



Design, Content and the Holidays

December 2020

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Remove the Mystery

Lessen the Intimidation

Give you a Place to Start

Pro Tip:

If you are working with someone and then can't explain what they are doing in simple terms – run!

A true mark of an expert is their ability to take complex terms and make them simple

Digital Marketing is First about Authentic
Human Connection...



Webinar Series



- Webinar One
 - Foundational concepts
 - Getting started and doing “more with less”



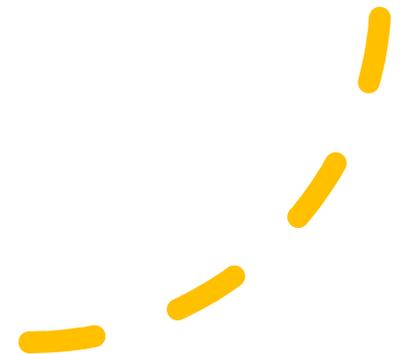
- Webinar Two (12/1)
 - Design and Content
 - Hashtags
 - Instagram Stories/Video
 - Holiday Readiness



- Webinar Three (March)
 - Paid Promotions
 - Social Media Analytics
 - Summer Readiness

Key Takeaways from Webinar #1

- Get on Instagram (with a business account)
- Have a Goal
- Be Committed
- Plan and Automate
- Don't be Intimidated
- Get Help if Needed





Agenda

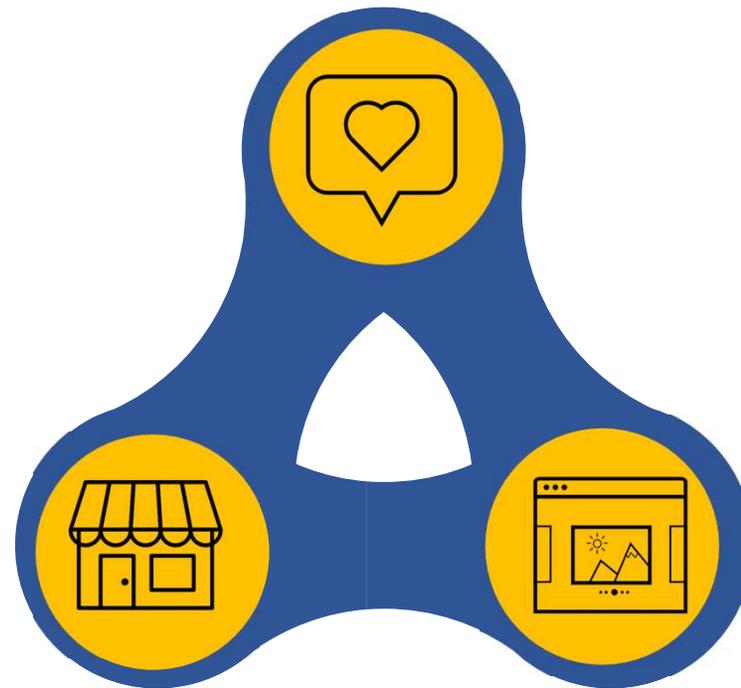
- Digital Foundation Review
 - Start with the foundation
- Logo Design
 - The best \$500 you can spend
 - How to find a good logo designer
- Digital Assets
 - Telling your unique story
- Content and Design Concepts
 - Designed posts vs. natural content
 - Tips/tricks for text
- Instagram Basics
 - Stories vs. Posts
 - What no links?
 - Tagging
- Hashtags
 - What are Hashtags
 - Best way to use them
 - How to research
- Canva Design Hands On
- Holiday Ideas
 - Discount codes
 - Share your celebration and joy



