

Meg
GLASGOW

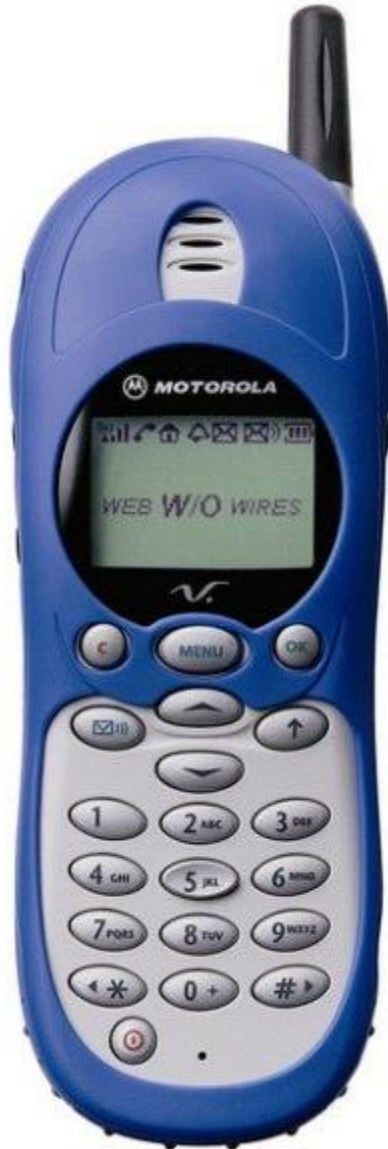


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WCAF Expo 2024

**LOCAL MARKETING
STRATEGIES
FOR FRAME SHOPS**





1999

3 Critical Steps to Effective & *Efficient* Local Strategy

- 1. Being Found Online**
- 2. Earn More Reviews**
- 3. Set & Forget Marketing**



Being Found Online

Optimize for Search

5 Tips for Better SEO

1. Identify the right keywords.

Keywords are super important for SEO

2. Create relevant content

3. Optimize page titles and descriptions

4. Optimize images

5. Use internal links.


Google

Now Google Business Profile

☰ Google Business Profile Manager

- Home
- Posts
- Info
- Insights
- Reviews
- Messages
- Photos**
- Products
- Services


Overview Video At work Team Identity



Cover

Your cover photo should showcase the personality of your business. It is your preferred photo to be shown on your listing in Search and Maps.

[Choose photo](#)



Video

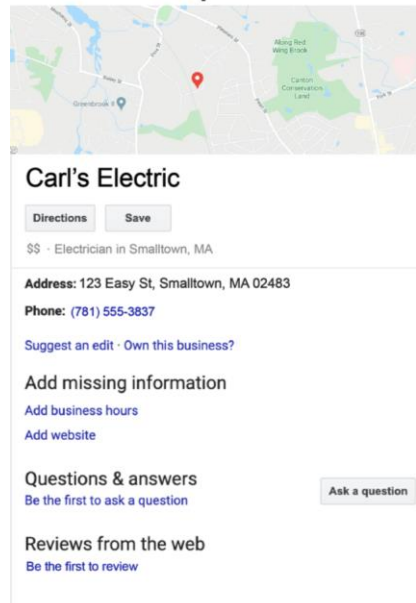
Use a video to tell the story of your business and what makes it unique.

[Add videos](#)

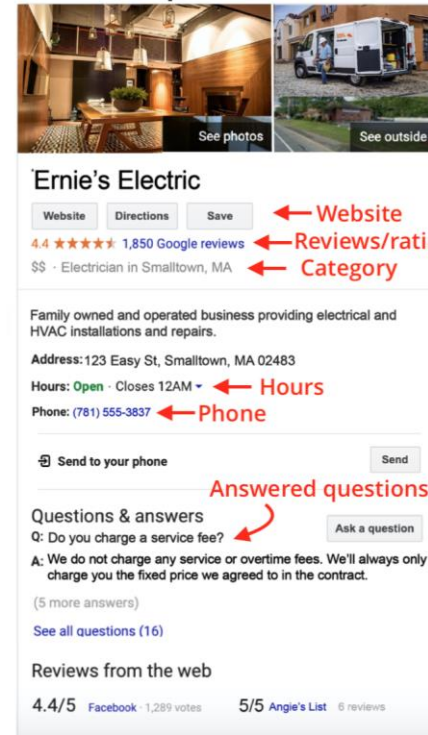
Google Basics in 5 Steps

✓ **Fill out business profile completely**

Unoptimized listing



Optimized listing



Photos ←

← Website

← Reviews/ratings

← Category

← Hours

← Phone

Answered questions

←

Google Basics in 5 Steps

✓ **Use key words in description**

<https://www.wordstream.com/keywords>

Keywords	Search volume
picture framing	450,000
wall art frames	110,000
poster frames	60,500
photo frame	49,500
8x10 frame	40,500
18x24 frame	40,500
picture framing near me	33,100
16x20 frame	33,100
11x14 frame	33,100
24x36 frame	33,100



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Google Basics in 5 Steps

✓ **Post photos & videos**

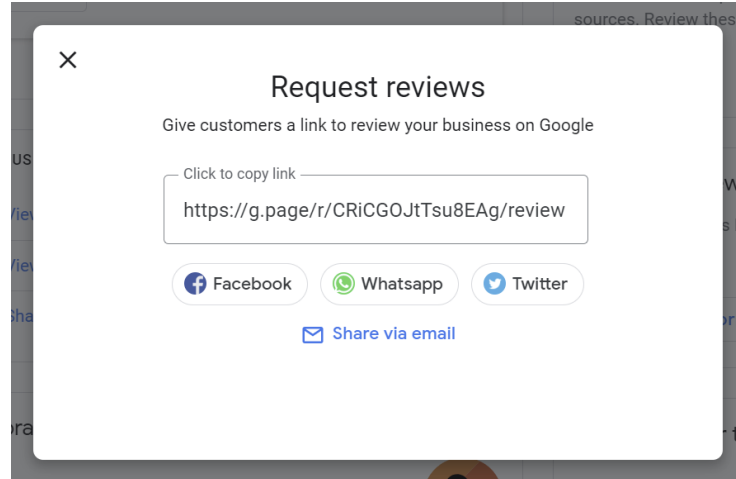
According to Google, customers are 42% more likely to request driving directions to a business if its business profile has photos, and 35% more likely to click through to its website.

Google Business 



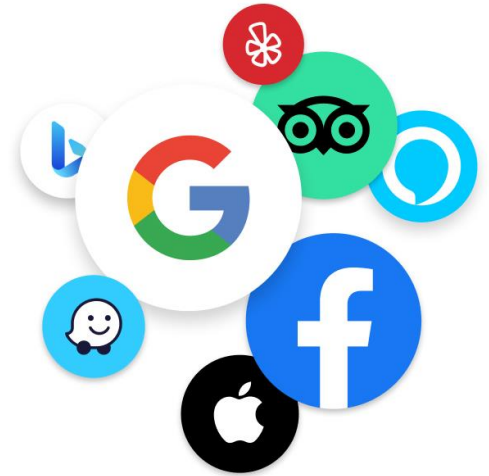
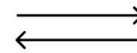
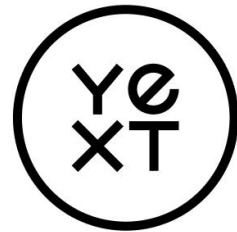
Google Basics in 5 Steps

✓ **Collect & Respond to Customer Reviews**



Other Free Listings

- ✓ Apple Maps
- ✓ Bing
- ✓ LinkedIn
- ✓ Yelp
- ✓ Yellow Pages
- ✓ Yext



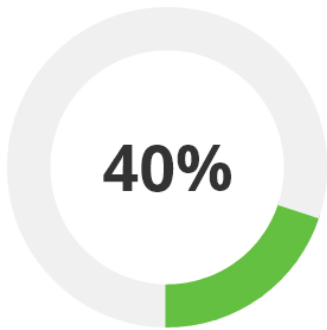


VOICE SEARCH

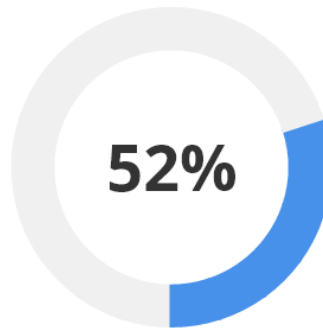
Optimizing Your Website



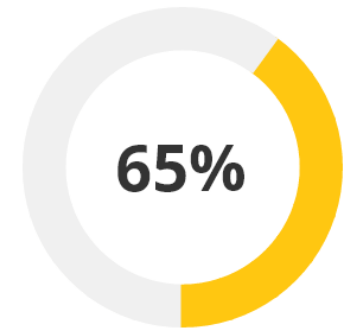
Optimize for Voice Search



of adults use voice search on a **daily basis**.



of people use voice search **while driving**.



of consumers between 25-49 years old talk to their **voice-enabled devices daily**.

Statistics gathered by [Backlinko](#)

How to Optimize for Voice Search

1. *Write Content in Conversational Tone*

Answer customer's questions. Try to figure out user intent and focus on providing helpful and valuable information.

- ✓ **Create compelling questions & answers about your products & services**



amazon alexa

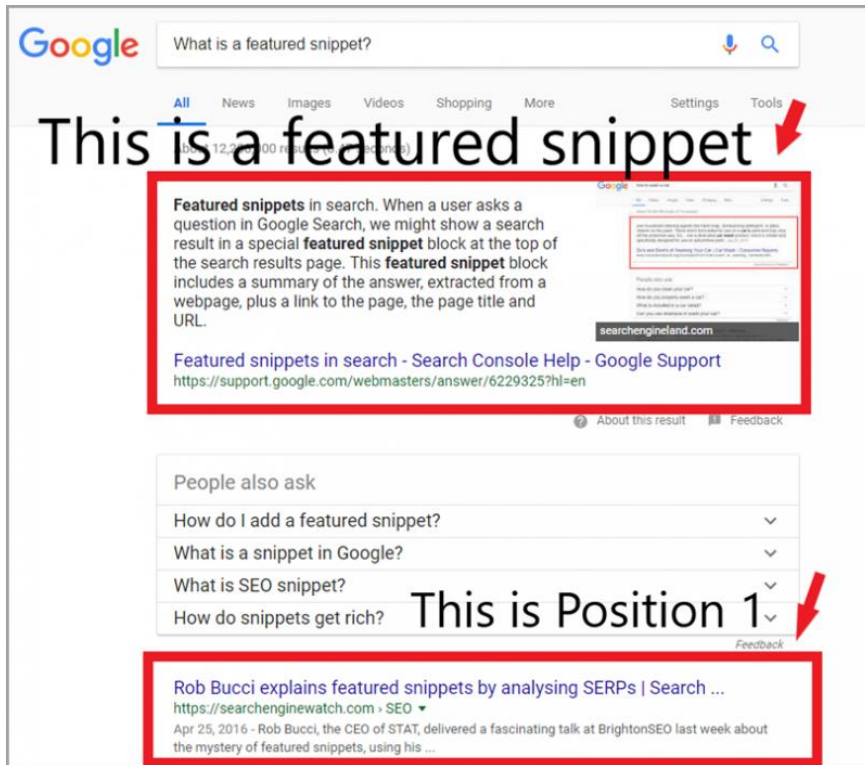


Hey Siri



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How to Optimize for Voice Search



2. Optimize for Featured Snippets

- ✓ Create content that answers questions
- ✓ Build a FAQ Page on your website
- ✓ Answer questions on your Google My Business Page

How to Optimize for Voice Search

3. *Improve Your Local SEO*

Content on your website should be written so it can answer customer's questions.

