

**STRONG
COFFEE**
MARKETING

THINK DO TEACH

Managing an Online Footprint
Digital Strategy & Monitoring

OUR EXPERIENCE

Strategy, Digital Marketing, Content, Training, Social Media

One of the best parts of our job is passing our experience and knowledge to others. We truly enjoy sharing our passion and enthusiasm for what we do and seeing people succeed as they become e-savvy in the marketing world. We offer a variety of online and in-person training and workshop options that are engaging, thought provoking, and even, dare we say – fun.



SESSION GOALS

1

Gain an understanding of the bigger “online footprint” picture.

2

Understand how we can feed this into our marketing strategies.

3

Understand how we can manage it, monitor it, and influence it.

ONLINE FOOTPRINT

ONLINE FOOTPRINT

WHAT IS IT?

Everywhere content related to your business (references, links, articles, reviews, etc) can be found online by any user of the internet.

**Intentionally placed
or not.**



ONLINE FOOTPRINT

WHY SHOULD YOU CARE?

- Expand your online footprint and be where people are looking for information
- Opportunities to monitor and manage your brand
- Beyond Google and SEO, beyond paid advertising
- Not everyone visits the website
- People want to build relationships with those that they know, like and trust
- What shows up when you Google your name?
- Who shows up when you Google your services?
- Would “you” trust “you” based on what appears online?

Words, images, video, reviews – all paint a picture...



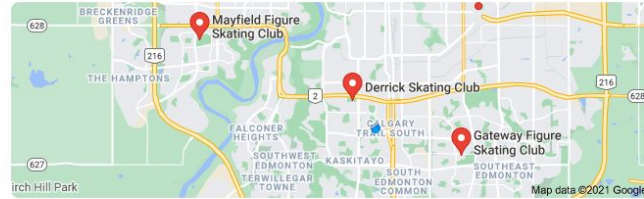
ONLINE FOOTPRINT

First Impressions Via Search

figure skating clubs near me

[All](#) [News](#) [Shopping](#) [Maps](#) [Images](#) [More](#) [Settings](#) [Tools](#)

About 207,000,000 results (0.75 seconds)



Rating

Hours

Visit history

Sort by

Derrick Skating Club

4.4 ★★★★★ (19) · Ice skating club

1.6 km · 11204 43 Ave NW · In Confederation Leisure Centre · (780) 438-5078

Closed · Opens 3 p.m.



Website



Directions

Gateway Figure Skating Club

3.6 ★★★★★ (21) · Ice skating club

4.2 km · 7207 28 Ave NW · (780) 983-4247

Closed · Opens 4 p.m.



Website



Directions

Mayfield Figure Skating Club

4.5 ★★★★★ (2) · Ice skating club

9.1 km · 17650 69 Ave NW · In Callingwood Park · (780) 905-7775

Closed · Opens 5 p.m.



Website



Directions



View all

www.gatewayskatingclub.org [Trafimo](#) (us): 3/3 - [Kw](#) (us): 5/13

Gateway Skating Club

We are proud members of **Skate** Canada and have been operating in Edmonton since 1964. We offer recreational learn-to-**skate** programs through to ...

www.derrickskating.ca [Trafimo](#) (us): 0/0 - [Kw](#) (us): 4/5

Derrick Skating Club: Home - Edmonton

The Derrick **Skating Club** has been in operation in Edmonton, Alberta, Canada since September of 1966 and was Incorporated in 1976.

www.mayfieldfsc.ca [Trafimo](#) (us): 0/0 - [Kw](#) (us): 0/1

Mayfield Figure Skating Club | Skating Programs ... - Edmonton

Skating Coordinator Mayfield Figure **Skating Club**. National Certified Coach; 40+ years coaching experience; Bachelor of Education Degree; Skate Canada ...

www.extremeedge.ca [Trafimo](#) (us): 0/0 - [Kw](#) (us): 2/3

Home Page :: Extreme Edge Skating Club, Edmonton ...

Extreme Edge **Skating Club**, Edmonton powered by Uplifter.

icepalace.ca [Trafimo](#) (us): 10/15 - [Kw](#) (us): 6/16

Ice Palace FSC

Register · Contact Us; Learn to **Skate**. Program Descriptions · CanSkate · Junior Academy · JumpStart. Figure **Skating**. Calendar of Events · Bingo and Casino ...

www.federationskatingclub.ca [Trafimo](#) (us): 0/0 - [Kw](#) (us): 0/2

Federation Skating Club: Home - Edmonton

Skating program for all ages and abilities! Learn to **skate** or hone your skills in a safe, fun and affordable environment. New programs include CanPower, ...

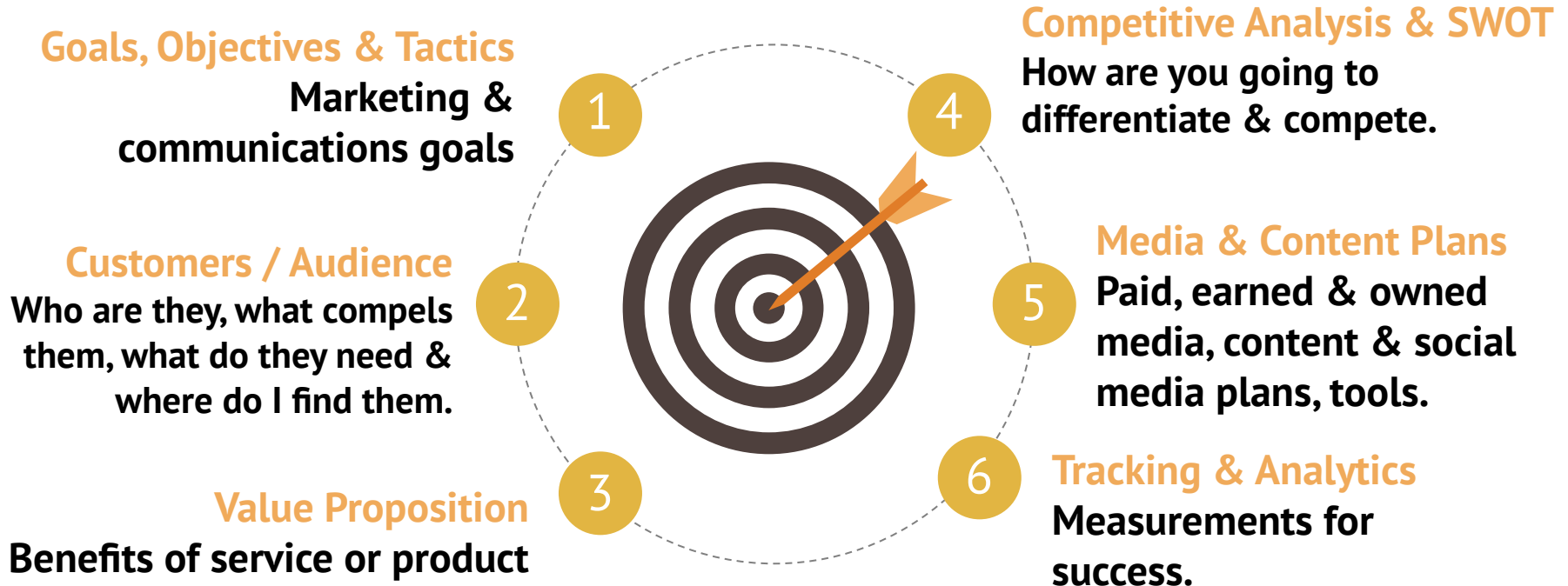
www.fliteway.ca [Trafimo](#) (us): 0/0 - [Kw](#) (us): 0/2

Fliteway Figure Skating Club: Member Resources - Edmonton

YOU NEED A STRATEGY

MARKETING STRATEGY

MUST HAVE COMPONENTS FOR A DIGITAL STRATEGY



MARKETING TOOLS



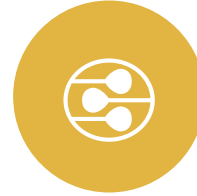
Advertising



Social Media



Content Development



Reputation Monitoring



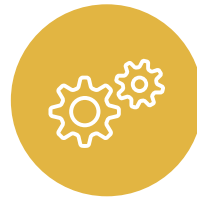
Search Optimization



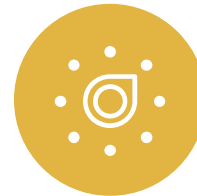
3rd Party Websites



Reporting & Analysis



Website



Blogger Outreach



**Relationship
Development**

BUT! BEFORE YOU PICK THE TOOLS...

YOUR AUDIENCE



AN AUDIENCE FIRST APPROACH

Creating audience profiles is a good way to better identify who you're talking to and what they're looking for.

What traits does your ideal consumer possess? What makes them the ideal consumer?

How is it different for each segment, with each content & marketing tool and at each stage of the buying cycle.



KNOW YOUR AUDIENCE

Understanding your customer can play a key role in:

- **Providing the right marketing approach and targeting**
- **Providing the right content (visual, verbal or written)**
- **Shaping the way you do business (attire, service approach, product offerings)**
- **Getting them to visit you again and become advocates**



KNOW YOUR AUDIENCE

The “Who” - Who is your audience and what makes them tick?

The “What” - What questions, concerns, barriers does your audience have and what information can you provide to help them make a confident decision?

The “Why” - Why are they seeking information or looking for this service? What need does it fulfill?



KNOW YOUR AUDIENCE

The “Where” - Where do they consume content? How do they get their information?

The “When” - What stage of the decision-making cycle are they in? When do they seek certain types of information?

IDEAL CONSUMER

ATTRIBUTES & TRAITS

Demo-graphics	Age	Gender / Ethnicity / Location	What do they think, what is their personality, their life stage, their behaviour?	What engages them? Their Values/Benefits Sought? Products They Like?	What Turns Them Off? Pain Points?	Where They Get Their Info / Channels	Strategies to Market & Engage
Young Parent with kids	25-35	F Edmonton St. Albert Bon Accord	Has small amount of time to get in full experience, Expert shopper, Comfortable with and expects online purchasing	Learning opportunities, Personalization, Nature and culture, Shared family experiences, Safe but memorable activities,	Poor facilities, Lack of information, No additional services (at business or in area), Not providing something new or different,	Social Media Enewsletters Review Sites Google Maps Online Blogs	Highly visual promotions Opportunities to share experience with friends Personalized product opportunities Targeted social ads
Pre-Family	18-25	M	Outgoing, Lives for the moment/spontaneous,	Excitement, bragging rights, new experiences, Good deals / savings, Packaged experiences, Wants recommendations, new and trending products	Crowds, Schedules activities,	Travel sites Review Sites Instagram / Facebook	Partnering with local businesses for cross promotion deals, Analyze purchase history Search ads & retargeting
Married with older kids or Third Age	Kids under 16 at home 45-60	M/F	Responsible & avoids risk, Works hard and likes to “get-away” Will spend more if he/she sees the benefit	Time out, rejuvenating, Quality hands-on experiences packaged experiences	Inflexibility in experiences, Poor facilities,	Word of mouth In store	Loyalty programs,

HOW WILL YOU DO IT?

LET'S SIMPLIFY THIS

Creating **Awareness & Reach**

- Telling people who you are, how you can benefit them, and helping people discover you as an option.

Building **Affinity & Retention**

- Standing out as the “right choice”
- Building affinity and brand loyalty - keep your customers coming back

Increasing **Conversion**

- Turning more leads into sales by attracting the right audience and helping them down the path to purchase
 - Business intelligence (data, data, data)
-



YOUR GOALS



GOALS & OBJECTIVES

SMART GOAL SETTING

- S** Specific: Visits, Leads or Customers
- M** Measurable: Provide a number
- A** Attainable: Understand benchmarks
- R** Relevant: Relates back to overall end goal
- T** Timely: Include time-frame

Source: HubSpot

(SOMEONE ASK ME ABOUT AN
EXAMPLE OF SMART
AND... A “NON” SMART GOAL)

A dimly lit background image of three people in a brewery. On the left, a man with a beard and a tan baseball cap, wearing a red jacket over a plaid shirt, is gesturing with his right hand. In the center, a man with a mustache and a black baseball cap, wearing a dark jacket, is looking towards the man on the left. On the right, a woman with long blonde hair and glasses, wearing a dark top and a patterned scarf, is looking towards the man in the center. In the background, there are wooden barrels stacked on racks and a wooden staircase.

GOOD QUESTION!

“I want to increase the number of visits to my website.”

A dimly lit background image of three people in a brewery. On the left, a man with a beard and a baseball cap, wearing a plaid shirt and a maroon jacket, is gesturing with his right hand. In the center, a man in a dark cap and jacket is looking towards the man on the left. On the right, a woman with long blonde hair and glasses is looking towards the man in the center. In the background, there are wooden barrels stacked on a wooden rack, and a white water cooler is visible on the left.

GOOD QUESTION!

“I want to increase the number of visits to my website.”

“I want to increase shoulder season visitation, (September to December 2020) to my website by 20% over last year, and conversions by 5-10%. To do so, I’m going to do A, B and C.”

(SOMEONE ASK ME ABOUT A
POTENTIAL PITFALL...)

