



## 365 Degree Total Marketing

is an award-winning full-service marketing agency.

From custom website design and interactive SEO/SEM marketing, to large scale branding projects, logo design, publishing, photography, video, and promotional materials,

**we go beyond full circle.**



365°

## Make it Sharp, Make it Pop or Make it Sizzle

How to Create Branding that Lasts and Leaves a Mark

Linda Mosely

- **What is a Brand?**
- **What is the importance of Branding?**
  - It defines your promise
  - Creates your market position
  - It positions you for the future
  - Helps you compete for business
- **Relevancy of Research**
  - Differentiates local opinion verses market perception
  - Defines unique characteristics
  - Can identify key challenges to override
  - Transcends Political Opinion
  - Creates a firm foundation for your brand
- **What makes a Brand successful?**
  - Consistent                      Memorable
  - Unique                              Placement/Positioning
  - Edgy                                  Incorporation
- **Implementation**
  - How to Unveil
  - How to Budget for Implementation
- **Community Support**
  - How to Get Buy-in
- **Ways to implement your Brand**
  - Signage
  - Website
  - Print Media
  - Electronic Media
  - Tradeshows
  - Welcome centers
  - Specialty Items
  - Out of the box FUN



**Linda Mosely**

Founder and CEO

As the founder and owner of 365 Degree Total Marketing, Linda is the Energizer Bunny of the office. With a background in teaching psychology at Clayton State University, she incorporates her knowledge throughout the branding process. What do colors mean? Which shapes best visualize the strengths that need to be accented? What key words represent the strengths? All of this is part of the branding brainstorms to make each project pop and sizzle and capture the relevant uniqueness required in a brand. With over 30 years of marketing experience, Linda and her team have created over 50 successful community brands.

# Mindful Social Media Marketing

*Craft, Curate and Share the Love*

*Lauren Tingler*



## ■ Know Your Audience / Customer Profiles

- Who are your existing customers?  
Who is your ideal customer?
  - Mindset Marketing / Demographics
    - Interests
    - Behaviors
    - Attitudes
    - Hobbies
  - Paid Ad Targeting
    - Features & Benefits
      - Enhanced Reach
      - Retargeting
      - Analytics
    - Budget recommendations per platform per day

## ■ Craft Your Content...With Purpose!

- How to build an effective content strategy
  - Consistent frequency, verbiage and branded hashtags
  - Create authentic content around your company's core values, and products/services.
  - Customer Profiles + Core Values become categories or "pillars" to design your content around.
- Curated User Generated Content
  - Tent
  - Crowd Riff
- Brand Trust & Social Proof
  - Social Listening
    - What are the people that follow you talking about?
    - Knowing what they're saying about your product or other products can go a long way in terms of relatability and brand trust.
  - Social Proof
    - Experts and influencers
      - Social takeovers
      - Ask the expert events, blogs and posts
      - Brand ambassadors
    - Share the love!
      - Reviews and Testimonials
      - Polls and surveys



**Lauren Tingler**

*Digital Marketing Strategist*



As a digital marketing strategist, Lauren works with clients on the best social media, search engine marketing and search engine optimization plans for each organization. Her close attention to detail, passion for results and creative disposition make her an incredible asset to the 365 team.

## Call to Interaction

### Digital Marketing Trends that get the Target Audience Involved

Thomas Schaefer & Lauren Tingler

#### Artificial Intelligence

- What is AI?
- Who Benefits from AI?
- Where to Implement AI?

#### Conversational Marketing

- What is Conversational Marketing?
- Where to use Conversational Marketing?

#### User Generated Content

- Personalization of Content
- Utilizing User Contact to Direct Traffic optimization

#### Localization

- Marketing to traffic location
- Benefits of Localization

#### Call to Interaction

- Live Video
- Applications
- 360 Photography & Videography
- Virtual Reality
- Voice Search



**Thomas Schaefer**

Director of Interactive Technology

A native of Berlin, Germany, Thomas Schaefer moved to St. Simons Island in 2011 and joined the 365 team in 2014 as the Director of Interactive Technology. After earning an MS in Computer Science, Thomas now gets to apply his passion for technology to his daily tasks and is responsible for managing projects, website programming, SEO and hardware and software maintenance.



**Lauren Tingler**

Digital Marketing Strategist

As a digital marketing strategist, Lauren works with clients on the best social media, search engine marketing and search engine optimization plans for each organization. Her close attention to detail, passion for results and creative disposition make her an incredible asset to the 365 team.

## Websites 101:

### Rise to the top of the search page

Heath Slapikas & Linda Mosely

#### Design

- Things to Consider
  - Custom vs Template
  - Animation & Video
  - Photos
    - Local over stock
  - Responsive & Mobile
  - Navigation
    - Repeated content is ok
    - 3-click rule

#### Content

- Research your target audience
  - Start with keywords and phrases
  - Easy to read and digest
    - Infographics
    - Bullet points
    - Charts & Graphs
  - Source and date statistics and data
  - Fresh content added monthly

#### Optimization

- On-Site optimization
  - Page loading time
  - Image alt text
  - Title tag and meta description
  - Test multiple browsers
  - Backlinks



**Heath Slapikas**

Director of Web Development

Heath Slapikas has more than 25 years of experience as a leader in marketing. He has led the process of integrating digital media into the print world within multiple organizations. Heath has a strong knowledge of interactive technology and excels in leading the process of website development from concept to completion.



**Linda Mosely**

Founder and CEO

As the founder and owner of 365 Degree Total Marketing, Linda is the Energizer Bunny of the office. With a background in teaching psychology at Clayton State University, she incorporates her knowledge throughout the branding process. What do colors mean? Which shapes best visualize the strengths that need to be accented? What key words represent the strengths? All of this is part of the branding brainstorms to make each project pop and sizzle and capture the relevant uniqueness required in a brand. With over 30 years of marketing experience, Linda and her team have created over 50 successful community brands.



365

## **Website Editorial 101:** *Maximize your website's content for increased visibility via search engines*

*Lauren Tingler & Bonnie Hunter*

### ■ **First things First**

- Things to Consider for your action plan
  - Then vs. Now
    - Content length
    - Content quality
      - Readability
      - Deep topic exploration
    - Engaging Visuals
      - Video
      - Infographics

### ■ **Lay the Ground Work**

- Research your target audience and keyword potency
  - Evaluate target audience
  - Base keywords on what *that* audience is searching
  - Utilize semantically related keywords to improve content quality
  - Determine and utilize keywords that have a high search volume

### ■ **Write with purpose and precision**

- Simple Strategies for Superior SEO
  - Balancing Style, Substance and Searchability
- Provide the Answer to your target audience's question
  - Craft content as a solution to existing issues
  - Position content to claim featured snippets whenever possible
  - Ensure keywords are in title, meta-description and headings of page or blog
  - Does this answer the questions my target audience is typing in?
  - Can I answer their follow up questions too?



**Lauren Tingler**

*Digital Marketing Strategist*

As a digital marketing strategist, Lauren works with clients on the best social media, search engine marketing and search engine optimization plans for each organization. Her close attention to detail, passion for results and creative disposition make her an incredible asset to the 365 team.



**Bonnie Hunter**

*Editorial &  
Public Relations  
Coordinator*

Bonnie holds BFA in Creative Writing from George Mason University. Along with writing editorial for community magazines, websites and other projects, Bonnie is the project manager for 365's branding clients, ensuring brand consistency and managing deadlines. She is also the primary video scriptwriter at 365, and manages publicity for clients, creating press releases, newsletters, and email blasts to reach maximum marketing potential.