



Additional resources

www.womenconnect.org

SEO

- When people type something in a search engine, they're letting it know exactly what they are looking for
- If you offer relevant services and products, search engines will show your business in the search results
- There are 2 main ways you can use search engines to promote your business:
 - search engine optimisation, or SEO, which helps you promote your business in the unpaid search results. It is all about getting your site in front of the right people who are searching for your products
 - The second is search engine marketing, or SEM, which lets you buy ad space in the search results
- If you want to reach new customers, your first step should be keyword research—that means finding out what your potential customers are searching for
- You should do this at least once a year as part of your SEO plan.

SEO Plan & Process

- Once you've identified good keywords, take a look at how you're doing in search results for those words.
 - How many of these words and phrases bring up your website on a search engine?
 - Are there specific topics that don't bring much traffic to your site?
- This information will help you figure out what's working for you and what's not
 - If a popular phrases are not pointing customers to your site, you can address those missing pieces in your SEO plan
- Once you've discovered gaps in your SEO performance, your next step is to think about how to fix them
 - This could be mentioning popular keywords on your site
 - You could also invite bloggers to write about your fashion process or events, bringing more traffic to your site
- Make a list of anything you think might improve your SEO performance and prioritise the actions to be implemented as there is no shortcut for search engine optimisation

Social Media

- When getting started with social media, it helps to sort all the different networks into categories so that you can understand where you need to focus your attention
- Let's start with some of the biggest social networks out there. For example, Facebook, Twitter, Google My Business and LinkedIn have some very big audiences
 - Your existing and future customers are likely participating in these huge networks, so you should probably consider having a presence on these large networks so you can find them there
- You'll also find niche, or industry-specific players dedicated to exactly what you do, filled with people who are super-interested in the types of products or services you offer
- With each network, spend some time looking around to see how people are using it
 - This will help you better understand how you can participate in the conversations, or what kinds of content you might share

Setting Your Goal for Social Media

- Within a network, you have to participate and give back to your new network of friends and followers.
 - Engage with the network by re-sharing some of their content, or maybe you can spark some discussion by commenting on other people's content around current fashion trends, or a celebrity who put together an amazing vintage look.
- You'll need to plan how you're going to speak to the different audiences in the different networks you're using
 - Are you going to be professional and authoritative? That might work well if your target audience is formal and professional, or for specific networks like LinkedIn.
 - Or are you going to be light and friendly? That might work better in less formal or personal networks, where you're interacting with a more casual consumer.
- Don't forget your business goals.
 - If you're looking to attract more people to your networks and your business, then make sure to use an engaging and inviting tone
 - If you're trying to engage your existing customers, make sure you speak to them with gratitude for being your loyal customers.

Social Media Best Practices

Facebook Best Practices

- #1: Ask Questions To Generate Engagement
- #2: Leverage Trending Topics To Generate Engagement
- #3: Weave Stories To Generate Engagement
- #4: Add Creative Pictures To Generate Engagement
- #5: Give Out Industry Tips To Generate Engagement
- #6: Test Multiple Posting Frequencies & Lengths To Optimize Engagement
- #7: Use Videos To Generate Engagement
- #8: Use Infographics To Generate Engagement
- #9: Go Live To Generate Engagement
- #10: Your BUSINESS is your BUSINESS
- #11: Stamp Your Graphics To Increase Brand Recognition
- #12: Share Your Company's Blogs To Generate Site Traffic
- #13: Boost Your Best Performing Facebook Posts To Extend Their Reach
- #14: Run Ads: (Re Marketing and Communication)
- #15: Partner with influencers.



Social Media Best Practices

Instagram Best Practices

- #1: Know your audience
- #2: Set Smart goals
- #3: Measure performance & Find the best time to post
- #4: Create a style guide
- #5: Use a content calendar
- #6: Try Instagram tools available to you: Stories (Use Create Feature), Use Reels, Tag a product, Use fun effects, Use Highlights,
- #7: Use Videos To Generate Engagement
- #8: Use Infographics To Generate Engagement
- #9: Go Live To Generate Engagement
- #10: Your BUSINESS is your BUSINESS
- #11: Run Instagram Ads (And see ad performance)
- #12: Share Your Company's Blogs To Generate Site Traffic
- #13: Boost Your Best Performing Instagram Ad To Extend Their Reach
- #14: Partner with influencers
- #15: Use relevant hashtags



Social Media Best Practices

Tiktok Best Practices

- #1: Create videos where you share outfit ideas, tips and advice
- #2: Share fashion news
- #3: Create a virtual event
- #4: Create before and after videos, that show a fashion transformation
- #5: Create step-by-step or training videos
- #6: Show the behind-the-scenes processes that you go through to develop your fashion products



Social Media Best Practices

LinkedIn Best Practices

- #1: Show off the products your brand offers through the products and services tab
- #2: Cross promote through one's blog or through distribution on social media networks
- #3: Post regular company updates
- #4: Generate recommendations on LinkedIn
- #5: Engage in LinkedIn groups, with having a specific person, advocate or influencer speaking for the brand



Crafting Great Marketing Emails

- Email marketing is a great addition to your other digital marketing activities
 - It builds customer loyalty and engagement and works well on mobile
- Start by building a list of people who've expressed an interest in your business
- Making a good first impression . Think about what customers see when they glance at their inbox.
 - Will your email make them want to open it?

Crafting Successful Email Campaigns

- The two things your customer will see, are your business name in the “From” field, and the subject line of your email
 - Be sure to use a name and email address in your “From” field that clearly identifies your business. People are more likely to open an email, from someone they recognise and trust
 - Develop an effective subject line will compel people to open it
 - Keep your subject line short and simple—ideally under ten words. Try to capture the most valuable and relevant information contained in the email
 - When possible, personalise or localise the subject line
 - In your subject line, avoid words like “free,” “percent off,” “reminder,” and “specials,” as well as pound (£) symbols and exclamation points. These are all known to trigger spam filters
- In the body of the email, keep your content concise, and get right to the point
 - Your paragraphs should be short—maybe one to three sentences, and keep them focused on a single idea
 - You can always link to longer articles and additional information, on your website