



BUILDING YOUR BRAND

Leah McGarvey & David Jones



Welcome!

Sarah Alexander (Managing Director)



- No fire drills planned
- 10:30 finish time
- Networking & Meet the Team
- Please set your phone to silent



#LEWISBROWNLEE

WWW.LEWISBROWNLEE.CO.UK



http://po.st/LB_LinkedIn



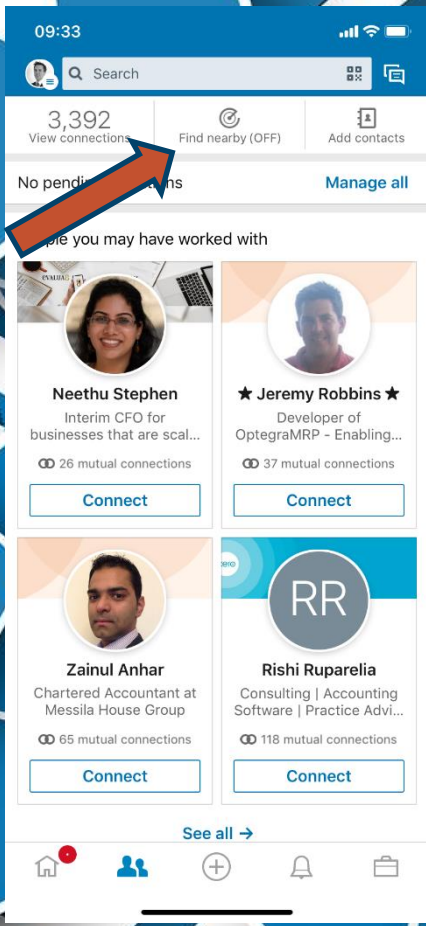
www.facebook.com/lewisbrownlee



@LewisBrownlee



@Lewis_Brownlee



#LEWISBROWNLEE

WWW.LEWISBROWNLEE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee



@LewisBrownlee



@Lewis_Brownlee

What we will cover today...

- Why are brands important?
- Types of marketing
- What is digital marketing?
- Search Engine Optimisation (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing (SMM)
- Question & Answer session



#LEWISBROWNLEE

WWW.LEWISBROWNLEE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee



@LewisBrownlee



@Lewis_Brownlee



BRANDS

David Jones (Director of Innovation)

What creates a brand?

- Name, Term, Design and Symbol
- Domain names
- Service levels
- Customer experience
- Colours
- The way you make me feel



#LEWISBROWNLEE

WWW.LEWISBROWNLEE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee



@LewisBrownlee



@Lewis_Brownlee

Why are brands important?

- Recognition
- Trust
- Builds value
- Inspires employees
- Generates new customers



Protecting your brand...

- Why should I protect my brand?
- How can I protect it?
- Copyright
- Domain Name
- Limited Company
- Trade marks (IPO.gov.uk - £170)



Types of Marketing



Multichannel



All channels available to the consumer
but are not integrated.



LEWIS BROWNLEE

#LEWISBROWNLEE

WWW.LEWISBROWNLEE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee



@LewisBrownlee



@Lewis_Brownlee

Digital Marketing

Words included in the word cloud: Campaign, CREATIVE, IDEA, IDEAS, PROMOTE, Objectives, SEM, Target, Interactive, Customers, SELL, Target, TECHNOLOGY, Content, SEO, Performance, MEDIA, Advertising, Promotion, DYNAMIC, INSPIRATION, Implementation, Online, Mobile, Growth, TARGET, BRANDING, SOLUTIONS, GROWTH, PLACEMENT, Consumer ANALYSIS.



#LEWISBROWNLEE

WWW.LEWISBROWNLEE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee



@LewisBrownlee



@Lewis_Brownlee

Spot Quiz!

- What and when was the earliest form of Electronic Marketing?

**Elevator music in 1922
by a company called
Muzak**



LEWIS BROWNLEE

#LEWISBROWNLEE

WWW.LEWISBROWNLEE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee



@LewisBrownlee



@Lewis_Brownlee

Types of digital marketing...

