



Marketing ideas and suggestions sample report.

By Vizcom

Brand

I like the logo and the colours. It is difficult to read the text when it is viewed as a profile pic on social media. I would consider running the text on a curve top and bottom to make it clearer. I would make your brand consistent across all social platforms.

Website

Navigation

Website visitors often click the links in the footer.

I would add your popular pages there too.

Personality

People buy from faces and want to know they can trust you.

I recommend adding a photo to the header or personalising your live chat, by adding a profile photo and name.

About us page

The about us page is one of the most popular pages on a website and a good one helps build trust.

I recommend adding your history, biographies, your vision, and values.

I would also add a link to this page in the top menu.

Slideshow

I would consider editing the slideshow at the top of your page where you could add your unique selling points.

E.g.

- Read our Facebook reviews
- Over 40 years of teaching and training experience

Email sign up

You need a reason for people to subscribe. For example, “Receive a taster session for free”. This could be an automatic welcome email which is sent when they subscribe via a MailChimp form like our example > <http://eepurl.com/cunRmD> Once your mailing list grows these subscribers can be emailed to encourage them to become paid members.

FAQs pages

For people without knowledge I think it is important to explain the process. Compiling a list of questions and answers you are often asked should cover it. These FAQs could also be used in social media and within your email marketing. You could also add your most common FAQs to be automatically answered in Facebook Messenger too.

Thank you page

Create a thank you page which you are directed to once you register or buy. This could contain your social media profiles and a MailChimp sign up link.

Home page

Add your Twitter social icon.

Product pages

Add to top menu and footer.

SEO

Optimising the site would be beneficial.

Meta Data

This is important to help attract search engine traffic and increase rankings.

I would add and update your meta data based on your rankings and clicks.

Read more in our [SEO for beginners guide](#).

Analysis

Connecting your Google Analytics and Google Search Console accounts with my website reporting software SE Ranking will highlight what phrases people are using to find your website.

These are the initial phrases I would concentrate on to get the site to rank higher and increase traffic.

If these accounts are not set up, I can do it for you.

Email Marketing

Create an automatic welcome email which contains a taster session and answers FAQs. It would also include a testimonial and links to your social accounts.

Create an automated series of emails for paid members.

Create a dropped checkout email (these type of emails are very effective).

Once someone pays, we can add a tag to the contact in MailChimp, so they receive the automated series of emails.

Social

Facebook

Add a MailChimp sign up button to the Facebook header.

Set up automatic answers to FAQs on your Facebook page.

Advertising through MailChimp or in Facebook directly would help.

I think re-targeting website visitors with Facebook advertising would work well.

Instagram

Update profile and add MailChimp sign up link.

Advertising through MailChimp or in Instagram directly would help.

LinkedIn

Add a MailChimp sign up form to your profile header. Invite connections to follow your page. You can invite connections daily.

Twitter

Update profile.

Add sign up link.

Suggested keywords to target "chakra" "meditate" "stress" "yoga" "Reiki"

With the social software I use I'm able to target certain trigger words like the above.

These can be geographically specific too.

For example, if someone mentions the above phrases, I'll receive a notification.

I would follow people who mentioned these phrases to encourage them to follow back.

Schedule posts and share content.

YouTube

Update profile.

Google My Business

Update your page add more photos, services, categories, description, etc.

Additional categories will mean more website traffic and enquiries.

Additional categories could be: Reiki therapist and meditation instructor.

Ask customers to leave you a review by email, these help with your SEO and credibility.

I can draft an email for you to send.

The review request button could be added to your marketing emails.

Read our guide on [Google My Business](#).



I hope you find these suggestions useful,

Dan

Read more about our [marketing packages](#).

