

Overview of Online Marketing Channels



School is Easy
TUTORING

JAN
2019

DIGITAL AROUND THE WORLD IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND GLOBAL MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



7.676
BILLION

URBANISATION:
56%

UNIQUE
MOBILE USERS



5.112
BILLION

PENETRATION:
67%

INTERNET
USERS



4.388
BILLION

PENETRATION:
57%

ACTIVE SOCIAL
MEDIA USERS



3.484
BILLION

PENETRATION:
45%

MOBILE SOCIAL
MEDIA USERS





3.256
BILLION

PENETRATION:
42%

7

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU. [ALL LATEST AVAILABLE DATA IN JANUARY 2019].

 **Hootsuite™** 

Important Online Marketing Channels

- Organic
- Paid Search
- Social Media
- Email
- Content Marketing (Video Marketing)

Organic Traffic & Search Engine Optimization

The organic digital marketing channel **includes all website traffic that comes from search engines** such as Google, Bing, or Yahoo.

Your role: The head office team continually works on improving SEO. You don't have to worry about this!

Paid Search Traffic

The paid search digital marketing channel includes all website traffic that comes from **paid ads on search engines**. It may also be referred to as search engine marketing (SEM) or pay-per-click (PPC).

- Google Adwords
- Bing Ads

Your role: Franchisees are responsible for their own campaigns. However, we can recommend a PPC agency (Lead PPC) and we can support with generic assets. When you are ready (after you have tutors), let us know and we will connect you. They recommend \$1,000 on Google Search and \$600 on Facebook ads (+\$200 monthly admin fee).

About 35,400 results (0.44 seconds)

Repair pipe - Plumbers serving Gaithersburg

Sponsored ⓘ

Len The Plumber

4.6 ★★★★★ · See reviews

✓ GOOGLE GUARANTEED

Silver Spring

(301) 485-2316

Open 24/7

Roto-Rooter Plumbing &...

4.7 ★★★★★ · See reviews

✓ GOOGLE GUARANTEED

Jessup

(240) 623-7600

Open 24/7

My Plumber Heating & C...

4.7 ★★★★★ · See reviews

✓ GOOGLE GUARANTEED

Manassas

(703) 951-6984

Open 24/7

→ More plumbers in Gaithersburg

Gaithersburg Plumbing \$79 | \$50 Off Coupon. \$79 Special.

Ad www.bestchoiceplumbers.com/ ▼ (301) 755-9915

Gaithersburg Plumber. 24 Hours. Trusted 30 Years. Clean & Tidy Plumbers. 24 Hrs

Frozen Pipes Repair | BGE HOME | bgehome.com

Ad www.bgehome.com/montgomery-co/plumbing ▼

Call BGE HOME Now to Request An Emergency Repair Estimate Today!

Frozen Pipes Can Be Dangerous | It's Time to Call an Expert

Ad md.johncflood.com/Pipe_Repair ▼

Our pipe repair pros get your home back to normal & stop future issues. Call us!

PAID ADS



School is Easy
TUTORING

Winterizing Frozen Pipes Gaithersburg MD | Vito Services

<https://www.vitoservices.com/winterizing-frozen-pipes-gaithersburg-md/> ▼

Thawing **frozen pipes**! Some quick tips from James Vito Plumbing. **Frozen pipes** should be thawed gradually with a heat gun or hair dryer. Avoid using a propane torch or an electric space heater! Sometimes they start fires! You don't want to deal with a fire in addition to your plumbing issues. When using a hair dryer or heat ...

Gaithersburg, MD Plumber | Roto-Rooter Plumbing & Waterproofing

<https://www.rotorooter.com> › Locations › Maryland › Gaithersburg ▼

★★★★★ Rating: 5 - 215 reviews


Roto-Rooter plumbers in **Gaithersburg** provide full-service commercial and residential **plumbing** maintenance and repairs 24 hours a day, seven days a week, 365 days a year. And because we don't charge extra for **plumbing** or drain service on nights, holidays or weekends, you'll always get the help you need at a price ...

Burst and Frozen Pipe Repair | Frederick, Gaithersburg and Rockville ...

<https://www.tristatehomeservices.com/plumbing/burst-and-frozen-pipe-repair.html> ▼


Whenever the temperature reaches its freezing point, your plumbing system succumbs to all kinds of problems. One of the biggest is a **frozen pipe**, which happens when ice forms inside or around the pipes. If you don't weatherize your plumbing beforehand, it'll create leaks and can escalate into a **burst pipe**. A **burst pipe** is ...

**ORGANIC
LISTINGS**



Food Network Feed Magazine Apps Shop LOG IN Recipe Box

SHOWS CHEFS RECIPES RESTAURANTS VIDEOS
 Search


New on FoodNetwork.com



EGGS ANY TIME
Ready to Elevate Any Meal? Add an Egg



BRING IT ON, BLIZZARDS
5 Ways to Eat Fresh Snow



MORNING GLORY
The Fluffiest Pancakes On the Road


Home / Recipes & How-Tos / Fried Chicken

Fried Chicken

★ ★ ★ ★ ☆ 460 Reviews

Recipe courtesy of **Alton Brown**
 SHOW: *Good Eats*
 EPISODE: *Fry Hard 2: The Chicken (Fried)*

SAVE RECIPE
Facebook
Pinterest
Twitter
Google+


Total Time: 40 min

SKIP THE SWIPE

PAY WITH YOUR SMARTPHONE

1. HOLD

2. SELECT

3. CONFIRM

Click Here to Learn More

Lucky

Advertisement

Social Media Marketing

Promote your business on social media channels:

- Facebook
- Twitter
- LinkedIn
- Instagram
- Pinterest

Your role: Franchise owners are responsible for establishing their local identity on all social channels.

Social Media Marketing

Social media allows businesses to do at least 4 important things:

- Increase brand awareness
- Generate new leads
- Build a community
- Customer service

Social Media Marketing

Franchise owners should add photos, videos, news, events and other content that is unique to their location.

Growing their local following

- Ask your clients to follow you.
- Promote your social presence everywhere - Business cards, email signatures, etc.

Engage consistently.

- Responding to any direct messages, and
- Responding to comments made on their local posts.

Activity (10 minutes)

Divide your paper in half.

- In the first half, create a client persona.
- In the second half, list 3 content ideas. What topic would it be? What format would it be (video, photo, blog, etc)?

Social Media Marketing

Let's set up your Facebook accounts!

Your homework:

- Fill out your FB page info
- Research three companies (one must be a competitor) with a good social media activity. What content topics do they post? What formats do they publish (image, video, blog posts, etc)? What can they do better? How do they build their following?