Digital Foundation

Social Media

Google My
Business



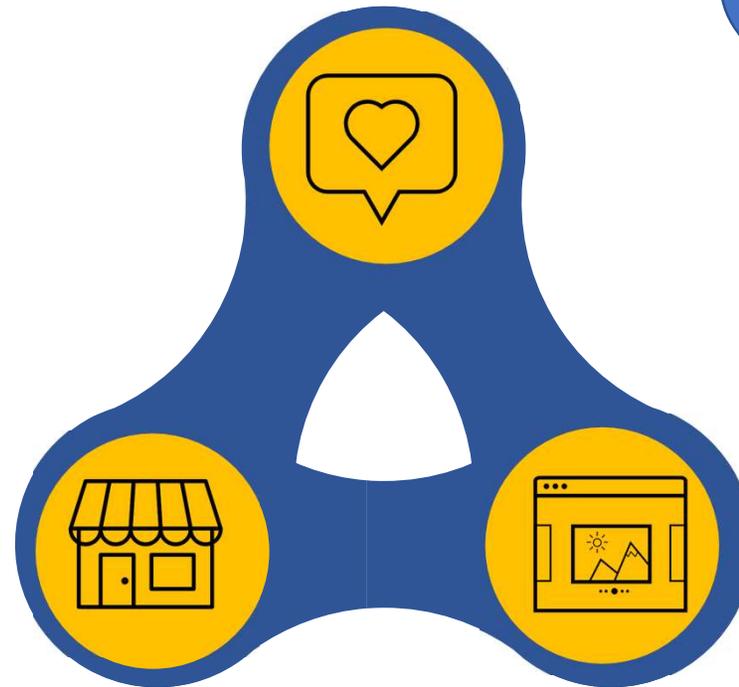
Website

Social Media

Create Awareness
Build relationships
Immediate

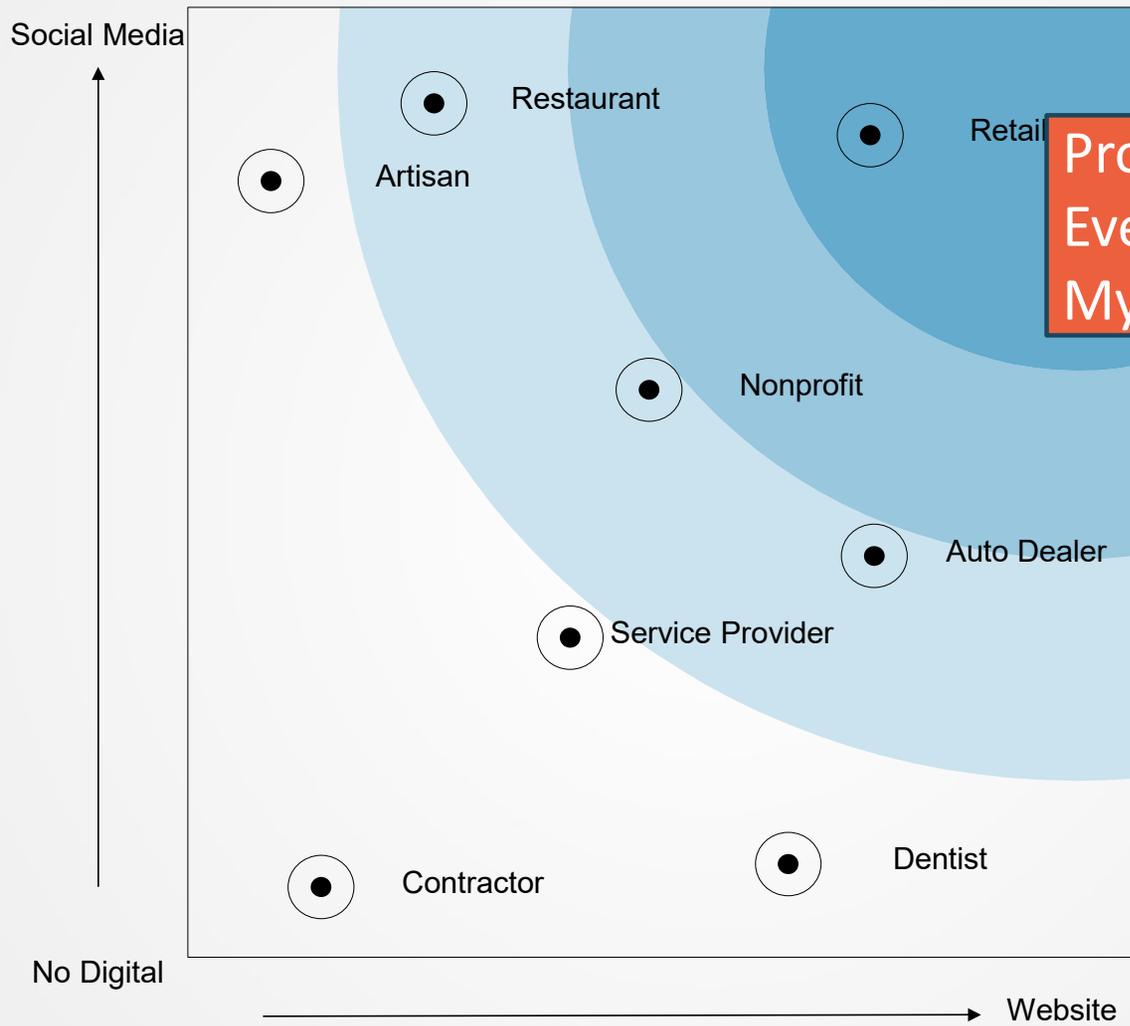
First Point of Contact
Locations/Hours
Maps
Reviews

Google My Business



Website

Call to Action
Products/Menu
Services
Blogs

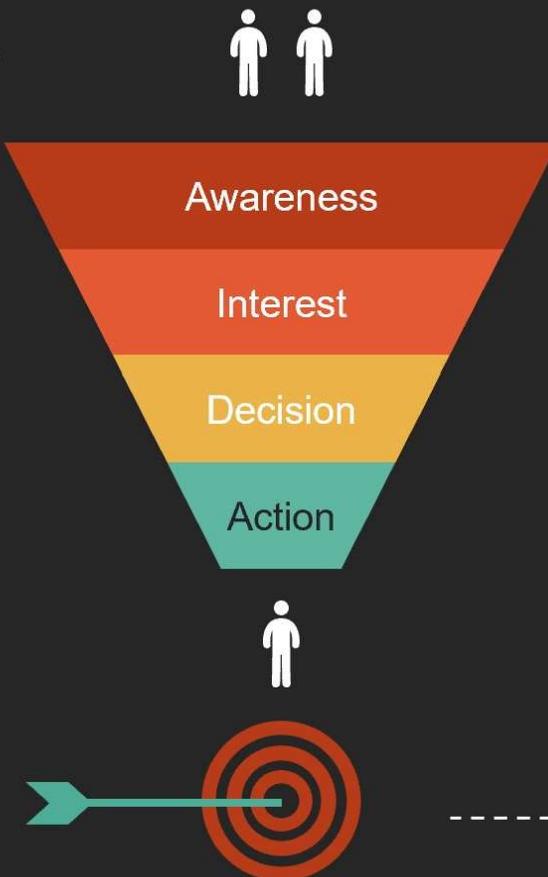


Pro Tip:
Everyone needs Google
My Business

<https://www.scoutcollectivedigital.com/blog/small-changes>



Digital Marketing



Conversion



The Best \$500 You Can
Ever Spend...



