

Digital Media 101

*BEST PRACTICES FOR:
SOCIAL MEDIA, WEBSITE, AND E-NEWS*

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ABOUT US

NHMB is the business success division of Sereno, Inc. and the sister company to NH Rocks, LLC.

We were formed to empower businesses and nonprofits with the tools to grow using digital marketing, media, and modern technology.

With decades of experience, we possess the know-how to help your business grow and to expand your mission.

THE IMPORTANCE OF DIGITAL MEDIA

With 72% of Americans using social media, each dollar spent on influencer marketing yielding an average \$5.20 return, 54% of social browsers using social media for product research, and people spending over 2 hours a day on social media and messaging platforms, the importance of an effective digital media strategy for businesses and nonprofits is crystal clear.



72%

of the American
Public uses Social
Media

Pew Research Center



\$5.20

of ROI for every \$1
spend on Influencer
Marketing

Influencer Marketing Hub



52%

of people browsing
to search use Social
Media to research

Global Web Index



2+ Hrs

is the average
amount of time a
person spend on sm

Hootsuite

UNDERSTANDING SOCIAL MEDIA

With a diverse range of social media platforms at our disposal — Facebook with its targeted advertising tools, Twitter's real-time customer service, Instagram's visual appeal for product showcase, LinkedIn's efficacy for B2B businesses, YouTube's platform for sharing engaging video content, and TikTok's popularity among younger audiences — businesses have ample opportunities to connect with their target audience and drive conversions effectively.



Sales and Marketing

Targeting and retargeting



Customer Service

Real-time problem solving



Showcase Products

Highly aesthetic, ideal for products and lifestyle



B2B

80% of social media leads



Engagement

Use videos to engage your audience



Youthful Audience

Go viral

STRATEGIES

Consistent branding, regular and meaningful engagement, quality content that provides value, and a well-defined strategy tracked with analytics are proven best practices that can help businesses succeed on social media, fostering brand recognition, building communities, and driving conversions.



Branding

STRATEGY
N°1

Recognition
& Trust



Engagement

STRATEGY
N°2

Community
& Loyalty



Quality

STRATEGY
N°3

Attract
& Retain



Goals

STRATEGY
N°4

Measure
& Refine

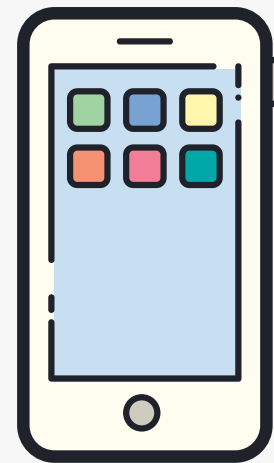
THE POWER OF A WELL-DESIGNED WEBSITE

A well-designed website that loads quickly, is mobile-friendly, and features clear calls-to-action can significantly enhance user experience and increase conversions, given that first impressions matter, a mere one-second delay can reduce conversions, and over half of web traffic now comes from mobile devices.



Digital First Impression

A well-designed website can increase customer trust, improve user experience, and ultimately lead to higher conversion rates



Mobile Friendly is a Must

Mobile-friendly design is a must, considering that over half of all web traffic comes from mobile devices



Speed is Essential

Fast loading times are crucial, as a delay of just one second can lead to a 7% reduction in conversions



Clear CTAs

Clear and concise calls-to-action (CTAs) guide users towards desired actions, improving user experience and conversion rates

BEST PRACTICES FOR WEB DESIGN & OPTIMIZATION

Ensuring a clear, consistent, and intuitive website design that aligns with your brand, adopting SEO best practices such as keyword optimization and quality backlinks, and regularly updating relevant content are key steps to creating a user-friendly website that ranks well in SERPs and effectively drives conversions.



Navigation

- Clear Navigation
- Intuitive Layout
- Mobile Friendly



SEO

- Keyword Optimization
- Quality Backlinks
- Relevant Content



Design

- User Friendly
- Consistency in Design
- Effective Color Scheme



Up To Date

- Drive Traffic
- Improve SEO
- Build Trust

E-NEWS & EMAILS: THE UNSUNG HERO OF DIGITAL MARKETING

E-news and email serve as invaluable tools for maintaining customer relationships and driving website traffic, with every \$1 spent on these marketing tactics generating an average return of \$42. The adoption of personalization and segmentation techniques significantly improves engagement rates, and automated email campaigns, like welcome emails or abandoned cart reminders, can further boost conversions.



Relationship Management

E-Newsletters and email campaigns provide a great way to maintain customer relationships and drive traffic



Personal Touch

Personalization and segmentation can greatly improve open rates and click-through rates.



Increased ROI

For every \$1 spent on email marketing, an average return of \$42 is generated – per Litmus



Time Saver

Automation email campaigns such as welcome emails, cart reminders, and donor thank you's can significantly boost conversions

BEST PRACTICES FOR E-NEWS AND EMAIL

Utilizing compelling subject lines, personalizing content, conducting A/B tests for optimization, and maintaining consistent yet unobtrusive communication are key best practices for e-news and email marketing, contributing to improved open rates, engagement, and overall performance.



Clarity

A clear and compelling subject line can drastically improve open rates



Personal

Use names with personal content & preferences for improved engagement



A/B Testing

Optimize performance by honing in on what works through small changes



Consistency

Maintain relationships and stay top-of-mind with consistent, not overwhelming, messaging

LEVERAGING ANALYTICS FOR IMPROVEMENT

Tools like Google Analytics for website performance, built-in analytics on social media platforms, and comprehensive analytics from our partner Keap for email marketing provide invaluable insights for continuously refining and improving digital marketing strategies to align with business goals.



Google Analytics

Google Analytics provides insights into website performance, including user demographics, behavior, and conversion metrics



Social Media Platforms

Social media platforms offer built-in analytics tools that can provide data on post engagement, reach, follower growth, and more



Email Platforms

Keap, an all-in-one CRM and email marketing platform that we're certified partners with, offers comprehensive analytics on open rates, click-through rates, and conversions, providing essential feedback for campaign optimization

THE FUTURE OF DIGITAL MEDIA

The future of digital media includes the increasing role of AI and machine learning for personalized marketing, the critical role of video content, and the rise of voice search optimization.



AI and Machine Learning

The integration of AI and machine learning in digital marketing can enable personalized customer experiences, better data analysis, and improved ROI



Video Content

The increasing importance of video content in marketing strategies, with 86% of businesses now using video as a marketing tool



Voice Search

The rise of voice search and the need to optimize for it, as 55% of households are expected to own smart speaker devices as of last year

Q & A



FOR EXTRA QUESTIONS OR TO WORK WITH US:
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Thank You!



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