POTENTIAL PITFALLS

BE REALISTIC

**NOT HAVING REALISTIC OR MEASURABLE
GOALS**

YOUR COMPETITION

THINGS TO IDENTIFY

COMPETITION ANALYSIS

Who are they & why?

- **PROXIMITY** - Where do we want to compete?
- **AUDIENCES** - Do our audiences overlap?
- **PRODUCT** - What do we need to do to gain competitive advantage? How are we or how can we be different?

This will affect your positioning: Name, image, services, design, guarantees, delivery...

Strengths - Overlapping Product - How We Differ?

TRACK COMPETITION

KEEP TABS ON THEIR ACTIVITY

Keep track of competition to stay ahead:

- Search where they are found online
site:website.com -website.com
- Sign up for their e-news
- Follow their social profiles
- Do keyword searches



YOUR ADVANTAGE

THINGS TO IDENTIFY

SWOT

Understand Competitive Advantage

Match your UNIQUE strengths and weaknesses to the competitive environment opportunities and threats in such a way as to identify key strategies that are available to your product - a **competitive advantage**.

STRENGTHS
WEAKNESSES
OPPORTUNITIES
THREATS

THINGS TO IDENTIFY

SWOT

STRENGTHS

- What do you do well, do better than anyone else?
- What unique resources can you draw on?
- What do others see as your strengths?

Note: Quality over quantity

**IDENTIFY
UNIQUENESS**

THINGS TO IDENTIFY

SWOT

WEAKNESSES

- What could you improve?
- Where do you have fewer resources than others?
- What are others likely to see as weaknesses?
- What has got worse compared to prior year?
- Where do competitors and the industry outperform?

THINGS TO IDENTIFY

SWOT

OPPORTUNITIES

- What opportunities are open to your company?
- What trends could you take advantage of?
(Changes in technology and markets, Changes in social patterns, population profiles, lifestyle changes, and so on)
- How can you turn your strengths into opportunities?

THINGS TO IDENTIFY

SWOT

THREATS

- What threats could harm your company?
- What is your competition doing differently or better?
- Is changing technology, travel habits, economy... threatening your position?

THINGS TO IDENTIFY

FEATURES & BENEFITS

WEAKNESS-STRENGTH STRATEGIES

Use strengths to avoid threats or weaknesses

Example

THREAT: Lack of marketing funding

OPPORTUNITY: Great local partnership opportunities

THREAT-OPPORTUNITY STRATEGIES

Use opportunities to avoid threats

OPPORTUNITY-STRENGTH STRATEGIES

Use strengths to take advantage of opportunities

THINGS TO IDENTIFY

FEATURES & BENEFITS

WHAT COMPELLING MESSAGING WILL SET YOU APART AND SHOW VALUE

FEATURES: Attributes

Functional attributes - tangible features of your products. How it is “used/consumed”.

Emotional and symbolic attributes - extrinsic advantages, intangible features which meet consumer needs for social approval, personal expression, self-esteem etc.

Experiential attributes – sensory based attributes a consumer can ‘experience’

THINGS TO IDENTIFY

FEATURES & BENEFITS

WHAT COMPELLING MESSAGING WILL SET YOU APART AND SHOW VALUE

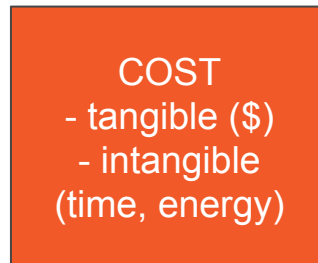
FEATURES: Attributes

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Experiential attributes – sensory based attributes a consumer can ‘experience’

BENEFITS: Perceived Value



=



THINGS TO IDENTIFY

FEATURES & BENEFITS

WHAT COMPELLING MESSAGING WILL SET YOU APART AND SHOW VALUE

FEATURE: Over 200 Exhibits

BENEFIT: All day entertainment

FEATURE: Large selection of...

BENEFIT: One stop shopping

FEATURE: Open 7 days a week.

BENEFIT: Convenience

POTENTIAL PITFALLS

IF YOUR BUSINESS OR EXPERIENCE IS POOR

This is where
Trevor will stress
the importance
of having an
amazing product
or service.



Booking.com

~~C\$125~~

C\$115

View Deal

Expedia.ca ↗
C\$115

Agoda.com ↗
C\$115

ZenHotels.com ↗
~~C\$125~~

View all 9 deals from
C\$115 ▼

Camping/Caravan site

●●●●● 241 reviews
#343 of 431 speciality lodgings in Alberta

📶 Free Wifi
🚗 Free Parking



Contact accommodation for availability

Camping/Caravan site

●●●●● 7 reviews
#344 of 431 speciality lodgings in Alberta

📶 Free Wifi
🚗 Free Parking



Half Moon Lake Resort

Contact accommodation for availability

Camping/Caravan site

●●●●● 87 reviews
#345 of 431 speciality lodgings in Alberta

☀ Beachfront

POTENTIAL PITFALLS

NOT INVESTING IN MARKETING

**WHAT % OF YOUR REVENUE DO YOU INVEST IN
MARKETING?**

BRAND VOICE

TO DO LIST:

- Audience Identification & personas
- Competitive Analysis
- Competitive Advantage
- Discovery sessions
- Stakeholder interviews



BRAND VOICE

"Voice is a mission statement. Tone is the application of that mission" [buffer.com](#)

Voice: Your brand personality described in an adjective. For instance, brands can be lively, positive, cynical, or professional.

Tone: A subset of your brand's voice. Tone adds specific flavor to your voice based on factors like audience, situation, and channel.



BRAND VOICE

Culture – What does your company stand for? What makes you stand out from all the others who are after the same audience? Your unique qualities make your culture special, and these should be a pillar of developing your voice.

Community – Listening can reveal how your community speaks and can help you speak easier with them and to them. You can use their language and meet them on their terms.

Conversation – Personality and authenticity are key here. What do you want to add to the conversation? As you think about what you can offer, you'll start to see a better picture of where your voice might fit.

Which do you feel we exemplify now?

Which could we obtain and stand behind as an organization?

Which would not be authentic?



BRAND VOICE

TO DO LIST CONTINUED:

- Audience Identification & personas
- Competitive Analysis
- Competitive Advantage
- Discovery sessions
- Stakeholder interviews
- Content audits
- Analytics reviews
- Follow-up Q&A's



BRAND VOICE

NEXT

1. Review community content and how they speak
2. Follow up survey with results to further refine and pick characteristics
 - a. So get what they have and identify a short list to vote on 3-6 "choose 3-6 items" and your #1 explain why. One you feel strong against explain why.
 - b. Character/and Tone: Who does your brand sound like? (playful, friendly, etc personal, honest, direct, scientific, humble etc)
 - c. Language (complex, savvy, fun, whimsical...)
 - d. Purpose (by platform or marketing channel) - engage, entertain, delight, inform, enable...
3. Follow up survey to then find tone
4. Follow up survey to solidify examples of how we speak per audience.
 - a. Identify voice/traits then come back with writing examples for tone.
 - b. Have the voice characteristics identified on the sheet and audience identified (Potential customers aware/unaware/regional/international, industry, stakeholders, staff...)

BRAND VOICE

WHAT'S YOUR SOCIAL MEDIA PERSONALITY

VOICE:

Pre-identified voice “mission

AUDIENCE:

Consumer (aware/unaware/regional/international), industry member, staff, etc

tone

Write like this...

Example

Not Like this...

Counter
example

Why...

Rational

Audience feelings...

Audience
member
feelings when
observing tone

<https://gathercontent.com/blog/a-simple-tool-to-guide-tone-of-voice>

BRAND VOICE

ASK YOURSELF

- Is it authentic?
- Can it be consistent?
- What is needed to have team members believe in and uphold it?
- Will our audiences care about, talk about and feel connected?
- Content audits
- Analytics reviews



BRAND VOICE

ASK YOURSELF

- Is it authentic?
- Can it be consistent?
- What is needed to have team members believe in and uphold it?
- Will our audiences care about, talk about and feel connected?
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YOUR ONLINE BRAND

BRAND VOICE - WHAT'S YOUR SOCIAL MEDIA PERSONALITY



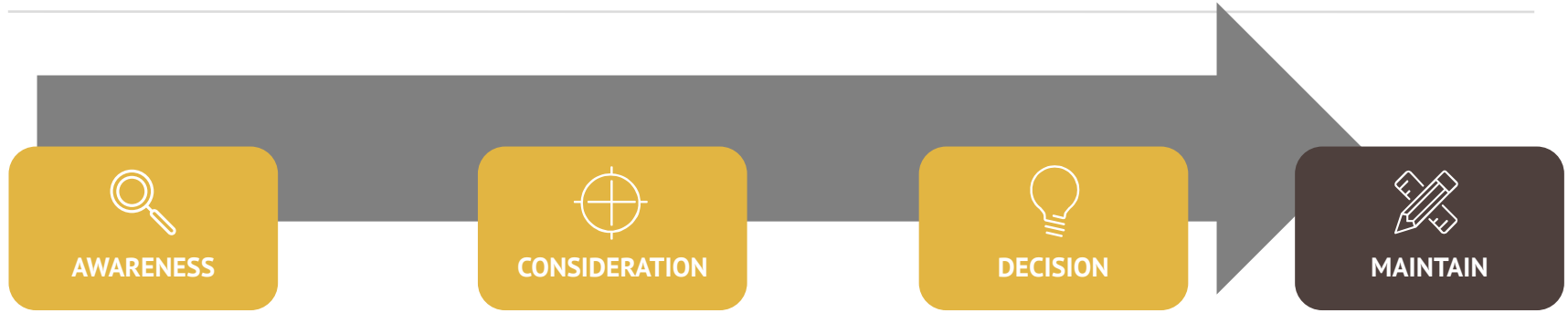
 GatherContent

<https://gathercontent.com/blog/a-simple-tool-to-guide-tone-of-voice>

YOUR ONLINE FOOTPRINT

ONLINE FOOTPRINT

WHERE YOUR WEBSITE FITS IN - HOME BASE



Problem Identification Content

- Expert content
- Educational Content
- How To Content
- Services as an option to a problem

Problem Solution Content

- Product use and services content
- Use guides
- Comparisons
- Videos of product in use

Content That Enables

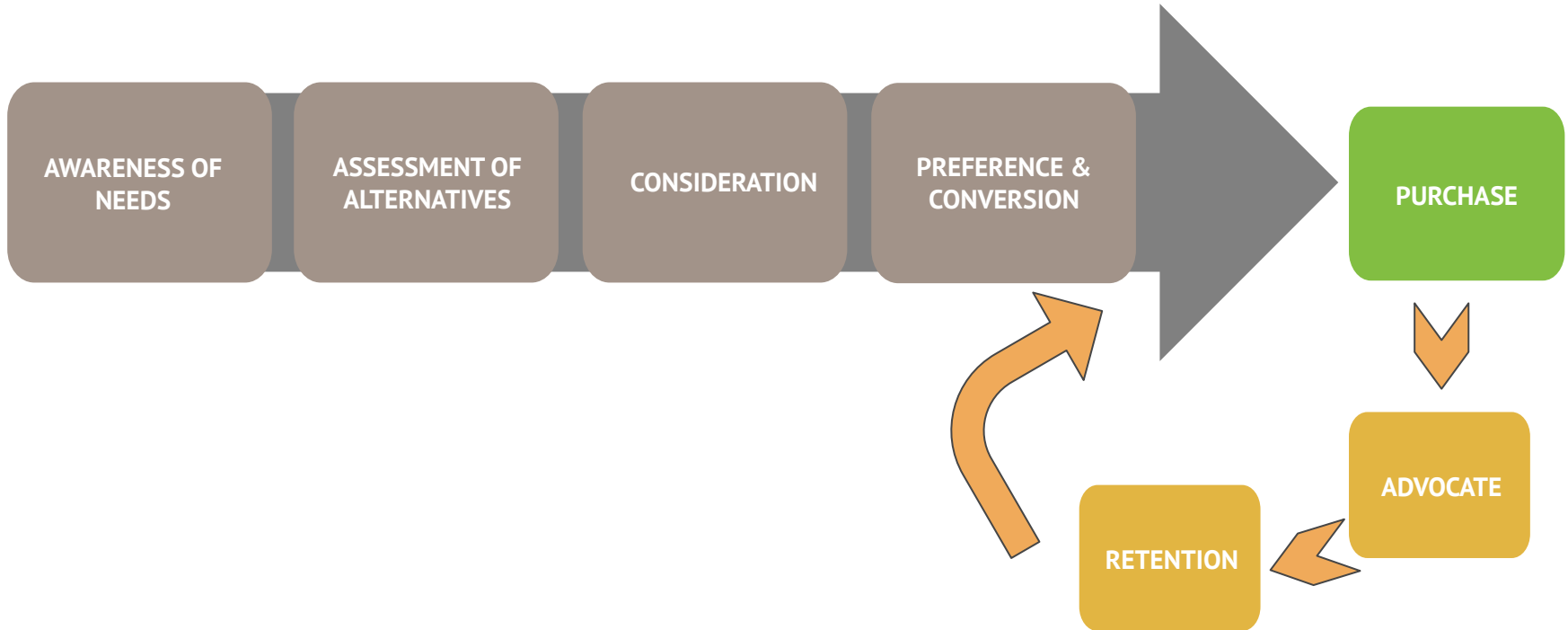
- Downloads
- Demos
- Offers
- Calls to Action

Content that Supports

- Product use and support content
- Social Media content

STRATEGY DEVELOPMENT

CUSTOMER JOURNEY



ONLINE FOOTPRINT

WHERE YOUR WEBSITE FITS IN

figure skating clubs alberta



skateabnwnun.ca > find-a-club-near-you ▾ Traf/mo (us): 0/27 - Kw (us): 0/105

Find A Club Near You | Skate Canada - Skate Canada | Alberta

... Carnivals and Ice Shows · Update Your Club Information · Assessment Day Information.