SCOUT
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Scout Collective

@scoutcollective.az · Marketing Agency

[Home](#) [Services](#) [Reviews](#) [Shop](#) [More](#)

About

[See All](#)

4981 W Stage Coach Trail Show Low, AZ 85901

Launching and running a small business is daunting. It takes courage. You need a partner who will help your online brand evolve right along with your business. We know you have more important things to focus on than your digital strategy. Let us help!



Photo/



Scout C

October

Take a look at t

in! Not only do

Instagram

Search



scout.collective

[Edit Profile](#)

85 posts 220 followers 374 following

Scout Collective

Digital Marketing for Small Business located in the White Mountains of Arizona.

linktr.ee/scout.collective



12Weeksof...



About Us

POSTS

IGTV

SAVED

TAGGED



OUR UNIQ

- DOCUMENTS
- WORKFLOW
- BOOKKEEPING



QUOTE 4099030
ISSUED July 28, 2020
VALID UNTIL August 29, 2020

Search Contacts... [Icons]

FROM Scout Collective Digital
4981 W Stage Coach Trail
Show Low, AZ 85901

TO [Redacted]

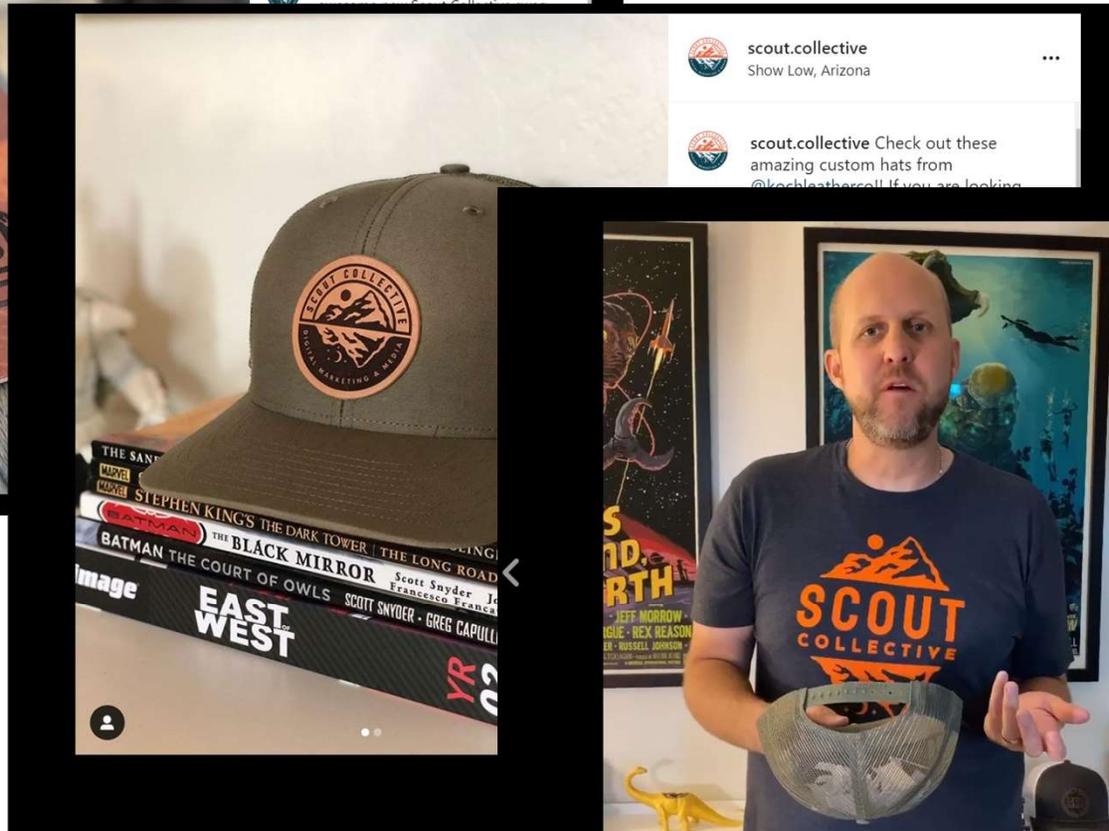
ITEM	QUANTITY	PRICE	TOTAL
Logo Design 4 Round Logo Design Including: 4 initial concepts 4 final presentations (Landscape, Portrait, icon and Alt) Style guide Digital Formats (PNG, JPEG etc)	1	[Redacted]	[Redacted]
Website Design Website design, creation and launch Visual design Informational design Copy editing/creation Up to 5 total pages	1	[Redacted]	[Redacted]
Website Hosting (1 Year) Squarespace Business plan Includes custom domain Account and domain ownership transferred to customer at launch	1	[Redacted]	[Redacted]





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Show Low, Arizona

scout.collective Take a look at this



scout.collective
Show Low, Arizona

scout.collective Check out these amazing custom hats from @kechleatherroll If you are looking



scout.collective
Show Low, Arizona

scout.collective Happy Labor Day Weekend! We can't believe 12 Weeks of Local is over already, a huge thanks to everyone who entered as well as the businesses we featured, we had such a good time doing this! The winner of the \$50 gift card to The House is @brianarr99, congrats!

#showlow #showlowaz #pinetop #pinetopaz #pinetoplakeside #whitemountainsaz #smallbusiness #12weeksoflocal

6w

roxyroud Congrats @brianarr99 !!!