Figure out user intent and focus on providing helpful and valuable information

- ✓ **Update Google My Business Page**
- ✓ **Use local phrases related to your neighborhood**
- ✓ **Add “Near me” description to your title tags & meta description**





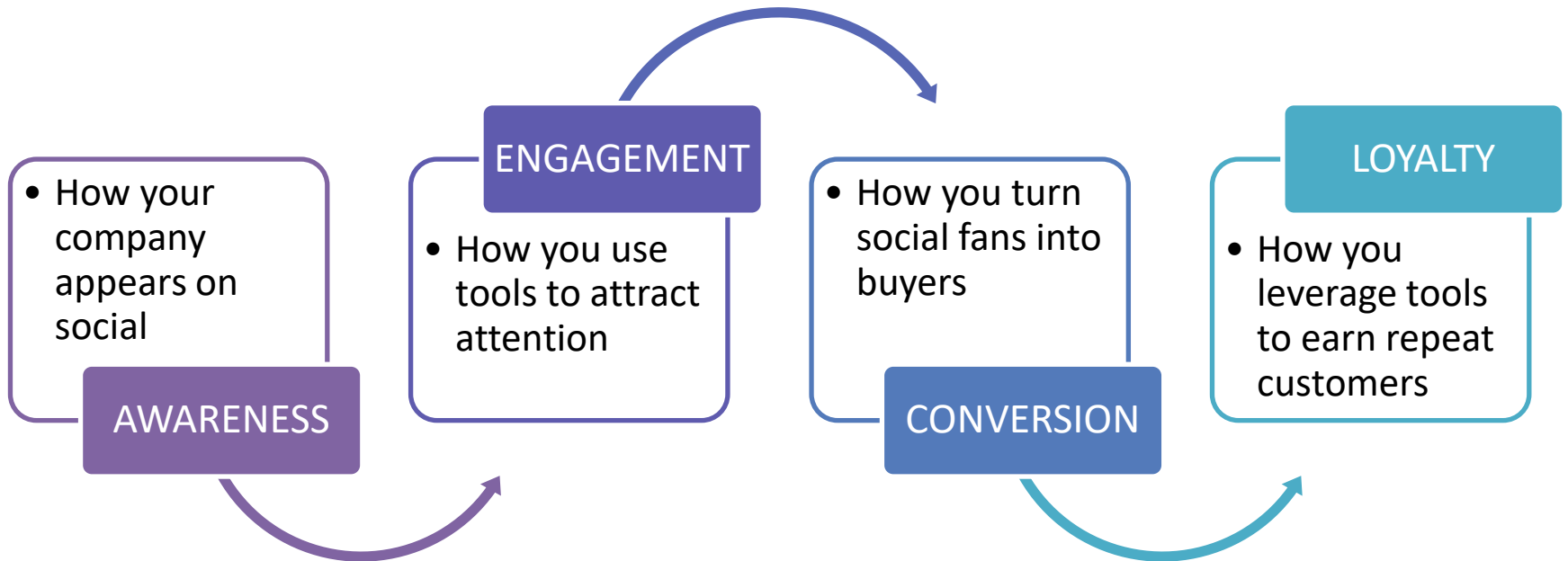
Set & Forget

Optimize Your Online Presence

**The easiest way to find new customers
is to have them *find you first!***



Social Marketing Strategy



FOCUS AREAS

Facebook
Instagram
Linked In
Pinterest



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facebook®

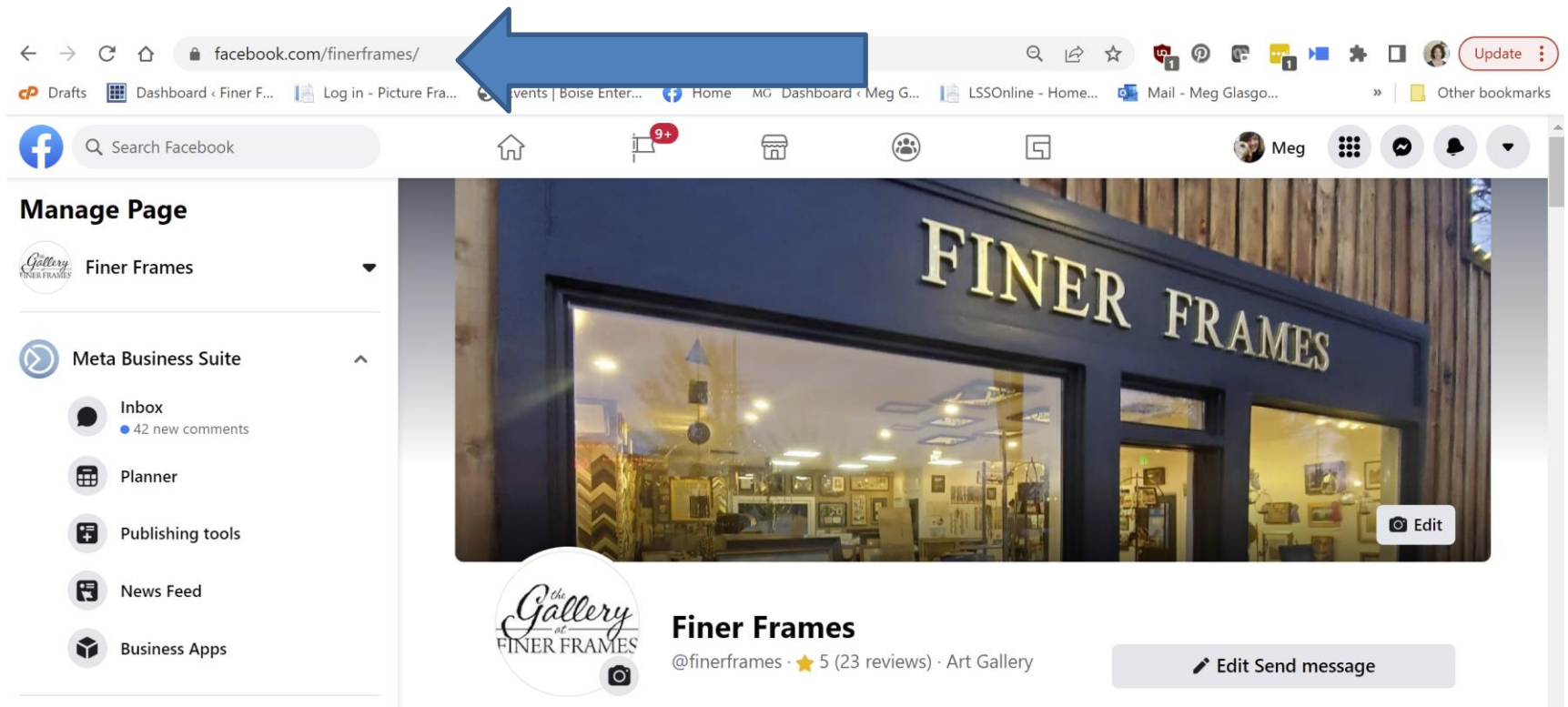
for businesses



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8 Tips for Optimizing Business Page

