

## A How-To Guide to Digitally Market Your Program

### **1. Google My Business Profile:**

#### *Step 1: Go to Google My Business*

Visit Google My Business and sign in with your Google account.

#### *Step 2: Add Your Business*

Click on "Manage Now" and follow the prompts to add your business information, including name, address, phone number, and category.

#### *Step 3: Verify Your Business*

Google will send a verification code to your business address. Enter the code on the Google My Business dashboard to verify your business.

#### *Step 4: Optimize Your Profile*

Complete your profile by adding photos, business hours, and other relevant information. This helps your business stand out on Google.

#### *Why you need a Google Business Profile:*

- **Local Visibility:** Google Business Profile ensures your business is visible in local search results, making it easier for local customers to find you.
- **Customer Interaction:** You can engage with customers by responding to reviews and answering questions, building trust and improving customer satisfaction.
- **Business Information:** Provides a convenient way for customers to access essential business information, such as hours of operation, contact details, and directions.

### **2. Google Analytics 4:**

#### *Step 1: Create a Google Analytics Account*

Go to [Google Analytics](https://analytics.google.com) and sign in with your Google account. Follow the steps to create a new Google Analytics account.

#### *Step 2: Set Up a Property*

Create a new property by adding your website or app information. Choose "Web" for a website.

#### *Step 3: Install Tracking Code*

Follow the instructions to install the tracking code on your website. This code enables Google Analytics to collect data.

#### *Step 4: Explore Reports*

Once the tracking code is installed, explore the various reports and insights available in your Google Analytics account.

### *Why Google Analytics?*

- **Website Analytics:** Google Analytics tracks and analyzes website traffic, helping you understand user behavior, popular content, and conversion paths.
- **Insightful Reports:** Offers detailed reports on user demographics, acquisition channels, and user engagement, aiding in data-driven decision-making.
- **Conversion Tracking:** Allows you to set up goals and track conversions, helping you measure the success of marketing efforts.

### **3. Google Search Console:**

#### *Step 1: Go to Google Search Console*

Visit Google Search Console and sign in with your Google account.

#### *Step 2: Add a Property*

Click on "Add Property" and enter your website URL. Follow the instructions to verify ownership of the website.

#### *Step 3: Submit a Sitemap*

Submit a sitemap of your website to help Google understand the structure of your site and index it correctly.

#### *Step 4: Monitor Performance*

Explore the performance reports in Google Search Console to track how your site is performing in search results.

### *Why Google Search Console?*

- **Search Performance:** Provides insights into how your website performs in Google Search, including impressions, clicks, and average position.
- **Indexing Status:** Allows you to submit sitemaps, ensuring that Google indexes your website correctly and recognizes changes promptly.
- **Website Health:** Alerts you to issues affecting your website's search performance, such as crawl errors and mobile usability problems.

### **4. YouTube:**

#### *Step 1: Sign in to YouTube*

Log in to your Google account and go to [YouTube](https://www.youtube.com).

#### *Step 2: Create a Channel*

Click on your profile picture and select "Create a Channel." Follow the prompts to set up your YouTube channel.

### *Step 3: Customize Your Channel*

Add a profile picture, channel art, and fill in the channel description to make your channel visually appealing.

### *Step 4: Upload Videos*

Start uploading videos to your channel. Optimize titles, descriptions, and tags for better visibility.

### *Why YouTube?*

- **Video Content Hosting:** YouTube is a platform for hosting and sharing video content, allowing you to reach a wide audience through visual storytelling.
- **SEO Benefits:** Videos on YouTube can appear in Google search results, enhancing your online visibility and attracting traffic.
- **Engagement and Subscribers:** Encourages user engagement through likes, comments, and subscriptions, building a community around your content.

## **5. Constant Contact:**

### *Step 1: Sign Up for Constant Contact*

Go to [Constant Contact](#) and sign up for an account.

### *Step 2: Create a Campaign*

Click on "Create" to start a new campaign. Choose the type of campaign you want to create, such as an email campaign.

### *Step 3: Design Your Campaign*

Use the drag-and-drop editor to design your campaign. Add content, images, and customize the layout.

### *Step 4: Send or Schedule*

Once your campaign is ready, either send it immediately or schedule it for a later time.

These step-by-step guides should help you set up and optimize each platform for your business or online presence.

### **Why Constant Contact?**

- **Email Marketing:** Constant Contact is a robust email marketing platform, enabling you to create and send targeted email campaigns to your audience.
- **Contact Management:** Helps you manage and segment your contacts, ensuring personalized communication with different groups.
- **Analytics and Reporting:** Provides insights into email campaign performance, including open rates, click-through rates, and subscriber engagement.

