Keep Your Marketing Engine Running

Resource Guide

Presented By:

MOXIE TONIC

In Partnership With:

BOARD · RETAILERS · ASSOCIATION

Intro

Thanks for taking the time to download this guide.

Marketing never sleeps. And neither do the demands of your business.

That's why we created this simple follow up guide to our webinar. It's full of the hands-on tips and tricks discussed, with links to our favorite resources.

The goal is to keep this DIY-friendly -- easy and affordable! As well as provide marketing tips for anyone ready to go deeper or even outsource to a marketing team.

Location Pages

Pro Resources

BrightLocal

Cleans up your directory listings online and ensures that all the information is up to date, even if you've moved locations.

Keyword Tool

We love Aherfs.com to show you the keywords your competitors are using. But if you're going to DIY it, UberSuggest.com is a more beginner-friendly tool.

Tips to take to your designer

- Include name, address & phone number
- Create a page for each location
- List surrounding areas that you serve
- Check how it looks on mobile
- Keep hours and holidays up to date
- **Add your service area in your blog posts and on images**

Go deeper—more info here.

Google Business Profile

Pro Resource

Integrate your review process
If your POS doesn't include the option to ask for reviews, we recommend using a dedicated software. Coming in at #1 for usability for small businesses is Review.io

Want to see more review options—check them out here.

Don't forget to check to see how these options integrate with the software you already use in shop.

DIY or send to your SEO team

- Update name, address & phone number, hours, and photos
- Write a stupid-easy description of who you serve and what you sell in 2-3 sentences.
- Don't forget to update holiday hours!
- Showcase the customer experience through the photos
- Update at least monthly
- GET REVIEWS!!!!!

Go deeper here

Social Media

Pro Tip

Keep your brand voice consistent
No matter who is posting for you—your brand voice needs to stay clear and consistent. Our favorite tool for creating that consistency is called StoryBrand. It makes it super easy for team members and outsourced agencies to post consistently across all your channels, creating an authentic connection with your audience.

Learn more about it here.

DIY or send to your team

- Focus on video, carousels, and other engaging formats.
- Choose quality over quantity
- Create conversations with your followers with questions and topics that will get people defending their favorite things

The tactics of engagement will keep evolving. Right now it's reels, trending audios, and carousels. Who knows what it will be next week? The key is to post consistently.

Want more advice—read this!

Social Media

Pro Tip

You do you, but there's nothing wrong with borrowing a little inspiration. Here's a list of shops and brands that top Doug Works' favorite accounts.

Get inspired by these Instagram accounts

@modernskate
@orbitskate
@surfdiva_official
@spottampa
@waterboyz
@fresas_skate_shop_lv
@otbsurfshop86
@hitechsurf
@pullproshop
@coastaledge
@oceanmagicsurf
@birdssurfshed
@hansensurfboards

In Store

Pro Tip

Coming at you with StoryBrand again. And that's because it's the best brand messaging framework we've ever found. Walk through the 7-part outline yourself, or hire a pro to help guide you to seeing the forest from the trees.

The 7-Elements of Brand Messaging

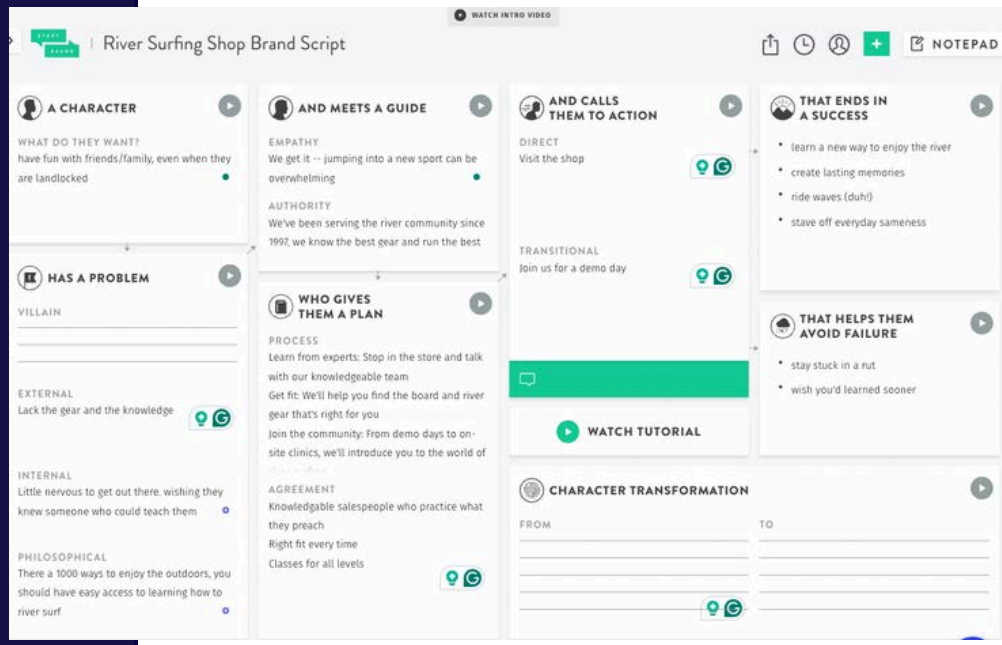
- Character Want: The thing your *customer* wants. Less about the product and more about what the product lets them do.
- Problem: What's standing in the way of achieving their goals?
- Guide: You're there to help direct them to the solution
- Plan: The simple steps to solving their problem
- Call to Action: The one action they need to take (hint, this is also the action that makes your cash-register ring
- Failure: What's at risk if they don't take action
- Success: What becomes possible when they do

Example

Pro Tip

Click the image to see a StoryBrand example for a fictional River Surfing Pro Shop

You can create a script for different product lines, customer avatars, and even for business partnerships and collaborations.



Next Steps

1. Reach out to Moxie for your free marketing assessment - Just click here!
2. Get the strategy and direction you need to take your next steps forward.
3. Reach your business goals and stay focused on what you love doing best!

natalie@moxietonic.com

719-244-9677