



# DIGITAL MARKETING

FOR YEAR 2023

JILL CHERRY

# OVERVIEW

Introduction

How-tos

Press Releases

Framework

Objectives

Content Creation

Post Structure

Implementation

Digital Plan

COL Videos

Recommendation

Special Guest

# OBJECTIVES

- Establish Authority and an online presence. (How To)
- Create A Following (How To)
- Create an Online buzz for your events and workshops
- Over time - Create new clients (Result of consistency)

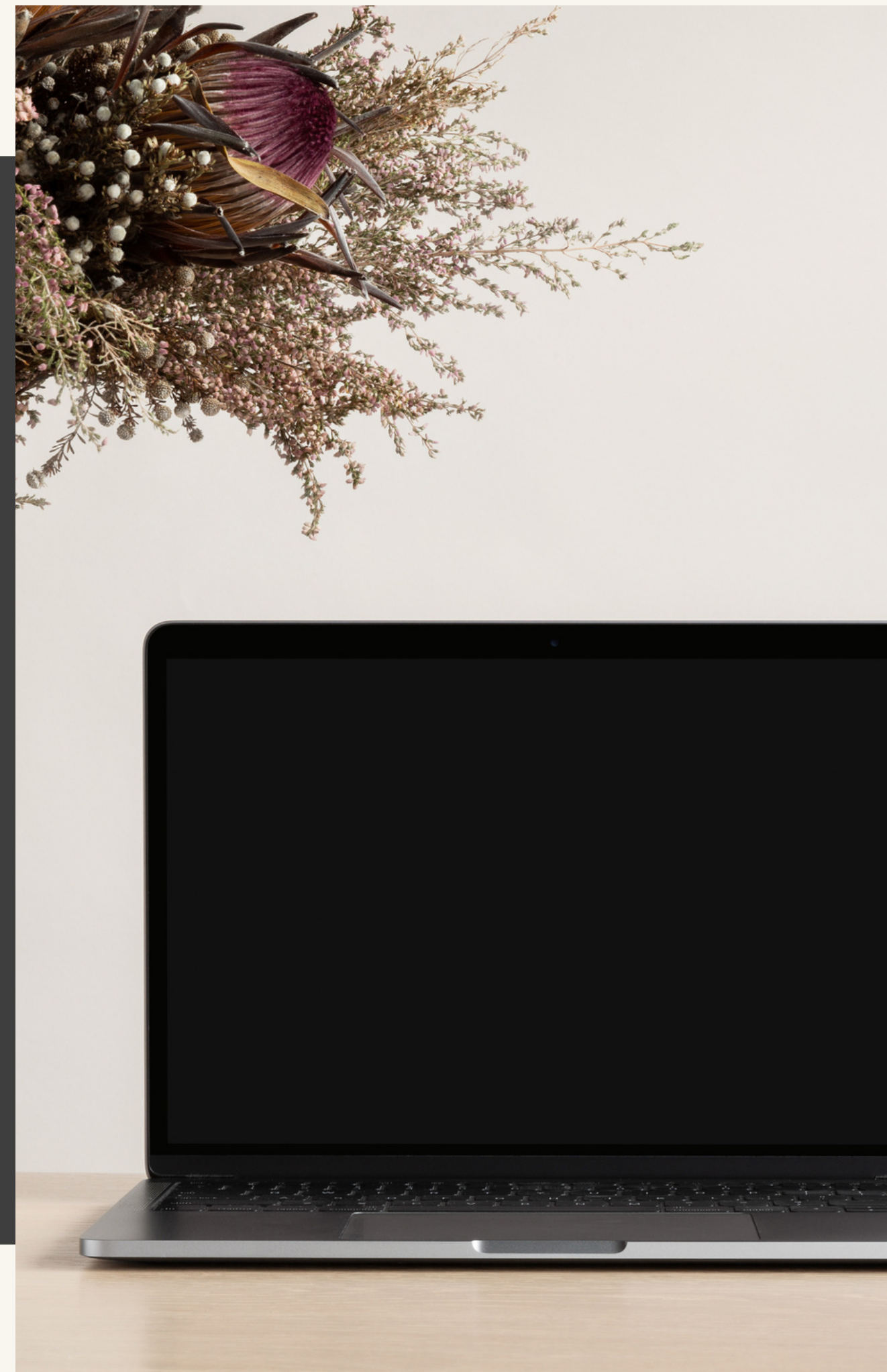
# HOW DO WE ACCOMPLISH OBJECTIVES?