102 views
SEPTEMBER 6

Add a comment... Post



What to look for in a Logo Designer?

- They work with small businesses
- They have a process
- They will provide multiple concepts and revisions
- They will provide multiple orientations
 - Landscape, Portrait, Badge etc.
- They are digital first/native



The Most Overlooked
Digital Asset...





Your Most Important Digital Asset is You!

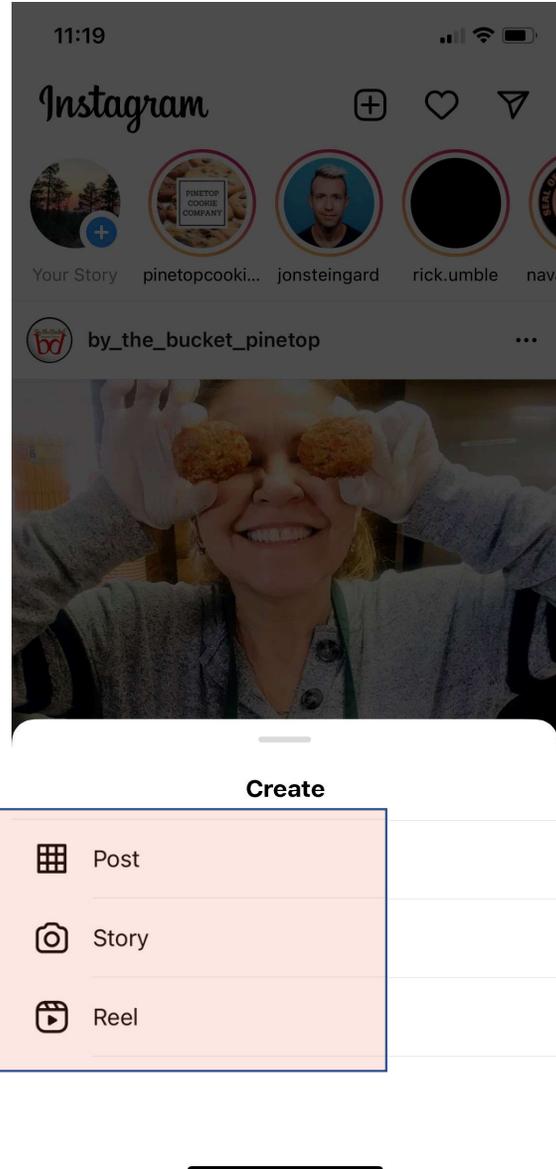
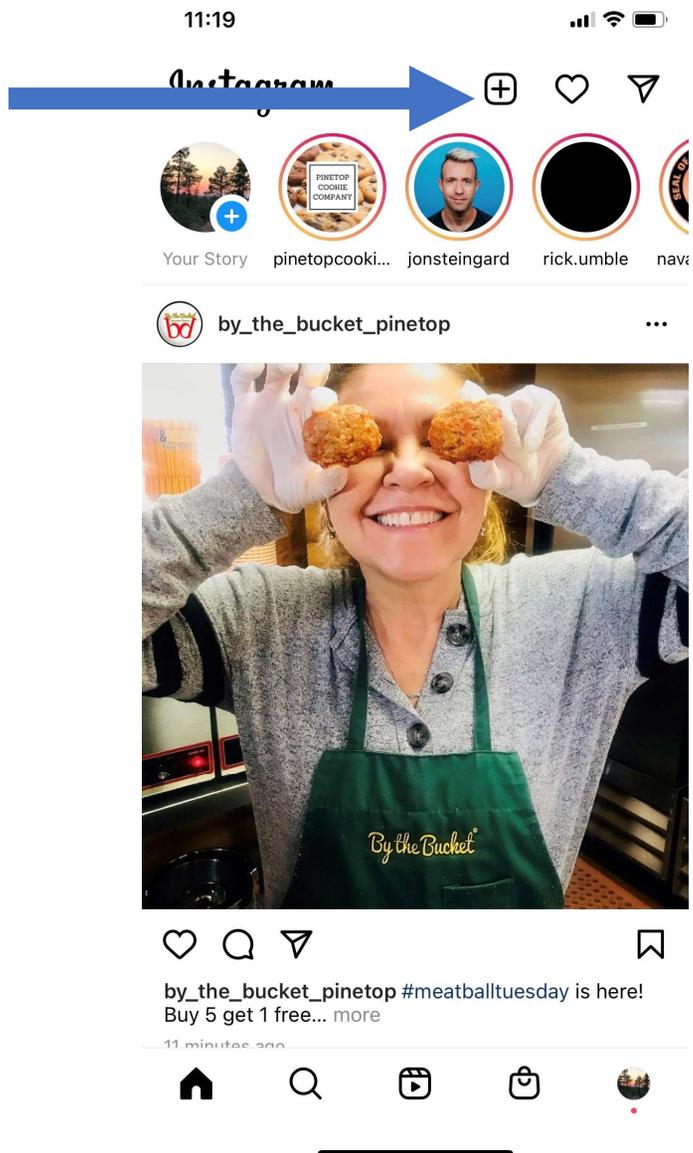
- Don't chase an algorithm
- Don't build your digital foundation based on what experts tell you "must be" part of a website or social media
- Remember you are reaching other humans (not bots)
- You are your business
- Start with your unique story
- Let people get to know you and connect with you!

