	User Conference
GUIDE	Trending Topic	Educational or How-To		
HOLIDAY GREETING	General Greeting	General Greeting	General Greeting	Thanks for Being a Customer
INFOGRAPHIC	Fun	Educational or Informative		

Videos

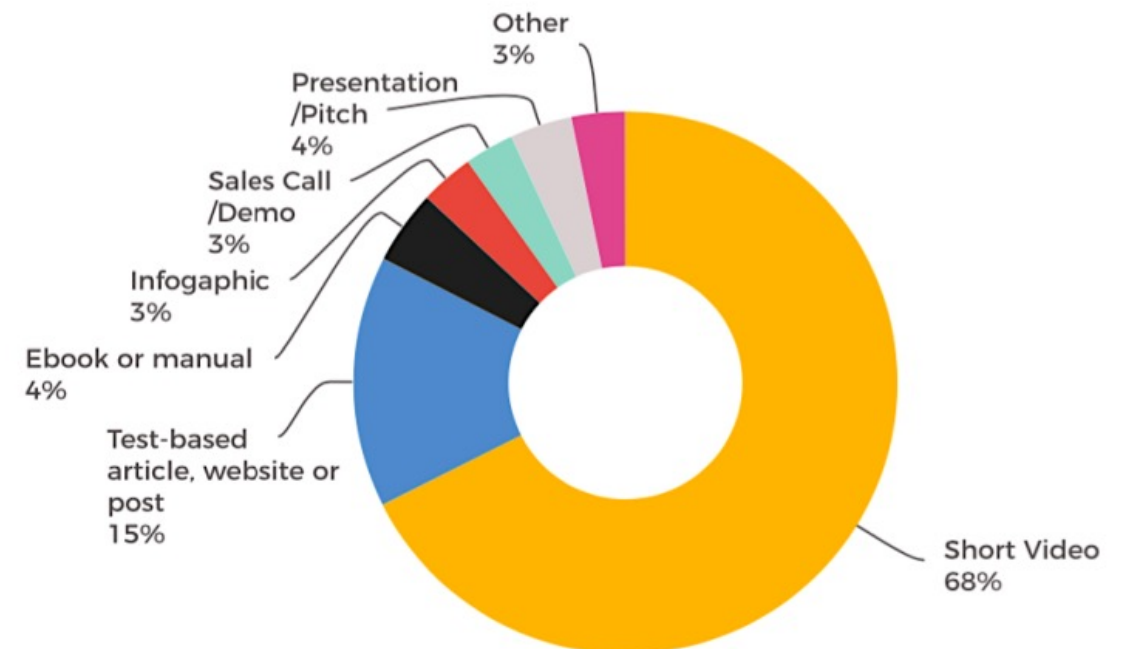
Research shows that 35% of moms trust online videos more than traditional ads.

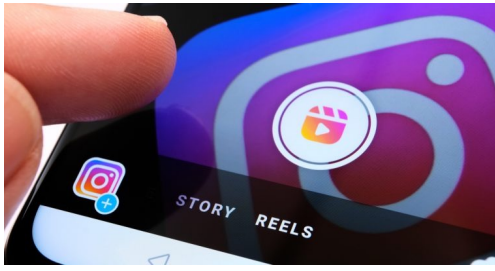
Websites with videos are 50x more likely to drive organic search results.

Using the word “video” in an email subject line increases the open rate 19%

- 70% of consumers say that they have shared a brand's video
- 72% of businesses say that video has improved their conversion rate
- 52% of consumers say that watching product videos makes them more confident in online purchase decisions
- 65% of executives visit the marketer's website and 39% call a vendor after viewing a video

How do you MOST prefer to learn about a new product or service?

