Our Team

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WHO WE WORK WITH

Here is a few of the organization’s we have the pleasure of working with:

FNC Bank
SHeldon Theatre
Ellsworth Cooperative Creamery
Vino In The Valley
Woodbury THRIVES
Building a healthy community together
International Wolf Center
Social Foundation
Woodbury Community Foundation
Cheese Curd Festival
ST Croix Animal Friends
Anderson Center
Fine Arts Council
First Choice Clinic
New Richmond Area Community Foundation
Our team has extensive expertise in every corner of the marketing world. You can count on one team to take care of all your marketing needs.

We’re your partners, not just your agency.
Let’s Set the Stage

Getting Customers Used To Be Pretty Easy
Things Have Changed
Being Digital
Your Website & You….

Your website is the starting point for your digital story. Every piece of content, photo, or video helps to tell your story.

• The cornerstone of any successful online strategy
• Essential for search exposure
• Lead generation
• Gather important marketing data
• Your organizations representative 24/7
Areas to focus on
- Story Telling
- Testimonials (impact)
- Calls to action

Non-profit Web design
**Google Analytics**

- Track which channels are performing the best
- Gauge interest on site content
- Better understand your audience
What is essential and what is not.

Primary & Essential
- Responsive Design
- Google Analytics (or other software)
- Content Management System

The Should have’s
- Basic SEO (Meta tags)
- Social Proof (reviews / testimonials)
- Unique Imagery and Content
- Clear call to action (CTA)
- Google Search Console

Areas to focus on
- Story Telling
- Testimonials (impact)
- Calls to action
Utilizing the latest technology to target consumers across the internet.

DIGITAL MARKETING
SEARCH ENGINE MARKETING (PPC)

PPC stands for *pay-per-click*, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it’s a way of buying visits to your site, rather than attempting to “earn” those visits organically.

Monthly PPC Management Services Include:

- Keyword Research
- Keyword Optimization
- Budget Optimization
- Call Tracking
- Remarketing
- Conversion Reporting
- Weekly 6-point checklist
Some common tactics employed in our campaigns are:

• Search retargeting
• Contextual retargeting
• Behavioral Targeting
• Demographic targeting
• Cross-device targeting
• Geo-Fencing (mobile GPS targeting)
B2B Lead Intelligence

You can setup a system for you to get detailed information about all of your B2B website visitors. Including Company name, location, the pages of your website viewed, and basic contact information. This enables your sales team to be aware of prospects that are coming to your website expressing an interest in your products or services.

B2B Lead Analytic Services Generally Include:
• Identify companies visiting your website by name, industry, size, and possible contacts.
• Automation to your CRM
• Customized Email Alerts
• Support
After the campaign is deployed, we help collect anonymous visitor data from your website and serve ads to those website visitors wherever they browse the Internet. Retargeting keeps your message in front of those who have already visited your website.

SITE RETARGETING

Ever wish you could focus your marketing on the audience most likely to engage? That’s exactly what retargeting does—it delivers branded ads across the web and social media to consumers who have expressed interest in your organization.
Email Marketing & Management

Email has been a tried and true method for communication for many years, in fact it has outlived many other mediums.

In today’s marketing environment email is a constant that every consumer has and uses.

Some common services include:
- Email automation services
- Lead Generation Email Campaigns
- Monthly Email Newsletter Delivery
- 3rd Party Email List Distribution
**CONNECTED TV & AUDIO**

Connected TV (CTV) refers to any TV that can be connected to the internet and access content beyond what is available via the normal offering from a cable provider.

**CONSUMERS CONTINUE TO CORD CUT**

Source: Experian Marketing Services
Searching Consumers & You….

No matter how well you design your website, what really matters is that consumers find you when they are looking.

- **This is how consumers get information today.**
- Local search results show the 3-pack in 93% of searches with local intent
- 50% of local-mobile searchers are looking for business information like an address
- 78% of local-mobile searches result in offline purchases
- 1 in 3 smartphone searches were made right before a store visit

*Source: Hubsot*
Local Search Engine Exposure

Important aspects of local SEO

- Google My Business listing
- Local Citations (online directories)
- On-page Optimization
- Relevant backlinks
- Online Reviews
- Social Signals
Directory Listings – Are they important?
Organic Search Engine Exposure

Important aspects of organic SEO

- Quality Content
- On-page Optimization
- User Experience
- Relevant backlinks
- Online Reviews
- Social Signals
Studies show CTR (click through rate) for organic listings significantly drops after the first three listings.

Organic Position 1: 31.24% CTR
Organic Position 2: 14.04% CTR
Organic Position 3: 9.85% CTR

At the end of the day there won’t be a time in the next decade when it will not be important to be closer to the top of search results.
SOCIAL MEDIA

When it comes to engaging consumers, social media can be one of the best options.

Social Media can help your brand connect with consumers, on a level that really builds trust and authority.