1. Create your **BUSINESS PAGE**, *not* a personal profile
2. Claim your page's branded URL

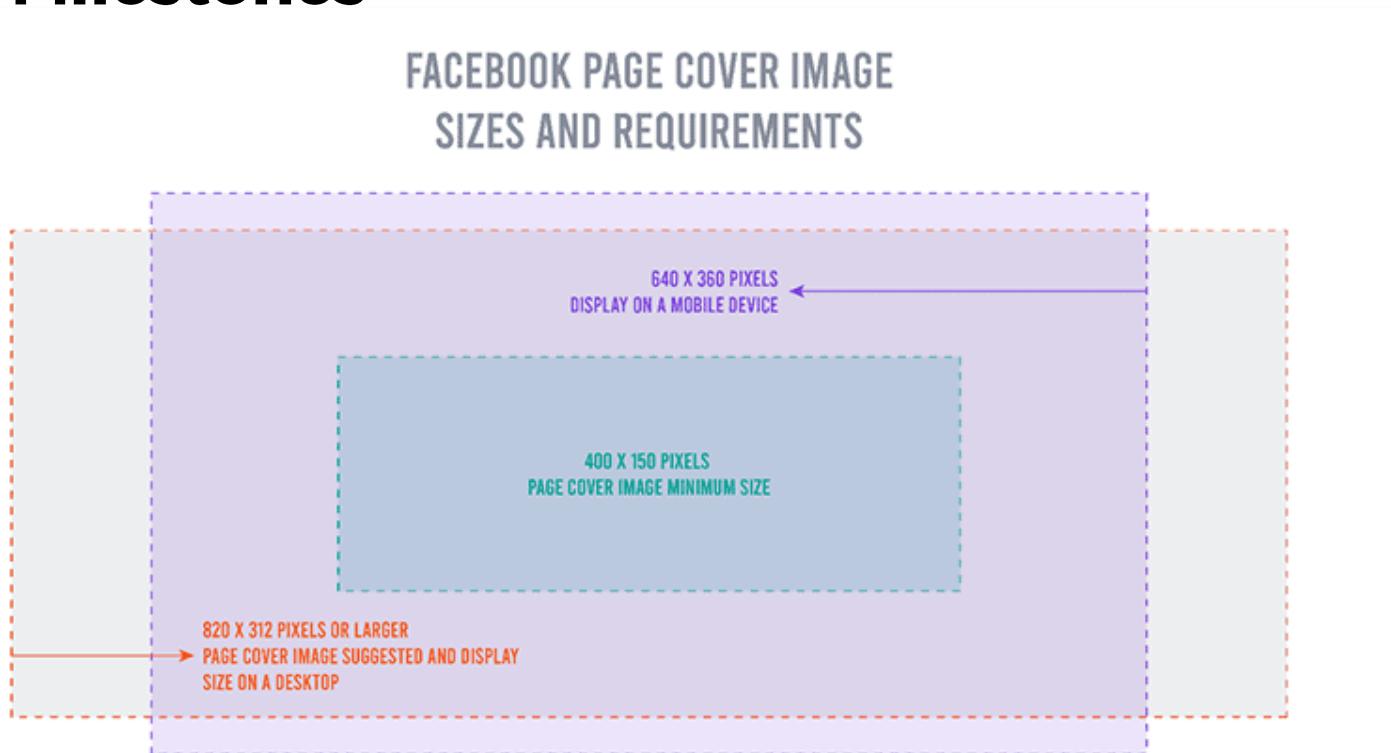


8 Tips for Optimizing Business Page

3. Add good photos – cover photo & profile pictures

4. Optimize your “*About*” section

5. Add Milestones



8 Tips for Optimizing Business Page

6. Earn the “Very Responsive to Message” badge

7. Choose a Call-to-Action button

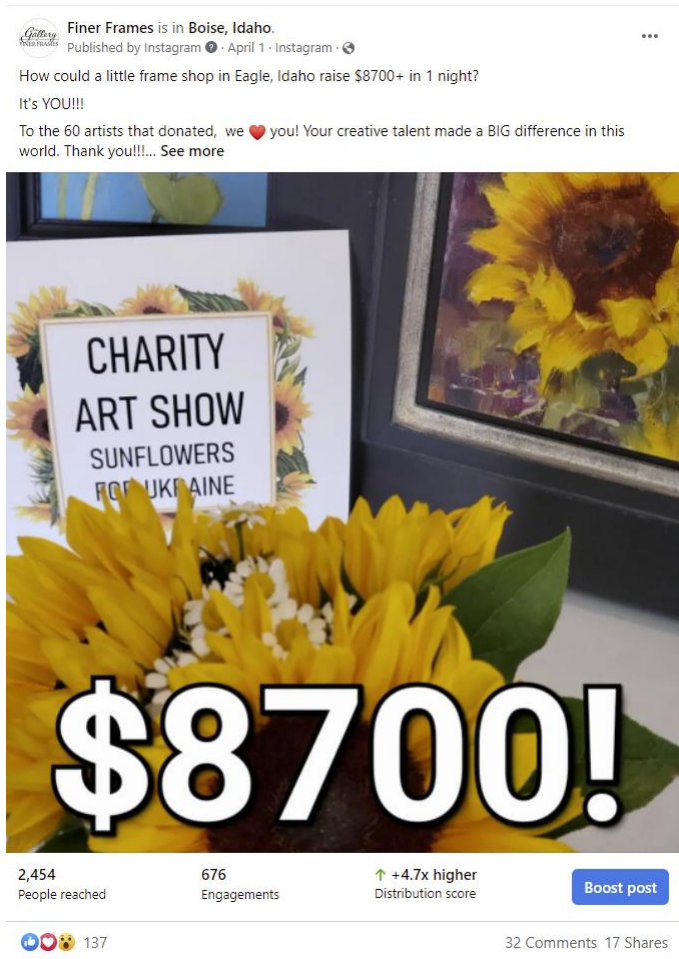
8. Create custom page tabs

The screenshot displays a Facebook Business Page for 'Finer Frames', an Art Gallery. The page is optimized according to the tips listed above:

- Tip 6:** The page has earned the 'Very Responsive to Message' badge, indicated by a gold star and '5 (23 reviews)' next to the name.
- Tip 7:** A prominent 'Edit Send message' button is visible in the top right corner of the page header.
- Tip 8:** Custom page tabs are implemented, including 'Home', 'Reviews', 'Shop', 'Events', and 'More'.

The left sidebar shows the 'Manage Page' section for 'Finer Frames' and the 'Meta Business Suite' with options like 'Inbox' (42 new comments), 'Planner', 'Publishing tools', 'News Feed', and 'Business Apps'. The main content area shows the 'About' section with a map of the location: 132 E State St Eagle, ID 83616. The page also features a 'Promote' button and a 'General' section indicating that 1,588 people like this page.

FACEBOOK POST OPTIONS



1. IMAGE

Size 16:9 or 5:4

Nano second attention – “Headline” over image

TLDR = too long didn't read

Short captions perform better

Put link in caption “above the fold”

Carousel is collage of images

Use Creator Studio

FACEBOOK POST OPTIONS

2. STORIES

Only up for 24 hours

Cross post from IG = more features

Save to camera roll to repost on personal profile

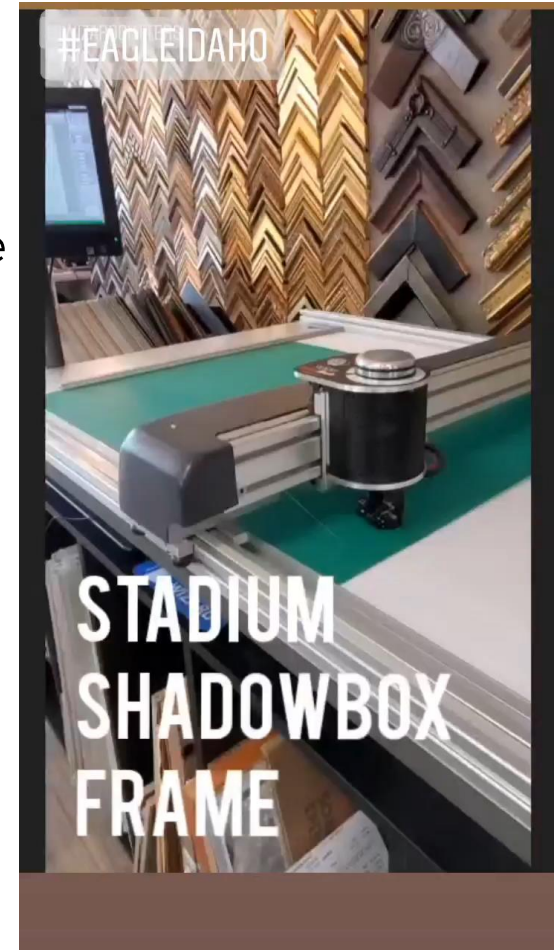
1-3 active stories are good in 24hr

LINK sticker

Use FB Business Suite to create & schedule

Content Ideas

- ✓ Personal BTS (behind the scenes)
- ✓ Here's what I'm doing now
- ✓ Sharing other content/partners like TruVue



FACEBOOK POST OPTIONS

3. LINK POSTS

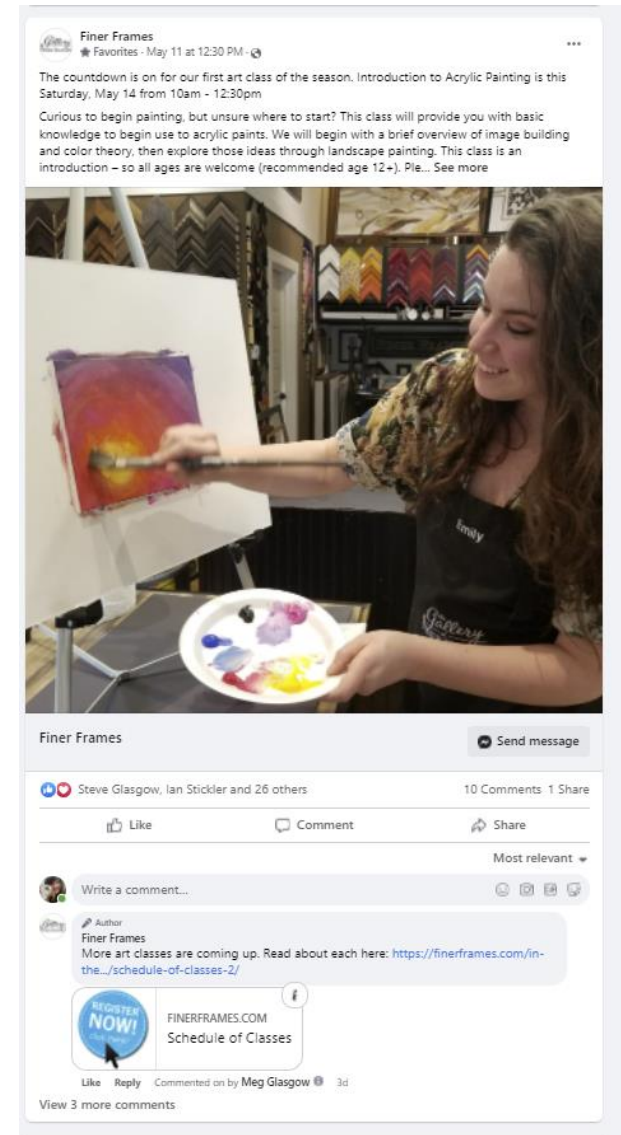
Drives traffic OFF of Facebook

AI doesn't like it

Lowest shares

Post with link in the text comments

Links in comments do NOT go with the shares





FACEBOOK POST OPTIONS

4. COLOR TEXT BACKGROUND

Performs well

AI understands it quickly

Ask question

Recharge Your Business
Published by Meg Glasgow · September 2, 2020 ·

Read that again...

#criticismmakesmestronger

You will never be criticized by someone who is doing more than you. You will only be criticized by someone doing less.

@BUSINESSMINDSET101

Read that again.

1,501 People reached 170 Engagements - Distribution score [Boost post](#)