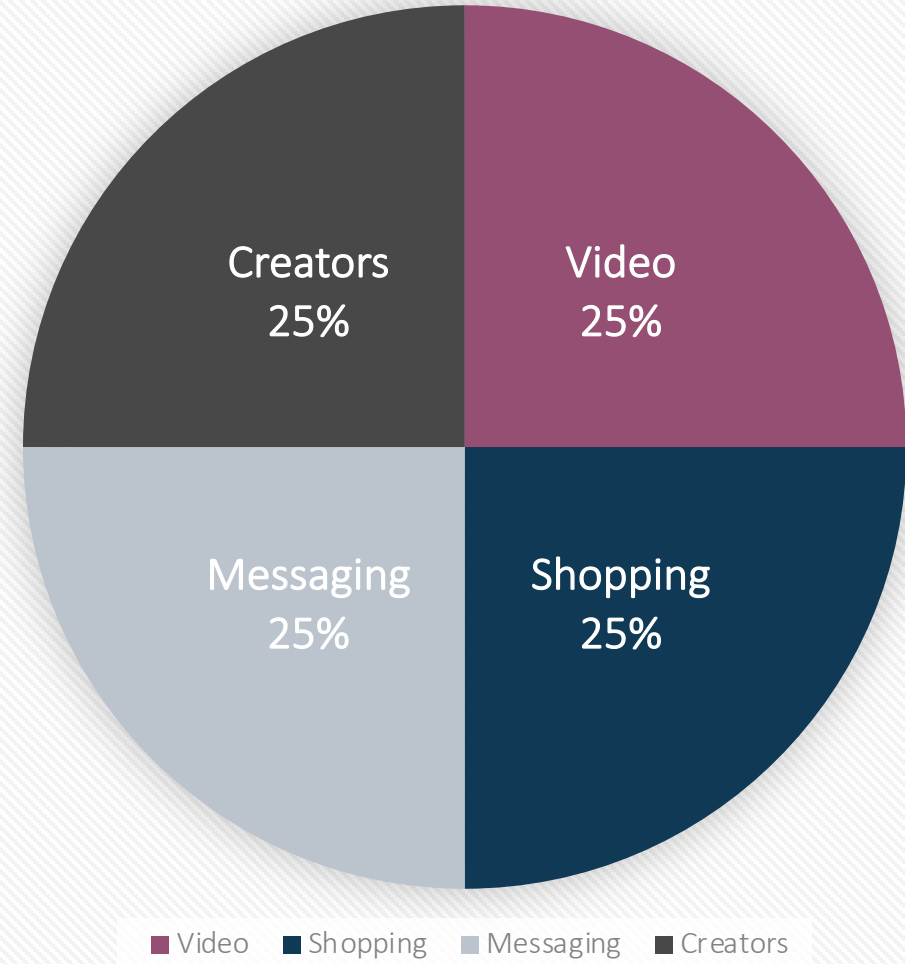


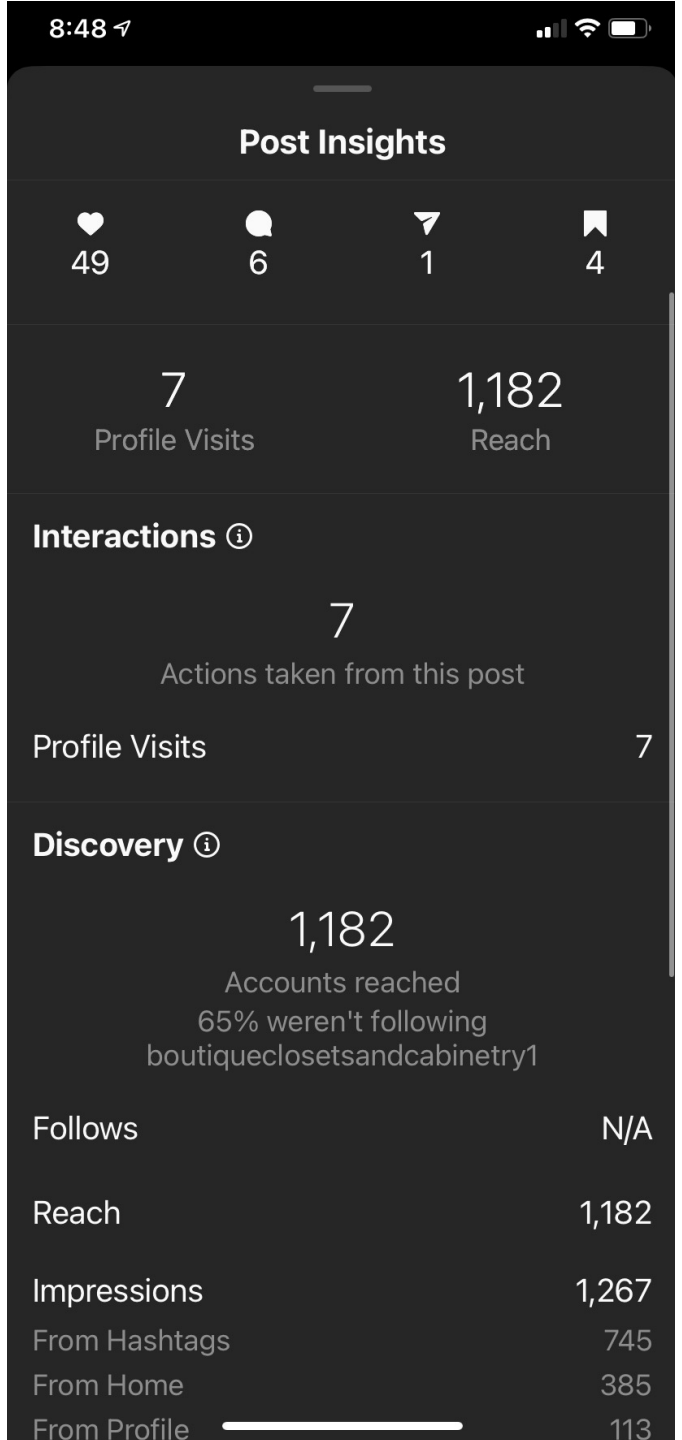