1. Post regularly on Facebook, Instagram, tick tok, YouTube.
2. Update original content on your website frequently.
3. Press Releases
4. Email list (80% content, 10% conversational, 10% conversions) weekly.
  - You should have:
    - weekly e-mails set up for clients
5. Blogging (specifically on our website)
6. Create Ethical Bribes on your website or homepages (virtual book freebie; NP,LBP, Headaches, Pregnancy, ect.)
7. Benevolence campaigning- \$100 down at a restaurant, coffee shop, nail salon, ect. once a month
8. AHSTIPT Event
9. In-person asking at RE's (for google reviews, likes on FB, referrals, etc, Is this on a form and do they get sent a text/e-mail asking for the review)
10. Occasional paid Adwords on Google and/or boosting post via Facebook

# FOUNDATIONAL FOR SEO

KEY IS CONSISTENCY

- SOCIAL POSTING
- VIDEO BLOGGING
- CIRCLE OF LIFE CONTENT
- REVIEWS & ENDORSEMENTS
- BENEVOLENCE
- BLOGGING
- ASHTIPTO
- CONSIST EMAIL MARKETING
- MAILERS
- GIFTS (GOOD ONES)
- GIVEAWAYS



# NO SPECIFIC ORDER, BUT WHAT YOU CAN DO:

01 Create Content

02 Repurpose Content

03 Social Media

04 Press Releases

05 COL Videos

06 Emails

07 Funnels

08 Giveaways

09 Blogging

10 Occasional Ads

*Social* Media

## POST REGULARLY ON FACEBOOK, INSTAGRAM, TICK TOK, YOUTUBE AND UPDATE ORIGINAL CONTENT ON YOUR WEBSITE FREQUENTLY

### CREATE FRESH CONTENT

- Answer questions you get asked.
- Give advice that you give to your clients.
- Share success stories.
- Interviews with clients.
- Give aways (Paddle board, light) to get followers or whatever it is you are trying to get.
- Ask easy questions
- Your personal life
- Pets
- Behind the scenes things
- Interview people/businesses in your community that share common ideal clients
- Circle of Life Videos
- [explodingtopics.com](http://explodingtopics.com)
- 30-60 second video of a topic found here that people are googling.







## SOCIAL POSTING CONTINUED...

Vs article - How we are different than... (1x per month)

- Chiro VS physical therapist
- Chiro VS internal medicine doc
- Chiro VS massage
- Chiro VS MD
- Chiro VS Dentist in dealing with TMJD
- Realtor VS other Realtor
- Realtor VS Offer Pad
- Realtor VS For Sale by Owner
- Realtor VS other agency

Repurposing content from websites like Pinterest, AmpLIFEied, other Facebook profiles etc.... ***Also make sure to incorporate themes***

### ***Posting Structure***

- Monday – Motivational or informational
- Tuesday – Testimony
- Wednesday – Ideal Client day (speak on pregnancy, babies or women's health in general. The women are the one's making health care decisions for the family; therefore, we want moms to come in, we can get families to come in and get under care.
- Thursday – Circle of Life videos (again, most work intensive part for the doctor)
- Friday – Funnies – our content needs to be 80% friendship/20% sell



*Update* Website Content

# UPDATE ORIGINAL CONTENT ON YOUR WEBSITE FREQUENTLY.

## TO - DOS

- Blogging
- Update Reviews
- Update Endorsements
- Switch Out Pictures
- Get Video footage of you in your space
- Video footage of you with a client
- Videos of Benevolence
- Update calendar / announcements

## IDEAS

- Use [explodingtopics.com](http://explodingtopics.com)
- Use [answerthepublic.com](http://answerthepublic.com)
- Answer questions that you're asked
- Current Events

*press* Releases

# PRESS RELEASES

## (QUARTERLY USING PRESSRELEASEJET.COM)

Celebrate something big, a big number, a big event, a big celebration

- Write a 300-500 word article
- Make sure your last paragraph as a call to action with you
- go to [pressreleasejet.com](https://pressreleasejet.com)
- Order a press release through the website

I have a guide on this in more detail on my website

*Why do this?*

This is good for backlinking on your website which is good for SEO.