FACEBOOK POST OPTIONS

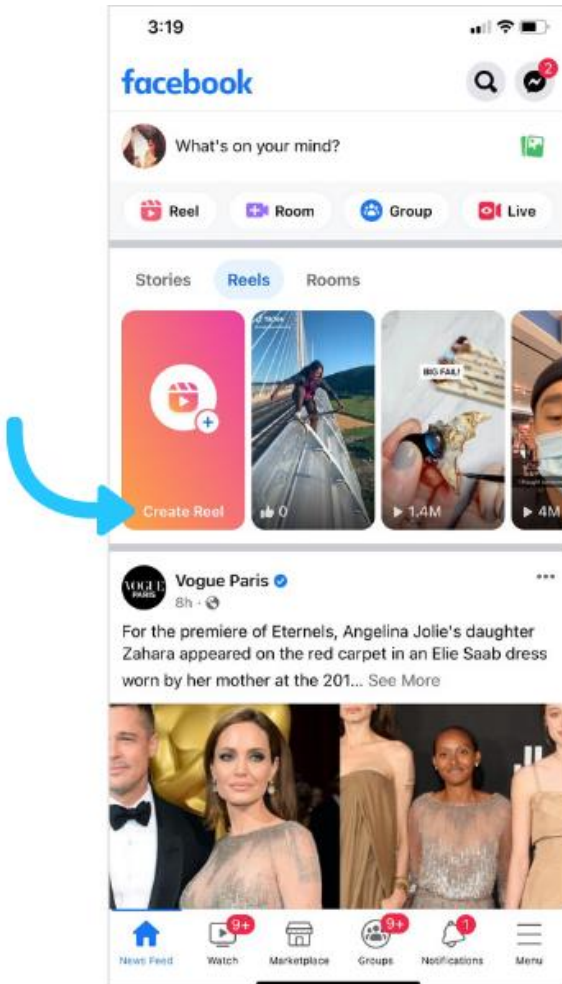
5. REELS

Copy of Tiktok

15 sec limit... *experimenting with 60 sec?*

Heavy emphasis on “creators” pro-mode

Use trending music



FACEBOOK POST OPTIONS

6. NATIVE POSTED VIDEO

Longer form

3+ to 5 min performs best

Include link in description

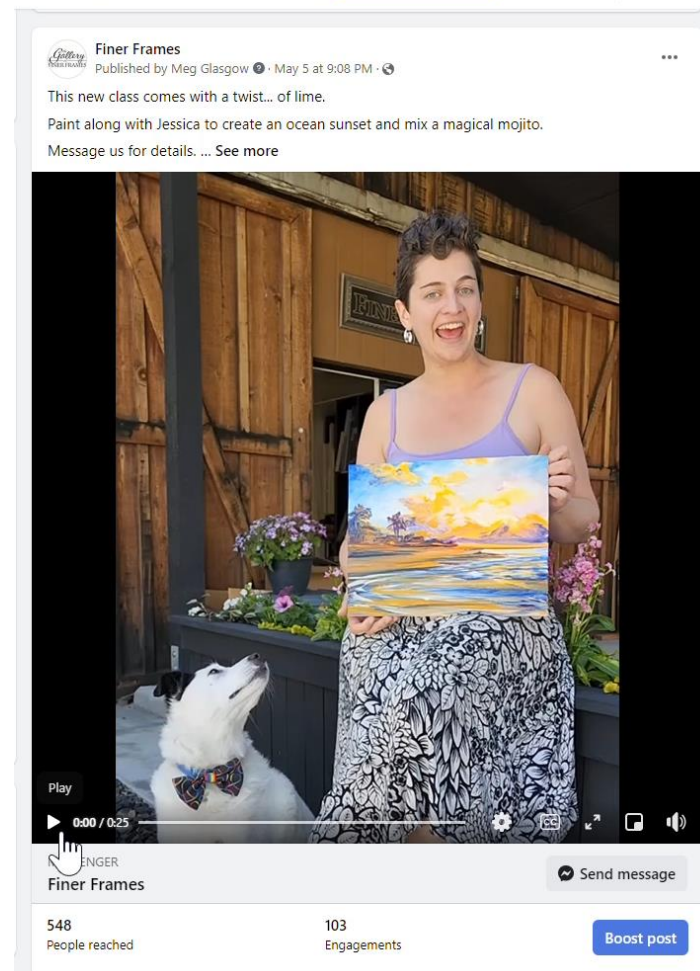
Include CTA... after all, what's the point?

IGTV is now VIDEO = 60 seconds

Don't compete with yourself by posting too much

Pro Mode – switch your profile to professional mode

Qualifies as “creator” monetize options



FACEBOOK POST OPTIONS

7. LIVE VIDEO

part of a full/robust plan

10 – 45 minutes

Schedule to FB live General Event – if you use Class - turns on live chat

Demo/tutorial

Interactive!

Use service like E-cam or

<https://streamyard.com/>

Call out people's names

Ask questions





Unofficial **BANNED WORD LIST**



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Deal & Giveaway Words

Free	Zip, zilch, nada
Freebie	This one's for the penny pinchers
Giveaway	Come & get it
Deal	Grab it now
Win	I'm doing the happy dance
Enter	Don't wait on this one
Contest	Shut the door this is awesome

Click-Bait-y Words

Like us	All the thumbs in the world couldn't love this enough
Like this	Your thoughts? Me??? I can't get enough
Comment	What do you think?
Share	Know someone who wants/needs/loves,
Join our	Shout out - who's got this?
Click here to	Pin this for later
Tag a friend	Bet you know somebody who...

Check out RACHEL MILLER on YouTube





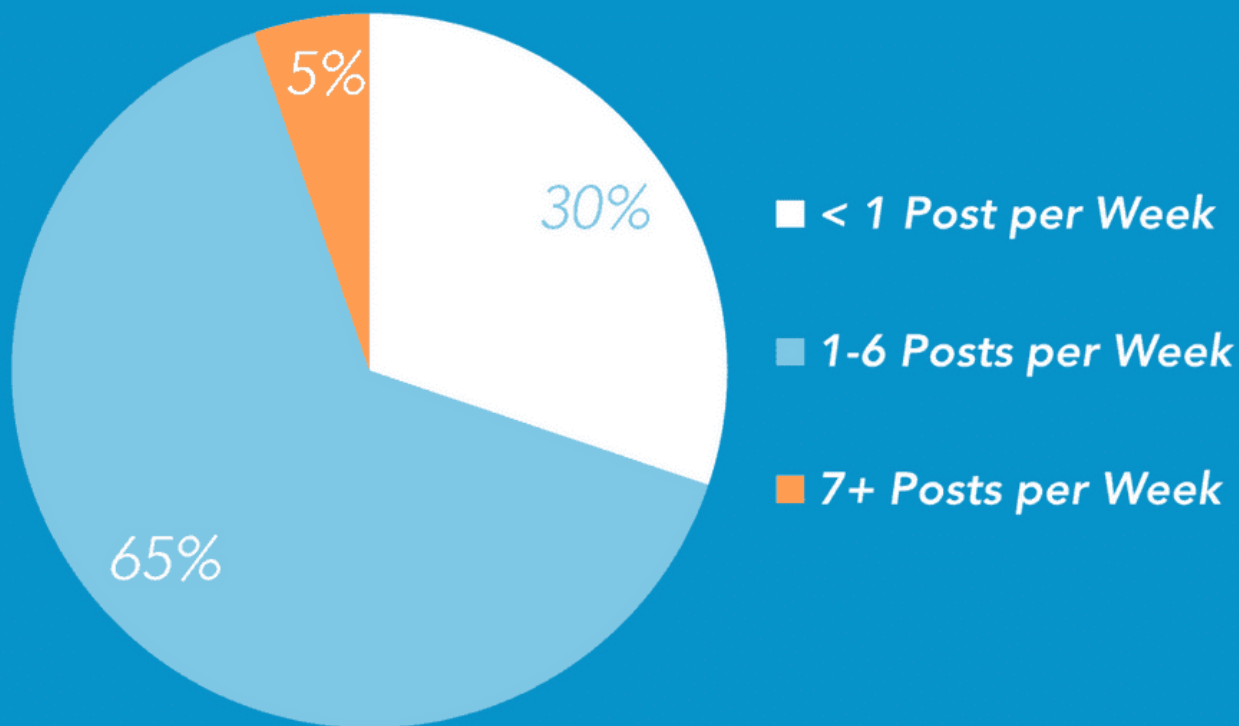
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Instagram



ONLY 5% OF INSTAGRAM ACCOUNTS POST ONCE PER DAY OR MORE



Source: bit.ly/ig-posting



INSTAGRAM

- **Best social platform**
 - *Even with < 1000 followers!*
- **Post from desktop**
- **Direct messaging**
- **Shoppable posts**
- **Link sticker now available**

<1000 followers average about **8%** engagement.
1000 – 10,000 followers average 4% engagement.
10,000 – 1,00,000 followers average 2.4% engagement.
1,00,000 – 1 million followers average 1.8% engagement.

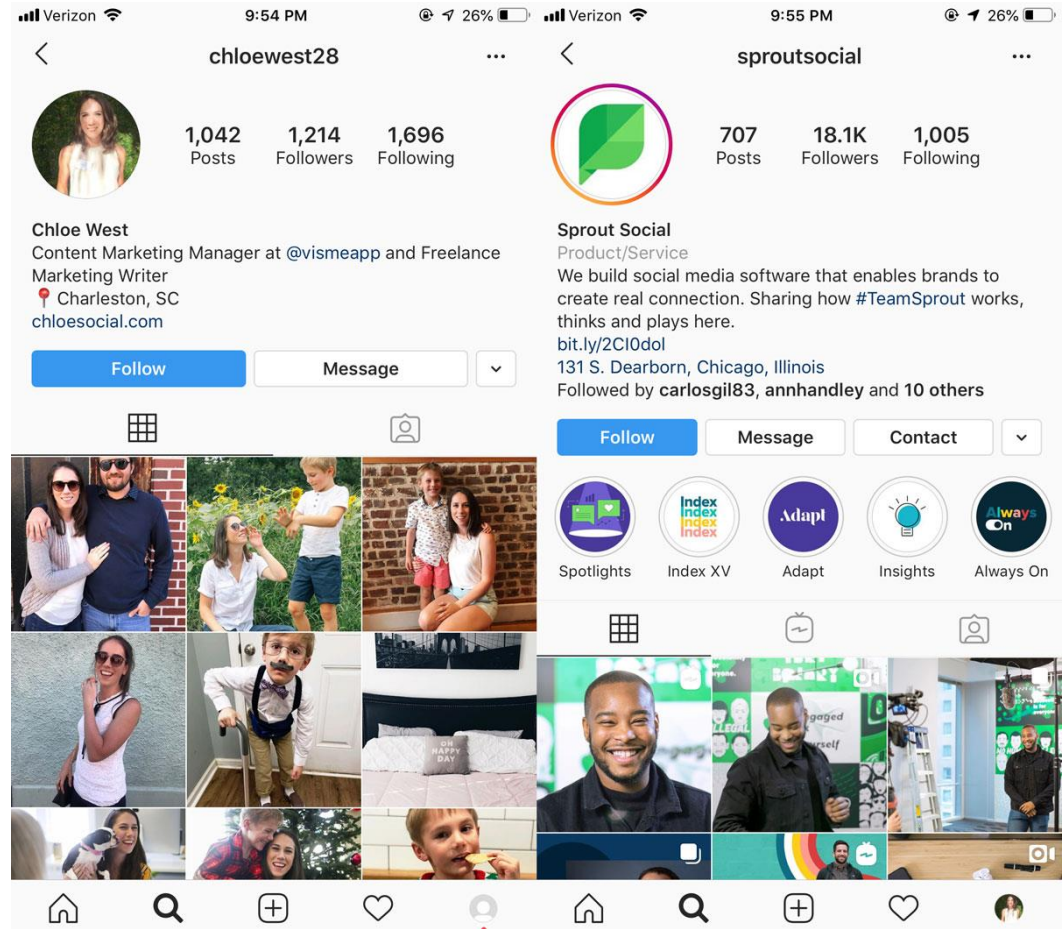
Nov 18, 2021



INSTAGRAM

Professional profiles have

- ✓ An industry category
- ✓ Business address
- ✓ Contact button





About Your IG Bio

Should be about your customers

- ✓ **Summary of what you do & key benefit**
- ✓ **Key benefit explained**
- ✓ **Call to action**
- ✓ **150 characters**





More About IG

- **Keywords in captions** *(not just #s)*
- **Tag products in post**
- **Connect FB business page**
- **Add location Tags**



Posting pictures along with the
tagged location results in
79% higher engagement

HOW TO USE HASHTAGS

- **Posts & Reels allow 30 #s**
- **Stories allow 10 #s**

Not necessarily best practice

The official Instagram
@creators account specifically
recommends **3-5 hashtags**



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HOW TO USE HASHTAGS

- **Branded # specific to your business**
- **Event # promote holidays**
- **Location #**
- **Daily # like #MondayMotivation**
- **Industry #**
- **Community #**
- **Descriptive # related to content**
- **Phrase # inspirational statement**



HOW TO FIND HASHTAGS



#pictureframe

- # #pictureframe
466,916 posts
- # #pictureframes
373,836 posts
- # #pictureframer
27,259 posts
- # #pictureframeshop
12,418 posts
- # #pictureframesfree
11,136 posts
- # #pictureframers
10,200 posts
- # #pictureframeidea
3,743 posts



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WHERE TO USE HASHTAGS



Instagram Feed Posts

What about posting in comments?

