#verticalinsite

ONLINE STRATEGY
To maximize visibility and measure success

Steps to Create an Online Marketing Strategy

Team

Goals

Story/Audience

Tools

Track
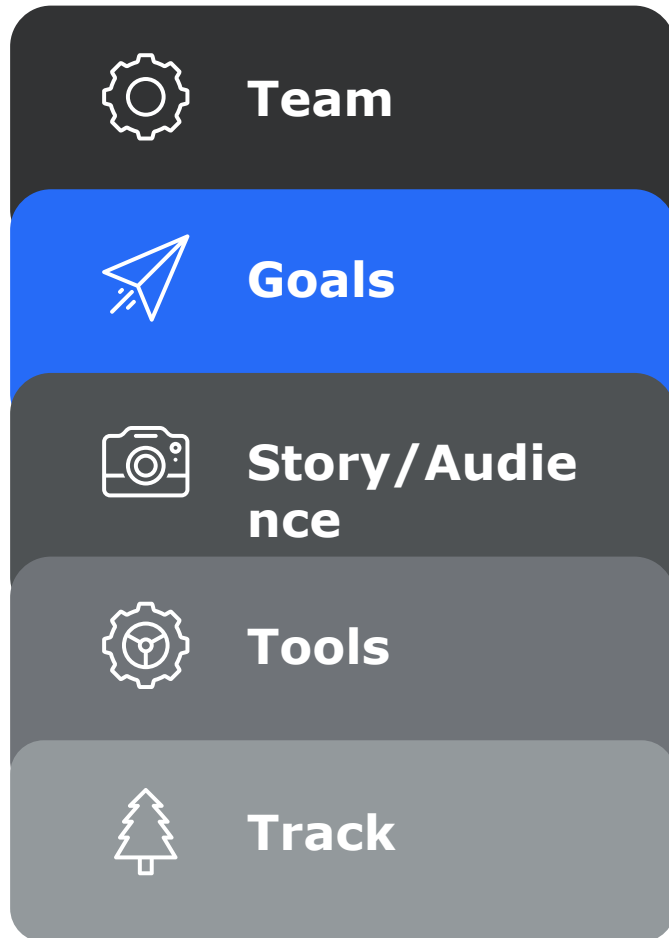
Your internal team will be the backbone of your website project but to help connect to the community both local and online think about reaching out to community influencers, the press and eclipse advocates.

Knowing your goals ahead of time will set you on the right path as you create your online marketing strategy. Make sure your goals are attainable and manageable within your team.

Every community has a unique story to tell because their community and offerings are unique to them. Identifying this before you start will make it easier to develop your content strategy.

A website is the foundation of your brand's online presence. Define your online website platform that fits your goals. Whether you choose to do it internally or higher a professional make sure it will supports your online marketing strategy.

Tracking your web traffic will help you better understand what content is sought after by your audience and what you should focus on in the future.

Goals

Build Awareness

Building your community starts with building awareness. Set up the tools and strategy of how you will do this. Through your website, social media, email marketing, and how they will tie into other marketing initiatives you are doing.

Create Advocates

Start with building alliances with key influencers and organizations. They will help get the word out.