- Search Engine Optimisation (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing (SMM)



#LEWISBROWNLEE

WWW.LEWISBROWNLEE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee



@LewisBrownlee



@Lewis_Brownlee



LEWIS BROWNLEE

#LEWISBROWNLEE

WWW.LEWISBROWNLEE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee



@LewisBrownlee



@Lewis_Brownlee

What is SEO?

- Two types:
 - On-Page
 - Off-Page

- The Hat philosophy:
 - White Hat
 - Grey Hat
 - Black Hat

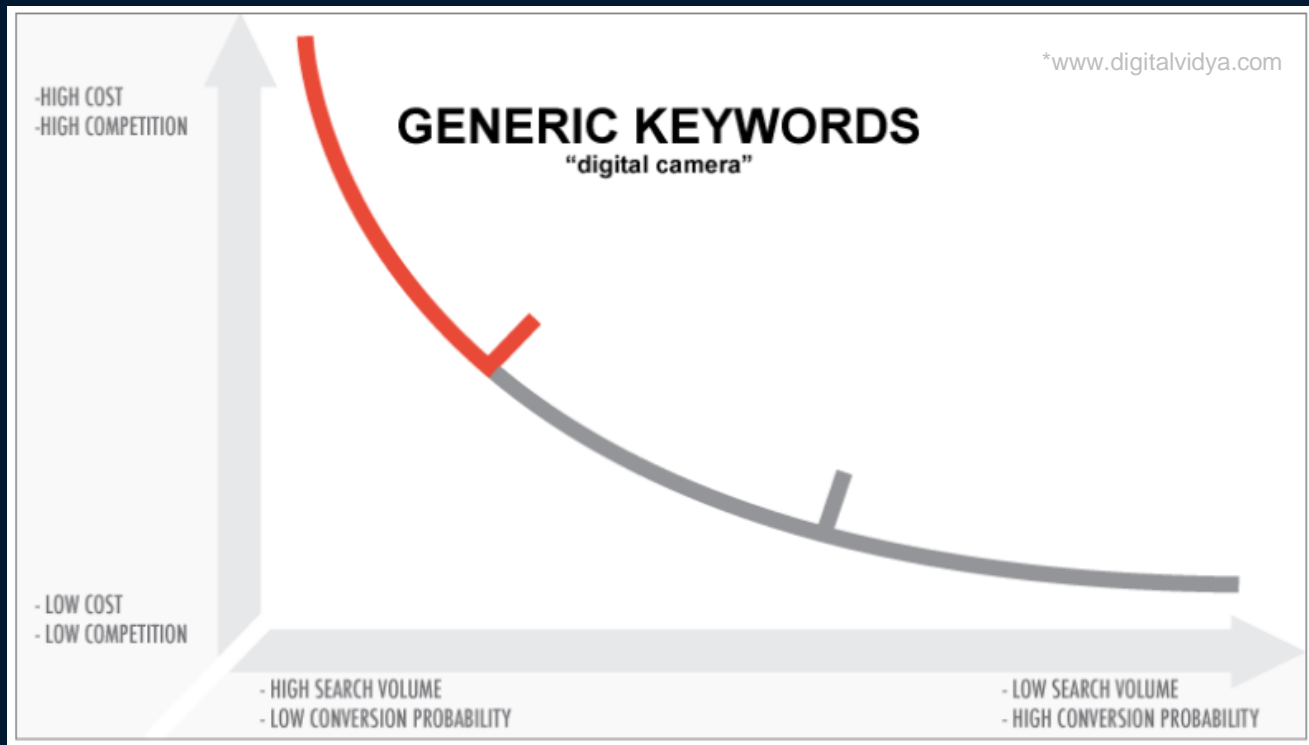


On-Page... Keywords