Each platform plays a unique role in enhancing your online presence, reaching your target audience, and improving overall business performance. Integrating these tools into your digital strategy can contribute to a more comprehensive and effective online presence.

### **Setting Up Facebook Ads**

#### **1. Create a Facebook Business Page:**

- Go to Facebook Business and click on "Create a Page."
- Choose a category for your business, fill in the required information, and follow the prompts to set up your business page.

#### **2. Access Ads Manager:**

- Go to Facebook Ads Manager.
- Click on "Create" to start a new ad campaign.

#### **3. Choose Ad Objective:**

- Select your advertising objective (e.g., brand awareness, website traffic, conversions).

#### **4. Define Your Audience:**

- Specify your target audience based on demographics, interests, and behaviors.

#### **5. Set Budget and Schedule:**

- Determine your daily or lifetime budget and set the schedule for your ad campaign.

#### **6. Create Ad Creative:**

- Upload images or videos, write compelling ad copy, and add a call-to-action.

#### **7. Review and Publish:**

- Review your ad settings, preview how it looks, and click "Publish" to launch your Facebook ad campaign.

## **Facebook Ad Benefits**

- 1. Targeted Advertising**  
**Benefit:** Facebook allows precise targeting based on demographics, interests, behaviors, and location, ensuring your ads reach the right audience.
- 2. Visual Appeal**  
**Benefit:** Facebook is a visual platform, making it ideal for image and video-based ads. Engaging visuals can capture attention and drive user interaction.
- 3. Social Engagement**  
**Benefit:** Users can like, share, and comment on Facebook ads, fostering social interactions and potentially increasing the reach of your content.
- 4. Brand Awareness**  
**Benefit:** Facebook is effective for building brand awareness and creating a presence among users who may not be actively searching for your products or services.
- 5. Customizable Ad Formats**  
**Benefit:** Offers a variety of ad formats, including carousel ads, video ads, and lead generation ads, allowing flexibility in presenting your content.
- 6. Retargeting Options**  
**Benefit:** Facebook allows you to retarget users who have interacted with your website or previous ads, increasing the chances of conversion.
- 7. Detailed Analytics**  
**Benefit:** Facebook Ads Manager provides detailed analytics, allowing you to measure the performance of your campaigns and make data-driven decisions.

## **Setting Up Google Ads**

### **1. Create a Google Ads Account:**

- Go to [Google Ads](#) and click on "Start Now."
- Follow the prompts to create a Google Ads account.

### **2. Set Up Your Campaign:**

- Click on the "+" sign to create a new campaign.
- Choose a campaign goal (e.g., website traffic, leads, sales).

### **3. Select Campaign Type:**

- Choose the type of campaign you want to run (e.g., Search, Display, Video)

### **4. Define Target Audience:**

- Specify your target audience by demographics, location, and interests.

### **5. Set Budget and Bidding:**

- Decide on your daily budget and bidding strategy (e.g., manual CPC, automated bidding).

### **6. Create Ad Groups:**

- Organize your ads into ad groups based on similar themes or keywords.

### **7. Create Ad Creative:**

- Write compelling ad headlines and descriptions, add relevant keywords, and include captivating visuals.

### **8. Review and Launch:**

- Review your campaign settings, preview your ads, and click "Launch" to start your Google Ads campaign.

Both Facebook Ads and Google Ads offer powerful advertising platforms to reach your target audience. Tailor your campaigns based on your business goals and monitor performance regularly to make optimizations for better results.

## **Google Ads Benefits**

### **1. Intent-Based Targeting**

**Benefit:** Google Ads targets users actively searching for products or services, capitalizing on user intent and increasing the likelihood of conversions.

### **2. Keyword Targeting**

**Benefit:** Allows precise keyword targeting, ensuring your ads appear in relevant search results, reaching users actively seeking what you offer.

### **3. Wide Network Reach**

**Benefit:** Google Ads extends beyond the Google Search Network to include Display Network, YouTube, and partner sites, providing extensive reach.

### **4. Immediate Visibility**

**Benefit:** Ads appear almost instantly after campaign launch, providing immediate visibility to your target audience.

### **5. Budget Control**

**Benefit:** Provides control over daily and campaign budgets, allowing flexibility in managing advertising expenses.

### **6. Performance Tracking**

**Benefit:** Offers comprehensive tracking tools to monitor ad performance, click-through rates, conversion rates, and other key metrics.

### **7. Ad Extensions**

**Benefit:** Allows the inclusion of ad extensions, providing additional information (e.g., site links, contact information) to enhance ad relevance.

### **8. Remarketing Opportunities:**

**Benefit:** Google Ads supports remarketing, allowing you to target users who have visited your website but did not convert during their initial visit.