The official Instagram @creators account instructs users to put **hashtags in captions**



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WHERE TO USE HASHTAGS

Instagram Stories

- **Sticker or in description**
- **Hidden hashtags**

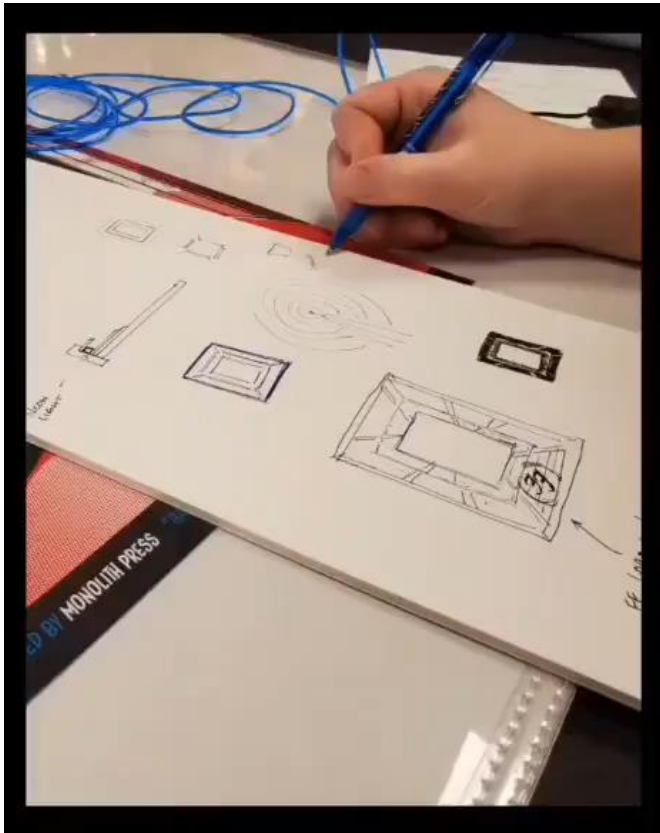


INSTAGRAM REELS



- ✓ **Search** *#reelstutorial*
- ✓ **Swipe left to start camera**
Or + button to add
- ✓ **Add trending music**
- ✓ **Audio lower right**
- ✓ **Save to IG Music**

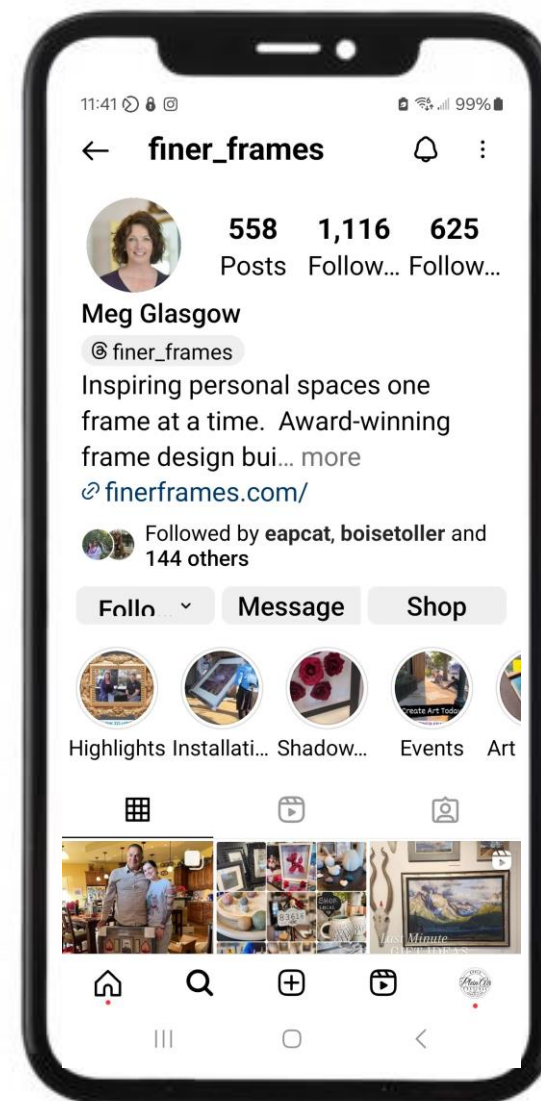
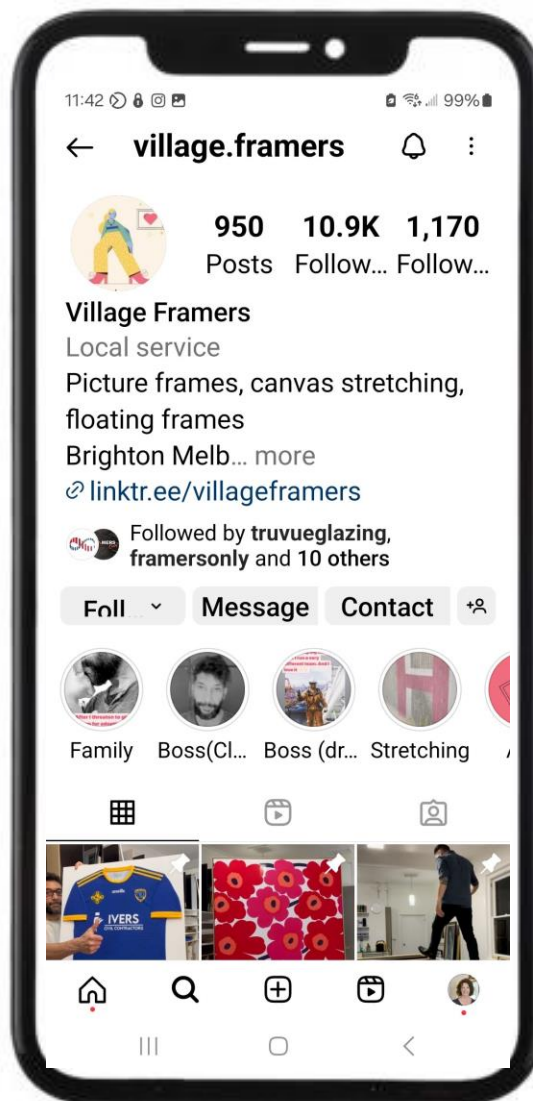
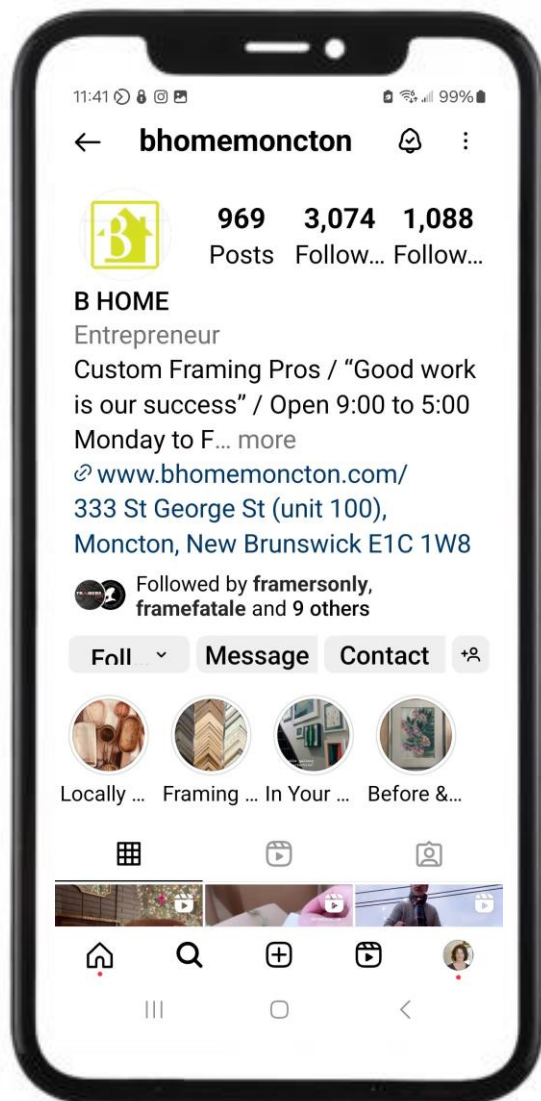
INSTAGRAM REELS



- ✓ **Timelapse x2 speed**
- ✓ **Slow motion ½ speed**
- ✓ **Filters**
- ✓ **Align tool**
- ✓ **Green screen**
- ✓ **Voice over**
- ✓ **Remix other Reels**
- ✓ **Collab Tool**

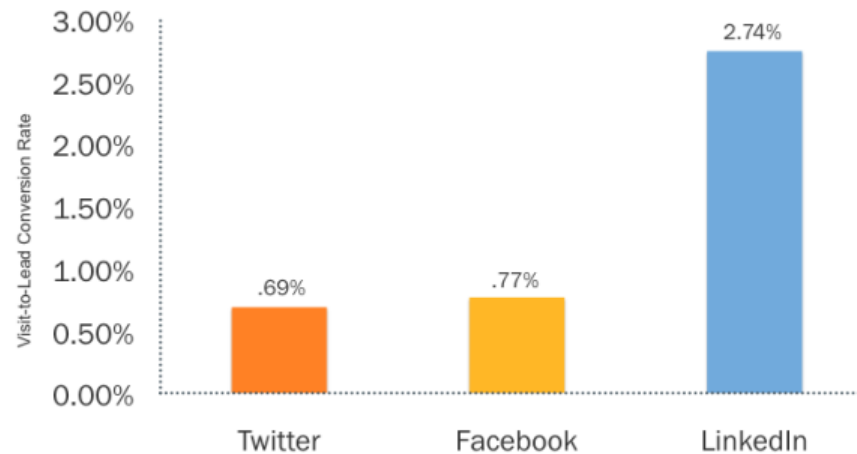


FOLLOW ON INSTAGRAM



LinkedIn

LinkedIn Best Social Network for Lead Generation



This study by HubSpot.com included 5,198 B2B and B2C businesses.



Linked In

- **Top B2B social media site**
- **Network with top audience**
- **Identify 10-20 people**
- **Include links**
- **Best time to post**
 - Data shows...
 - Wednesdays between 8 a.m. to 10 a.m.
 - Thursdays & Fridays at 9 a.m. ([Sprout Social](#))

Linked In Messaging




Meg Glasgow • 3:15 PM


Thanks for your message. A great way to start our connection is clicking on [#finerframes](#), follow and comment on a post. See you in the comments.