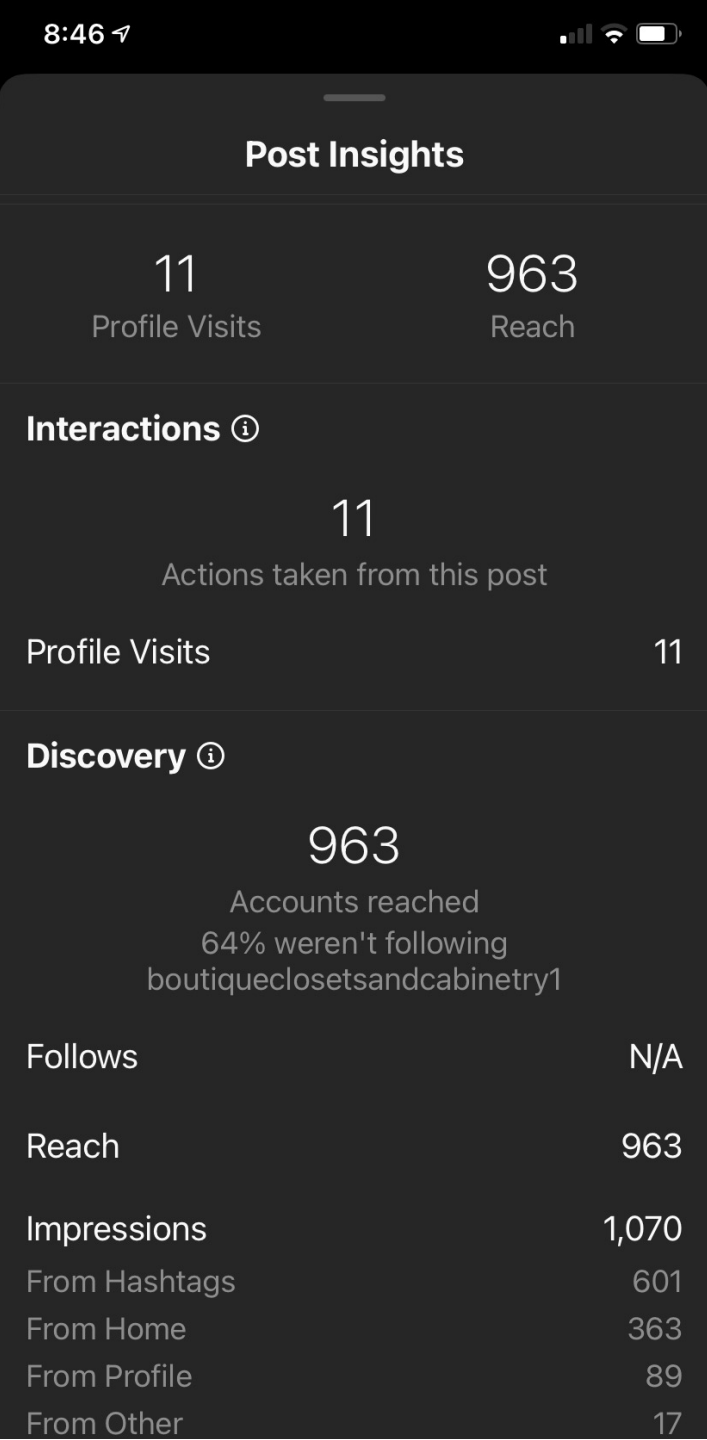