Percy Page Centre Skate Canada: Alberta-NWT/Nunavut 11759 Groat ...

People also search for



wild rose figure skating club ice palace figure skating club

calalta figure skating club derrick skating club

figure skating clubs calgary figure skating lessons edmonton

www.goldenskate.com > clubs > north-america > figure... ▾ Traf/mo (us): 0/5600 - Kw (us): 3/3599

Figure Skating Clubs in Alberta/Northwest Territories/Nunavut

A comprehensive and updated directory of links to **figure skating clubs** in Canada (Alberta, the Northwest Territories, and Nunavut).

calalta.net ▾ Traf/mo (us): 0/7 - Kw (us): 0/19

Calalta Figure Skating Club

At this time, both JCA and COP are on Pause until further notice for all **skating** sessions. As the **Alberta** situation is now changing rapidly, we will update our ...

www.lbfsc.ca ▾ Traf/mo (us): 3/24 - Kw (us): 6/56

Lake Bonavista Figure Skating Club

We offer learn to skate and **figure skating** programs sanctioned by Skate Canada in the southeast community of Lake Bonavista in Calgary, **Alberta**, Canada.

figure skating lessons edmonton



Is it too late to learn figure skating? ▾

Can you self teach figure skating? ▾

What age should you start figure skating? ▾

How long does it take to learn figure skating? ▾

Feedback

www.gatewayskatingclub.org ▾ Traf/mo (us): 3/3 - Kw (us): 5/13

Gateway Skating Club - Edmonton :: Gateway Skating Club

Our Programs. Learn to **Skate**. **CanSkate**, Canada's only learn-to-skate program for all ages.

Figure Skating Fundamentals. Our two introductory programs - Junior Academy and StarPrep - are designed to introduce **skaters** interested in recreational or competitive **figure skating**.

Competitive **Figure Skating**. Hockey **Skating** ...

[CanSkate](#) · [Registration](#) · [Hockey Skating Skills](#) · [Current Schedule](#)

www.mayfieldfsc.ca ▾ Traf/mo (us): 0/0 - Kw (us): 0/1

Mayfield Figure Skating Club | Skating Programs for all Ages!

Skating Coordinator Mayfield **Figure Skating Club**. National Certified Coach; 40+ years coaching experience; Bachelor of Education Degree; Skate Canada ...

[Programs](#) · [Adult CanSkate](#) · [Coaching Team](#) · [CanSkate](#)

CONSUMER RESEARCH EXAMPLE

“What are great sport programs available for my kids/for me?”



- **Google** – What are great sport programs my kids can take?
- **Blogs/Local Sport Program websites** - What are great options in my area? What is best for my situation? What are the benefits of each?
- **Reddit** – What do people suggest, what are the pros and cons of certain programs? What should I know when I decide?
- **Facebook** – What are people I know putting their kids in for programs?
- **Google Maps** – Sport clubs/associations near me?

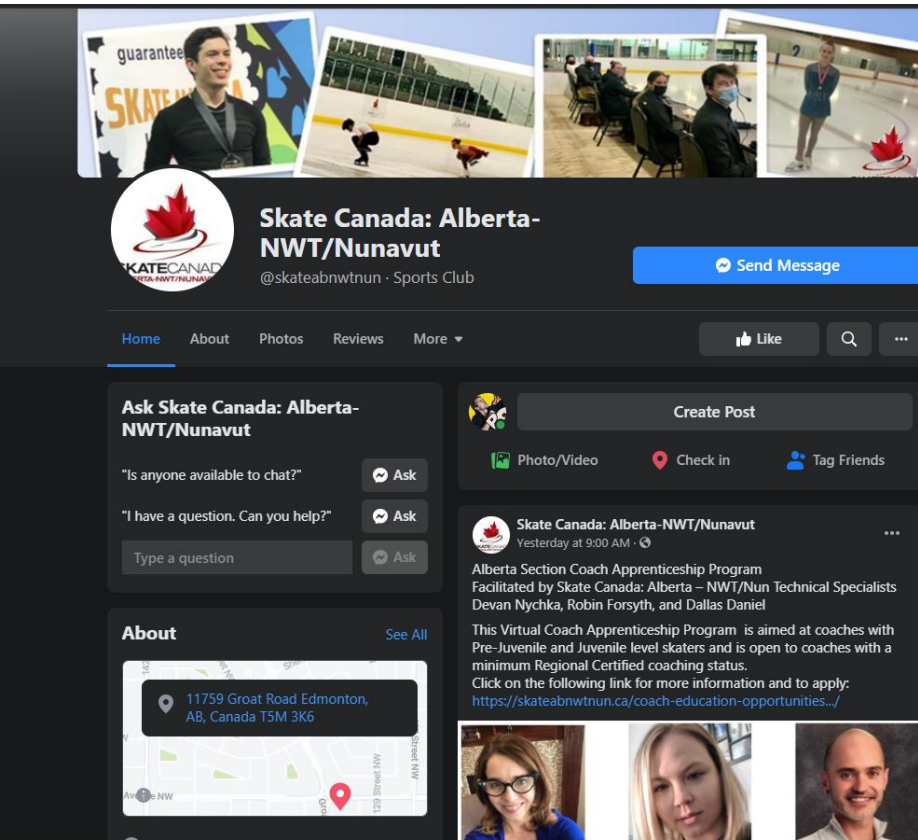
CONSUMER RESEARCH EXAMPLE

“Figure skating sounds great! What’s next?”



- **Google** – Questions: What age can my kids start skating programs?
- **Business websites** - Which one offers better value and will be worth joining?
- **Google My Business / Yelp** – “What figure skating groups or programs are available near me?” What are their ratings and review like?
- **Reddit** – What do people say about XYZ club or clubs?
- **Facebook/Instagram** – What are people saying on the profile and how active is the clubs community?
- **3rd Party Websites** - What are my options and what should I consider?

3rd Party Sites - CONTROLLED



Skate Canada: Alberta-NWT/Nunavut
@skateabnwtun · Sports Club

Home About Photos Reviews More ▾

Ask Skate Canada: Alberta-NWT/Nunavut

"Is anyone available to chat?" **Ask**

"I have a question. Can you help?" **Ask**

Type a question **Ask**

About [See All](#)

11759 Groat Road Edmonton, AB, Canada T5M 3K6

Skate Canada: Alberta-NWT/Nunavut
Yesterday at 9:00 AM · 🌐

Alberta Section Coach Apprenticeship Program
Facilitated by Skate Canada: Alberta – NWT/Nun Technical Specialists
Devan Nychka, Robin Forsyth, and Dallas Daniel

This Virtual Coach Apprenticeship Program is aimed at coaches with Pre-Juvenile and Juvenile level skaters and is open to coaches with a minimum Regional Certified coaching status.
Click on the following link for more information and to apply:
<https://skateabnwtun.ca/coach-education-opportunities.../>

Like 🔍 ...



SkateAB_NWT_NUN
2,683 Tweets

Now more than ever. **Bell Let's Talk**
January 28

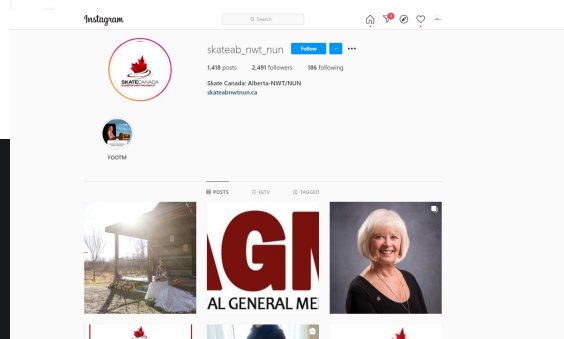
SkateAB_NWT_NUN
@SkateAB_NWT_NUN

An association dedicated to the principles of enabling all to participate in skating throughout their lifetime for fun, fitness, and/or achievement.

📍 Alberta/NWT/Nunavut 🌐 skateabnwtun.ca 📅 Joined July 2011

111 Following 749 Followers

Tweets Tweets & replies Media Likes



skateab_nwt_nun
1,418 posts 2,481 followers 156 following

Skate Canada: Alberta-NWT/NUN
skateabnwtun.ca

AL GENERAL ME



Search Twitter

New to Twitter?
Sign up now to get your own personalized timeline!
Sign up

You might like

- Skate Ontario** @SkateOntario **Follow**
- Judo Alberta** @JudoAlberta **Follow**
- Alberta Basketball** @BasketballAB **Follow**

3rd Party Sites - INFLUENCEABLE

-

top skating clubs in edmonton



www.reddit.com > Edmonton > comments > recommen... ▾ **Traf/mo** (us): 0/108.74M - **Kw** (us): 0/23.29M

recommendations for figure skating ? : Edmonton - Reddit

I'd like to hear any recommendations for figure **skating clubs in Edmonton**. She's a ... New comments cannot be posted and votes cannot be cast. Sort by: **best**

www.derrickskating.ca ▾ **Traf/mo** (us): 0/0 - **Kw** (us): 4/5

Derrick Skating Club: Home

The Derrick **Skating Club** has been in operation in **Edmonton**, Alberta, Canada since September of 1966 and was Incorporated in 1976.

icepalace.ca ▾ **Traf/mo** (us): 10/15 - **Kw** (us): 6/16

Ice Palace FSC

Register · Contact Us; Learn to **Skate**. Program Descriptions · CanSkate · Junior Academy · JumpStart. Figure **Skating**. Calendar of Events · Bingo and Casino ...
CanSkate · Ice Palace Figure Skating Club... · Coaching Team · Contact Us

www.mayfieldfsc.ca ▾ **Traf/mo** (us): 0/0 - **Kw** (us): 0/1

Mayfield Figure Skating Club | Skating Programs for all Ages!

Focusing on lower body movement, skating is a great way to exercise your ... Certification; 2020 Volunteer Coach Recipient Winner – **Edmonton** Region. SEE ALL COACHES. Latest News. Weekly Update for Mayfield Figure **Skating Club** 4/05/21 ... you get-it's about accomplishing goals and just being the **best** you can be!".
Programs · Coaching Team · Adult CanSkate · CanSkate

top figure skating clubs in edmonton yelp



All News Images Maps Shopping More Settings Tools

About 985,000 results (0.87 seconds)

www.yelp.ca > search > find_loc=Edmonton,+AB ▾ **Traf/mo** (us): 23.20K/141.20K - **Kw** (us): 102.40K/790.36K

Top 10 Best Ice Skating Lessons in Edmonton, AB ... - Yelp

Reviews on Ice Skating Lessons in Edmonton, AB - Ice Palace, The Meadows Community Recreation Centre.

www.yelp.ca > biz > gateway-figure-skating-club-edmonton

XYZ Skating Club

Your trust is our **top** concern, so businesses can't pay to alter or remove their **reviews**. Learn more.

★ ★ ★ ★ ★ Rating: 1 - 1 review

www.yelp.ca > Active Life > Skating Rinks ▾ **Traf/mo** (us): 0/141.20K - **Kw** (us): 0/790.36K

Skating Club Location 2

They also host **figure skating** events here and are home to the Ice Palace **Figure Skating Club**. If you're lucky you can catch the **Edmonton** Oilers practicing here ...

★ ★ ★ ★ ★ Rating: 3.5 - 11 reviews

www.yelp.ca > search > find_desc=Ice+Skating ▾ **Traf/mo** (us): 23.20K/141.20K - **Kw** (us): 102.40K/790.36K

Top 10 Best Ice Skating in Sherwood Park, AB - Last ... - Yelp

1. The Freezeway. 1. **Skating Rinks** · 2. William Hawrelak Park. 32. Parks, **Skating Rinks**, Lakes · 3. Pro **Skate**. 6. \$\$Sports Wear, Hockey Equipment, **Skate** Shops · 4 ...