Educate Your Audience

Also this helps with awareness, connecting with advocates and getting your site linked to.
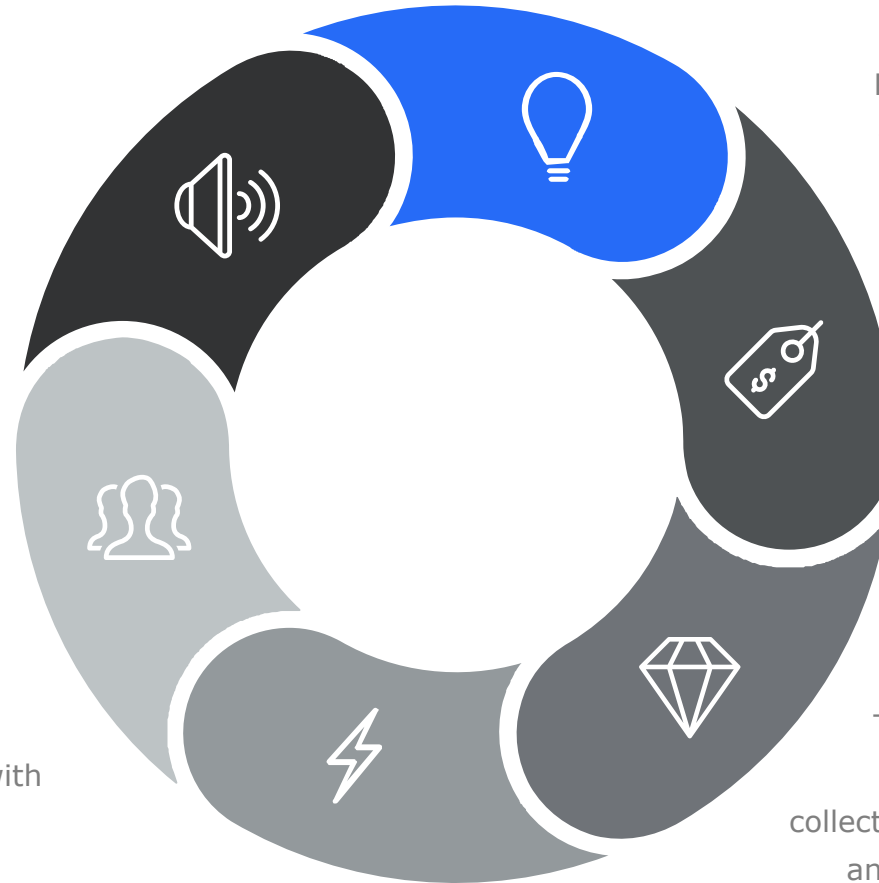
Unite Your Community

Remember an Eclipse reaches everyone in your community so find ways to make everyone feel like they can take part. Creating a community website allows other businesses in the community to link to you as a source.

Drive Acquisition

This may be creating a revenue stream, selling tickets or just getting more event attendees. However, make sure you have a way to do this on your site.

Think about the future

This is not just an investment for April 8, 2024. When building your online community and collecting data remember to think beyond the eclipse and for future community events and awareness.

Here's a Tip

Choose a URL that is unique to your region – it helps with Search Engine Optimization and more likely that visitors find your site easily.

Things to know before you build
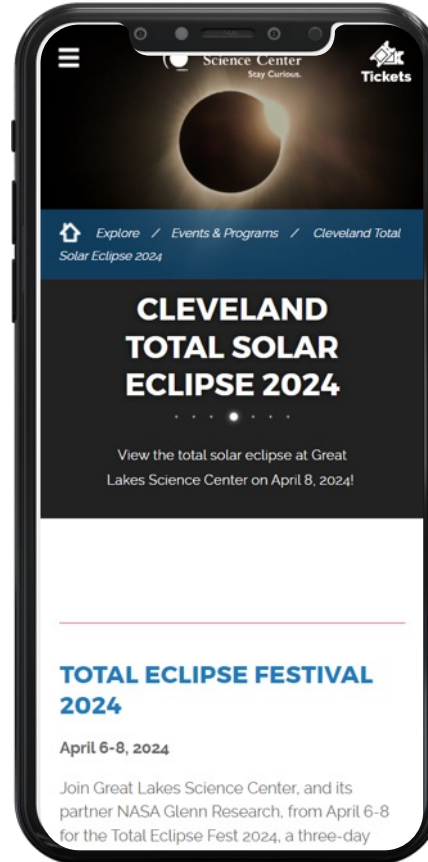
Optimize for Speed

Your site will be new, but if you don't build for speed it will load slowly and nobody is going to want to stay on it. Compress images, enable caching, optimize code and minimize custom functions.

Optimize for Search

Do some keyword research with Google Keyword Planner through Google AdWords. Then make sure your pages have well crafted Metadata to easily be found on search engines.

Is Your site ADA Compliant?

ADA compliance is mandatory for website that receives federal funding. It mandates sites to offer access to individuals having disabilities by making them accessible.

Optimize for Mobile

Your visitors will be using all sorts of devices when visiting your website. Make sure to build your site responsively for all sizes and browser types.

Have a Consistent Brand Style

Good branding gives your website personality, making your visitors want to interact with it. It also makes your site easier to use if your styling is consistent.