Pro Tip:

- Use pictures of your employees and yourself
- Tell folks why you got into business in the first place
- Show off your expertise and passions



Instagram Basics



Instagram Posts

- Fills the “Feed” (Found via Home button)
- Images and video
 - Video is limited to 120 seconds
- Multiple images per post

Pro Tip:

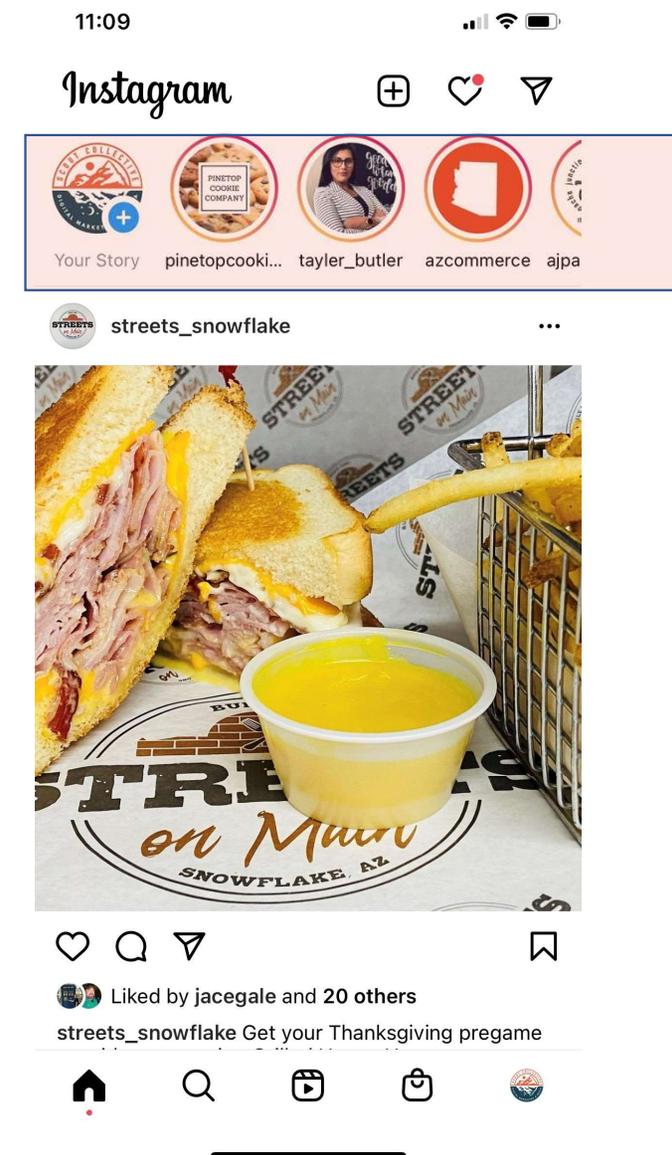
- Post components include - Content + Text + Hashtags + Optional Account Tagging

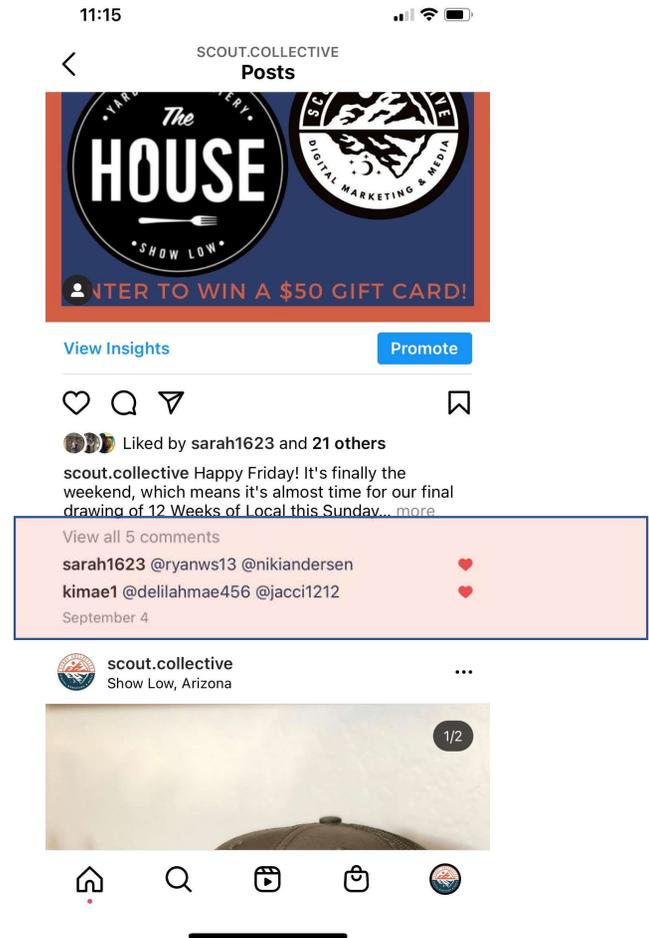
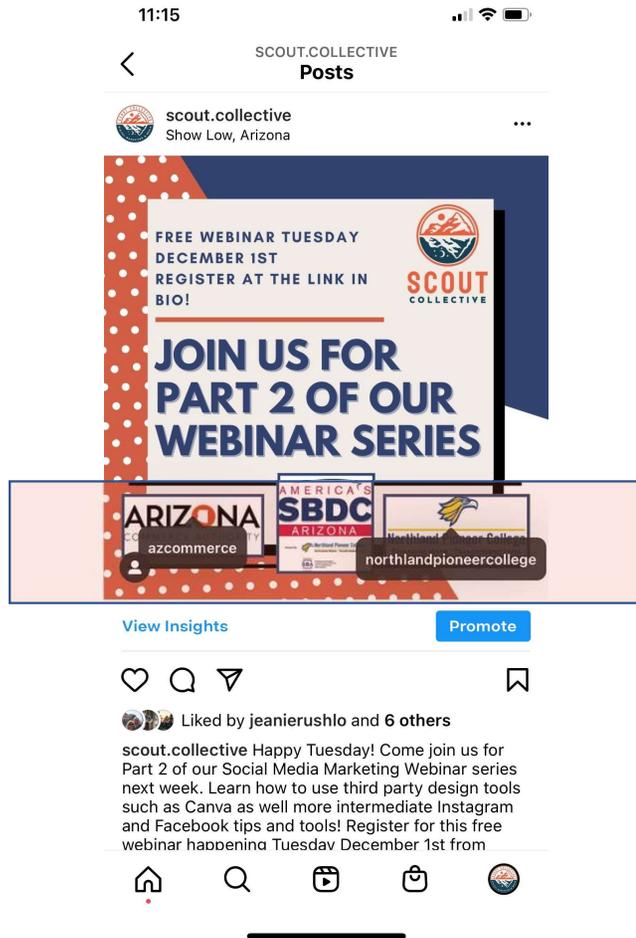