3rd Party Sites - INFLUENCEABLE

THAT YOU CAN INFLUENCE

[For Businesses](#)[Write a Review](#)[Log In](#)[Sign Up](#)[Restaurants](#) [Home Services](#) [Auto Services](#) [More](#)

All results

Filters

☐ \$ ☐ \$\$ ☐ \$\$\$ ☐ \$\$\$\$

Suggested

☐ Open Now 12:05 PM

Category

[Shopping](#)

[Sports Wear](#)

[Active Life](#)

[Skate Shops](#)

[See all](#)

Features

- ☐ Good for Kids
- ☐ Accepts Apple Pay
- ☐ Dogs Allowed
- ☐ Open to All

[See all](#)

Distance

- ☐ Bird's-eye View
- ☐ Driving (8 km.)
- ☐ Biking (4 km.)
- ☐ Walking (2 km.)
- ☐ Within 4 blocks



1. Pro Skate



6

\$\$ • Sports Wear, Hockey Equipment, Skate Shops

"Of very few places that fit **figure skates** Pro Skate is the best- the patience and time spent to get" [more](#)

(780) 438-9059
9212 51 Avenue NW



2. United Sport & Cycle



42

\$\$ • Bikes, Bike Repair/Maintenance, Hockey Equipment

"for my daughter. She has wide feet which are a bit challenging to fit for **figure skates**, but the staff" [more](#)

(780) 433-1181
Serving Edmonton and the Surrounding Area

[Request a Quote](#)

Responds in about 2 days



3. Ice Palace

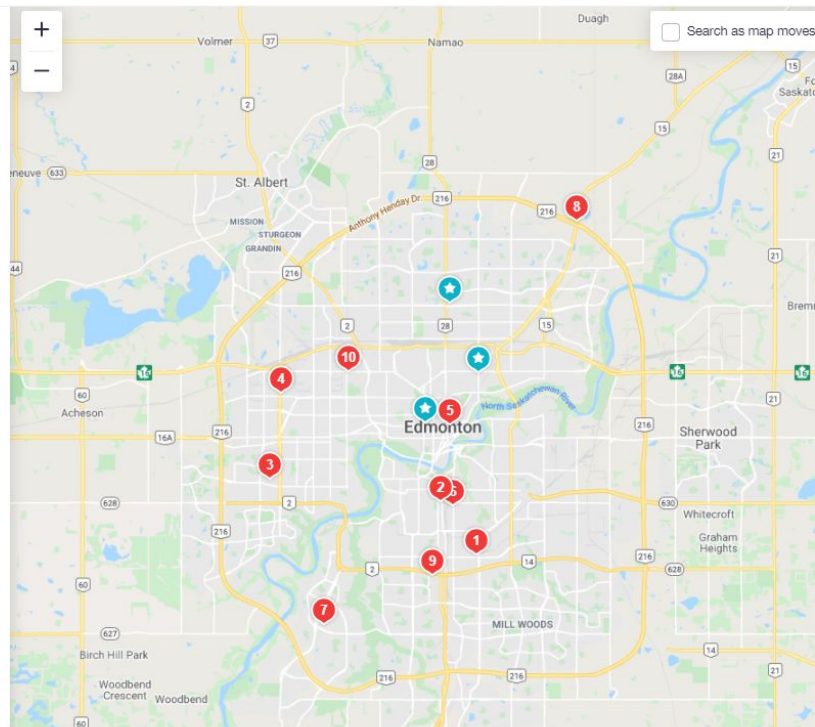


11

Skating Rinks

"an entire mall watch a retired **figure skater** teach you how to **figure skate** in hockey **skates**. So much fun on and off the ice." [more](#)

(780) 444-5200
Located in West Edmonton Mall



3rd Party Sites - INFLUENCEABLE

WIKIPEDIA

Has anyone checked to see if they are on Wikipedia? Do you have an opportunity to create an article for your business?

This is not only a link back to your website but an opportunity to:

- gain additional content on your knowledge graph card
- gain indexing for a term or terms your website is not
- expand to additional audiences
- make sure information about your business is accurate, correct and up-to-date



[Main page](#)
[Contents](#)
[Current events](#)
[Random article](#)
[About Wikipedia](#)
[Contact us](#)
[Donate](#)

[Contribute](#)

[Help](#)
[Learn to edit](#)
[Community portal](#)
[Recent changes](#)
[Upload file](#)

[Tools](#)
[What links here](#)
[Related changes](#)
[Special pages](#)
[Permanent link](#)
[Page information](#)
[Cite this page](#)
[Wikidata item](#)

[Print/export](#)

[Download as PDF](#)
[Printable version](#)

[In other projects](#)
[Wikimedia Commons](#)

[Article](#) [Talk](#)

Kaetlyn Osmond

From Wikipedia, the free encyclopedia

Kaetlyn Osmond ONL (born December 5, 1995) is a retired competitive Canadian *figure skater* who co-champion (2013, 2014, 2017). Osmond competed internationally at the senior level from 2012 to 2018, ' event, and individual bronze), two *World Championship* medals (gold and silver), and one *Grand Prix Fi* World Champion in 45 years when she won in 2018.^[9]

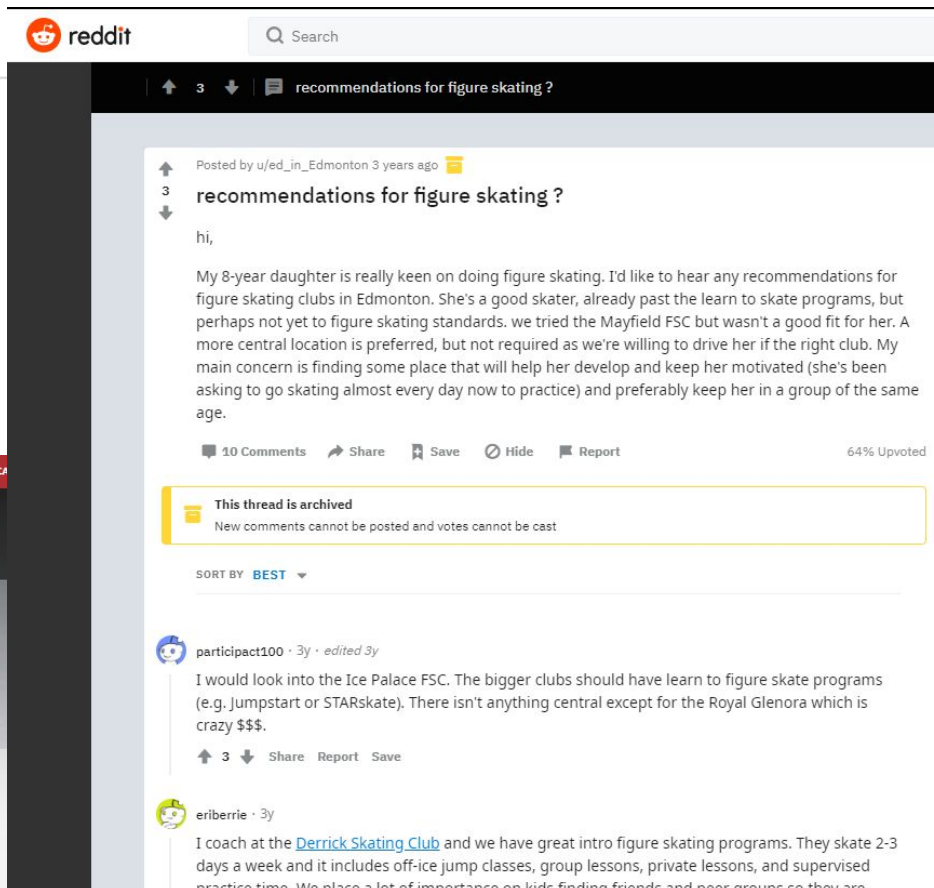
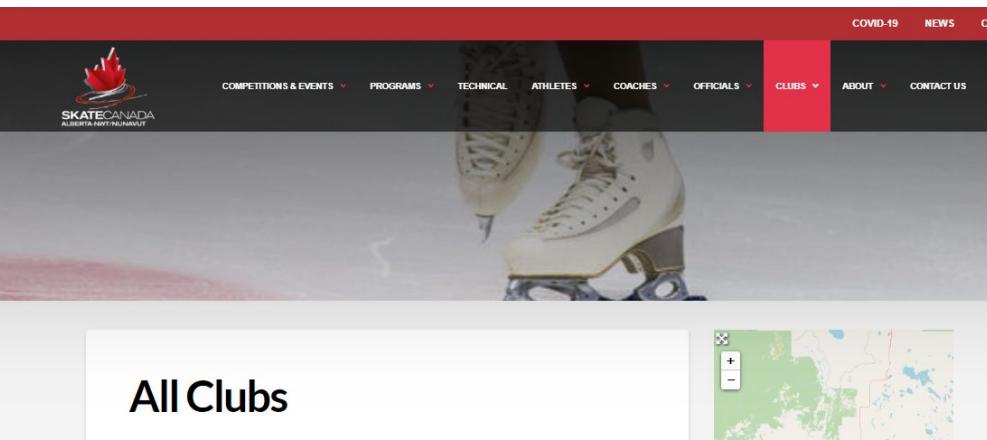
Osmond debuted on the senior level in 2012 and won gold at the 2012 *Skate Canada International*.^[10] / titles, she placed eighth in her *World Championship debut*.^[11] As part of the 2014 *Canadian Olympic tes* being sidelined by injury and struggling to return to competitive form, Osmond reclaimed her Canadian t *Championships*. The following season, she stood on the podium at every event she entered, winning th 2017–18 *Grand Prix Final*, and taking gold at the 2018 *World Championships*. She also won Olympic gc team event.^[12] Osmond then retired from competition.

Contents [hide]

- [1 Personal life](#)
- [2 Career](#)
 - [2.1 2011–12 season: National bronze medal](#)
 - [2.2 2012–13 season: First international and national titles](#)
 - [2.3 2013–14 season: Second national title and Olympic medal](#)
 - [2.4 2014–15 season: Injury](#)
 - [2.5 2015–16 season: Return to competition](#)
 - [2.6 2016–17 season: Third national title and World silver medal](#)
 - [2.7 2017–18 season: Two Olympic medals and World title](#)
 - [2.8 2018–19 season: Retirement](#)
- [3 Post-competitive career](#)
- [4 Skating technique](#)
- [5 Programs](#)
 - [5.1 Post-2018](#)

3rd Party Sites - INFLUENCEABLE

- Directories with listings you manage
- Event websites with listing you manage
- 3rd party blogs with content you have posted
- Forums or public discussion boards where you have or can contribute

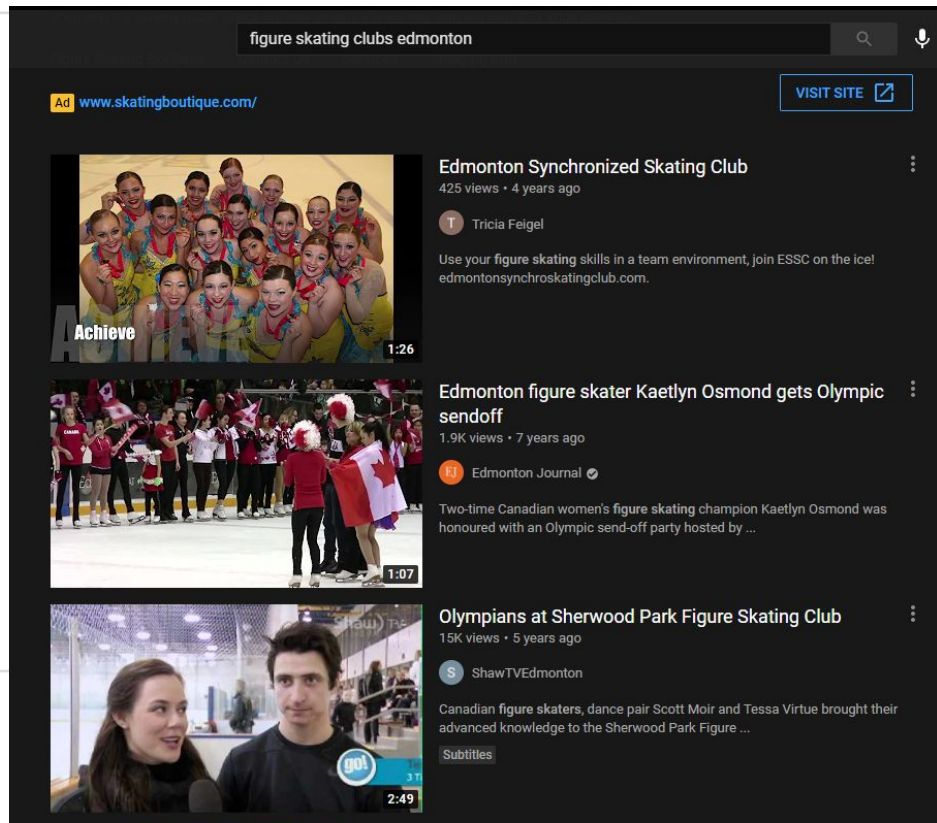


3rd Party Sites - UNCONTROLLED

YOUTUBE

Have you ever searched
YouTube for **your business
name or town**? What comes up?

Have you ever searched
youtube for questions that
**your product provides an
answer for**?