Instagram

- Adam Mosseri, Head of Instagram said that Instagram is “no longer a photo sharing app.”
- New Instagram Updates
 - 1 Billion Active Users
 - Snapshot of Brand
 - Storytelling
 - Aesthetic
- Hashtag vs Tagging
- Who to Follow
- Boosting
- Pod

Key Areas





Video Insights

Reel vs. Stories



Discovery ⓘ

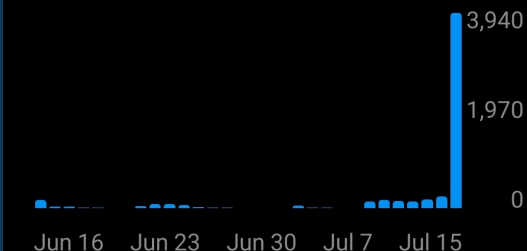
Accounts Reached	3,461
Plays	3,398

Interactions ⓘ

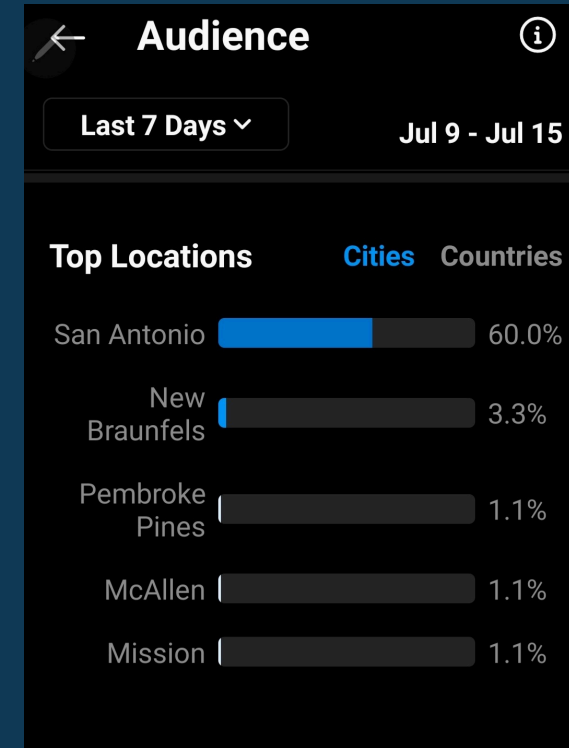
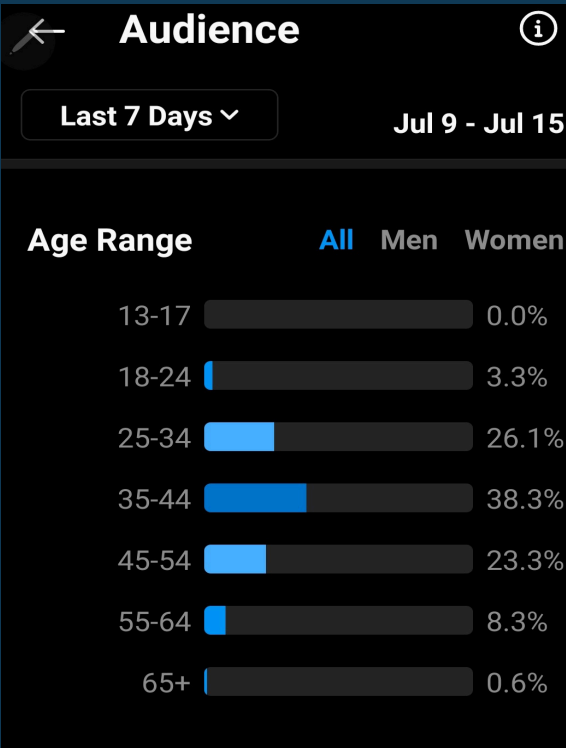
Likes	37
Comments	0
Shares	0

