



FORMULAS FOR SUCCESS

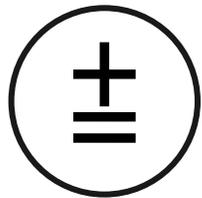
a look at seo, social media,
and email marketing in 2018

By Danielle Miller



News and Trends

Update on algorithm changes and trends



Formulas for Success

A look at SEO, social media, and email



Workshop Time

Put what you learned into action!

News and Trends

- FB Power Editor and Ads Manager have merged
- Improved Pages Insights (expect a 20% reduction in people reached!)
- More Local News on Facebook
- Facebook is testing the “Downvote” button
- Instagram post scheduling!
- Carousel ads in stories
- Visual search on Pinterest up 74% YOY
- Social messaging has surpassed social media usage

[\(source\)](#)



SEO Blogging Formula

Blog or photo galleries + Pinterest* = Good SEO

Pinterest is visual bookmarking for things you want to plan, do or buy. Blog should be share-worthy content. Be sure to include a vertical image.

- ✓ Create blog images using [Canva](#)
- ✓ Yoast SEO for WordPress
- ✓ [Pixabay](#) and [Unsplash](#) for stock photos



**See Pinterest formula for strategy*

SEO PR Formula

HARO + Storytelling = Backlinks = Good SEO

“HARO (Help A Reporter Out) provides journalists with a robust database of sources for upcoming stories and daily opportunities for sources to secure valuable media coverage.”

- ✓ Sign up helpareporter.com/subscriptions
- ✓ Read [22 Rules of Storytelling by Pixar](#)
- ✓ Show authority with positioning pieces

Media Outlets Using HARO



Chicago Tribune

TIME Mashable



The New York Times



WSJ abc

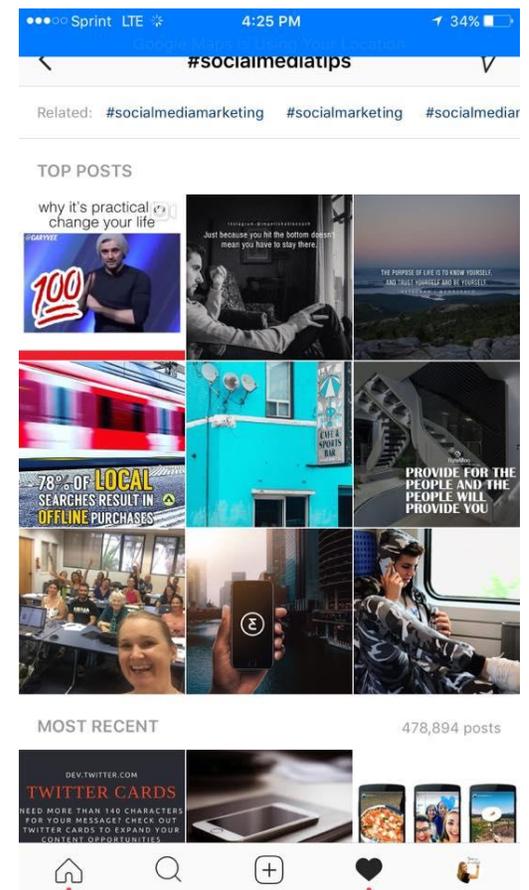


Social: IG Formula

Photography + Hashtags + Outreach = Instagram Growth

Think of Instagram as a magazine. Use stellar photos to communicate with your audience. Build your hashtag pyramid.

- ✓ Use [Tailwind](#) or [Hootsuite](#) for scheduling
- ✓ Research local hashtags
- ✓ Search for mentions, location tags, etc.

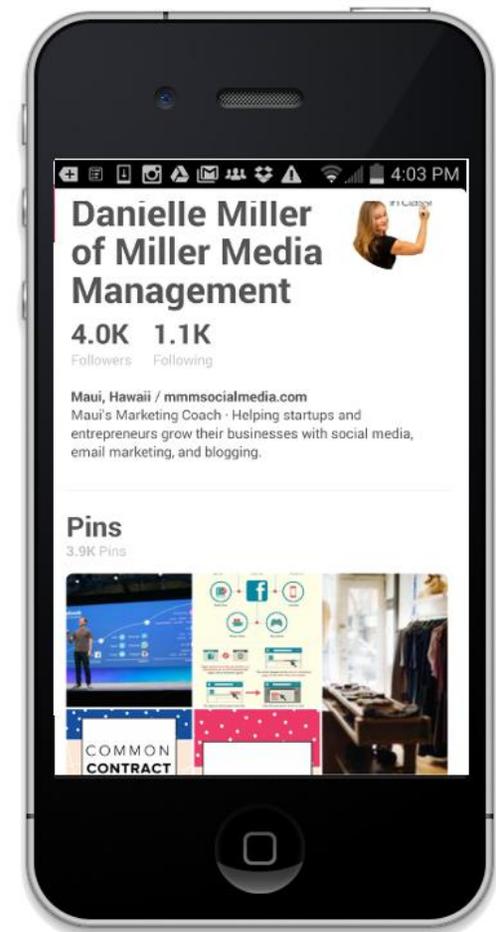


Social: PN Formula

Tailwind + Group Boards = Pinterest Growth

Tailwind is a powerful Pinterest (and Instagram) tool to help with scheduling posts and finding best performing content.