Have a Clear Call to Action

No matter what kind of website you are building a call to action is an important aspect on any webpage. CTA helps your visitors know what you are promoting and what you want them to do.

Here's a Tip

Make sure you know who is hosting your website and that they can handle the amount of traffic your site will receive on the day of the eclipse. You'd hate to have everyone visiting a site that has gone dark!

Things to know before you launch

Test Everything

Test links, test forms, test videos, test different browsers and devices… test, test, test!

Create a Custom 404 Page

A custom 404 page takes away the confusion of not landing on the page they had intended to land on. It lets your user know that there is an error with their request and gives them options of where to go.

Include all Legal Pages

The most important reasons an organization should have a terms and conditions page are to limit the organization's liability, protect the site's intellectual property, and ensure that the users comply with the site's terms.
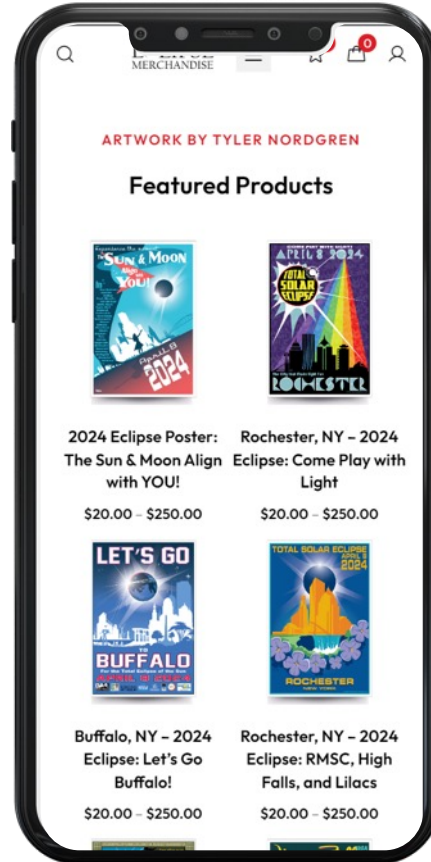
Set up Web Analytics

Don't forget to configure your website with Google Analytics. Doing this will let give you access to the data that you will find to be incredibly valuable if you want to grow your website.

Submit Your Sitemap

Everybody publishing a website wants to be seen, and creating a sitemap.xml file and uploading it to Google Search Console will help to ensure that yours is.

Security is Key

To reduce any issues with malware, viruses, and hackers, look to install a firewall of some sort to protect your website from all these things.

Here's a Tip

Grammar is important! To keep your online content mistake-free, use a free tools such as Grammarly https://www.grammarly.com

Things to know after you launch

Setup Backups

In a world full of server crashes and security breaches, make sure you have regular backups in place so your site can easily be restored and for peace of mind.

Set Up Business Social Pages

A well-curated social media business account can add legitimacy and authority to your website. As well as offer direct contact with your online community.

Spread the Word Socially

One simple way to let people know about your new website is to promote your website on social media. Asking your influencers and eclipse advocates to support you in this will boost your website traffic quickly.

Create More Content

Content is king! Now you've got to get to producing a steady stream of content to keep your site relevant and current. Nobody wants to visit a stale website.

Invite Others to Link to You

Nurture the relationships with other organizations and community influencers in your area and the eclipse community and invite them to link to your new site!

Tell the Press

First you will want to create a press page on your site giving them all the information they need to know about your event. Then write up a short introduction about your site and event to get the word out!

BUFFALO
Total Solar Eclipse
APRIL 8TH, 2024

306 DAYS 2 HOURS 35 MINUTES 32 SECONDS

Here's a Tip

A great way to increase PR is to sign up to be a Source on HARO - https://www.helpareporter.com. Journalists include Reuters, Chicago Tribune, The New Work Times, ABC News, TIME and many more.

Social Media Marketing

Facebook

Nearly 3 billion monthly users. Facebook is all about starting a conversation with short videos and bold headlines, or by using Polls, Reels, and Events.

YouTube

74% of Americans use YouTube and it is great for Educational Videos as well as telling your story.

Instagram

Great photography, selfie-style videos that speak to your audience. Instagram has over 1 billion monthly users.