Track Your Performance

You reached 4,340 accounts in the last 30 days, -31.6% compared to May 17 - Jun 15.



See All Insights >



Omni Channel Marketing

Blogging



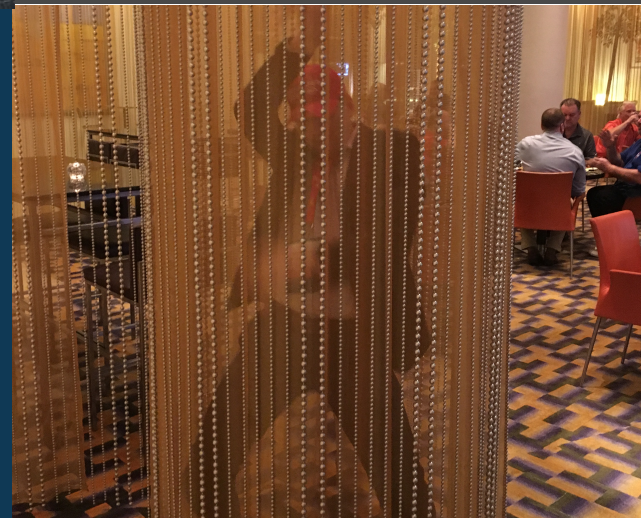
Videos

