

NO BUDGET MARKETING: Audit Your Online Presence

May 6

11:30 am - 12:30 pm

Register

**NO
BUDGET
MARKETING.**



No Budget Marketing



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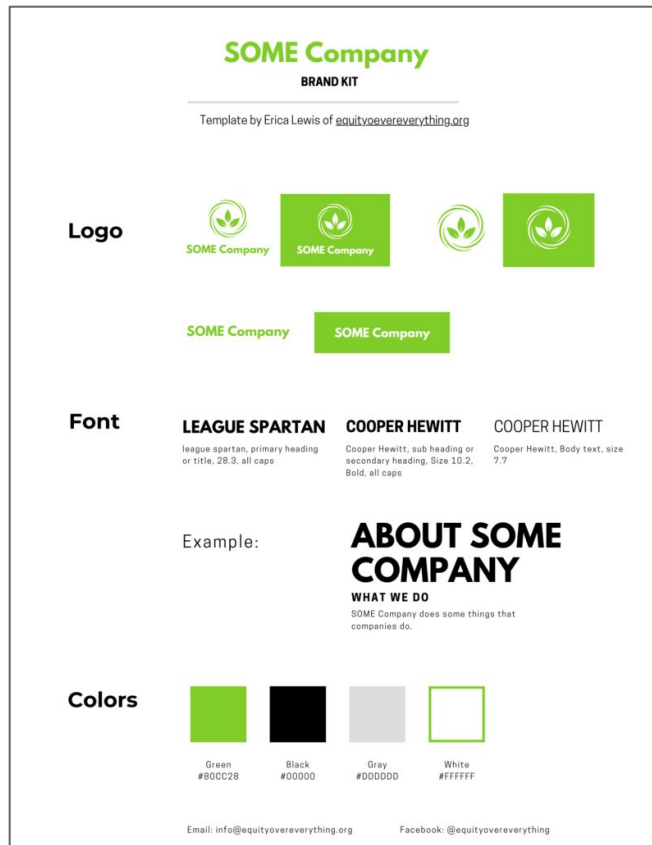
Today's Topics

1. Your Brand
2. Your Website
3. Your Google Business Listing
4. Your Social Media Presence
5. Your Reviews
6. Open Discussion



Your Brand - how's it feeling?

- Name, logo, colors, fonts, tagline(s)
- are they conveying your mission?
- When were they developed? Are they still relevant?
- Do you have a variety of shapes, sizes, uses?
- Is it easy to understand/interpret in a variety of sizes/applications?



Website - how's it working?

- Do you have one? Why/why not?
- When was it last built? Updated?
Who updates it?
- Do you have access/login
information? Analytics?
- Is it still accurate, representative of
your org?
- Can info be found quickly?
- How does it look on your phone? Is
it mobile friendly?



Google Business - have you claimed yours?

- When you Google your org or search for it on Google Maps, what do you see?
- Do you have account ownership/login info?
- Have you added info/content? Regularly?
- Are you asking for/responding to reviews?
- What about Apple/Bing/Etc Maps?



Social Media Accounts - which are you using?

- Is your org on Facebook, Instagram, X/Twitter, LinkedIn, Pinterest, YouTube, Threads, etc? Why?
- Do you have account ownership/login info?
- Have you added important information?
- Have you added content? Regularly?



Reviews - what are they saying?

- How do you use reviews in your life?
- Are you asking for them? Is there a system or process in place for that?
- Google & Facebook?
- Are you asking for/responding to reviews/engagement?



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