- What is a keyword and why are they important?
- Types of keywords



On-Page... Keywords



#LEWISBROWNL EE

WWW.LEWISBROWNL EE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee

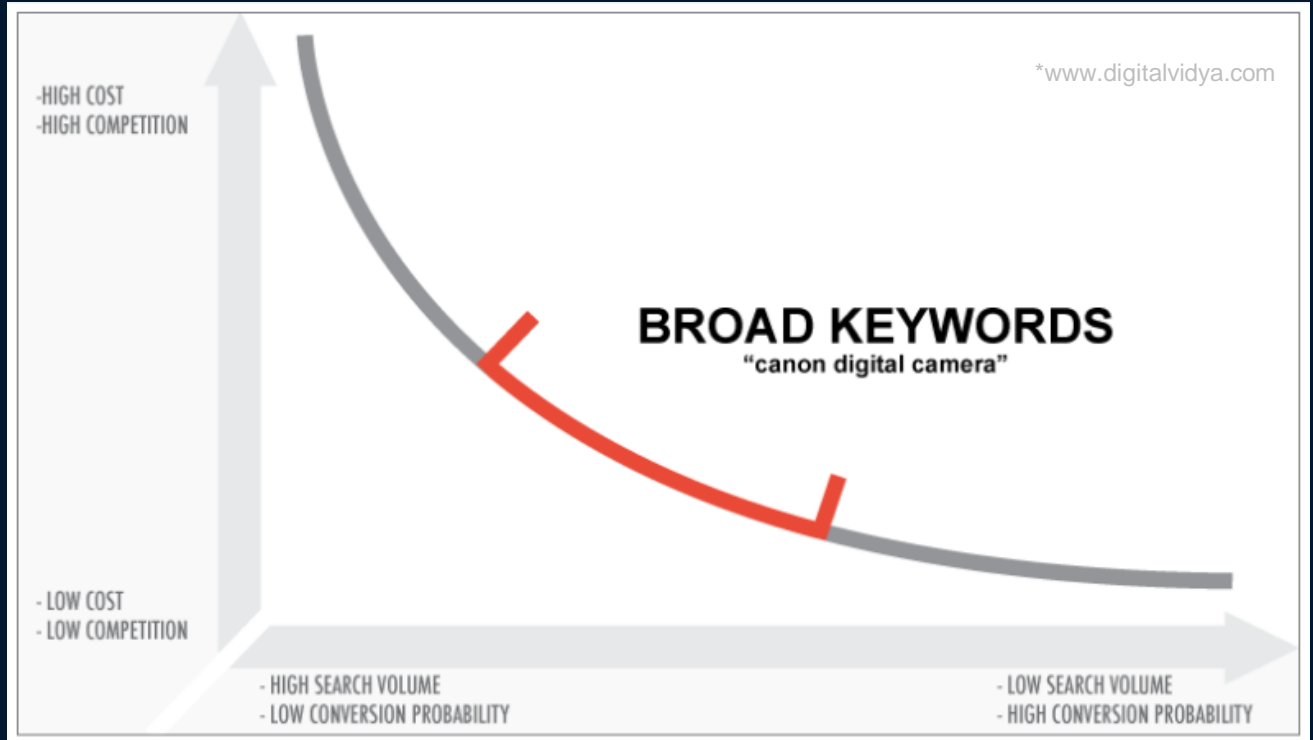


@LewisBrownlee



@Lewis_Brownlee

On-Page... Keywords



#LEWISBROWNLEE

WWW.LEWISBROWNLEE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee

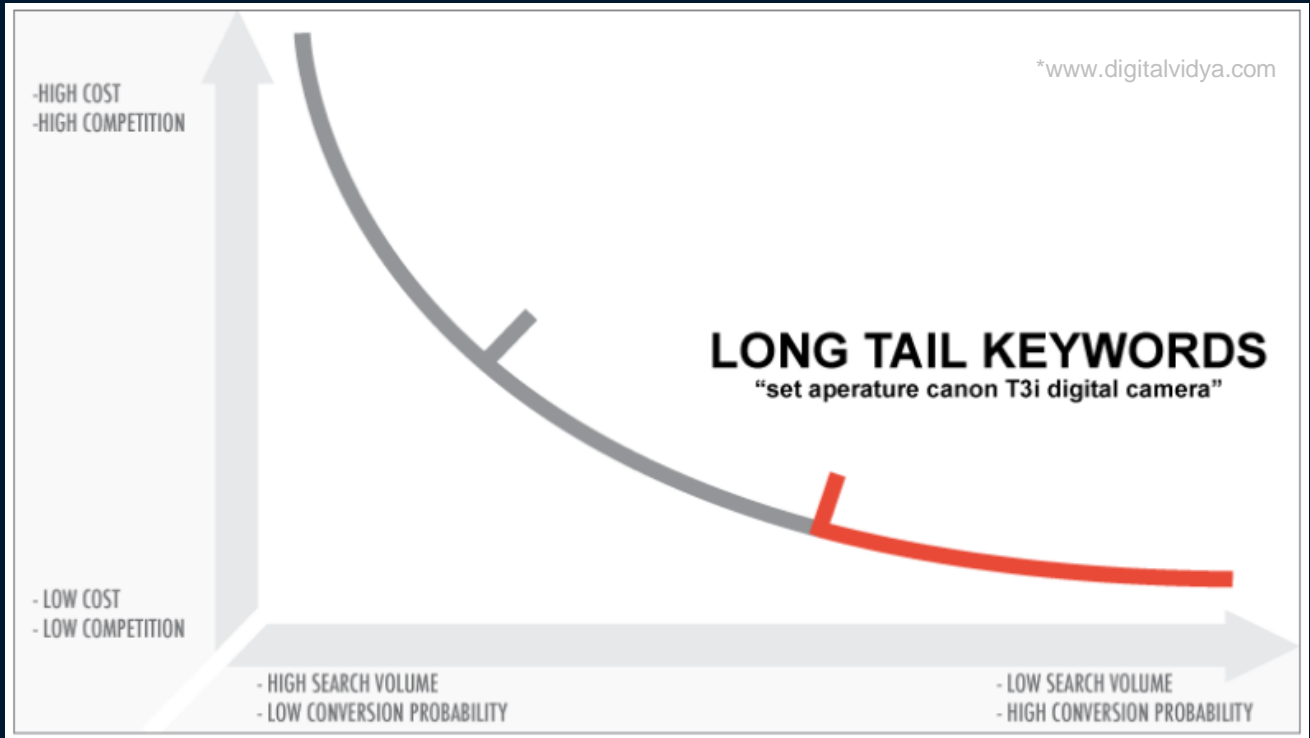


@LewisBrownlee



@Lewis_Brownlee

On-Page... Keywords



#LEWISBROWNL EE

WWW.LEWISBROWNL EE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee



@LewisBrownlee



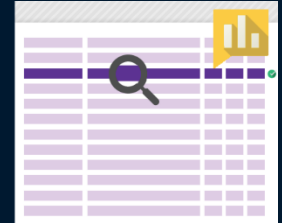
@Lewis_Brownlee

On-Page... Keywords

- What is a keyword and why are they important?
- Types of keywords
- How to find the best keywords



On-Page... Keywords



#LEWISBROWNLEE

WWW.LEWISBROWNLEE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee



@LewisBrownlee



@Lewis_Brownlee

On-Page... Keywords

Feature	SEMrush	Moz	Ahrefs
<i>Technical audit</i>	7.0	8.0	7.0
<i>Link analysis</i>	6.0	8.0	10.0
<i>KW research</i>	9.0	8.0	9.0
<i>Competitive audit</i>	9.0	5.0	9.0
API	10.0	7.0	4.0