- ✓ Use [Tailwind](#) for optimizing content
- ✓ Use [Tailwind Tribes](#) for targeted reach
- ✓ Use [Pingroupie.com](#) to find group boards

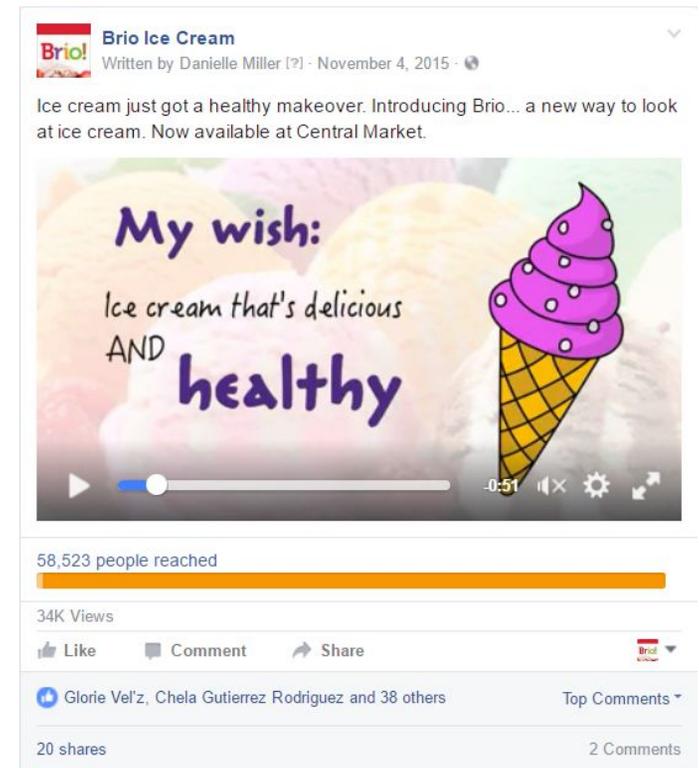


Social: FB Formula

Boost budget + Video content = Facebook Audience

Introduce your product and service to potential customers and follow up with ads to collect emails and website traffic.

- ✓ iPhone Memories video trick
- ✓ Try the free [Splice app](#) by GoPro
- ✓ Use iMovie ([tutorial](#)) or [Adobe Spark](#)



Brio Ice Cream
Written by Danielle Miller [?] · November 4, 2015 · 🌐

Ice cream just got a healthy makeover. Introducing Brio... a new way to look at ice cream. Now available at Central Market.

My wish:
Ice cream that's delicious
AND
healthy

58,523 people reached

34K Views

👍 Like 💬 Comment ➦ Share

👤 Glorie Vel'z, Chela Gutierrez Rodriguez and 38 others Top Comments ▾

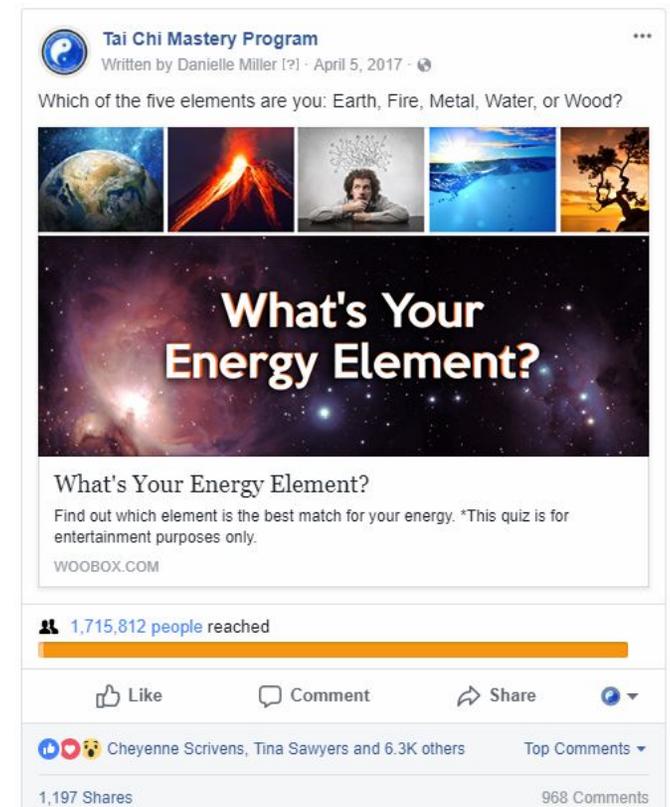
20 shares 2 Comments

Email List Formula

Converting Lander + FB Ads = New Email Subscribers
Targeted Giveaway + FB Ads = New Email Subscribers

A lander is a web page where people can sign up for your email list. Pick a gift your ideal customer would value for giveaways.

- ✓ Try MailChimp for email list and lander
- ✓ [Rafflecopter](#) or [Woobox](#) for giveaways
- ✓ [Official Rules template](#) - shortstack
[Official Rules template](#) - woobox



Workshop

- SEO Formulas

Blog or photo galleries + Pinterest* = Good SEO

HARO + Storytelling = Backlinks = Good SEO

- Social Media Formulas

Photography + Hashtags + Outreach = Instagram Growth

Tailwind + Group Boards = Pinterest Growth

Boost budget + Video content = Facebook Audience

- Email List Formulas

Converting Lander + FB Ads = New Email Subscribers

Targeted Giveaway + FB Ads = New Email Subscribers

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Social Media Management

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