The screenshot shows a YouTube search interface with the query "figure skating clubs edmonton". The search bar is at the top, and a microphone icon is on the right. Below the search bar, there is an advertisement for "www.skatingboutique.com/" with a "VISIT SITE" button. The search results are listed below the ad:

- Edmonton Synchronized Skating Club**
425 views • 4 years ago
Tricia Feigel
Use your figure skating skills in a team environment, join ESSC on the ice!
edmontonsynchroskatingclub.com.
Thumbnail: A group of female skaters in colorful costumes posing together.
Video title: Achieve
Duration: 1:26
- Edmonton figure skater Kaetlyn Osmond gets Olympic sendoff**
1.9K views • 7 years ago
Edmonton Journal
Two-time Canadian women's figure skating champion Kaetlyn Osmond was honoured with an Olympic send-off party hosted by ...
Thumbnail: Kaetlyn Osmond on the ice, surrounded by people holding Canadian flags.
Duration: 1:07
- Olympians at Sherwood Park Figure Skating Club**
15K views • 5 years ago
ShawTVEdmonton
Canadian figure skaters, dance pair Scott Moir and Tessa Virtue brought their advanced knowledge to the Sherwood Park Figure ...
Subtitles
Thumbnail: Scott Moir and Tessa Virtue being interviewed.
Duration: 2:49

REPUTATION MONITORING

Managing your online reputation is now essential for any customer service based businesses.
Implement profile and keyword monitoring where possible.

Yelp

Ensure that the Yelp listings are accurate and once finalized, monitor reviews.



Google

Set up Google My Business and monitor your business listing(s) and its reviews on Google.

Google Alerts for brand or topic mentions.



TripAdvisor

Ensure that the TripAdvisor listings for all locations are accurate and monitor reviews.





Getting to know

Google My Business

www.google.com/business



Make Your Business Discoverable

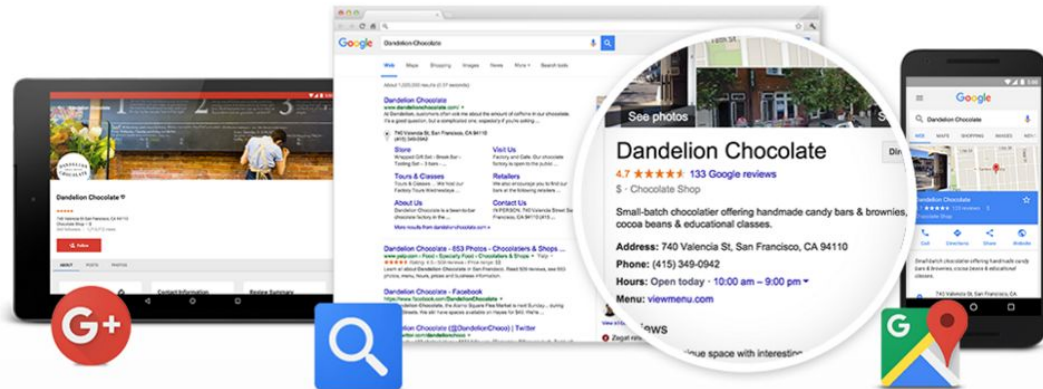
Give your business a public identity on Google, making it easy for new customers to discover you



Get your business on Google for free

New – Google My Business connects you directly with customers, whether they're looking for you on Search, Maps or Google+.

Get on Google



Show up across Google

Give customers the right info

Build lasting relationships

Using **GOOGLE MY BUSINESS** for...

BRAND MANAGEMENT & MONITORING



Brand Consistency & Connection To Your Website

Connect Google My Business to your website and other profiles

Keep Up To Date, Check Seasonally

If details are wrong, make sure to update them. This is particularly true with opening hours, especially if your business hours change seasonally

Solicit Feedback & Reviews

People can review businesses right from Google Maps. These reviews affect conversions and rankings in Google Maps

Using **GOOGLE MY BUSINESS** for... SEARCH & LOCAL SEARCH



Increase Local Search

Connecting your website business to a location increases relevance in search. Example – Skating Clubs in Edmonton. This is particularly true on mobile device searches

People May Not Even Visit Your Website

If location and/or phone number or hours are pulled up through search, people may not even visit your website

NAP and Knowledge Graphs

Name, address, phone number. This is what gets pulled up when Google recognizes a business search result. Make it match EVERYWHERE!

5 Key

Takeaways

It's Free, Use It

Take advantage of this free service

Solicit Reviews

Encourage customer to review you on Google Maps

Keep Everything Up To Date

Timely information such as seasonal hours should be scheduled to be changed

Make Sure Things Match

All places where your NAP exists it should match your Google Maps listing

Claim Your Listing

Get listed properly and take the time to fill out all your details

MONITORING TOOLS



Getting to know

Google Alerts

www.google.com/alerts

Alerts

Monitor the web for interesting new content

68

Q "travel alberta"

How often

At most once a day

Sources

Automatic

Language

English

Region

Any Region



Find New Content

Monitor the online presence of your business and find new content – all right in your inbox

CREATE ALERT

Hide options ▲

Alert preview

There are no recent results for your search query. Below is a sample of the type of results you will get.

Alerts

Monitor the web for interesting new content

🔍 Skate Morinville



How often

At most once a day



Sources

Automatic



Language

English



Region

Any Region



How many

Only the best results



Deliver to

trevortessier@gmail.com



Create Alert

Hide options ▲

Alert preview

There are no recent results for your search query. Below are existing results that match your search query.

NEWS

Morinville's Hagel creating chances for Blackhawks with speed, work ethic

CTV Edmonton

Morinville's Hagel creating chances for Blackhawks with speed, work ethic ... "He'd see Tyler **skating** so fast and says, 'I want to **skate** with him.

Council approves Town's Ice Allocation Policy

MorinvilleNews.com

... then Town of **Morinville** programs, and public **skating**. Priority #4 is Minor Hockey, followed by Junior Hockey, adult ice users, non-prime time school ...

skating school

[Research](#)

Statistics

KEYWORD INFO

GOOGLE LOCAL TREND

GOOGLE ADS



GOOGLE GLOBAL TREND

GOOGLE ADS



LOCAL AVERAGE VOLUME

GOOGLE ADS

455

GLOBAL AVERAGE VOLUME

GOOGLE ADS

2,183

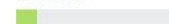
LOCAL COMPETITION

GOOGLE ADS



GLOBAL COMPETITION

GOOGLE ADS



SEARCH VOLUME

MAJESTIC

7

URLS - IN TITLE

MAJESTIC

51,631

DOMAINS - IN TITLE

MAJESTIC

908

URLS - IN URL

MAJESTIC

21,418

DOMAINS - IN URL

MAJESTIC

2,326

URLS - IN ANCHOR

MAJESTIC

846

DOMAINS - IN ANCHOR

MAJESTIC

514

URLS - IN ANCHOR & TITLE

MAJESTIC

42

DOMAINS - IN ANCHOR & TITLE

MAJESTIC

38

skating club

[Research](#)

Statistics

KEYWORD INFO

The number of times the Keyword or Key Phrase was found in Title.

GOOGLE LOCAL TREND

GOOGLE ADS



GOOGLE GLOBAL TREND

GOOGLE ADS



LOCAL AVERAGE VOLUME

GOOGLE ADS

333

GLOBAL AVERAGE VOLUME

GOOGLE ADS

2,433

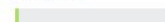
LOCAL COMPETITION

GOOGLE ADS



GLOBAL COMPETITION

GOOGLE ADS



SEARCH VOLUME

MAJESTIC

0

URLS - IN TITLE

MAJESTIC

0

DOMAINS - IN TITLE

MAJESTIC

0

×

URLS - IN URL

MAJESTIC

0

DOMAINS - IN URL

MAJESTIC

0

URLS - IN ANCHOR

MAJESTIC

0

DOMAINS - IN ANCHOR

MAJESTIC

URLS - IN ANCHOR & TITLE

MAJESTIC

DOMAINS - IN ANCHOR & TITLE

MAJESTIC

Using **GOOGLE ALERTS** for...

BRAND MANAGEMENT & MONITORING



Monitor Your Business Name

Find out when your business is appearing on the web – from a cool news story, to a BuzzFeed list article to a negative blogpost

Showcase Your Knowledge

Seek out opportunities to display and offer your expertise on topics related to your business and provide yourself as an option

Correcting Misunderstandings

Finds where you're being talked about – both the good and the bad. Having knowledge of this discussion is great. It allows you to correct any mistakes (ex. wrong hours) the publisher has made and any negative discussion or content that is taking place

Using **GOOGLE ALERTS** for... SOCIAL CONTENT



Social Content Sharing Ideas

Find new content related to topics that your social audiences enjoy and engage with.

Discovering Easy Content

Bloggers, websites and other publications could be talking about your brand online and you might not even know. This type of content is easy to share and works really well on social

What Are People Asking?

This is applicable to social, search and content creation. Get an idea about what people are talking about and what questions they have around topics related to your services

Using **GOOGLE ALERTS** for...

CONTENT DEVELOPMENT



Finding New Places

Discover new places that you could be putting your content. For example, directory sites and event calendars

Partnership Opportunities

This is a great way to find potential guest bloggers and potential partnership ideas

SEARCH OPERATORS

BROAD MATCH

skating where
youth sport programs

EXCLUDES

red deer -animal
figure skating -skates - buy

INCLUDE EXCLUDE SITE

"figure skating programs" site:.edu
"figure skating programs"
-site:skateabnwt.ca

Site:

“

PHRASE MATCH

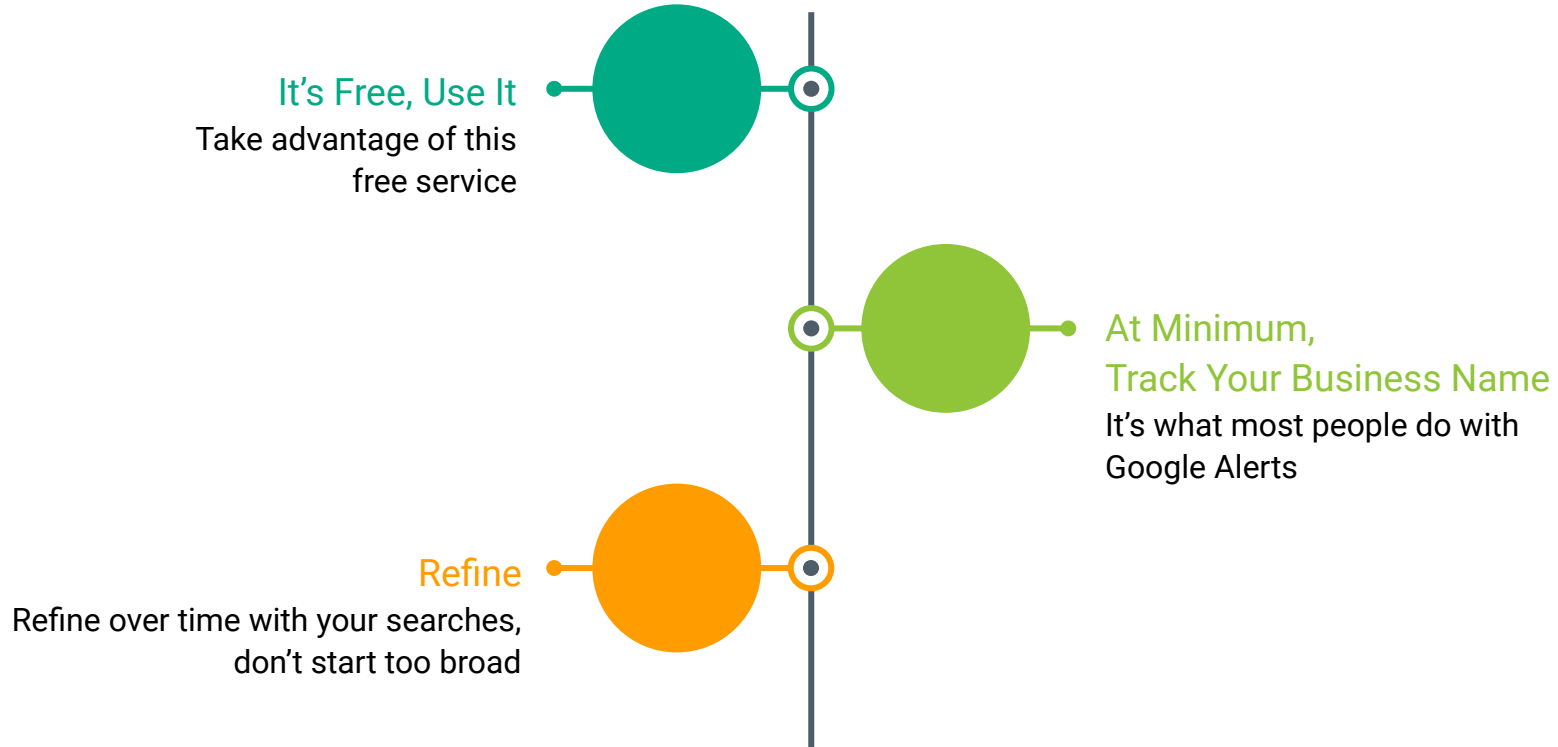
"Figure Skating"
Edmonton "skating programs"

*

WILDCARD

* skating clubs

3 Key Takeaways



MONITORING TOOLS

OTHER MONITORING TOOLS

Buzzsumo
Pro

Filter by Type:

☒ Bloggers
☒ Influencers
☒ Companies
☒ Journalists
☒ Regular People

Uncheck All

Location:

E.g city or country

Filter

Reset Filters


Top Content

Influencers

Content Alerts

marathon

Enter a topic or username: @buzzsumo, big



RunEatRepeat


@runeatrepeat

runeatrepeat.com

Blogger | Marathon Runner
Redhead | RRCA Running Club

Blogger

influencer




Boston Marathon John Hancock

johnhancock.com/bostonmarathon

John Hancock celebrates 300th Anniversary
Marathon- Latest News, JH
Runners Join Us! Guidelines http://t.co/BYTBWwJCqn

Blogger



Brian Adkins

@marathonbrian

Export

Sort by: Relevancy

Page 1 of 82

SCORE	DOMAIN AUTHORITY	FOLLOWERS	RETWEET RATIO	REPLY RATIO	AVERAGE RETWEETS
49	22,813	12%	12%	0.4	
59	33,990	10%	14%	0.6	

View Links Shared

NUVI

Brand24

Reputology

BuzzSumo

SocialRank

CLAIM YOUR LISTING

Update Your Club/Skating School Information

The Section office requests that each club and skating school submit updated club information to the Section office each year in September and throughout the year as updates may occur. Updating the club's or skating schools contact information may be done by completing the link below.