Meg

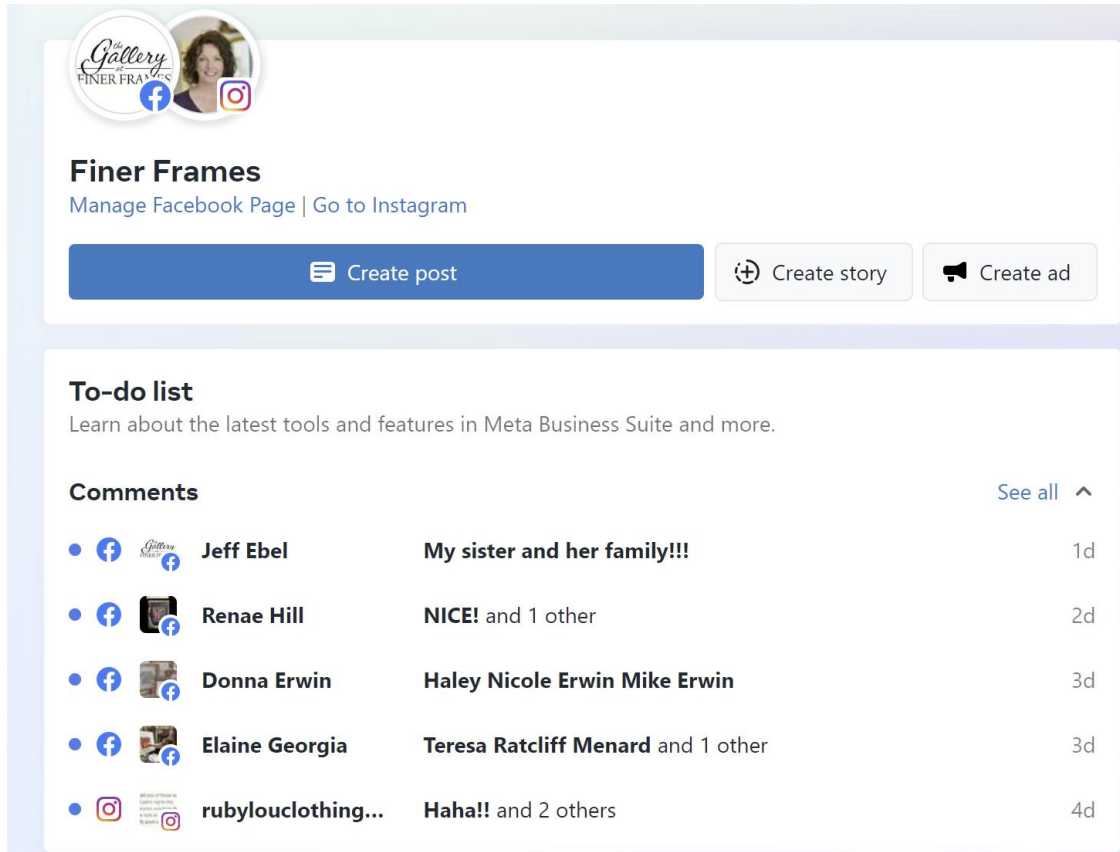
FAVORITE TOOLS

Meta Business Suite

 Meta Business Suite

 Finer Frames

- Home
- Notifications
- Inbox
- Posts & stories
- Commerce
- Planner
- Ads
- Insights
- Settings
- Help








Finer Frames
Manage Facebook Page | Go to Instagram


Create post Create story Create ad

To-do list
Learn about the latest tools and features in Meta Business Suite and more.

Comments [See all](#)

-  **Jeff Ebel** **My sister and her family!!!** 1d
-  **Rena Hill** **NICE!** and 1 other 2d
-  **Donna Erwin** **Haley Nicole Erwin Mike Erwin** 3d
-  **Elaine Georgia** **Teresa Ratcliff Menard** and 1 other 3d
-  **rubylouclothing...** **Haha!!** and 2 others 4d

Your goals








Set a goal, track progress and learn helpful tips for your professional success.

Get started

Insights

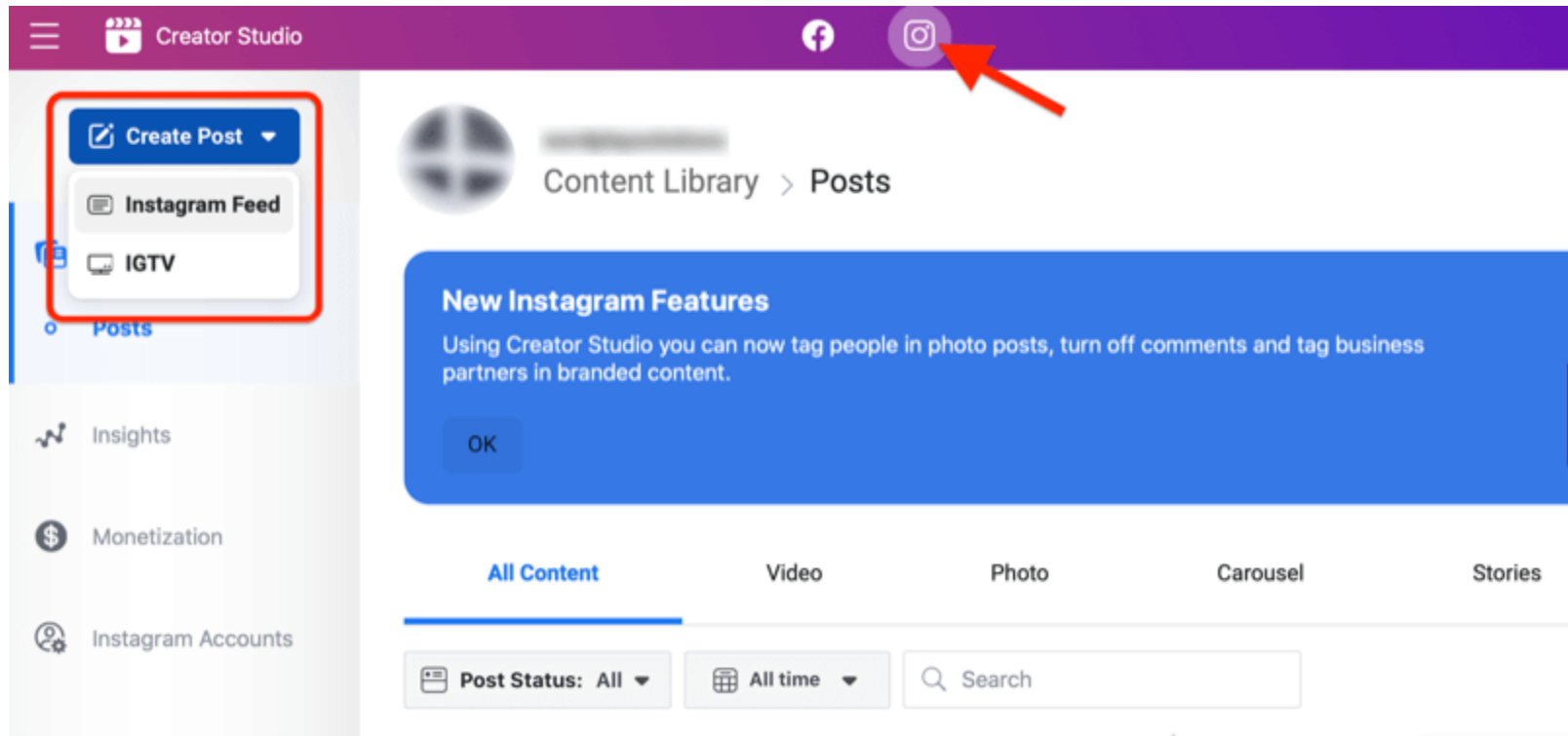
Trends
Last 28 days: April 18 – May 15

Facebook Page reach    

Instagram reach  [Need help? Talk to us.](#)