Instagram Stories

- 24-hour life span
- Can be static content – repost from your feed or another feed
- Can be video

Pro Tip: To keep key Stories longer “make a highlight”





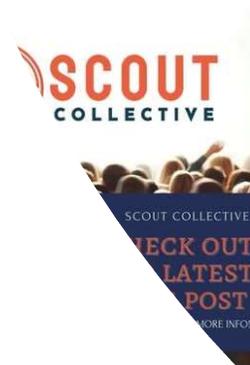




Design and Content

Design and Content Tips

- Balance Natural vs. Designed
- Spelling and Grammar matter
- Keep it concise – Instagram is not a blog
 - Put it in a story – with you talking if you want to share that much information
- Find an authentic voice and stick with it!
- Be consistent with your aesthetic





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Liked by [dji liquidmomdre](#) and 10 others

[scout.collective](#) Check out our newest blog post about why Facebook shouldn't be your website! A website should help to convey the unique... [more](#)

August 22



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Liked by [jeanierushlo](#) and 22 others

[scout.collective](#) Roxie is here to remind you there are only a few days left until the weekend, we've almost made it! Stay tuned for more updates... [more](#)

[madsmaldo](#) Roxie!!!

[jeanierushlo](#) Ahhhhh she's so cute!



FREE WEBINAR TUESDAY
DECEMBER 1ST
REGISTER AT THE LINK IN
BIO!



JOIN US FOR PART 2 OF OUR WEBINAR SERIES



scout.collective
Show Low, Arizona



scout.collective Happy Tuesday!
Come join us for Part 2 of our Social
Media Marketing Webinar series next
week. Learn how to use third party
design tools such as Canva as well
more intermediate Instagram and
Facebook tips and tools! Register for
this free webinar happening Tuesday
December 1st from 10am to 11am at
the link in our bio. We are proud to
be able to work with NPC Small
Business Development Center and
the Arizona Commerce Authority to
bring you this webinar. We want to
drive home that this is not a sales
pitch for Scout Collective, but will
cover practical tips for social media.
Register at the link in our bio!

