

Digital Marketing & Growing Your Reach

OFNEDA Session 5
Marketing Part 2 of 2



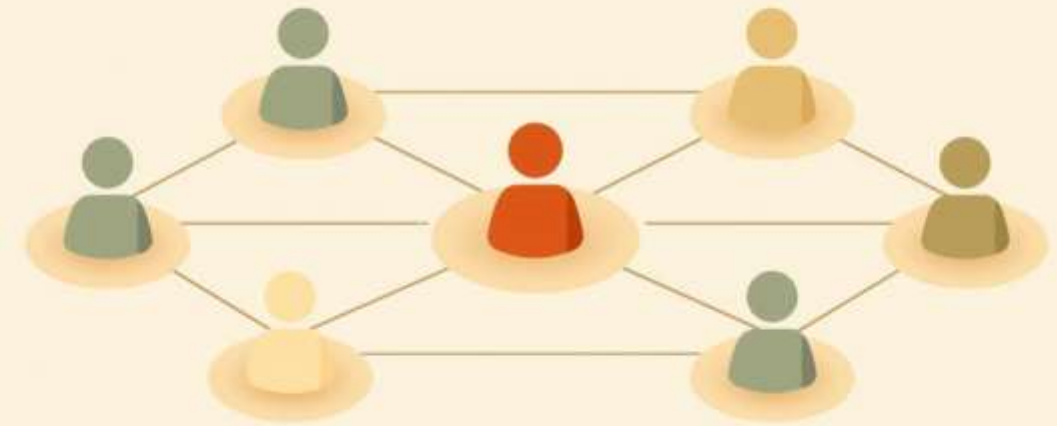
What This Session Covers

- ✓ Social media platforms — which ones fit your business and why
- ✓ Creating content that connects: authenticity over perfection
- ✓ Email marketing basics, Google Business Profile, and tracking what works



Session 4 to Session 5

In Session 4 you built the foundation.
You know who your customer is and what makes you
different.
You have your story and your 60-second pitch.
Now it is time to get in front of them — online.





Social Media: Which Platform?



Facebook
Best for community
businesses, local
services, and customers
35+



Instagram
Short visual posts —
reels, stories, and
product photos work well



TikTok
Younger audiences,
behind-the-scenes
videos, and
storytelling



LinkedIn
B2B, consulting,
government work, and
professional services





Creating Content That Connects



Authenticity • Consistency • Connection

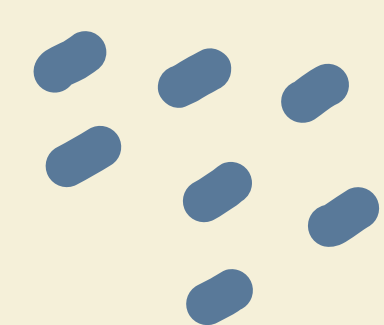
You do not need a studio, a ring light, or a marketing degree. Show up as yourself. Authenticity builds trust faster than a polished ad ever will. Real stories from real people doing real work — that is what connects.



Building a Content Calendar

Frequency & consistency, content ideas, what's the message? What's the action?

Suggest using AI inspiration to build out a calendar, be specific.





Activity: My Content Plan

Consistency, Analytics, Adjust

Who will be posting? Who will be tracking interaction? Mindful approaches to posting.

Value for time. Will customers find you via social media?

What's the goal of your digital media marketing?

- Build a brand, relationship, following
- Recognition, relatability
- Connection, growth
- Fun!



Email Marketing Basics



You Own It • Direct • No Algorithm

Your email list is the one marketing channel you own. No algorithm controls it. Start with a free tool like Mailchimp. Ask customers to sign up at your table, your website, or at events. Send one short email a month — a tip, an update, a story. Track who opens it and what they click. Consider market research with Survey Monkey.



Business Profile



Search
Go to
business.google.com and
sign in



Add Your Business
Enter your name, category, and
location



Verify
Google mails a code
to your address



Complete Profile
Add hours, photos,
services, and description



Tracking What Works



Reach
How many people saw
your post



Engagement
Likes, comments, shares — did it
connect?



Email Open Rate
20% or higher is
healthy for small
business



Google Profile Views
How many found you
through local search



Free Tools That Get Results



Canva
Design posts, flyers, and logos for free



Mailchimp
Free email newsletters up to 500 contacts



Meta Business Suite
Manage Facebook and Instagram, schedule posts free



Google Business
Show up in local search and maps for free

What You Will Walk Away With

- ✓ Choose 1–2 social media platforms that fit your business
- ✓ Create a simple one-month content plan
- ✓ Set up or update your Google Business Profile





Key Takeaways



You do not need to be on every platform. Choose 1–2 that fit your business and your customers.



Showing up authentically beats showing up perfectly. Real stories build trust.



Consistency matters more than frequency. One post a week beats seven posts then nothing.



You don't need a big budget to market well





Before You Leave — One Action



Anushiik

What is one marketing action you will take this week? Write it down. Say it to someone in the room. Saying it out loud makes it more likely to happen. Anushiik — thank you for being here.