Commonly asked questions:
• What channels should I be on?
• What should I post?
• How do I place ads?
## Pick Your Channels

### 2018 Social Media Channel Statistics

<table>
<thead>
<tr>
<th>Channel</th>
<th>Key Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>Users spend 17 minutes on average per month.</td>
</tr>
<tr>
<td>Facebook</td>
<td>Most popular network with 79% of internet users in the U.S.</td>
</tr>
<tr>
<td>Twitter</td>
<td>Only 20% of posts generate an emotional response while no ads do.</td>
</tr>
<tr>
<td>Instagram</td>
<td>Tweets with images are 150% more likely to get retweets. 82% of monthly active users access via mobile.</td>
</tr>
<tr>
<td>YouTube</td>
<td>1+ billion users almost one third of all people on the internet.</td>
</tr>
<tr>
<td>Snapchat</td>
<td>Reaches 41% of 18 to 34 year olds in the U.S. each day.</td>
</tr>
<tr>
<td>Pinterest</td>
<td>200+ million users have pinned 100+ billion ideas.</td>
</tr>
</tbody>
</table>

### More Users

- More users are over 30 than under 18-29.
- 61% of users are from North America.
- 35% of users engage with long-form content 24% longer than short-form content.
- 100 million hours of video is viewed daily.
- Stories receive 35% more views for brands compared to Snapchat stories.
- 82% of monthly active users access via mobile.
- Users engage with long-form content 24% longer than short-form content.
- 100 million hours of video is viewed daily.
- 7x as many people check Facebook in a day than Pinterest in a month.
- 21 million users are between 25 and 35.
- 35% of users make $75k+ a year.
- Consumers engage with brand-related filters for about 5+ billion videos are watched every single day.
Pick Your Channels – based on demographic

- Targeting ages of 35+
- Targeting ages of 20-35
- Targeting ages of 25 and under
- Targeting business professionals
Creating a Strategy

Plan
Define your goals and objectives to increase your impact. These may include items like:
• New volunteers
• Increased awareness
• Increase donations
• Grow your email list
• More website visitors

Create good content and engage: Is it worth sharing? Who is the intended audience?

Measure results.

Rinse, lather, repeat!
Accepting Donations

Setup your facebook page as a non profit to accept donations.

- **Sign up** to accept donations on Facebook.
- On a desktop, log into Facebook and click **Publishing Tools** in the top menu of your Facebook Page.
- Click **Donation Settings** under **Fundraisers**.
- Check the box next to **Allow people to create fundraisers**.
- Check the box next to **Allow people to add donate buttons next to their posts**.
- Click **Save**.
Posting Best Practices

Use Video
Use Images
Pose a Question

**Best Facebook Post Format**
(Based on average number of engagements)

- Video
- Question
- Photo
- Giveaway
- Links
- Coupons

**BuzzSumo**
2018 Ultimate Guide to Facebook Engagement

SIEVERS CREATIVE
Include a Call to Action, but Keep your wording down (under 50 characters if possible)
Engage Other Brands

Tip: Type @ then the businesses name in the post
ON AVERAGE YOU ONLY REACH 5% – 8% OF YOUR FACEBOOK FOLLOWERS WHEN YOU POST.

So we recommend including social ads in your social strategy.
Boost Post

Duration

Days 5

End date Mar 7, 2020

Total budget

$10.00 USD

Estimated People Reached

230 - 670 people per day of 2,500,000

Refine your audience or add budget to reach more of the people that matter to you.

You will spend $2.00 per day. This ad will run for 5 days, ending on Mar 7, 2020.

TRACKING CONVERSIONS

PAYMENT

Account

285469967 (285469967, USD)

Quiet Remembrance

Sponsored · 🌟

Once you start to give love away you can't stop the tidal wave of giving

Quiet Remembrance

Nonprofit Organization

Like

Comment

Share
Advanced: Creating a custom audience

Here we can create an audience based on interactions they have had with your website, your existing customer database, people who have watched your videos, or people who interacted with one of your events.
Advanced: Creating a custom audience (website traffic)

Create a custom audience based on people who have visited specific pages on your website
Advanced: Creating a custom audience (offline customers)

Create a custom audience based on a .csv list of customers exported from your customer database. If your system keeps track of LTV (life time value), you can create a custom audience of your most valuable customers.

Criteria used to match
- Email
- Phone number
- First & Last Name
- City, ZIP, State
- Age
- Year of Birth
- Gender
Creating a custom audience (event interaction)

Create a custom audience based on people who have interacted with your Facebook events. (selected going, interested, visited event page, etc). You can select specific events as well.
What to know about LinkedIn

Things to consider

• Build a network
• Ads targeted by business criteria
• Hiring / Recruitment
• LinkedIn for non profits
• Become a thought leader in the B2B world

“LinkedIn now is like Facebook 2012”
-Gary Vee
2018 Cheese Curd Festival

- Tagged all vendors
- Made vendors co-hosts. Leverage their audiences
- Event went Viral
- Over 80K people indicated they were interested 1st year
- Limelight Social Media
Sheldon Theatre

- Custom Audience creation
- Ticket purchasers
- By Genre
- Donor profiles
- Targeted ad campaigns
Bank in Western WI

• Custom audience creation
• Retargeting based on pages visited
• Personalized ads
• Commercial loan visitors targeted on Linkedin
• Personal loan and checking visitors targeted on Facebook
Thank You For Your Time!

-Team Sievers