FAVORITE TOOLS

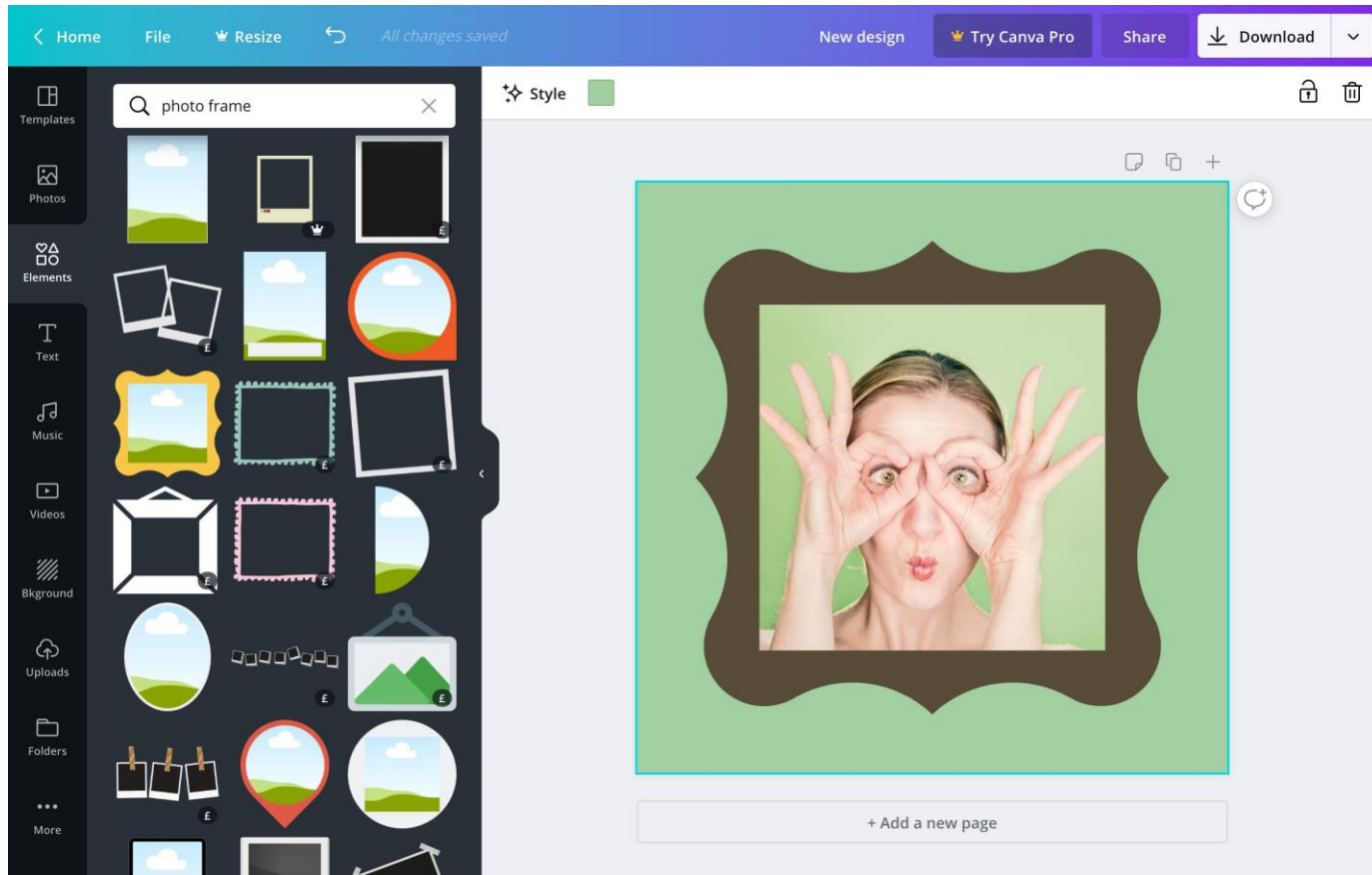
Creator Studio





FAVORITE TOOLS

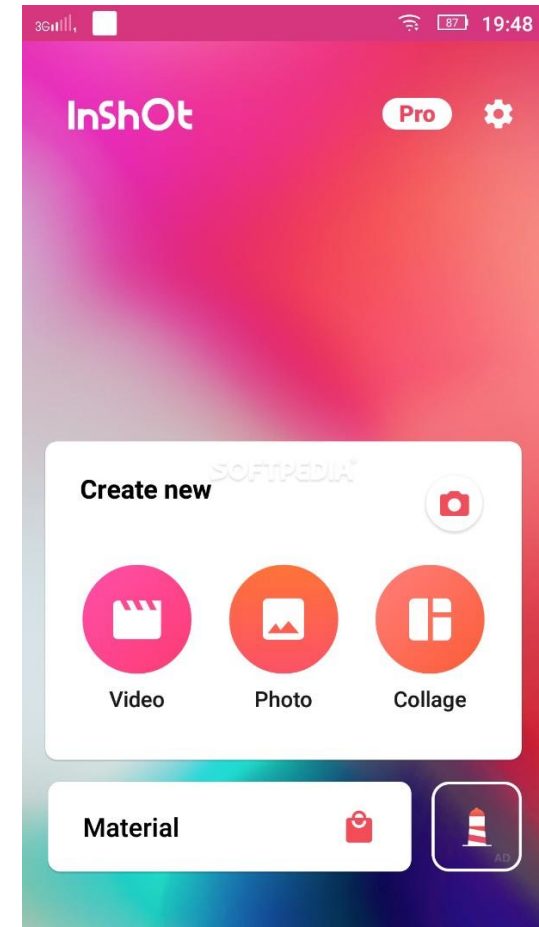
Canva



FAVORITE TOOLS

Video Editing Apps

- ✓ InShot
- ✓ Magisto
- ✓ WeVideo
- ✓ Canva



HOW TO BATCH CONTENT

(and save hours)

1. Brainstorm

✓ Holidays

<https://www.holidayscalendar.com/topics/weird/>

✓ Trending themes

✓ Weekly ideas

- Motivational Monday
- Tip Tuesday
- Work with me Wednesdays
- Thursday Throwback
- Friday Funday



HOW TO BATCH CONTENT

(and save hours)

2. Batch Photos

Original photos

Stock photos

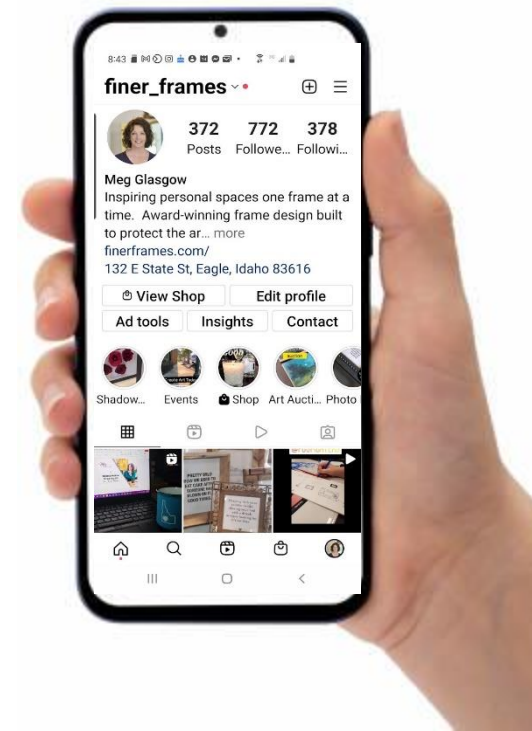
<https://unsplash.com/>

<https://www.pexels.com/>

Manufacturer photos

LJ Insights

<https://tru-vue.com/supports/>

















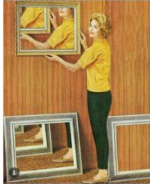





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HOW TO BATCH CONTENT

(and save hours)

> Instagram Pics ▼ ↻ 🔍 Search Instagram Pics

						
ADS	ART CLASSES	ART QUOTES	COLOR QUOTES	Eagle Art Walk	EPAF	FRAMES
						
FRAMING IDEAS	GALLERY PRODUCTS	HOLIDAY	Pics of Me	WHITE QUOTES	10933934_1015272174 6768687_71691147461 32505720_n	11990405_1020795095 3316794_91859089893 37096692_n
						
17362047_1015462077	20180125_191057	20180817_174301	20180827_092012	20180828_112300	20181023_194809	20181110_171640

HOW TO BATCH CONTENT

(and save hours)

2. Batch Captions

Short captions perform better

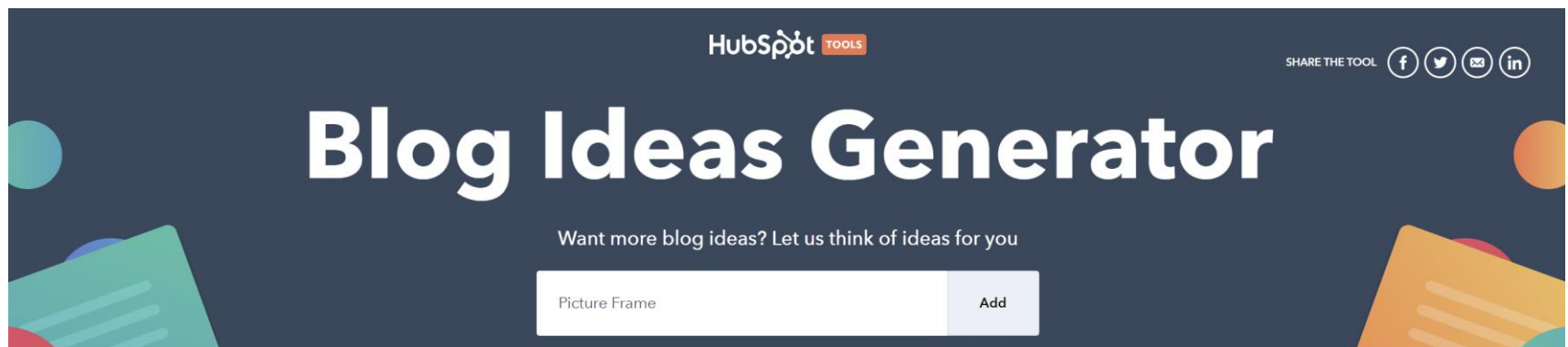
Word Doc or Google Docs

Motivational quotes

Interesting facts

Use Idea Generator

<https://www.hubspot.com/blog-topic-generator>



HOW TO BATCH CONTENT

(and save hours)

3. Research Hashtags

Hashtag Generator Tool

<https://www.all-hashtag.com>

BEST 11 #PICTUREFRAME HASHTAGS

Here you can find the 30 relevant hashtags based on your searching key. Instagram allows max. 30 Hashtags/Post.

▼ Best **random** hashtags

11 #Hashtags

#pictureframe #pictureframes #pictureframer #pictureframesfree
#pictureframeshop #pictureframegarden #pictureframeidea
#pictureframelantern #pictureframeph #pictureframewithtext
#pictureframewreath

Copy Hashtags



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HOW TO BATCH CONTENT

(and save hours)

4. Film Video Content

15 sec for IG Stories, TikTok

30 sec for Facebook

60 sec for IG Reels

Record in 4k @ 30fps

Equipment

- ✓ Rode smartLav+ microphone
- ✓ Ring light holder



HOW TO BATCH CONTENT

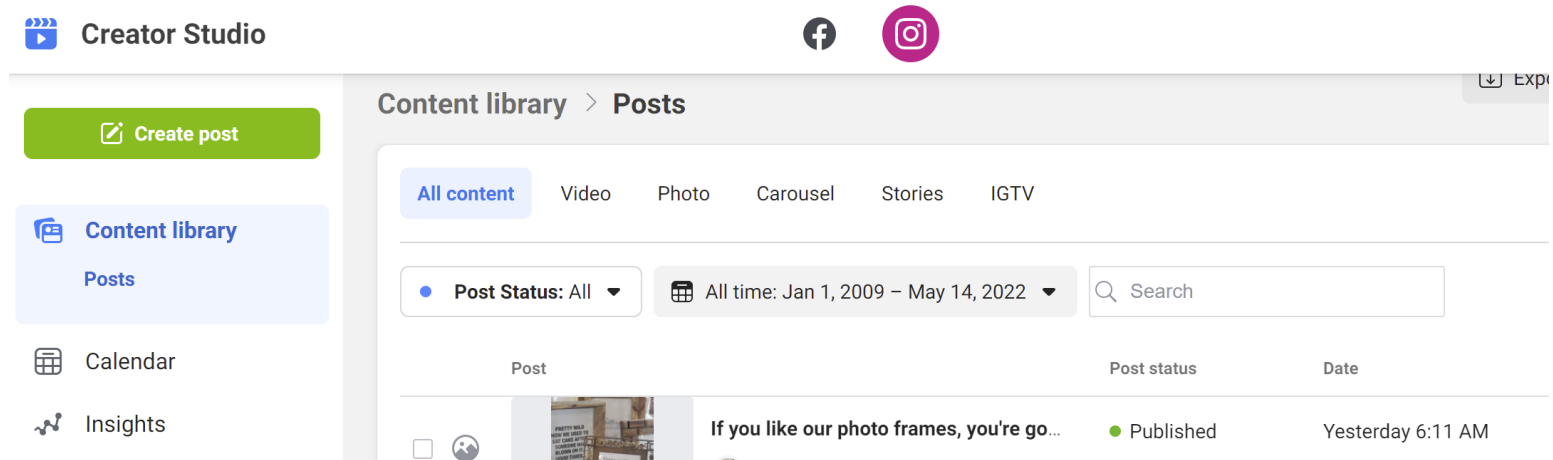
(and save hours)

5. Schedule Posts

- ✓ Native post perform better
- ✓ Scheduling tools

<https://business.facebook.com/creatorstudio>

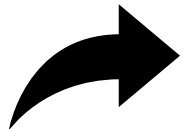
<https://www.plannthat.com/>



SMARTER SOCIAL SYSTEM

Rinse & Repeat

- ✓ Watch the stats
- ✓ Repeat popular
- ✓ Delete the flops
- ✓ Recycle every 100 days



