



lookthink

Reinforce: How to Analyze and Improve Your Online Strategy

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TABLE OF CONTENTS

4-Part Webinar series will cover these topics:

- Getting Your Business Online
- Creating Online Awareness
- Customer Fulfillment
- **Reinforcement: Analyze and Improve Strategy**



Recap: Establishing an Online Presence

- **Step 1:** Sign up for **Online Directories**
 - ◆ Google My Business
 - ◆ A directory related to your business niche (i.e., Yelp)
- **Step 2:** Get on **Social Media**
 - ◆ Create a Facebook page and/or Instagram account
- **Step 3:** Create a **Website** (maybe)
 - ◆ Wix, Squarespace, or WordPress

Recap: Building Awareness Online

- Set your marketing goal
- Know your audience
- Create resonant content
- Share/Post on relevant digital marketing channels
- Measure, learn & try again!

Recap: Customer Fulfillment

- General Guidelines for Moving Online
- E-Commerce Type/Platform Review
 - ◆ Pros/Cons
 - ◆ Audience
 - ◆ Payout
- Online Ordering
- Selecting the Right Platform

MEET

LookEat



Meet LookEat

About us (Before COVID-19)

- BBQ Restaurant in the Golden Triangle Region
- Manage a Google My Business Account, Website, Instagram Account, Facebook Page, Small Email Listerv
- Only handle dine-in & takeout-orders
- Large outdoor patio space for big groups
- Most customers come during Lunch in the work day, and Happy Hour
- Sales dropped by 40% month over month due to COVID-related closures (Loss of foot traffic)

Meet LookEat

In Response to COVID-19

- **Goal:** Increase sales by 20% in May by offering delivery and using social media to engage with Customers.
- **Channel:** Started using Grubhub for Online Deliveries

GRUBHUB



→ Gather Data

Analyze Results

Update Strategy

Gather Data

Where are the Analytics?



Google Analytics

GRUBHUB



- All digital platforms have some form of Analytics tool (Settings or Gear Icon)
- **Common Types of Metrics**
 - a. **Reach:** how many people are seeing your posts?
 - b. **Engagement:** how many people are liking, commenting, and sharing your posts?
 - c. **Clicks:** how many people are clicking on your post to access your website or place an order?
 - d. **Acquisition/Sales:** how many sales generated from your content?

Gather Data

LookEat's Data for May

- Total marketing reach **grew 85%** month over month
 - a. This includes things like blogs, email, and Social Media
- Overall website visits **down 7%** from April
 - a. This includes traffic from sources like social media, referrals, paid search, organic search, email marketing, direct traffic, and other campaigns
- Generated **430 new leads** in May, **down 33%** from April
 - a. This includes folks who have engaged with you based on the sources above
- Marketing brought in **300 customers, down 5%** from April
 - a. Marketing generated **50%** of all customers closed

Gather Analytics

→ Analyze Results

Update Strategy

Analyze Results

What did we learn?

- Our marketing reach has grown. We're reaching more people through the various marketing channels we've decided to use.
- But our website visits, lead generation, and customers are down. One possible deduction is our content isn't resonating with the folks viewing it

Analyze Results

Insights from Social Media

- Posts with imagery performs better overall
- Posts on Friday get the most clicks
- We get more engagement on Instagram than any other social media platform

Digital Marketing Techniques

Insights from Email

- Promotional offer emails have the highest CTR (clickthrough rate). This means people not only open the email, but click on the CTA (call to action) in the email

Digital Marketing Techniques

Insights from Organic Search

- We're currently ranking for keywords such as "LookEat", "best pulled pork in DC", and "restaurants in DC with large outdoor patio"
- Using tools like [SEMrush](#), we can deduce the following:
 - a. What keywords we're ranking for
 - b. What keywords our competitors are ranking for
 - c. How difficult it is to rank for keywords we *want* to rank for
 - We noticed "vegan bbq that's actually good" has a ton of search queries and is fairly easy to rank for! Good thing we have a Jackfruit BBQ Sandwich that's delicious!

Tip: You'll want to find a sweet spot between "high number of search queries" and "ease of ranking potential". This means that a keyword is easy to rank for and a lot of people are searching for it - jackpot!