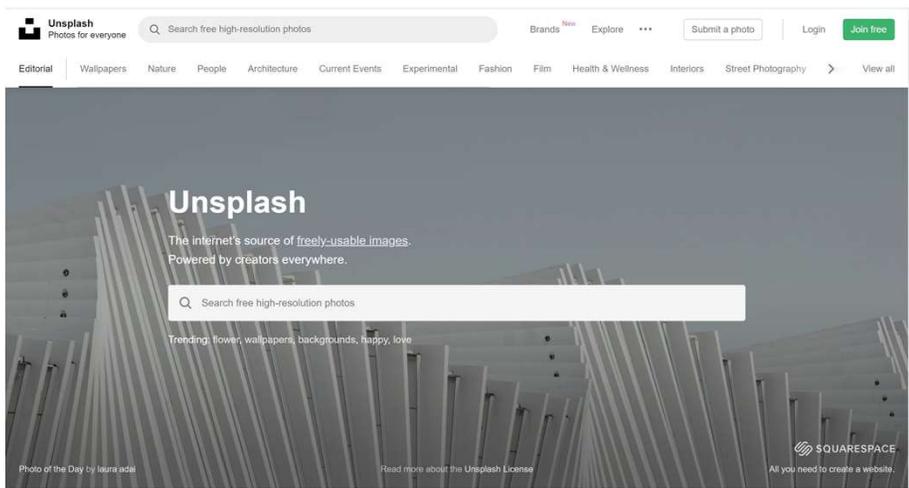


Liked by jeanierushlo and 6 others

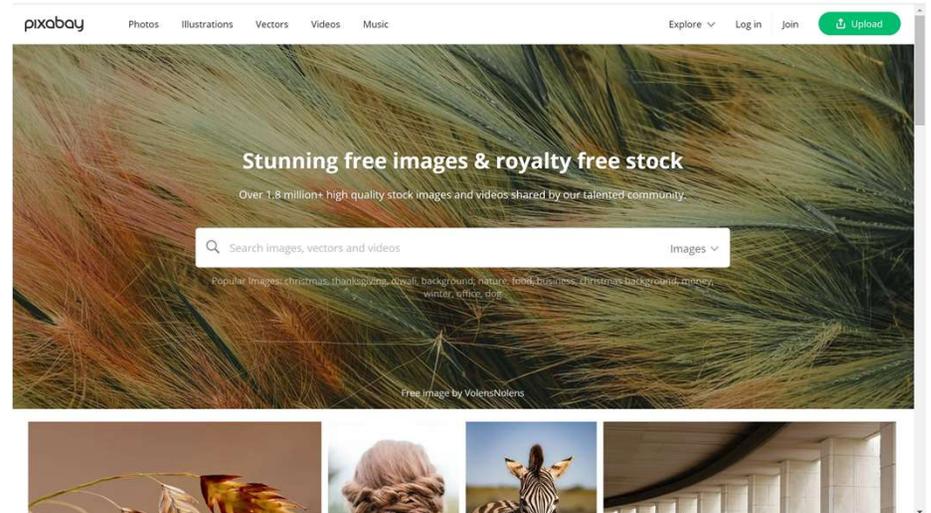
4 HOURS AGO

Add a comment...

Post



unsplash.com



pixabay.com

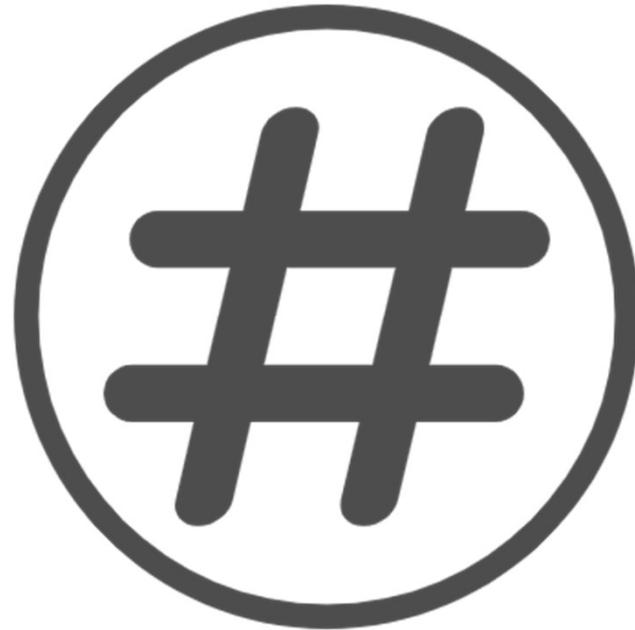




Hashtags!

What Are Hashtags?

- Provides groupings of similar posts
- Links to a category
- Used at part of Instagram algorithm
- People can follow hashtags directly
- Hashtags can widen your reach



Types of popular Instagram hashtags

Instagram [breaks hashtags down](#) into nine distinct types:

- **Product or service hashtags:** These are basic keywords to describe your product or service, like #handbag or #divebar
- **Niche hashtags:** These get a little more specific, showing where you fit in the context of your industry, like #travelblogger or #foodblogger
- **Industry Instagram community hashtags:** Communities exist on Instagram, and these hashtags help you find and join them. Think #gardenersofinstagram or #craftersofinstagram
- **Special event or seasonal hashtags:** These can refer to real holidays or seasons, like #summerdays, or they can be used for all those National [Thing] Day holidays, like #nationalicecreamday or #nationalnailpolishday

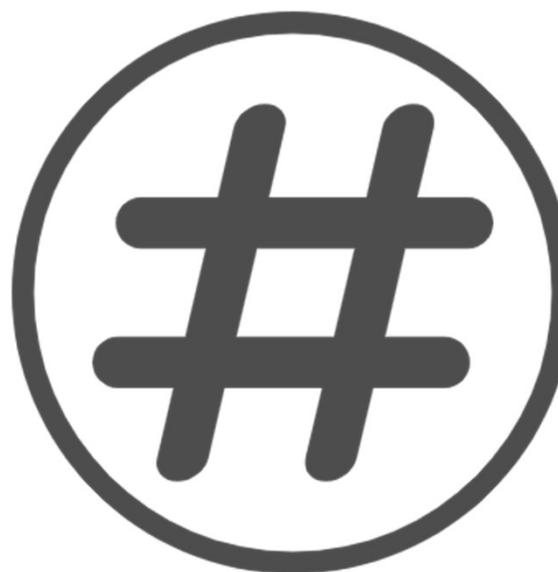
<https://blog.hootsuite.com/instagram-hashtags/>

- **Location hashtags:** Even if you geo-tag your Instagram post, it can still be a good idea to include a hashtag that refers to your location, like #vancouvercraftbeer or #londoneats
- **Daily hashtags:** Every day has plenty of its own hashtags, from #MondayBlues right through to #SundayFunday. We created a [whole list of daily hashtags](#) for you to choose from if you're looking for an easy source of hashtags to add to your posts.
- **Relevant phrase hashtags:** These hashtags combine elements of product hashtags, niche hashtags, and community hashtags. Basically, they're phrases people use on Instagram to connect to existing communities in a slightly insider way, like #amwriting or #shewhowanders
- **Acronym hashtags:** Perhaps the best-known acronym hashtag is #TBT for Throwback Thursday. Other popular acronym hashtags include #OOTD for outfit of the day, #FBF for flashback Friday, and #YOLO for you only live once.
- **Emoji hashtags:** These hashtags can include emojis on their own, like #????, or words or phrases with emojis attached, like #sunglasses????.



What Not To Do...