Twitter

Popular for breaking news, communication directly in real-time and great for educational videos, opinion polls, and discussion threads.

Another social media to consider is TikTok depending on your demographic. If you are going for the kids then this is the place to be.

Here's a Tip

If you can't handle posting to all of these try Hootsuite.com https://www.hootsuite.com/ where you can manage your social media in one place.

Plan Your Social Media Content

You've done the work identifying your audience so now build the content that resonates with your audience and makes them want to engage.

A
Attention
Bold Headlines,
Eye Catching Pictures,
Mesmerizing Reels

I
Interest
Interesting Facts,
Tips To Know,
Helpful Education

D
Desire
Get them to want more of what you are offering Information, Knowledge, and Engagement….

A
Action
Leave them with a call to action. Share the content, Visit your website Buy a Ticket…

Here's a Tip

Don't forget the hashtags! Using relevant hashtags helps your content to be found and helps drive traffic to your content so that you can boost views, likes, and shares. A unique hashtag can help your branding as well!

Other Online Marketing Tools

Google Business Page

Post your events right on Google! Many companies and organizers forget to do this but you can post events on your Google Business Page.

Google AdWords

Make sure your ads are specific to the page you are sending your visitors to. This will help with the success of your campaign.
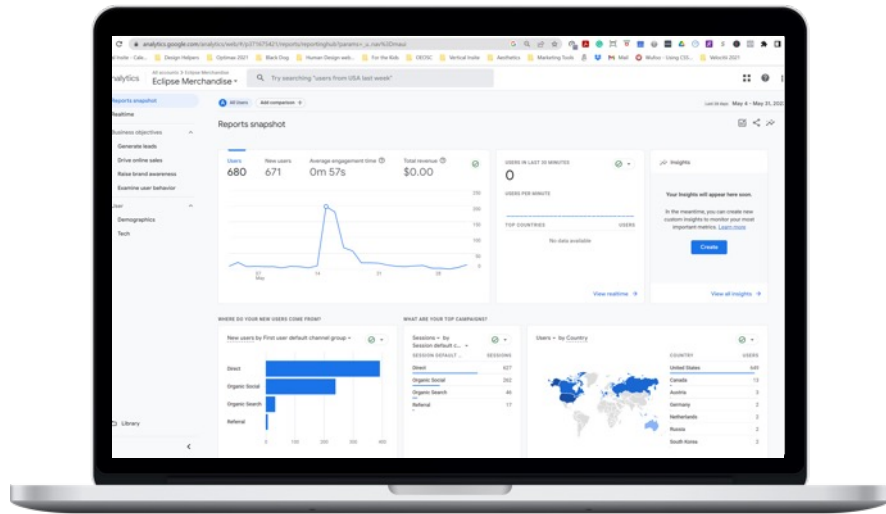
Email Marketing

Almost Everyone uses email and cost-effective email marketing allows you to stay in contact with your audience in real-time.

Here's a Tip!

Google will give you $500 in ad credit after you spend $500 to help you get started. Or if you are a 501(c) look into Google Ad Grants - Google is literally giving you $10,000 a month to spend on marketing and fundraising via pay-per-click (PPC).

Track Your Progress

Monitoring website traffic and page views can yield a variety of data, including time spent on particular pages and bounce rates. Those figures can translate into invaluable insights about your customer base and actions your business can take to improve performance.

1 GOOGLE ANALYTICS

Google Analytics provides valuable information about your website that you can use to guide your campaigns and assess the effectiveness of your marketing efforts.

2 GOOGLE SEARCH CONSOLE

Remember to install this because Google will notify you if you have any functional issues with your website such as responsive issues, broken links or videos not playing as well as many others.

3 HOTJAR

Sick of looking at spreadsheets and bar graphs? HotJar offers heatmaps of your site traffic and actual recordings of your visitors user experience. Free up to 35 daily sessions!

4 CREATE UTM CODES

Setting up UTM tracking on any URL links you use in a marketing campaign be it on Social, Email Newsletters, Referral links, etc. is a great way to know exactly where your website traffic comes from.

Here's a Tip!

Setting Google Alert Mentions to your website name and specific keywords you're tracking can let you know exactly what people are saying about your website and your specific keywords.

Thank You!

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