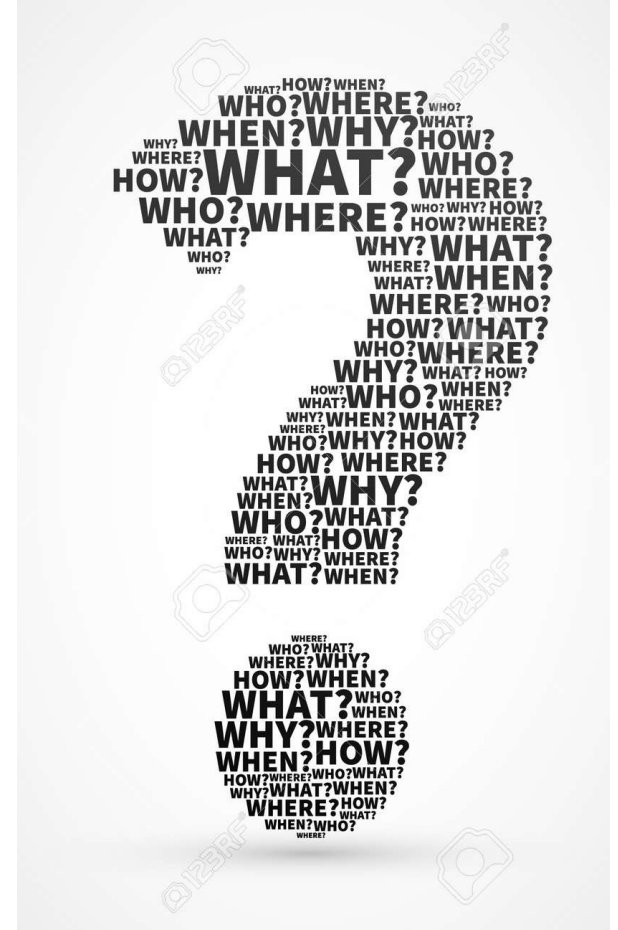
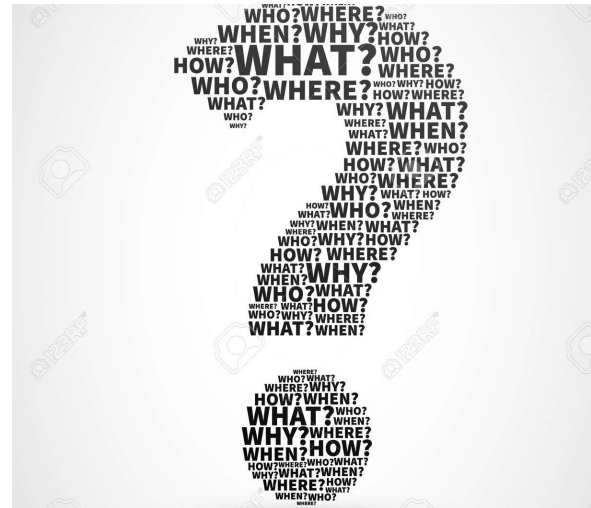
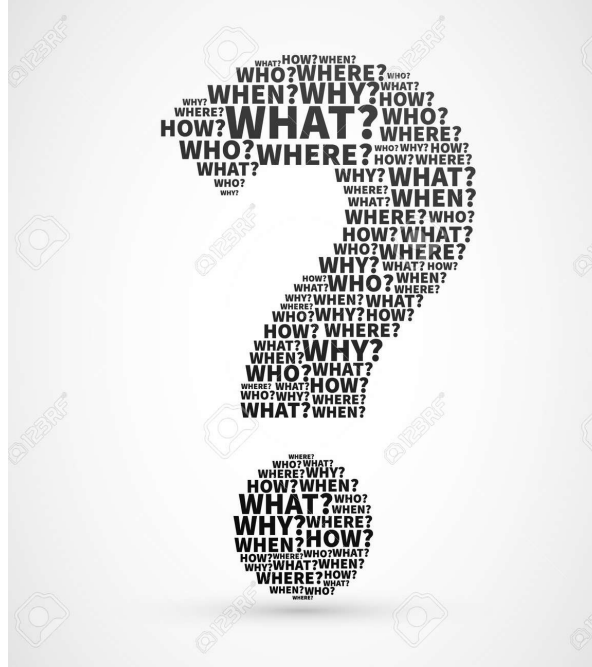
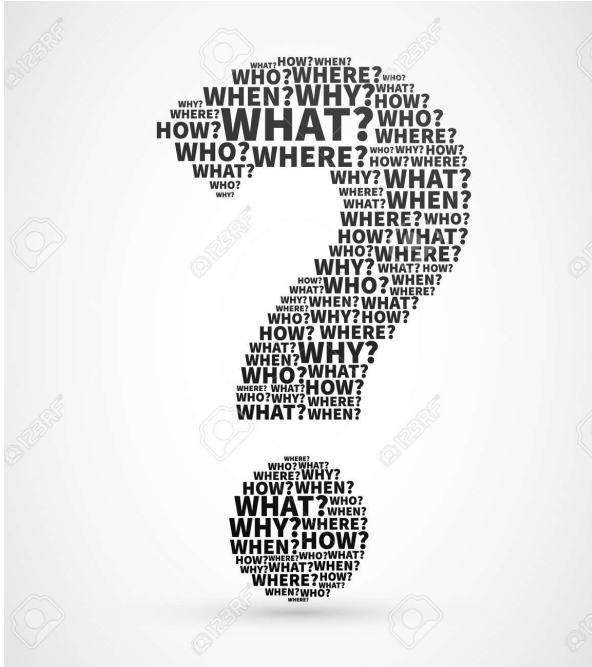


Instagram



Home Shows





BOUTIQUE CLOSETS

and cabinetry