Download Hubspot's Content Calendar

<https://offers.hubspot.com/social-media-content-calendar>



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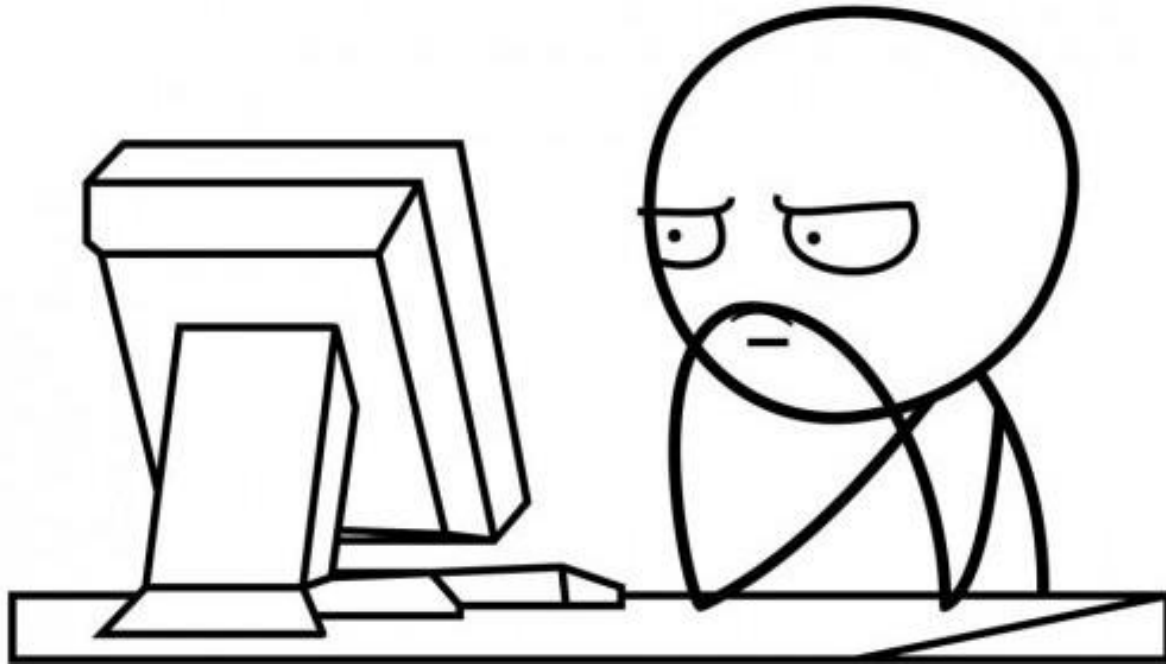
Social Content Strategies

Creating Content that Drives Action



**Don't give people
things they don't want
then expect something in return**

WHAT SHOULD I POST?



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CONTENT IDEAS

5 ways to...

4 things to...

One of the...

The future of...

10 reasons why...

3 tips for...

6 steps to...

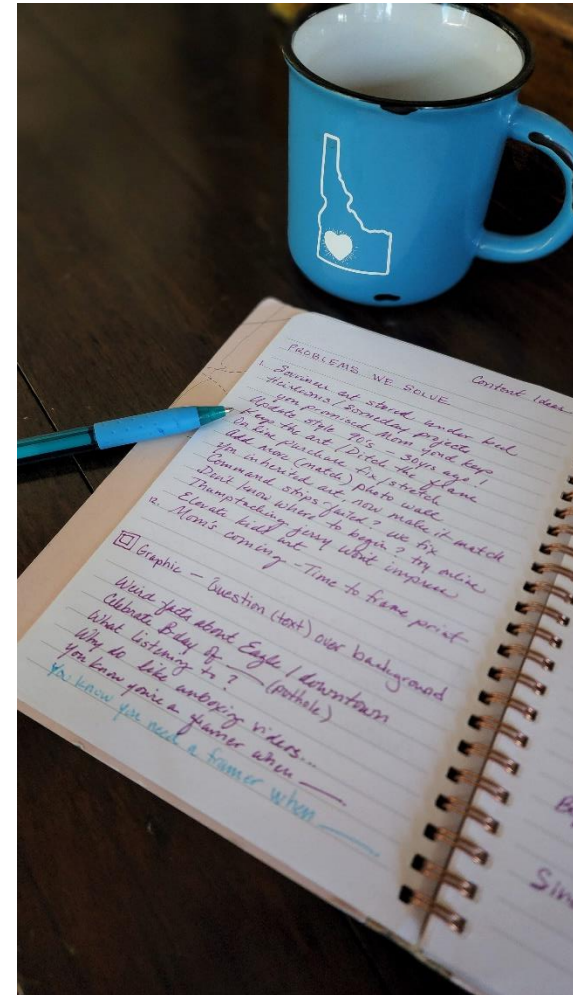
How to...

These are the...

In 10 years...

The 5 most...

The best...



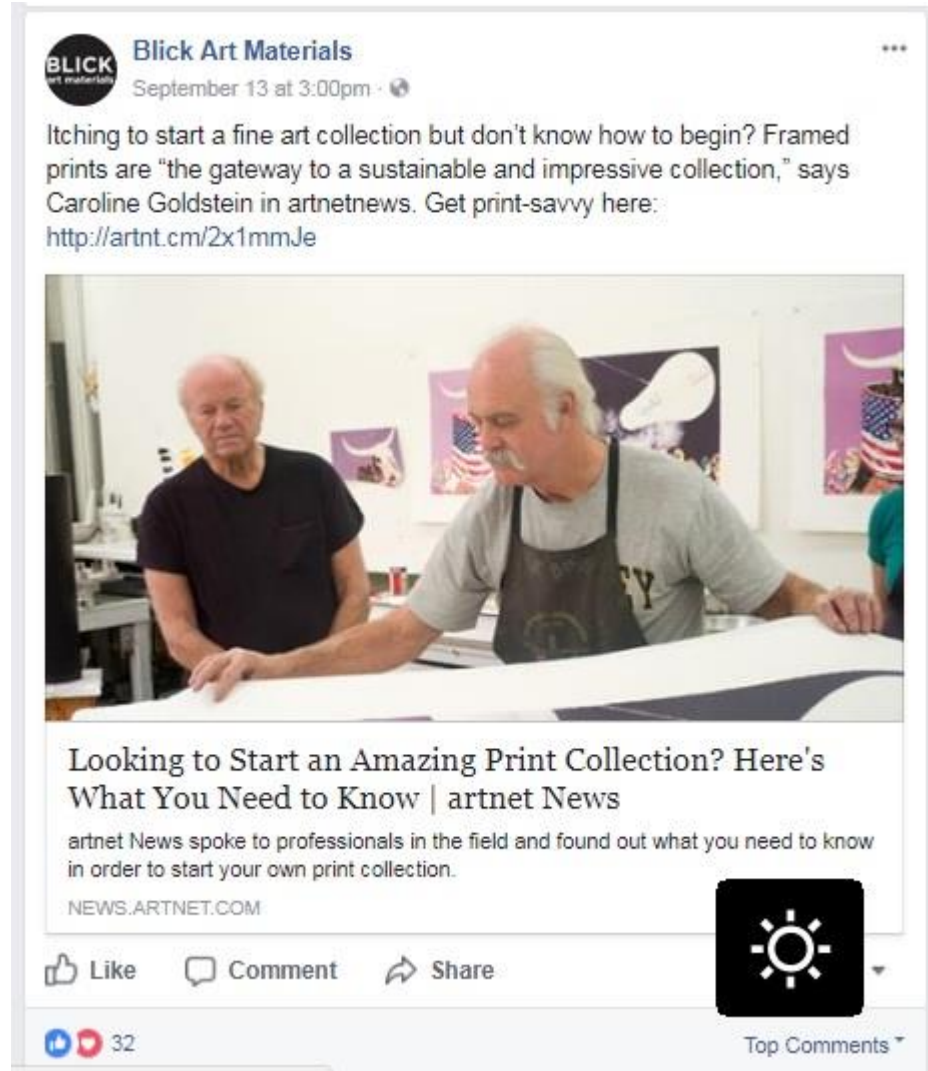
CONTENT IDEAS

1. Take a pic of your workspace



CONTENT IDEAS

2. Answer a Question



Blick Art Materials
September 13 at 3:00pm · 🌐

Itching to start a fine art collection but don't know how to begin? Framed prints are "the gateway to a sustainable and impressive collection," says Caroline Goldstein in artnetnews. Get print-savvy here:
<http://artnt.cm/2x1mmJe>

Looking to Start an Amazing Print Collection? Here's What You Need to Know | artnet News

artnet News spoke to professionals in the field and found out what you need to know in order to start your own print collection.

NEWS.ARTNET.COM

Like Comment Share

32

Top Comments ▾

CONTENT IDEAS

- 3. Share Something Popular**
- 4. Share Something Funny**
- 5. Repeat Something That Went Well**
- 6. Give a Shout Out**



CONTENT IDEAS

6. Ask a Multiple Choice Question

What Categories on "Social Media Marketing for Business" would you Prefer to Read more Information About on my Blog? ×

- Blogging ...
- Facebook ...
- Twitter ...
- Content Marketing ...
- Mobile Marketing ...
- LinkedIn ...
- Online Video and YouTube Marketing for business
- Search

+ Add an option...


Asked By 27 Votes · 1 Follower

 jeffbullas.com
45 minutes ago · Share · Edit Options · Delete


[Ask Friends](#) [+1 Follow](#)

CONTENT IDEAS

7. Show Off Your Expertise with a Helpful Tip

 **Finer Frames** ✓ added 2 new photos.
September 22 at 8:52pm · 🌐

Choosing the right colors makes a world of difference! The white frame pulls your eye away from the artwork - and the new dark frame defines the art and keeps your eye focused on the painting.



573 people reached [Boost Post](#)

CONTENT IDEAS

8. Thank Your Customers



Share and tell your friends to Like Us too!

CONTENT IDEAS

9. Post Q & A



[Angie Gensler](#)


Published by Angie 'Blake' Gensler [?] · Just now · 🌐



CONTENT IDEAS

10. Go LIVE

Answer common questions customers ask



Finer Frames was live.
Published by Meg Glasgow · April 30, 2020

68 275 Comments 1.9K Views

2.6K People reached 515 Reactions, comments, and shares

1.9K 3-Second Video Views Retention curve

View more video details

Like Comment Share

Comments Hide

Most relevant

Jeanine McEwen Lane · 2:47
Boise ID
Like Reply Hide 2y

Laurel McGuire · 0:03

Are You Feeling Like This?





ACTION ITEMS

1. Quality over quantity

Post 1 - 3x per week

2. Inform & entertain

Plan meaningful content

3. Engage

*Ask questions, Comment,
Answer messages*