The contact information collected is then detailed in the Section Club/Skating School Directory which can be requested by Club Presidents, Skating School Directors and Assessment Coordinators to assist with communication between clubs and skating schools, especially in regards to the organization of assessment days.

If you have any questions regarding any of the information requested when updating your club/skating school information, please email [Kelly Havixbeck](#).



STEP 1 - Register for an Account

New for 2020, manage your listing.
Click here to create a account.
When done, proceed to step two to claim your listing.



STEP 2 - Log Into Your Account

Log into your new account and proceed to step three to find and claim your listing.



STEP 3 - Claim Your Listing

After logging in, click here to find your listing in the club directory. Click the "Claim" button. You will be notified when your claim is approved.

DOWNLOAD YOUR RESOURCES

<https://skatecanada.ca/>



« [Membership Site](#) [CanSkate](#) [CanPowerSkate](#) [STARSkate](#) ▼ [Competition](#) ▼ [Club & Skating School Operations](#) [Français](#)

[Home](#) > CanSkate

CanSkate

Show per page [Reset](#)

Image	Name	Summary	Buy
	CanSkate Web Banner - Twitter 800 x 800 (English)	A square promotional web banner for CanSkate. Updated 2020/06/04	Download
	CanSkate Web Banner - Twitter 800 x 800 (French)	A square promotional web banner for CanSkate.	Download

Filter by

- ☐ [Certificate](#) (14)
- ☐ [Colouring sheet](#) (54)
- ☐ [Form](#) (15)
- ☐ [Music](#) (21)
- ☐ [Poster](#) (11)
- ☐ [Resource guide](#) (9)
- ☐ [Sign](#) (74)
- ☐ [Summary document](#)
- ☐ [Web banner](#)

[? Support](#)



LEARN TO SKATE
FOR ALL ICE SPORTS

**INSERT
CLUB NAME
HERE**

VISIT CLUB WEBSITE ►



CONTENT MARKETING

A crowd of people at an outdoor event, possibly a fair or festival. In the foreground, a woman with dark hair and sunglasses on her head, wearing a maroon hoodie, is smiling. To her right, a young child has white skull face paint with red and blue accents. In the background, a man in a blue shirt and a woman in a blue shirt with a rainbow sash are visible. The scene is set under a large tent structure.

WHAT IS CONTENT MARKETING

“Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience - and, ultimately, to drive profitable customer action.”

Content Marketing Institute



ALL CONTENT SHOULD SERVE A KNOWN PURPOSE

Every piece of content should serve a purpose towards your goal.

- Contact
- Testimonials
- About
- Case studies
- Products & uses pages
- Blog posts
- Event calendars....

What are the gaps?



ALL CONTENT SHOULD SERVE A KNOWN PURPOSE

*Goal:
Increase signature event ticket sales on
website by 25%*

What content and content marketing is
needed to promote to new and existing
audiences?

APPROACHING CONTENT

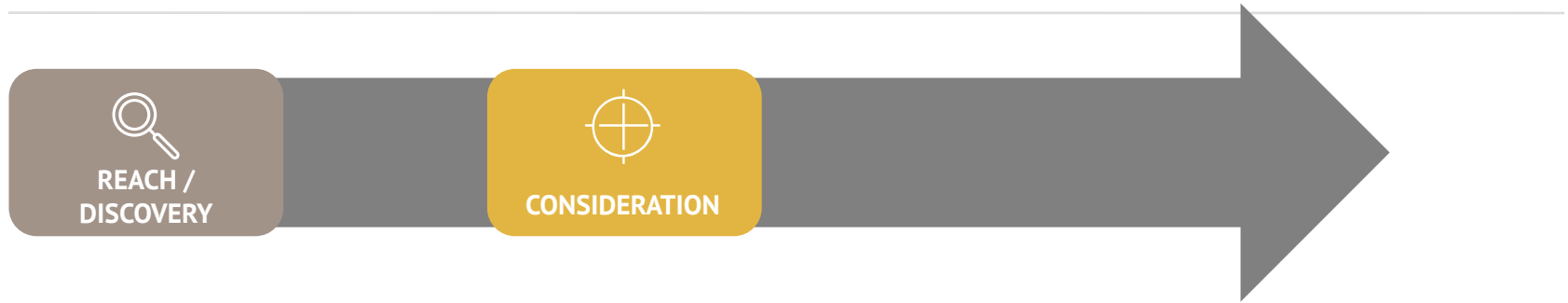


Awareness & Problem Identification Content

- **Goal** - Be found where people are asking questions. Build brand awareness, peaks curiosity.
- **How** - Focus on content that entertains and grabs attention. Also a good time to start educating your consumers about the experiences you have to offer.
- **What** - Posts or youtube videos for problem awareness and identification questions.

APPROACHING CONTENT

TYPES OF CONTENT AT DIFFERENT STAGES



Problem Solution Content & Consideration

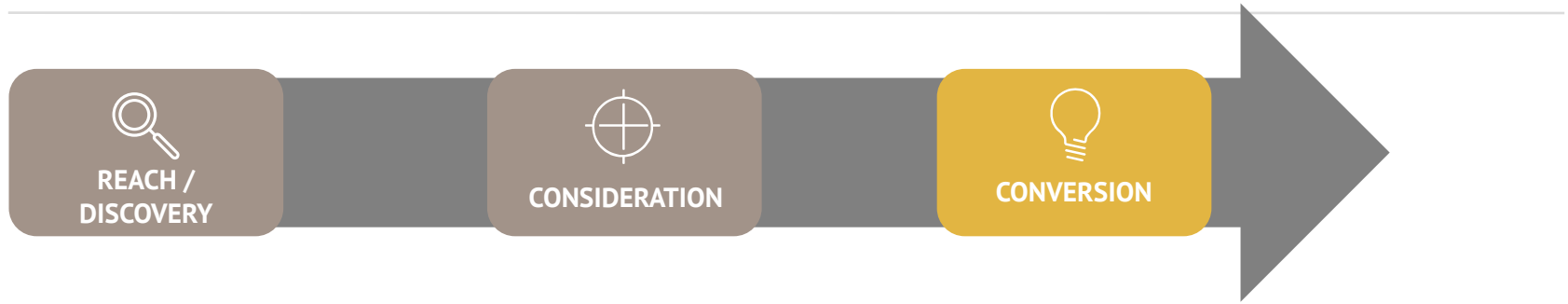
- **Goal** - Give the consumer the information they need to learn more about you while they evaluate their options
- **How** - Present the consumer with what you have to offer and how they can experience your product. This is a good time to showcase the features and benefits of your product and how it is relevant to them. Helps overcome “barriers”.
- **What** - Product use & services content (incl video), comparisons, FAQ’s, a well laid out website, social proof blog posts and videos showing past experiences.

CONTENT TO OVERCOME CONSUMER BARRIERS

- “It’s too expensive” - create content that demonstrates value, highlight special offers and packages
- “It’s too cold” - create content that provides tips for staying warm, how to dress for the weather
- “It’s not a place for kids” - create family - based content highlighting family events and testimonials from visitors with kids
- “I don’t know where to start” - create onboarding content designed to get people started, checklists for participation

APPROACHING CONTENT

TYPES OF CONTENT AT DIFFERENT STAGES

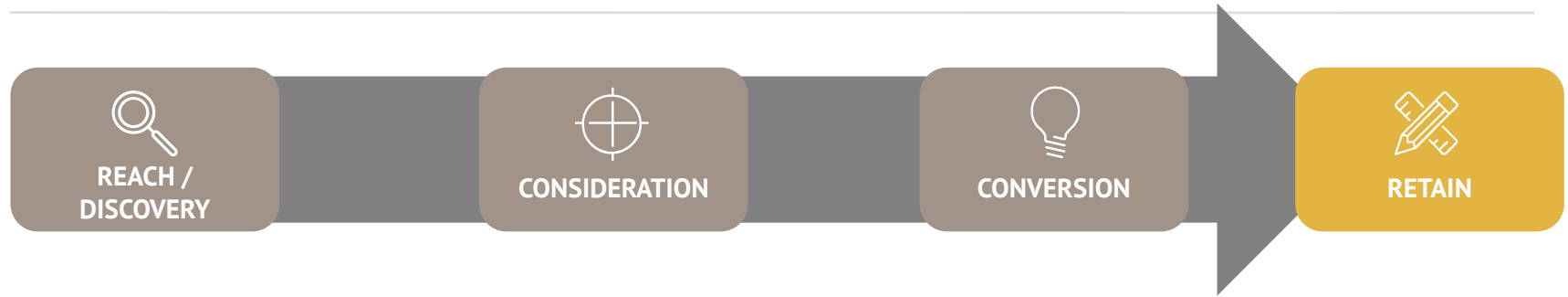


Content That Enables & Converts

- **Goal** - Convert those looking at your products into buyers without making them jump through too many hoops
- **How** - Lay out your products and services so they're easily understood. Start to work testimonials and content highlighting traveller experiences into the mix
- **What** - Easy to navigate next steps, special offers and packages, calls-to-action,

APPROACHING CONTENT

TYPES OF CONTENT AT DIFFERENT STAGES



Content that Supports Retention & Word of Mouth

- **Goal** - Turn those that have purchased from us in the past into brand advocates and repeat travellers
- **How** - Provide them with the tools to make it easy to buy again and tell their friends
- **What** - Lifestyle support content through social media, loyalty specials and promotions, e-newsletters, insider information, fan events and invites.

COMPELLING & CONTENT WILL ...

- **Inspire** - “Here is someone like you having a great time. Imagine yourself doing this.”
- **Inform** - “Here are some frequently asked questions about our resort.” “How can our content eliminate misconceptions and dispel myths?”
- **Entertain** - “Here are 5 fun reasons you should stay with us this summer.”
- **Persuade** - “Here is the value that we offer and reasons why we are your best option.”

MEMORABLE CONTENT WILL...

- Get to the point
Long drawn out → Succinct
- Be Visual
Text → Images
- Excite
Facts & Figures → Stories

MEMORABLE CONTENT

- REWARD
- ANTICIPATION

MANAGED UNCERTAINTY
- Increase the dopamine response.

Certification Courses from HubSpot

HubSpot Academy's certification programs help take your inbound skills to the next level.

New to HubSpot Academy?

[Start here!](#)

SORT BY: CATEGORY

Marketing

Sales

Design

SORT BY: AVAILABILITY

Everyone

Customers

Partners

FREE



Inbound Certification

Comprehensive marketing training covering the full Inbound Methodology.

- 12 Classes
- 4.5 Hours
- Cost: Free

[Learn More](#)

[Get Certified](#)

FREE



Email Marketing

Advanced lessons on managing a sustainable email marketing strategy.

- 9 Classes
- 3.5 Hours
- Cost: Free

[Learn More](#)

[Get Certified](#)

FREE



Inbound Sales

Sales training for identifying and closing active and passive prospects.

