

HOT SOURCE

WELCOME TO SE CLEAN HEAT ACCELERATOR TRAINING



HOTSOURCECREATIVE.COM

Welcome to SE Clean Heat Accelerator Training

- Hot Source Creative is an award-winning marketing agency. Today, you will be taught practical marketing elements by James Vincent.
- Today we are diving into some of the top topics of social media marketing, websites, and general PR direction.
- I am here today to share some of my latest tips, tricks, and guidance to get you on the right track.

Marketing in 2024, what's happening, what's the market?

Over the last few years we have seen real changes happen within the world of marketing from the adoption of ai, to the fact automation plays a huge part in what we do.

- How do SME's improve for this? How do we play the game and make sure we are keeping up with world of marketing?
- What tools can we use today what can we change to help our businesses and how do you make sure you survive?

Evaluating Your Social Media Presence!

I want you to look at your social media, write down a few words about what it makes you feel...

- Let's think about your marketing. By writing down exactly what you don't like, what your goals are, you can start bridging the gap in getting there.
- This is the start of a strategy. Without a goal or direction, we are forever just using marketing as a tool without actually using it in the right way.
- One of the first things I do before starting any contract is look at their strategy. If they don't have one, it's time to create one. This way we know what we are doing and where our efforts should go.

Boosting Social Media Posts!

Is this really worth it?

I want to boost some posts? What do I boost and why?

- Do you like the post or does your audience?
- Let's think about some posts that actually work.
- Are we wasting money or being strategic? Remember, boosting a post has to have a reason...

Has the World of Hashtags Changed?

- Do we need them?
- Well, you will be happy to hear, it has changed. We don't need to do as extensive research as we did before. It's all about the way we write.
- This doesn't mean they don't have a purpose—they do... But what they need is a refresh in the way we use them. Flooding your posts with 30 hashtags will do just about nothing.

Maximising LinkedIn for Business Growth

- **Optimise Your Profile:** Ensure your profile is complete and professional. Use a high-quality photo, a compelling headline, and a detailed summary that highlights your expertise and what your business offers.
- **Grow Your Network:** Actively connect with industry professionals, potential clients, and thought leaders. Personalise your connection requests to increase acceptance rates.
- **Engage with Content:** Regularly post updates, share industry insights, and engage with others' posts through likes, comments, and shares to increase your visibility.
- **Join Relevant Groups:** Participate in LinkedIn groups related to your industry. Engage in discussions, share your knowledge, and build relationships with potential clients or partners.
- **Leverage LinkedIn Analytics:** Use LinkedIn's analytics tools to track the performance of your posts and identify what resonates with your audience. Adjust your strategy accordingly.
- **Utilise LinkedIn Features:** Explore features like LinkedIn Articles to share long-form content, and LinkedIn Live to engage with your audience in real-time.

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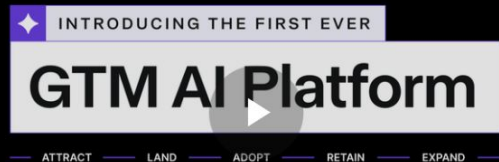
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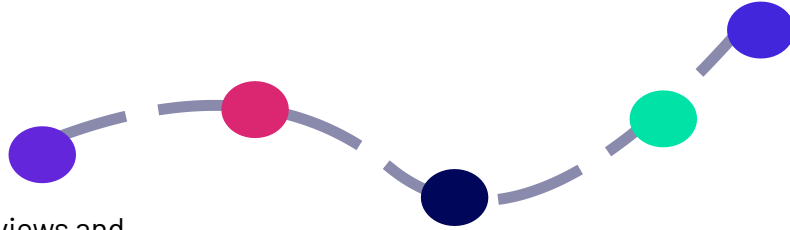


Maximizing ROI with Limited Resources

- **Identify High-Impact Channels:** Focus your limited resources on marketing channels that offer the greatest return. For many businesses, this might include LinkedIn for B2B outreach or targeted Google Ads.
- **Leverage Existing Strengths:** If word of mouth has been a significant driver of business, amplify these efforts online through client testimonials and case studies. (Google Reviews)
- **Measure and Adjust:** Continuously monitor the performance of your marketing campaigns. Use data to refine your strategies and reallocate resources to the most effective tactics.

