

**FREE 6 WEEK**

**DIGITAL MARKETING**

**COURSE**

**FOR BUSINESSES &  
ENTREPRENEURS**

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## **1. How many Target Markets do you have?**

How many different Target Markets do you have?

Describe each target market in as much detail as you can?

What sorts of things are important to them when considering your product/service?

Has your target market changed since lockdown?

Have the important things changed since lockdown?

Are there any other markets that you'd like to target that you're not currently dealing with?

Which other businesses would deal with similar clients in your target market? i.e a gym customer might use a health food store.

# Your Customer Avatar



## Name your avatar 1

## 2. Demographic?

Age:

Gender:

Relationship Status:

Family Status:

Income:

Education:

Ethnicity:

Job Function:

Industry:

Size of Company:

Language:

## 3. Geographic?

Town:

City:

County:

Radius from:

Climate:

City / Country:

Live area:

Work area:

Visiting:

Size of Company:



## **4. Psychographic?**

Personality:

Values:

Attitudes:

Religion:

Interests:

Lifestyles:

Motivations:

Priorities:

## **5. Behavioural?**

Devices (computer/tablet/mobile/software):

Social platforms used:

Purchase/Spending habits:

Brand Interaction/Affiliation:

What do they read (newspaper/magazines/blogs):

Timing/When are they online:

Where do they travel:

What do they search for:

Follows (social media follows/groups):

Sign Ups (email subscriptions/podcasts):

Clubs (social/sports):

What websites do they visit:



## **6. Your Avatar, WHYs??**

Problems:

Blank space for writing customer problems.

Wants:

Blank space for writing customer wants.

Fears:

Blank space for writing customer fears.

Greatest wants:

Blank space for writing customer greatest wants.

# Your Customer Avatar



## Name your avatar 2

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Family Status:  
Income:  
Education:  
Ethnicity:

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## 6. *Your Avatar, WHYs??*

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Wants:

Fears:

Greatest wants:

# Your Customer Avatar



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**1. Do all your forms redirect to thank you pages?**

Yes

No

**2. List your main Landing pages & review each for?**

Page title: *Homepage*

1. Clear Headline

2. Call to Action

3. Benefits x3

4. Problems Solved

5. Show Your Authority

Testimonials / Reviews / Case Studies  
WOW Stats / Company Logos  
/ Accreditation Awards

Page title:

1. Clear Headline

2. Call to Action

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**4. What sorts of things are important to them when considering your product/service?**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.



**5. What problems does your service solve for your clients?**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

## Google My Business

1. **Do you control your Google My Business listing?**

Yes

No

2. **Improve your Google My Business listing?**

1. Company name to include main keyword

2. List all business categories / products

3. Add Address Important: Make the format of your address is identical everywhere you put it online.

4. Website & Tel No.

5. Add Logo



We will look futher into Google My Business during our week 6 session

# Google My Business

## 3. Social Media Organic Posts

1. List Competitors

2. List # Hashtags Look at your competitors social posts & see what hashtags they are using.

3. Types of Content: Inspirational quotes, how to's, reviews, industry news, promotions, videos

4. Frequency Daily / Weekly / Monthly

5. Reach How many followers / likes? - How many retweets / shares?



We will look futher into Google My Business during our week 6 session



# ***Your Keywords & SEO - Week 4***

***You should have recieved a google sheet for week 4***

please check your inbox  
(check your spam folder just incase!)

if you do not have it please contact us  
enquiries@clickreturn.co.uk  
0208 441 2220

## Testimonials

### 1. How many testimonials do you have?

On your website

Ready to add to  
your website



### 2. List 10 happy customers you can ask for a testimonial / review?

Customer name	Service provided	Add a case study?

#### Email example

Subject: Can I ask a favour?  
Message: We want our company to grow and need your review for our website! Could you please email me a testimonial with a picture.









## Google My Business

1. **Do you control your Google My Business listing?**

Yes

No



**Before we start I need you to**

2. **list your most important keywords in order of importance:**

1.

2.

3.

4.

5.

# Google My Business

## 3. Ways to improve your Google My Business listing



1. Company name  
(to include main keyword)

2. List all business categories  
/ products

[1 x main & up to 10 categories]  
NOTE: Use the most appropriate the list is extensive but limited. Only use the categories that are most appropriate to your business. You do not need 10. Fewer is better.


3. Add Address  
Important: Make the format of your address is identical everywhere you put it online. The same as your website & other directory listings.

4. Add Logo  
Add all versions of your logo. Social icon version etc. Rename the files to include KEYWORDS before uploading them. So change logo.jpg to main-keyword-logo.jpg before uploading it

5. Add Pictures:  
Logo, premises (inside & out), products, team, at work (doing what you do), logo,  
add keywords to file name before upload 

6. Add opening hours.  
- Add normal opening hours.  
- Under SPECIAL HOURS add any holiday variations to your opening hours.

7. Website & Tel No.

8. Add videos   
Add any promotional videos you have

# Google My Business

## 4. Taking your Google My Business listing to the next level?



### 1. Add Products



### 2. Add Posts - NEWS

NOTE: Unlike normal blog posts they expire so add new posts regularly.



#### — NEWS POSTS

(WHATS NEW)

General updates about your business. You can include a photo or video, a description and an action button. i.e new menu items, new members of staff, new premises.



#### — EVENT POSTS

Provide general information about your business. You can include a photo or video, a description and an action button. For example, a restaurant can make a post to promote a new menu item.



#### — PRODUCT POSTS

You can use the product posts to add products that will appear in your 'Product tab'.



#### — COVID UPDATE POSTS

Changes to opening hours and temporary closures.  
Changes to how the business operates, such as collection only or delivery only, booking procedures etc.  
Updates to how the location manages safety and hygiene.  
Requests for support.



## Google My Business

### 4. Taking your Google My Business listing to the next level?



3. Activate Direct Messaging

#### 4. Answer Q & A

Answer any question yourself if possible. Or Review answers given by local guides.. Make sure your answers include your keywords

#### 5. Get a 360° Streetview

Needs a specialist photographer (ask for an introduction)

#### 6. Link GMB to Google Ads.

Your location extension added to your advert will increase Click through rate from local traffic.

#### 7. Add a meeting booking link.

Allow potential customers to book appointment straight into your diary.

#### 8. Get User to add images.

Ask customers to add images where appropriate.

# Google My Business



## 5. Doubling your website enquiries.

By getting more positive reviews you will drive more traffic to your website and having over 50 positive reviews and testimonials can double your websites conversion rate.

### 1. Get Reviews

Ideally over 50 & 4.8 stars



#### **Email example**

Subject: Can I ask a favour?  
Message: We want our company to grow and need your review on our Google listing!  
Could you please add your review here:  
*Notes: Get the link from GMB home > Get more reviews*

### 2. Respond to Reviews.

Make sure to include keywords in your reply.

### 3. Embed review into your website.

Make sure your reviews are clearly visible on your website.