Google Ads

Or really just ads in general  
(including Facebook)

# GOOGLE ADS

Google ads

Run ads for your business

Google ads on  
competitors

Run ads on keywords for your competitors (don't recommend, but you can)



# FACEBOOK ADS

## Facebook Ads

Run for likes, TOMA, awareness (budget will depend on goal / town youre in)

## Boosted post

Run on a post that is doing well (budget will depend on goal / town youre in)

# *Real* Life Examples

Of everything we just talked about.



**Cherry Picked Web Co.**

Nov 30 · 🌐



**GUYSSSSSS only a few hours left until we announce the winner!**

... See more



kingsumo.com

**Yeti Mic & Ring Light Giveaway**

Create Ethical Bribes on your website or homepages (virtual book freebie; NP,LBP, Headaches, Pregnancy, ect.)

*This giveaway produced*

- 74 LEADS
- Over 487 entries
- 1 new website client

I spent around \$400 total (on products, and ad spend)

I made \$6,000 + as I consistently follow up with those 74 leads - math tells my that 10% will engage

So a potential 7 more new clients if I engage with them correctly.

## Seattle doctor opens \$100 tabs around town to help struggling businesses and customers

A Seattle doctor has been opening \$100 tabs at small businesses each Friday during the pandemic, encouraging customers to enjoy an order on her.

Author: Ted Land

Published: 10:26 PM PST November 20, 2020

Updated: 10:27 PM PST November 20, 2020

A Seattle doctor has been opening \$100 tabs at small businesses each Friday in an effort to help shops and restaurants, which are struggling during the pandemic.

In [social media videos](#), she tells her followers to place an order and put some or all of it on her tab.

“It’s really important that we try to support our local small business community today, so they’ll be here

# BENEVOLENCE

- Go support your community and local small businesses.
- Put down \$100 tab somewhere
- Make a Facebook video about it
- Tag that business on social
- Have others share it

*This example is from Dr. Christine in Seattle and her local news picked her up because she did this **CONSISTENTLY***

*She got **FREE PRESS**.*



Board & Brush, Apollo Beach

4d · 🌐

Our first Crafted Connections networking event was so much fun! Check out their amazing ornaments!

We met so many lovely and passionate business owners in the community, and made so many new friends.

Big thanks to sponsor Jill of [Cherry Picked Web Co.](#) 🙌. If you haven't checked out her page, go give it a like. She builds amazing websites!

We are honored to partner with Jill to host these events, and we both value supporting our community and other small business owners. ❤️

Crafted Connections networking will be the first Thursday of every month.

👍❤️ 48

8 comments 5 shares



# Always Have Something To...

- Find a community partnership
- Understand how you BOTH can benefit
- Host monthly events using their space
- Bring your local community together
- Always have something to invite someone to, if nothing is around create it.
- Create a special facebook group around it

Do this with the goal of community in mind.

I started a Southshore group in my town and the first one was a super success. We call ours *CRAFTED CONNECTIONS*.

We now have sponsors for this event

1. It helps them get their name out
2. The sponsorship helps with the cost of the event

This event isn't to make money, it's to create community. Out of community you'll gain business and referrals. Gang of 5's can be born here.

*My first ASHTIPTO I got one new client out of it - this was a shocker for me, not an expectation.*



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- 



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# What I do at Cherry Picked

1. Daily social post (I schedule it out)
2. Weekly Emails (I use email automations)
3. Monthly Webinars (on topics I know, or questions I've been asked)
4. Monthly ASHTIPTOS (Crafted Connections event)
5. Quarterly Giveaways
6. Quarterly Press releases
7. Coaching groups every 3 months (Black Diamond Club)
8. I sponsor different groups of my ideal clients (Chiropractors - so: DE, Florida Chiropractic society, New York Counsel)
9. I gift every new client a nice gift
10. This year I'm sending out birthday gifts (year 2023)
11. I randomly send out thank you cards (because I'm genuinely so thankful for each person that is a part of Cherry Picked)
12. I have a private, client only Facebook group for all clients
13. I have a private, public Facebook group for my ASHTIPTO community
14. I coach with Black Diamond Club
15. I found a mentor.





# Special Guest

Tristan Schaub



What Do YOU Want?