*www.TheBlueprint.training



LEWIS BROWNLEE

#LEWISBROWNLEE

WWW.LEWISBROWNLEE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee



@LewisBrownlee



@Lewis_Brownlee

Overview

Backlink profile

Backlinks

- New
- Lost
- Broken

Referring domains

- New
- Lost

Anchors

Referring IPs

Internal backlinks

Link intersect

Organic search

Organic keywords

- New
- Movements

Top pages

Top subfolders

Top subdomains

Competing domains

Competing pages

Content gap

Pages

Best by links

Best by links' growth

Top content

Outgoing links

Linked domains

Anchors

Teespring

teespring.com

How to use

Ahrefs Rank¹
2,839

UR¹
82

DR¹
87

Backlinks¹
29.9M
Recent 42.8M
Historical 120M

Referring domains¹
37.8K
Recent 46.5K
Historical 114K

Organic keywords¹
754K
PPC 1.0K

Organic traffic¹
865K

Traffic value¹
\$312K
PPC \$25.1K

Backlink profile Organic search Paid search

Ahrefs Rank¹

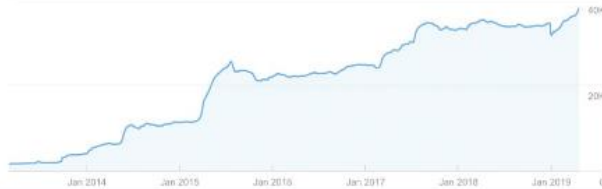
Past 3 months

Today	2,839	127
avg 7 days	2,865	1136
avg 1 month	2,975	140
avg 3 months	3,035	1427



Referring domains¹ Live links

All time One year Last 30 days



Live links¹

Crawled pages¹ 15,082,516

Referring domains ¹	37,783	100%
Dofollow ¹	26,454	70%
Governmental ¹	24	<1%
Educational ¹	227	<1%
.gov	7	<1%
.edu	83	<1%
.com	24,475	65%
.net	1,880	5%
.org	2,057	5%

Referring pages 10,113,927

Referring IPs 26,773

Referring subnets 15,012



#LEWISBROWNLEE

WWW.LEWISBROWNLEE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee



@LewisBrownlee



@Lewis_Brownlee

On-Page... Grammar & Quality

- Whilst Google deny that grammar impacts SEO directly the Panda Algorithm scans content quality and this is where grammar becomes important
- Do not over optimise with keywords
- You should have more than 300 words of original content per page
- Duplicate content is BAD



#LEWISBROWNL EE

WWW.LEWISBROWNL EE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee



@LewisBrownlee



@Lewis_Brownlee

On-Page... Regularity

- Post high quality original content daily where possible.
- Static pages will slip down Google



On-Page... Meta Data

- What is Meta Data?
- Meta Title <60 characters
- Meta Description <160 characters
- Meta Keywords – Been obsolete for a decade



On-Page... Images

- Ensure you use images on your site
- Choose the right filename
- Use Alt-Tags
- Ensure you optimize the size



Off-Page... Back-Links

- What is Link Building?
- Risky
- Never buy links
- Avoid automated programs
- Do not exchange links
- Avoid Link Farms
- Try to gain high quality links
- Write high quality content that people want to link to



#LEWISBROWNLEE

WWW.LEWISBROWNLEE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee



@LewisBrownlee



@Lewis_Brownlee

Run that past me again...

- In short you are best placed using an add-on, such as Yoast, which will help you establish whether you are doing what you need to.

yoast



LEWIS BROWNLEE

#LEWISBROWNLEE

WWW.LEWISBROWNLEE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee



[@LewisBrownlee](https://twitter.com/LewisBrownlee)



[@Lewis_Brownlee](https://www.instagram.com/Lewis_Brownlee)

Most Importantly...



Search Console



LEWIS BROWNLEE

#LEWISBROWNLEE

WWW.LEWISBROWNLEE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee



[@LewisBrownlee](https://twitter.com/LewisBrownlee)



[@Lewis_Brownlee](https://www.instagram.com/Lewis_Brownlee)



Pay Per Click

Search Engine Marketing



About 38,300,000 results (0.57 seconds)

Personal Injury Solicitors | We are Slater and Gordon

Ad www.slatergordon.co.uk/ 0808 175 7934

Experts For Over 85 Years. Legal Representation From No Win No Fee Solicitors. Specialist Personal Injury Team Available. Contact Our Legal Experts For Free Advice. 85+ Years Experience. Enquire Online. Award-Winning Law Firm. Free Consultation. Nationwide Service. Personal Injury Experts.

Holiday Accident Claims

Find Out If You Could Claim From A
Top Ranked Team Of Solicitors

Asbestos Compensation

We Can Advise You How To Claim
Contact Our Specialist Team Today

In general, Barristers in **England & Wales** are hired by **Solicitors** to represent a case in Court and only become involved once advocacy before a Court is needed. 23 Sep 2016



Differences Between a Lawyer, a Solicitor and a Barrister

<https://www.slatergordon.co.uk/.../difference-between-a-lawyer-a-solicitor-and-a-barriste...>

Types of PPC

- Google Ads
- Google Retargeting
- LinkedIn Advertising
- Facebook Ads
- Instagram Ads



How do they all work?

- You place bids
- Bid price varies depending on demand
- Image, video or text



#LEWISBROWNLEE

WWW.LEWISBROWNLEE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee



@LewisBrownlee



@Lewis_Brownlee

A word of warning...

- Can be VERY expensive
- Set daily budgets and display times
- Be careful with match types
 - Exact [Womens hats]
 - Phrase “Womans hats”
 - Broad with Modifier +Womens
 - Broad





SOCIAL MEDIA

Leah McGarvey

Social Media Marketing (SMM)

What is it?

- It's a form of internet marketing
- It involves creating and sharing content on social media networks in order to achieve your marketing and brand goals
- This includes activities like posting text and image updates, videos
- Also includes paid social media advertising



#LEWISBROWNLEE

WWW.LEWISBROWNLEE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee



@LewisBrownlee



@Lewis_Brownlee

What is it used for?

Most businesses use social media too...

- Get more visitors on their website (driving traffic)
- Increase brand awareness
- Re-engage with current customers
- Start a communication with potential customers
- Generating leads and growing revenue

Make a Strategy for your social media



#LEWISBROWNLEE

WWW.LEWISBROWNLEE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee



@LewisBrownlee



@Lewis_Brownlee

Which Social Media sites?

Choosing the right platform depends on your target customers. With over 3.4 billion active social media users, you have to focus your efforts where it will be most effective.



#LEWISBROWNLEE

WWW.LEWISBROWNLEE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee



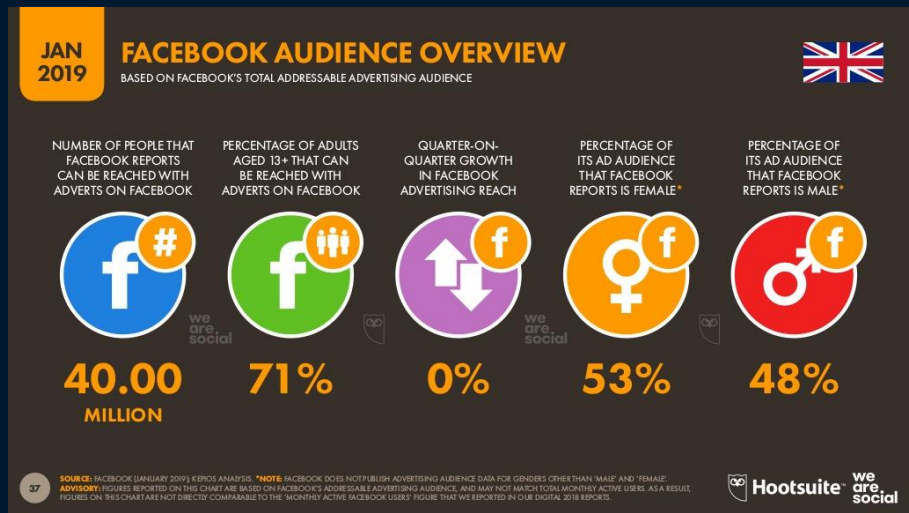
@LewisBrownlee



@Lewis_Brownlee

Facebook

- Dominant social platform in the UK
- Very high % of users aged 18 – 64
- ‘Millennials’ & ‘Gen X’ most likely to share content



