



Digital Economy Program Menu

Here are some of the services your consultant can help your small business with.

Social Media

SET IT UP

Assisting in setting up one of the social media accounts of your choice.

SOCIAL MEDIA AUDIT

Auditing your social media accounts to determine what you're doing right and what we can optimize for your audience.

CONTENT CREATION STRATEGY SESSION

Teaching strategy on how to increase social media engagement.

CUSTOMER AVATAR CREATION

Identifying and defining 3 Digital Customer Avatars to better help target your ideal customers online.

HOW TO DO A FACEBOOK AD

Guiding you through the basics of creating a Facebook Ad from your business page from start to finish.

Website & SEO

GOOGLE MY BUSINESS

Auditing your existing Google My Business or setting up a profile for your small business so you can be found online.

EXISTING WEBSITE AUDIT

Auditing your websites sitespeed, and domain authority and learning actionable steps to improve them.

WEBSITE CREATION

Creating a new website from scratch.

ON PAGE SEO

Analyzing your overall SEO rank, and providing recommendations for improved performance.

COMPETITOR AUDIT

Researching up to 2 competitor websites and assessing how your website compares.



Ads & