



# DIGITAL *Marketing*

• ★ • ★ • *Benefits* • ★ • ★ •

## **PLUG-In**

- *Online Visibility for your Small Business*
- *Higher Rankings in Online Queries*

## **Optimized Member Listing**

- *Referral Traffic to Your Website*
- *Increased Search Engine Optimization (SEO)*

## **Education / Support**

- *Inbound Marketing Tools on how to 'Fish'*
- *FAQ Social Media Group for Online Support*
- *Hands-On Instructional Groups*
- *Do-It-Yourself Seminars*

## **Shop Suffield Campaign**

- *Local Advertising*
- *Online 'Leads'*
- *Reaching a Local Digital Audience*

*Expanded Marketing Reach!*

A service for members offered by Plug in Muse in partnership with The Suffield Chamber.

[www.SuffieldChamber.com](http://www.SuffieldChamber.com) / [www.PluginMuse.com](http://www.PluginMuse.com)



# DIGITAL Marketing

For Chamber Members

## Business Plug-in

Set up your online accounts correctly to make sure you are visible online.

## Member Listing

Advanced Add-on's

- Meta Description & Keywords
- Social Media Vanity URL's
- Description With Backlinks
- Help with Resizing Images
- Google Analytics Plug-in
- Google Embedded Map



**SIGN UP NOW:**  
[www.SuffieldChamber.com](http://www.SuffieldChamber.com)  
**\$150 Per Year** (\$500+ Value)

## Education/Support

*Facebook Posting Groups*

*FAQ Social Media Group*

Facebook Technical Support Group

*Business Seminars*

- Inbound Marketing
- Social Media Tools
- Algorithms (SEO) & Analytics (ROI)

*Workshops & Webinars*

FREE access to Plug in Muse events

## Advertising

Monthly Facebook Re-Posts





# DIGITAL *Marketing*

  *For Chamber Members*  

## **BUSINESS** *Plug-in*

The purpose of a 'plug in' session is to ensure that your business is set-up correctly online and that Google knows who you are. A Plug-in Session will help improve your presence online and how you are sorted in online queries.

Plug-in sessions happens in groups and involves help setting up the vital accounts you need to activate Google and to have a presence online. You also get to create your social media accounts, claim your social media unique URL's and then feed your accounts so that whatever you post on Facebook automatically posts onto your Twitter and LinkedIn pages.

## **MEMBERSHIP** *Listing*

Your new, advanced online member listing was created with optimized search engine results in mind. To achieve these results in online searches it is very important to fill out your listing correctly.

You can learn how to fill out your profile with a tutorial provided on the Chamber's website, join one of the ongoing group webinars offered by DSI or join the Suffield Chamber Technology Committee at an in-person website orientation workshop at the Suffield Library. Watch the website for upcoming events.

As a Chamber Plus member, Plug in Muse will also help you to enhance your memberlisting as part of the service. The Membership Listing service from Plug in Muse also includes a full 'Plug-in Report' on your current online status and a checklist with 'things to do' to possibly increase your Search Engine Optimization or SEO.

## **EDUCATION** *Support*

To get your Digital Marketing campaign up and running you would need to learn how to use the accounts created at the Plug-in session. The three parts of teaching you how to do this includes:

1) Monthly Instructional “Facebook Posting Groups” teaching you different Facebook tools and keeping you up-to-date with new Facebook changes. Topics include: Event tabs, @Tags, Viral Marketing, Types of Posts, Targeted Audiences, etc.

2) For online FAQ Assistance, you will be added to an online technical support group called “FAQ Social Media” where you can get additional help with questions and problemsolving. Find this group at [www.Facebook.com/groups/FAQSocialMedia](http://www.Facebook.com/groups/FAQSocialMedia)

3) Lastly, a quarterly Seminar Series will teach you more about inbound marketing and how to get better Google ratings for your business. The series consists of 3 seminars:

- a. Inbound Marketing Overview
- b. Social Media Tools
- c. Google Algorithms (SEO) and Analytics (ROI)

4) As a Chamber Plus+ member you also have FREE access to all Plug in Muse webinars and workshops listed at [www.PluginMuse.com/Events.html](http://www.PluginMuse.com/Events.html)

## **COMMUNITY** *Campaign*

The Shop Suffield CT page was created as a community campaign to help re-direct local consumers to local resources. This page will serve as an outlet for local businesses wanting to reach our local online consumer target market versus the business market on the Suffield Chamber Facebook page.

Businesses have the opportunity to be featured in monthly re-posts supported by a ‘you post first’ incentive that helps you to take that step of faith by being active on your own Facebook page first.

Different types of Facebook exposure posts includes:

- 1) ‘Shout-Outs’ with @tags to your Facebook page - posting your events / discounts.
- 2) ‘Viral Pins’ posting community events with @tags - events you are participating in.
- 3) ‘Awareness Ads’ giving credit for being involved - events you sponsors / volunteer in.

### ***SIGN UP NOW:***

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# BUSINESS

## Plug-in

•  •  • *Groups For* •  •  •  
*Chamber Plus+ Members*

### Monthly Group Sessions

Setup of online accounts representing your business correctly with Social Media, Google, and more! Optimize your Advanced Google Business Account. Claim your unique online business addresses (Vanity URL's). Connect all of your accounts to Facebook to auto-feed new content. Plug-in to our 'digital business community' to help improve your local relativity in online searches and queries.

Where:

**Kent Memorial Library**  
(Computer Area )

Date:

**EVERY 3rd Monday**

Time:

**6:30pm - 7:30pm**

- Bring own Electronic Device. Library Computers Available .
- Bring log-in info for Social Media accounts and related emails.

Melien Lavoie (Plug in Muse)

- [mel@pluginmuse.com](mailto:mel@pluginmuse.com)
- Phone: (860) 214-9900

**Chamber PLUS+**  
*Members*  
RSVP ONLY

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# FACEBOOK *Posting*

•  •  •  • *Groups For* •  •  •  •  
*Chamber Members*

## Hands-On Work Sessions

*Learn how to use Facebook for Business to market your business online. Grow your Facebook audience while generating online leads from your fans. Drive online traffic to your website for better Search Engine Optimization (SEO). Learn new tools and techniques for viral marketing. Promoting your events and discounts. Stay up-to-date with Facebook changes and recent updates.*

*Where:*

**Kent Memorial Library  
(Computer Area)**

*Date:*

**EVERY 2nd Friday**

*Time:*

**12pm - 1pm**

- Bring own Electronic Device. Library Computers Available .
- Made Possible by the Suffield Chamber PLUS+ Service
- Melien Lavoie (Plug in Muse)  
mel@pluginmuse.com  
Phone: (860) 214-9900

**FREE**

*Chamber Plus+ Members, Public  
and Prospective Members*

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# BUSINESS *Seminar*



## *Inbound Marketing*

*What is Inbound Marketing and how does it work? How can I utilize this kind of Marketing to promote my business? How is this different from traditional Outbound Marketing? How do I reach an online audience who has migrated into their electronic devices? Does my audiences change depending on the type of digital marketing platform I use? What can I add to my website to help make it more 'Inbound Marketing Friendly'?*

Where:

**Kent Memorial Library  
(Auditorium)**

Date:

**Tue. May 13, 2014**

Time:

**6:30PM - 8:00PM**

- Presentation with Hand-Out's
- Made Possible by the Suffield Chamber PLUS+ Program
- Drop-In  
Melien Lavoie (Plug in Muse)  
mel@pluginmuse.com  
Phone: (860) 214-9900

**FREE**

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# BUSINESS

## Seminar



### Social Media Tools

*Why is Social Media so important? Why should my business have a presence on different Social Media platforms? How do I manage and maintain my Social Media accounts effectively? Is there a method or process I should use to get the most out of my postings? How do I get viral marketing and who can I market to? How do I grow my audience and online followers? How do I make a professional transition between 'in-person' communication and digital communication? How much of my time should I invest in Social Media Marketing?*

*Where:*

**Kent Memorial Library  
(Auditorium)**

*Date:*

**Tue. May 27, 2014**

*Time:*

**6:30PM - 8:00PM**

- Presentation with Hand Out's
- Made Possible by the Suffield Chamber PLUS+ Program
- RSVP Required  
Melien Lavoie (Plug in Muse)  
mel@pluginmuse.com  
Phone: (860) 214-9900

**Chamber PLUS+**  
*Members*  
*and Prospective Members*





# BUSINESS *Seminar*



## *Google Algorithms (SEO) & Analytics (ROI)*

*What are Analytics, and what do I do with it? How do I know if my Digital Marketing Campaigns are effective? Can I measure the online traffic to my website? What types of online traffic do you get? How do I know if my paid leads are working? Can I determine my Return on Investment? What can I do to have better Search Engine Optimization? How can Google's Algorithms help me get additional SEO?*

*Where:*

**Kent Memorial Library  
(Auditorium)**

*Date:*

**Tue. June 3, 2014**

*Time:*

**6:30PM - 8:00PM**

- Presentation with Hand-Out's
- Made Possible by the Suffield Chamber PLUS+ Program
- RSVP Required  
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