IMPROVING USER EXPERIENCE

Reviews and Trust Seals



Add reviews and trust seals to your product pages.

Third Marble Marketing [Write a review](#)
4944 Millidge Pkwy #2155, Midlothian, VA

5.0 ★★★★★ 27 reviews Sort by: Most relevant ▾

John Drake
3 reviews
★★★★★ a month ago
Third Marble Marketing is my go to resource in Richmond, VA for SEO marketing and AdWords Management. As a website designer and brand manager it is my responsibility to make sure that my clients have the best services available. As a ... [More](#)

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Response from the owner a month ago
John, thank you for your great recommendation. Third Marble is proud to be the leader in SEO and AdWords management in the Richmond area, and we're grateful for partners like you.

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Craig Woods
14 reviews 1 photo
★★★★★ 2 months ago
Shannon from Third Marble Marketing has done a wonderful job with our Google Adwords advertising over the past year. The work she has done with our advertising gave us the confidence to have them work on our SEO. Although we are only a ... [More](#)

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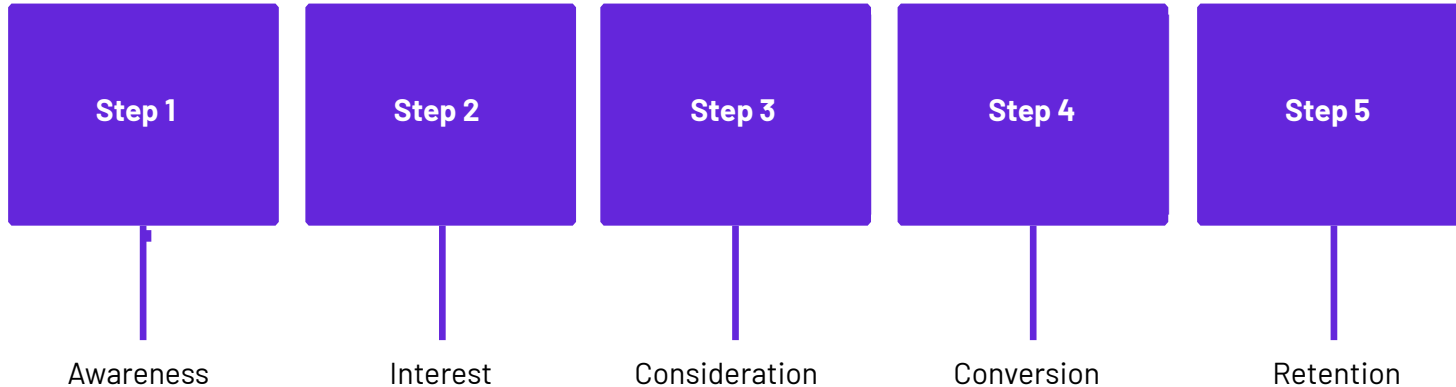
Michael Morris
10 reviews
★★★★★ 9 months ago
We have just celebrated 10 years in business, and a big part of that is the exposure that Chris Fawcett

You can build trust and encourage conversions by allowing your customers to leave reviews of your products and also by including trust badges and SSL certificates on your website.

SOCIAL CUSTOMER JOURNEY

The ROI journey... X 13 touch points...

The customer journey on your social media is the same as the overall journey customers take elsewhere to purchasing. The journey includes: Awareness, Interest, Consideration, Conversion and Retention. The time spent at each stage varies depending on industry, products, and customer purchase patterns.



STEP ONE: See where you currently are.

- The first goal of a social media plan is to **assess your current social media success.**

You can do that by asking yourself these questions:

- How do you stack up to your competitors on social media?
 - How engaged are your followers?
 - Are your social media accounts driving traffic to your website?
-
- These questions force you to identify your strengths and weaknesses.

STEP TWO: Determine where you want to go.

- Your social media plan can give you a **CLEAR destination**.
- Your plan should include a **list of goals and objectives** to envision your **future social media success**.
- Neglecting to identify your goals? That's a recipe for failure.
- Distinguishing goals is the cornerstone to making effective content decisions.
- Think about it: **If your only goal is something generic – such as just trying to get**
- **"better"...**
- How do you know when your social media is doing "better"? And how do you know what "better" even means?
- The truth is: **You ALWAYS need direction**. Otherwise, you'll end up running your
- social media like a chicken with its head cut off.