#LEWISBROWNLEE

WWW.LEWISBROWNLEE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee



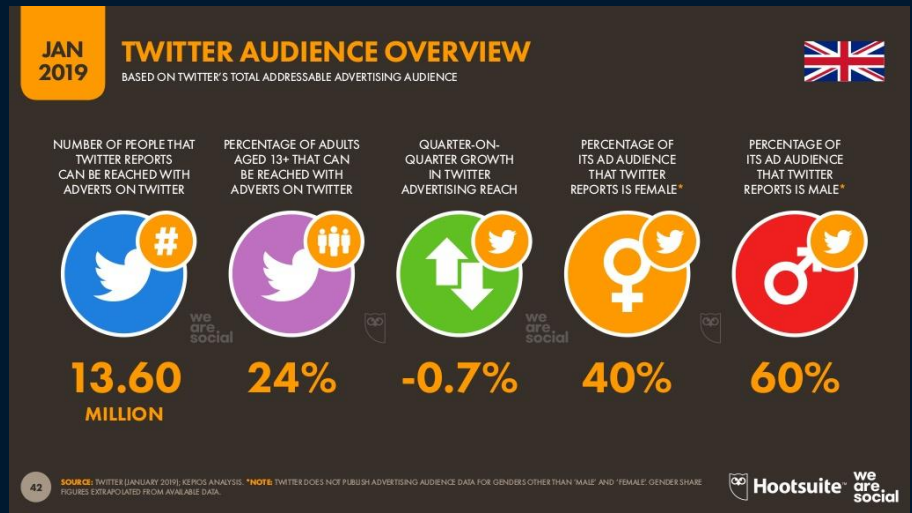
@LewisBrownlee



@Lewis_Brownlee

Twitter

- Short snappy messages and big use of #Hashtags
- Aged 18 – 29 is the highest %
- Used a lot for getting daily news updates



#LEWISBROWNLEE

WWW.LEWISBROWNLEE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee



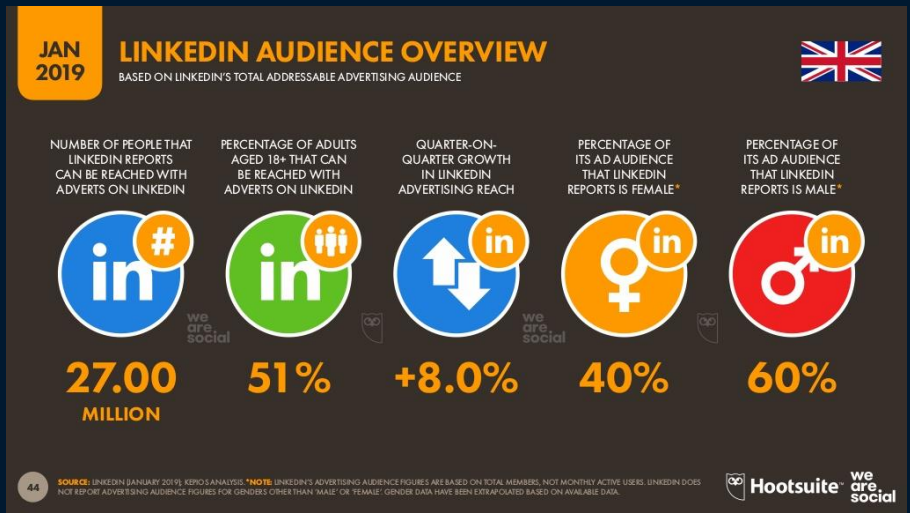
@LewisBrownlee



@Lewis_Brownlee

LinkedIn

- Social Network aimed at professionals
- Aged 18 – 49 is the highest %
- 80% of B2B Social Media leads come from here