- Use Hashtags as text
 - #comecheckoutourrestaurant
- Focus on your business name or some very specific branding as a hashtag
 - #scoutdigital
- Don't research hashtags before using
- Overwhelm your post with hashtags
 - 1-3 is average
 - 10 should be your max
- Putting them against your text
 - Use a hack to create separation from text



#pinetoplak

#pinetoplakeside
19,262 posts

#pinetoplakesideaz
3,038 posts

#pinetoplakesidecham...
229 posts

#pinetoplakesideariz...
48 posts

#pinetoplakescountry...
118 posts

#pinetoplakesidenolice

Instagram



kirantheKato lux



sarah16 Mission



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Scout Collective

Switch

Stories For You

See All

showlowaz

Followed by showlowchamber + 6 more

Follow

showlowsanctuary

New to Instagram

Follow

richardgeismann

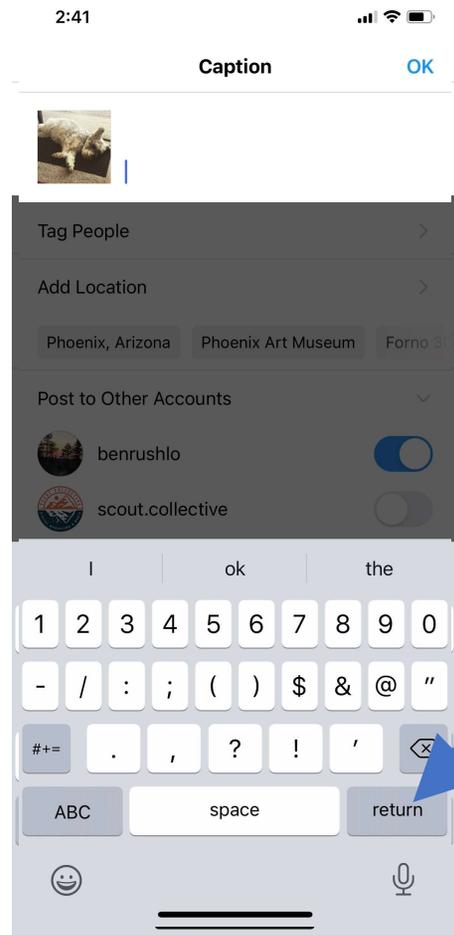
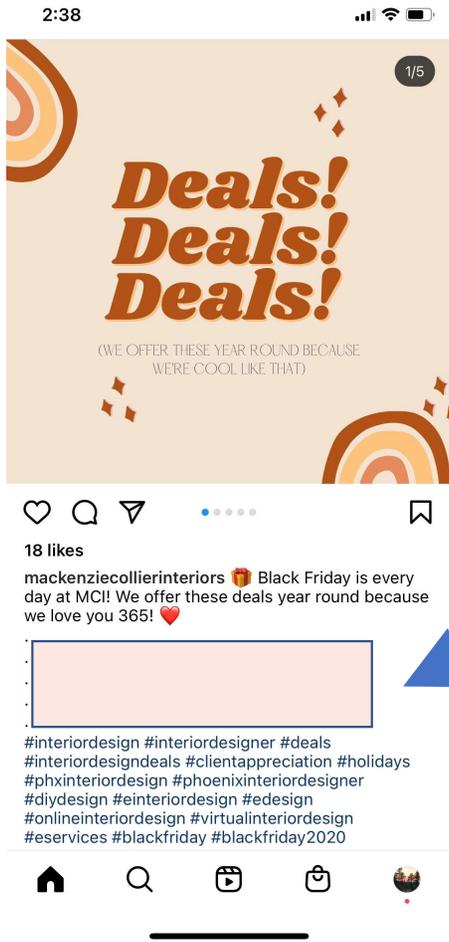
Followed by acesalehouse2019 + 6 more

Follow

by_the_bucket_ahwatukee_az

New to Instagram

Follow





Hashtags Further Info!

- <https://blog.hootsuite.com/instagram-hashtags/>
- <https://sproutsocial.com/insights/twitter-hashtags/>
- <https://sproutsocial.com/insights/hashtags-on-facebook/>



Hands on with Canva



Holidays and Social Media



Holidays 2020

- Support other businesses – Shop Local campaigns, repost their content in your Stories (tag them in your posts)
- Share your traditions and joy to your followers
- Short lived promotions – discount codes
- Giveaways
- Holiday images - natural and designed
- Holiday products/services/menu items and more





Key Takeaways

- Make sure your digital foundation is strong
- Get a compelling and versatile logo
- Find your unique story
- Use a mix of designed and raw content
- Use Hashtags correctly
- Explore free tools
- Let your followers into your holiday traditions!



We will be following up with

- A recording of this sessions
- Link to hands on video –
 - Instagram Stories – Learn the Basics of Instagram Stories
- Checkout our blog for more content/ideas at - scoutcollective.digital/blog
- Reach out if you need help
 - info@scoutcollective.digital



Q&A

ben@scoutcollective.digital
joel@scoutcollective.digital



Helpful Links

- Webinar #1 – Social Media in a Small Community
 - <https://www.youtube.com/watch?v=HswllnuLrPI>
- Digital Foundation
 - Part 1 – <https://www.azcommerce.com/small-business-boot-camp/week-28/building-your-digital-foundation-part-1/>
 - Part 2 – <https://www.azcommerce.com/small-business-boot-camp/week-28/building-your-digital-foundation-part-2/>
- Hands on Demo of Facebook Creator Studio (Automating and Scheduling Posts)
 - <https://www.youtube.com/watch?v=2w6xKtChC4A&t=3s>
- Scout Collective Website
 - www.scoutcollective.digital