STEP THREE: Map out how to get there

- Think of your social media plan as **a roadmap**.
- Your **social media plan** will give you directions to get from **Point A** (where you are now) to **Point B** (where your goals are).
- In other words, your plan will give you **a clear, step-by-step process toward success**.
- The 2 most CRUCIAL elements of your plan?
- **A content strategy** AND a **calendar**.
- Without these tools, your social media plan will flounder.

STEP FOUR: See how much progress you're making

- **A strong social media plan** will tell you exactly how to measure your success.
- In other words, your social media plan will include **valuable KPIs (key performance indicators)**.
- These **KPIs** should measure the results of your **social media strategies**.

For example:

- Let's say you want to increase **CTR as your primary goal**.
- To measure success, **analyse the percentage of impressions that get clicks**.
- If the percentage drops, you know your social media plan needs tweaking.
- Figure out which **KPIs mean the most to you** – and keep track of them periodically.

STEP FIVE: Be more efficient and effective

- **Building an effective strategy for social media takes time.** But it's time well spent!
- In a nutshell, a social media plan helps you:
 - Maintain **consistent posting schedules** across all your **social channels**
 - Avoid **last-minute rushing** to find content to share
 - **Stop missing out** on trending topics due to poor planning

Not to mention:

- All of these **things reduce stress, cut down on your time commitment, and improve the quality of your social presence!**

Is Your Website Doing Anything for You?

- A website should be more than just a digital brochure—it should actively contribute to your business goals.
- **Basic SEO:** Ensure your website is optimised for search engines so that potential customers can find you easily.
- **Content Strategy:** Regularly update your site with valuable content that resonates with your target audience.
- **User Experience:** Make sure your site is easy to navigate, mobile-friendly, and designed to keep visitors engaged.

SEO Audit & Reporting Tool

Enter an URL address and get a Free Website Analysis!

What can it do for your business?

- **Building trust organically** is how SEO helps your business. **User experience** is how your **audience interacts with your website**.
- When your customers have a **positive experience** with your business, you get **more web clicks, increasing traffic and ultimately increasing your SEO**. As this happens organically over time, your rank on a **search engine results page (SERP)** will get closer and closer to those top 10 spots.

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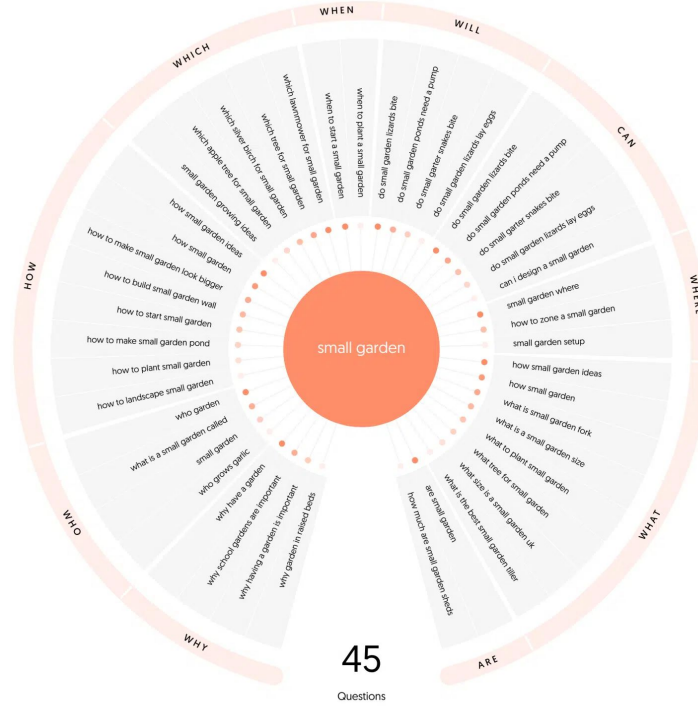
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Why guess what they want?



Conclusion and Next Steps

Conclusion: Moving Forward with Confidence

- All aspects of marketing need to be addressed, analysed, and reflected upon.
- Remember, we are judging you—think about the journey your customers take.
- Set clear goals, track progress, and be ready to adapt and improve your strategies.

THANK YOU

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HOTSOURCECO@GMAIL.COM