- 5 Classes
- 3 Hours
- Cost: Free

[Learn More](#)

[Get Certified](#)

FREE



Content Marketing

Advanced training in executing an effective inbound marketing strategy

- 10 Classes
- 5 Hours
- Cost: Free

[Learn More](#)

[Get Certified](#)

FREE



CUSTOMERS



PARTNERS



FREE



CONCEPTING WORKSHEET

Persona

(choose 1)

Your Topic/Keyword

(choose 1)

**Buyer's
Journey stage**

(choose 1)

Awareness

☐

Consideration

☐

Decision

☐

**How will this help
your buyer persona?**

Format/Type

(choose 1)

eBook/
Whitepaper

☐

Template

☐

Checklist

☐

Comparison
Chart

☐

Case
Study

☐

Worksheet/
Calculator

☐

Podcast

☐

Video/
Webinar

☐

Purchasing
Guide*

☐

Content Structure

(choose ≥ 1)

List

☐

How-to

☐

FAQ

☐

Best of

☐

News/
Trends

☐

Q&A

☐

Opinion

☐

Curated

☐

Product-
focused*

☐

Content title

PRIMARY SOCIAL ACTIVITIES

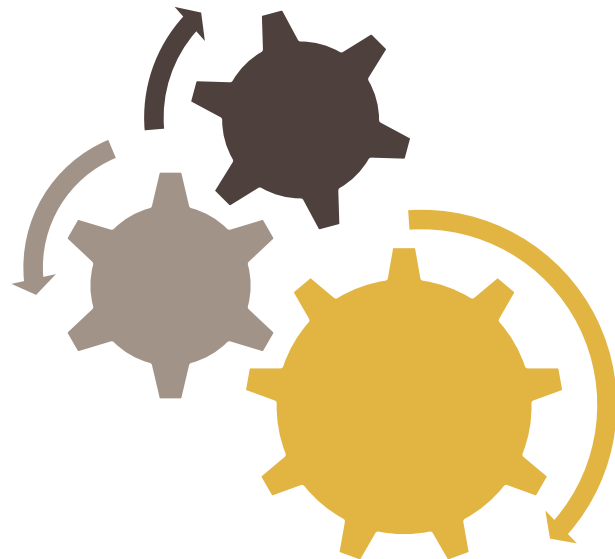
ENABLE THE AUDIENCE

Listen First

- Don't push content, listen and engage – create what people want to see

Engage

- Invest in relationships – talk with not at
- Validate opinions or observations (simple as saying “that’s a great suggestion” or “thanks for your honest feedback”)
- Search for “research” statements - people looking for general or specific info
- Join where their conversations are happening
- Create and collaborate



YOUR SOCIAL FOLLOWERS

ENABLE THE AUDIENCE

Lessons learned from the dancing shirtless guy

https://www.youtube.com/watch?v=V_qO7NFp4-s



Search



KEYWORD & TRENDS RESEARCH

BASED ON GOALS AND PERSONAS

Looking for ideas?

- What questions or topics to create content for?
 - What format it should it be in - opportunities?
 - The right place at the right time.
-

GOOGLE ADS KEYWORD PLANNER



Discover new keywords

Get keyword ideas that can help you reach people interested in your product or service



Get search volume and forecasts

See search volume and other historical metrics for your keywords, as well as forecasts for how they might perform in the future



Keyword (by relevance) ↓

Avg. monthly searches

Competition

Keywords you provided



farm tour

100 – 1K

Low



farm tours alberta

10 – 100

Low

Keyword ideas



farm visit

100 – 1K

Low



farm tours near me

10 – 100

Low



cows factory tour

10 – 100

Low



dairy farm tours near me

10 – 100

Low



farm trip

10 – 100

Low



alpaca farm tour

10 – 100

Low

GOOGLE TRENDS

Compare Search terms ▼

hiking trails

Search term

Birding

Search term

cycling

Search term

driving tour

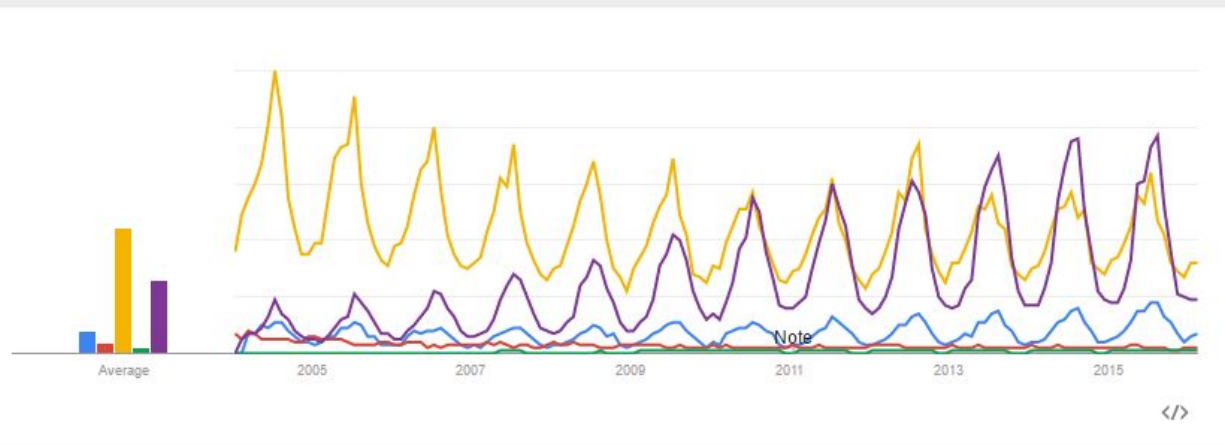
Search term

farmers m..

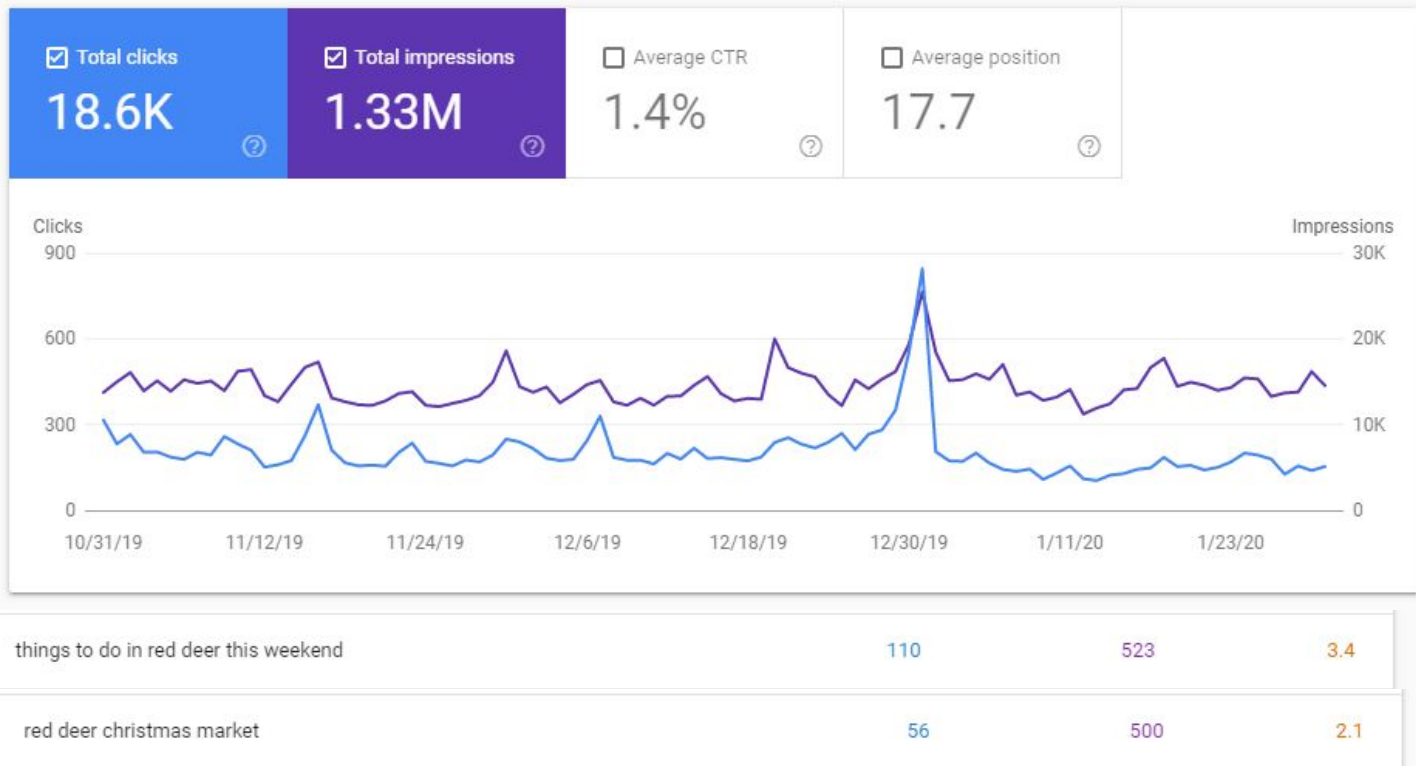
Search term

Interest over time ?

☐ News headlines ? ☐ Forecast ?



GOOGLE SEARCH CONSOLE



GOOGLE SUGGEST RELATED KEYWORDS

what agricultural experiences can i do near me



[All](#) [News](#) [Images](#) [Maps](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)

About 187,000,000 results (0.85 seconds)

People also ask

How far is Bon Accord from Edmonton? ▾

What is there to do in Edmonton with kids? ▾

How much farmland is in Alberta? ▾

What can toddlers do in Edmonton? ▾

Where can I take my toddler for fun? ▾

Where can I take a 2 year old? ▴

10 Unexpected Places to Take a Toddler on a Cold or Rainy Day

- The Library. This is an obvious one, right? ...



People Also Search For

[Export to CSV](#)

Keyword

[Load Metrics \(uses 45 credits\)](#)

alberta farm days 2019
list of farmers in alberta
farm day 2019
northlands open farm days
prairie skies ranch
lazy t farm
family day activities edmonton
indoor activities edmonton adults
edmonton summer activities 2019
things to do with babies in edmonton
baby goats edmonton
indoor playgrounds edmonton
directions to prairie gardens
prairie gardens promo code
prairie gardens wedding
corn maze lloydminster
haunted corn maze alberta

KEYWORD SHEETER

Generate Ideas

city centre farmers market edmonton
city center farmers market edmonton
century park farmers market edmonton
castle downs farmers market edmonton
miller crossing farmers market edmonton
farmers market downtown edmonton hours
indoor farmers market downtown edmonton
downtown farmers market edmonton moving
downtown farmers market edmonton parking
downtown farmers market edmonton vendors
dutch farmers market edmonton
dog farmers market edmonton
edmonton farmers market sunday downtown
dog friendly farmers market edmonton
edmonton downtown farmers market
downtown edmonton farmers market 2019
edmonton downtown farmers market saturday

Negative Filter.

Sheet Keywords

Positive Filter.

Generate Ideas

farmers market dog food
dog farmers market edmonton
dog friendly farmers market edmonton

Negative Filter.

Sheet Keywords

dog



ANSWER
THE PUBLIC

Language

English

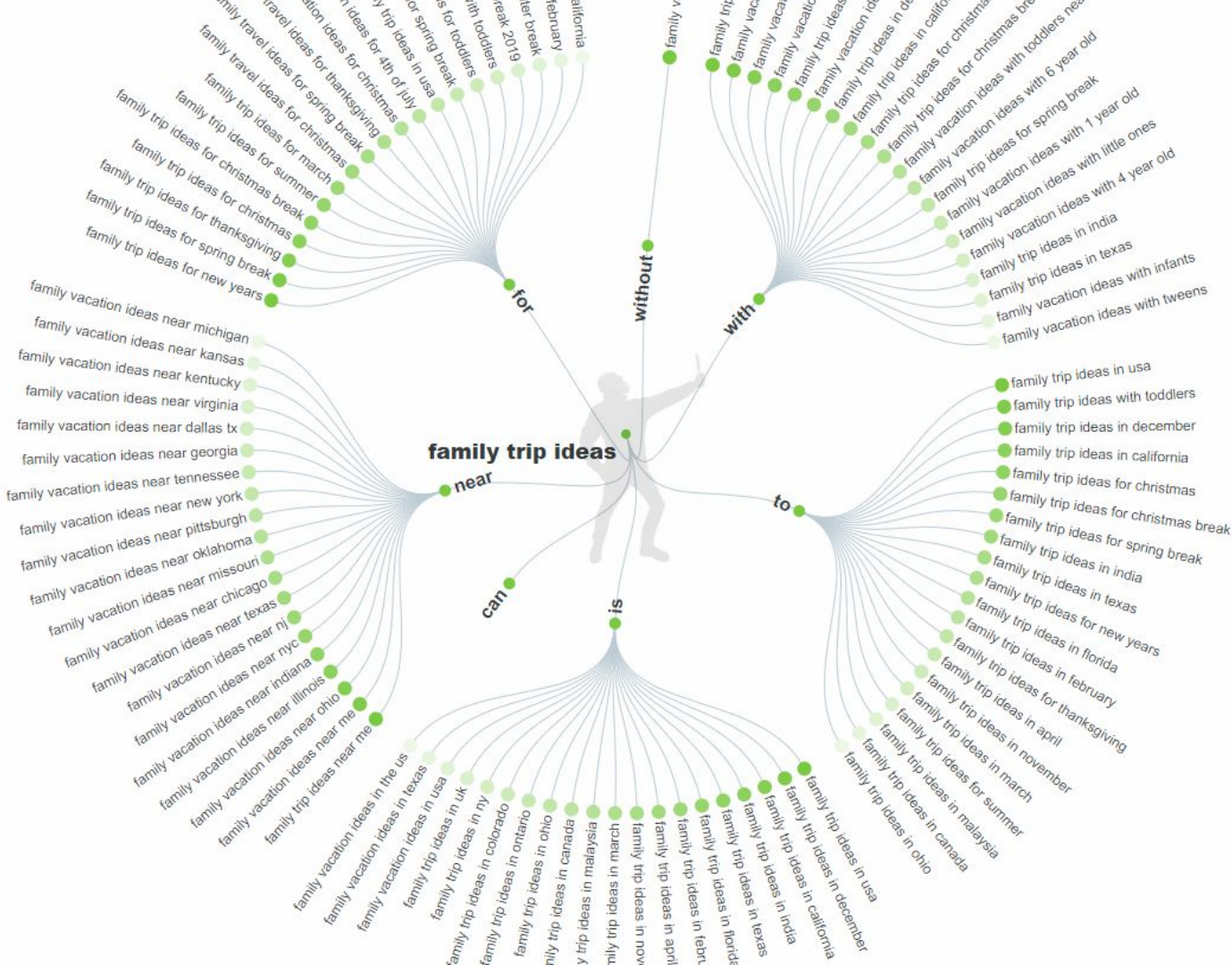
Region

Pro only

Enter your keyword & he'll suggest content ideas in seconds...

e.g. dresses, xbox, flights, etc.