#LEWISBROWNLEE

WWW.LEWISBROWNLEE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee



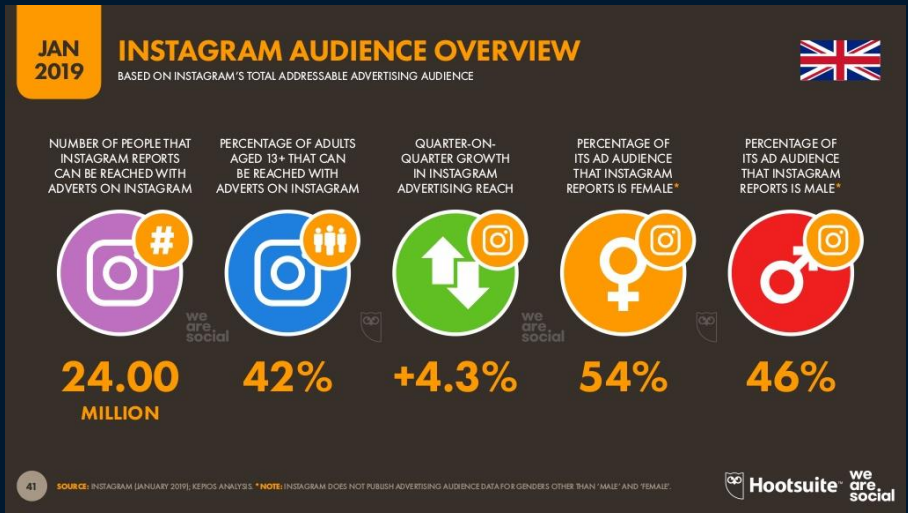
@LewisBrownlee



@Lewis_Brownlee

Instagram

- Image based posts and big use of Hashtags again
- Aged 18 – 29 is the highest %
- Effective for product based selling



#LEWISBROWNL EE

WWW.LEWISBROWNL EE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee



@LewisBrownlee



@Lewis_Brownlee

How do you post the updates?

- If you're looking to use more than one social media site or want to be able to schedule your social media posts in advance then it's easier to use a social media manager tool...
- Examples:
 - Hootsuite
 - Tweetdeck (Twitter only)
 - Buffer
- Some are free or have free (but limited) plans but prices go up depending what you want from them.



#LEWISBROWNLEE

WWW.LEWISBROWNLEE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee



@LewisBrownlee



@Lewis_Brownlee

Being the brand

- No matter what platform, be aware of your brand!
- You have to know the voice and style of your brand

What does this mean?

- **Tone:** How do you want to come across to the people who see your posts? Will you be serious, funny, relaxed...
- **Language:** What language will you be using? If you're target customers are younger you use slang or emoji's, but if you're B2B you will want to use professional terms
- **Purpose:** Why are you using social media? To entertain, to educate, or just to sell?



#LEWISBROWNL EE

WWW.LEWISBROWNL EE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee



@LewisBrownlee



@Lewis_Brownlee

What do people want?

- Be consistent – Stick to a Brand Style Guide: Colours, fonts, logo... Keep a routine of posts
- Talk like a 'real human' – People don't want to speak to a robot, they want to speak to people!
- To build a relationship with potential customers online, don't just sell – Converse, interact and engage with them – 2 way communication!
- Stay relevant – Posting too much or posting uninteresting content will mean people will most likely unfollow/unlike your page.



#LEWISBROWNLEE

WWW.LEWISBROWNLEE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee



@LewisBrownlee



@Lewis_Brownlee

What can you post?

Different types of posts:

- Infographics: Visual information/stats
- Interactive content e.g. Audio, Video, Animation...
- Positive emotional content: Make people smile!
- Images: Higher engagement & more likely to share
- List Posts: People like lists!
- News / Blogs / Information: Useful and interesting



#LEWISBROWNLEE

WWW.LEWISBROWNLEE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee



@LewisBrownlee



@Lewis_Brownlee

Is Social Media for me?

- It's not for everyone...
- What do you want to achieve?
- Does it fit in with your 'brand'?



Questions & Answers



LEWIS BROWNLEE

#LEWISBROWNLEE

WWW.LEWISBROWNLEE.CO.UK



http://po.st/LB_LinkedIn



www.facebook.com/lewisbrownlee



@LewisBrownlee



@Lewis_Brownlee