Gather Analytics

Analyze Results

→ Update Strategy

Update Strategy

Solution Requirements

- Revisit personas
- Create seasonal email campaign for July
- Create a sponsored Instagram campaign

Don't forget to set goals! For example, "I want 60% of July 4th sales to come from this email marketing campaign" or "I want to increase site visits from Instagram by 30% over the month of July"

Update Strategy

Revisit Your Personas

- You already had Grillmaster Gary and Hostess Harriet. Take a look at those personas again and see if they need updating. Has anything changed that you should include? Compare your content against the personas - why do you think it isn't resonating?
 - *Tip: Conduct user research and test your content against a real-life person that matches your persona!*
- Since we decided “vegan bbq that's actually good” is a keyword we want to rank for, we're going to create Vegan Valerie to add to our personas



Vegan Valerie

Location: Logan Circle

Age: 26-34

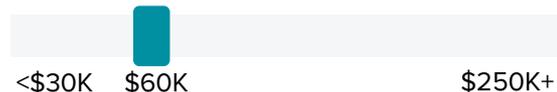
Pronouns: she/her

Highest Level of Education: Bachelor's

Interests: Yoga, Rock climbing, gardening, meditation

Job Title: Yoga teacher, Non-profit

Income



Buying Motivations:

- Improve overall health and wellbeing
- Allows me to fit in in social situations involving food
- Delicious and/or visually appealing
- Accessible online

Buying Concerns:

- Environmentally conscious products
- Minimally processed
- No preservatives
- Organic only

Social Networks:



Update Strategy

Content Focus & Tone

- Shift content to focus on healthy vegan options that focus on taste and impact on the environment
- Consider creating content that focuses on vegan inclusivity at bbqs
- Craft email campaign focusing on:
 - Jackfruit BBQ sandwich feature
 - Menu diversification for upcoming July 4th BBQ
 - Highlight catering & delivery service
 - Offer promo or discount for a time-boxed duration

Update Strategy

Sponsored Instagram Post

- **Step 1:** Go to “Promotions” on your Instagram profile and select the post you want to promote
- **Step 2:** Select where you want to send people: Your profile, your website, your direct messages
- **Step 3:** Select or create your target audience (or let instagram do it for you)
- **Step 4:** Select your budget and duration

Not a designer? Me neither! Try out [Canva](#) to generate beautiful social media content.



REINFORCE, ANALYZE, IMPROVE

Recap

- Gather data and compare to your goals
- Analyze findings to draw conclusions
- Adjust strategy accordingly

Free Resources for Small Businesses

- [Save Small Business Fund](#)
- [Google Covid Response Resources for Small Businesses](#)
 - ◆ [Google Ad Credits](#)
- [Request or Offer Help with Facebook](#)
- [Facebook Small Business Resource Hub](#)
 - ◆ [Facebook Grant Program](#)

DC SMALL BIZ DIGITAL PLAYBOOK

Join our Facebook Group!

- Connect with us and other small business owners
- Access tools and resources
- Participate in group conversations
- Share experiences that will help you make your business digital

The screenshot shows the Facebook group page for "DC Small Biz Digital Playbook". The page features a red header with a white banner that reads "DC SMALL BUSINESS DIGITAL PLAYBOOK". The banner is decorated with various business-related icons such as a shopping bag, a storefront, a speech bubble, and a location pin. Below the banner, there are navigation options: "Joined", "Notifications", "Share", and "More". The main content area includes a "Write Post" section with a "Write something..." prompt and options for "Photo/Video", "Create Room", and "Shift Cover". Below this is a "NEW ACTIVITY" section showing a post from "DC Small Biz Digital Playbook" shared a link on May 20 at 9:37 AM. The link is titled "Register for Our Webinar!!!!" and the description asks if users are looking to move their business online. On the right side, there is a "MEMBERS" section showing 14 members and a "DESCRIPTION" section stating that the group is in partnership with the DC BID Council.



ONLINE PRESENCE

What's Next: It's your turn!

- Recordings available on Vimeo
- Ask questions and share stories on our Facebook Group
- Contact webinars@lookthink.com for additional questions



Q & A