Get Questions



alberta farmer's markets 30 alphabeticals

a

Image

- alberta farmers market association
- alberta farmers market association membership
- alberta farmers market application
- alberta farmers market app
- alberta farmers market assoc

b

Image

- alberta farmers market bylaws

c

- alberta farmers market certificate
- alberta farmers market course
- alberta farmers market.com
- alberta farmers markets in calgary
- alberta farmers market home study course
- alberta farmers market food safety course
- alberta farmers market food handling course
- alberta health services farmers market course
- central alberta farmers markets
- central alberta farmers markets 2018
- farmers markets in alberta canada

d

Image

- alberta farmers markets directory

e

Image

- farmers markets in edmonton alberta

f

- alberta farmers market food regulations
- alberta farmers market food safety course
- alberta farmers market food safety
- alberta farmers market food handling course
- friday farmers markets alberta

DATA & ANALYTICS

REVIEW YOUR ANALYTICS

Earned Traffic VS Paid

Referral sources

Demographics/Geographics

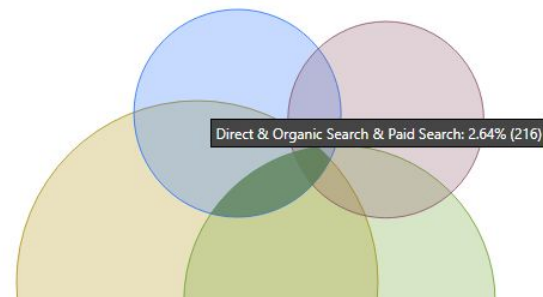
Conversion rates

Multi-Channel Conversion Visualizer

See the percentage of conversion paths that included combinations of the channels below. Select up to four channels.

Channel	% of total conversions
<input checked="" type="checkbox"/> Direct	50.03%
<input checked="" type="checkbox"/> Organic Search	37.15%
<input checked="" type="checkbox"/> Paid Search	16.43%
<input checked="" type="checkbox"/> Referral	14.69%
<input type="checkbox"/> Social Network	14.00%
<input type="checkbox"/> Display	0.62%
<input type="checkbox"/> Email	0.51%

Direct & Organic Search & Paid Search & Referral: 0.27% (22)



MCF Channel Grouping Path ?

Conversions ?

1.	Organic Search → Direct	399 (12.86%)
2.	Direct × 2	355 (11.44%)
3.	Organic Search → Direct × 2	162 (5.22%)
4.	Direct × 3	152 (4.90%)
5.	Paid Search → Direct	111 (3.58%)
6.	Referral → Direct	107 (3.45%)
...

SOCIAL AUDIENCES

TEST AGAINST AUDIENCE

Overview

Promotions

Followers

Likes

Reach

Page Views

Page Previews

Actions on Page

Posts

Events

Videos

People

Messages

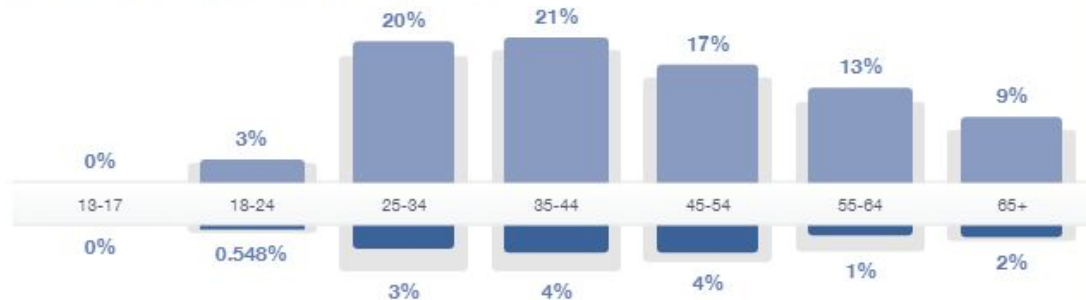
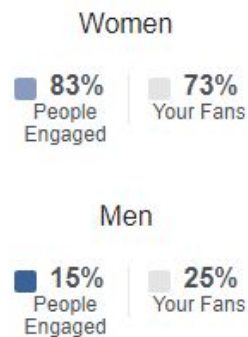
Your Fans

Your Followers

People Reached

People Engaged

The number of People Talking About the Page by user age and gender.



Country

People Engag...

Canada

353

United States of America

2

City

People Engag...

Red Deer, AB, Canada

209

Calgary, AB, Canada

23

Language

People Engag...

English (US)

352

English (UK)

11

DIGITAL ANALYTICS

Let's look at the importance of data.

Quality over quantity **Don't Measure Success by Follower Counts**

- Engagements
- Clicks
- Impressions and reach
- Subscribers
- Event signups
- Audience size
- Conversion rates
- Media value
- Relationship quality
- Sentiment
- Etc...



DIGITAL ANALYTICS

Let's look at the importance of data.

Guessing Doesn't Work

Set your goals & put the tools in place to measure. Don't make future decisions off of assumptions.

Test Test Test

A/B test your content, campaigns, social media efforts, paid campaigns, outreach programs and more.

1

2

3

Do Something With It

Collecting and understanding data is good but you still need to do something with it. Review, rinse, repeat.

DATA & ANALYTICS

Affinity Category (reach)

69.86% of total sessions

3.93%		Movie Lovers
3.30%		Travel Buffs
3.28%		Home Decor Enthusiasts
3.19%		TV Lovers
3.08%		News Junkies/Entertainment & Celebrity News Junkies
2.93%		Cooking Enthusiasts/Aspiring Chefs
2.92%		Outdoor Enthusiasts
2.75%		Health & Fitness Buffs
2.71%		News Junkies
2.66%		Technophiles

In-Market Segment

66.52% of total sessions

3.79%		Travel/Hotels & Accommodations
3.06%		Employment
2.89%		Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
2.85%		Travel/Trips by Destination/Trips to North America
2.13%		Home & Garden/Home & Garden Services/Landscape Design
2.12%		Home & Garden/Home Furnishings
1.88%		Dating Services
1.68%		Autos & Vehicles/Vehicles (Other)/Campers & RVs
1.63%		Travel/Air Travel
1.53%		Real Estate/Residential Properties

Other Category

69.71% of total sessions

3.92%		Arts & Entertainment/Celebrities & Entertainment News
3.29%		Arts & Entertainment/TV & Video/Online Video
3.15%		Shopping/Classifieds
3.14%		News/Weather
2.53%		Food & Drink/Cooking & Recipes
1.72%		Arts & Entertainment/Humor
1.64%		Food & Drink/Food/Baked Goods
1.37%		Travel/Hotels & Accommodations
1.34%		Real Estate/Real Estate Listings
1.26%		Arts & Entertainment/Music & Audio/Country Music



DATA & ANALYTICS

All Users
100.00% Sessions

+ Add Segment

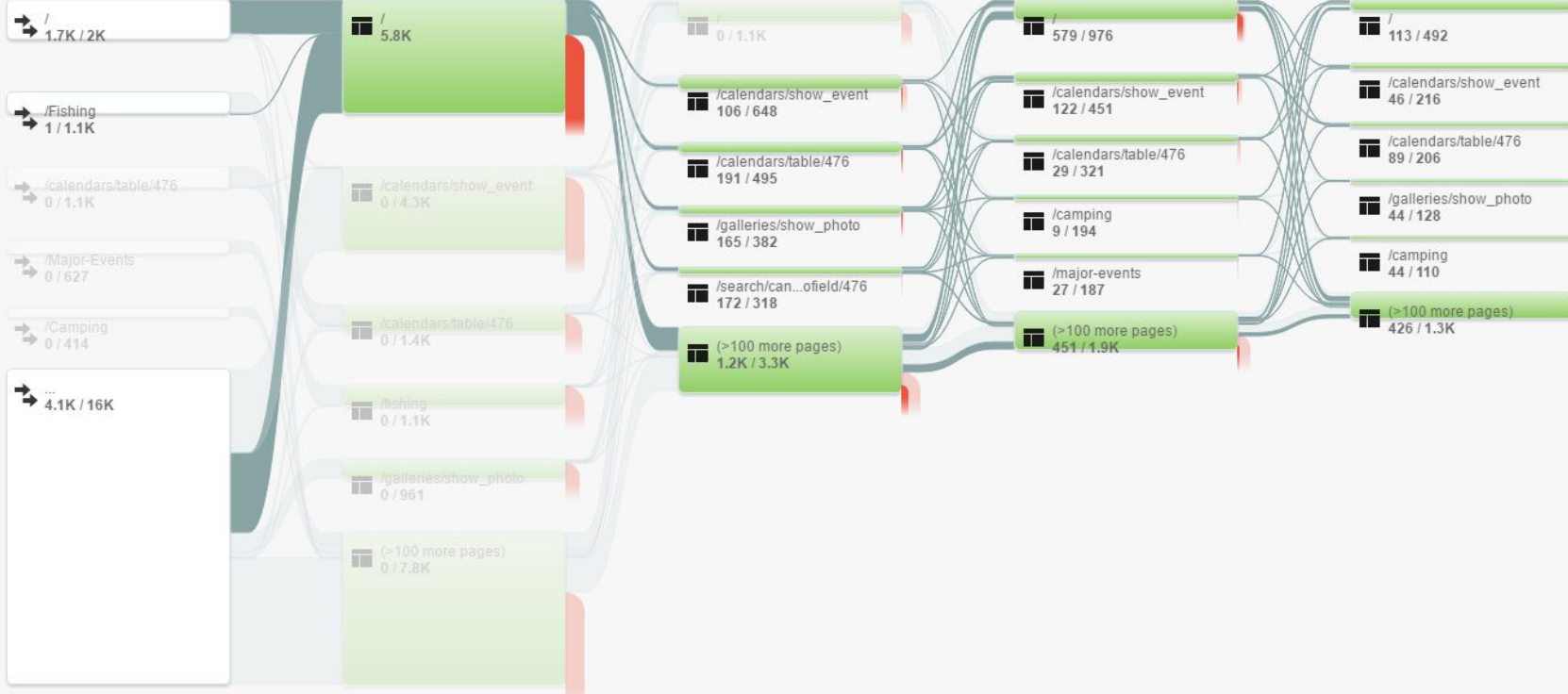
Landing Page

Starting pages
21K sessions, 15K drop-offs

1st Interaction
6.3K sessions, 2.2K drop-offs

2nd Interaction
4K sessions, 1.6K drop-offs

3rd Interaction
2.5K sessions, 671 drop-offs



+ Step

DATA & ANALYTICS



Set Goals, Measure

Decide what success means for each marketing activity and for each audience. Content marketing, advertising, SEO, social and more . Develop goals and KPI's. Set up tools to measure these.

Stop the Leaks

Know which pages are underperforming. Review key pages and their performance metrics and try to increase performance.
- Add calls to action, refresh content, a/b test and more

Rinse & Repeat

A/B test your content, campaigns, social media efforts, paid campaigns, outreach programs and more

PICKING TOOLS

GOAL	Tool	Audience	Role	Content Type	Success Factors
(REACH) Increase Business / Association Awareness	Youtube	Audience 1, 2	Awareness of needs / inform Active assessment	How-to tutorials Problem identification videos	Leads generated from content. Increased mentions online.
	Instagram	Audience 2, 3	Awareness Active assessment	Sharable and engagement based content, FAQs, Weekly reviews Top x lists	Increased engagement and impressions on social posts, Leads from social
GOAL	Tool	Audience	Role	Content Type	Success Factors
(RETENTION) Customer support, product use	Facebook	2,3	Obtain new content (UGC) Build brand loyalty	Sharable and engagement based content, FAQs, Weekly reviews, News Staff profiles	Engagement rates, sharing, new follows and leads from content
	Blog Youtube	1,2	Maintain new & existing audiences Expose audiences to uses of product	Keyword search - solutions based ads Tutorials, weekly Q&A round-ups Client Q&A's, Staff profiles	Increased return readership Increased leads from social Increased reviews / increased positive sentiment online
GOAL	Tool	Audience	Role	Content Type	Success Factors
(CONVERSION) Purchase/ Conversion	Facebook Youtube	2,3	Features and benefits of product - evaluation Assessment of alternatives Awareness of needs	Urgency based special offer, Lead gen & reciprocity content Lifestyle tips, product use examples Brand and personnel connection videos	Document downloads, More word of mouth referrals Conversion rates after a/b testing content types

REFERRAL SOURCES

WHAT CAN IT TELL YOU

- What drove traffic in the past?
- What provided quality traffic and is worth doing more of it?
- What can you drop?
- What role did the source play?

Don't rule things out without a bigger picture and don't rule it out because you see no data from it.



Thank you!



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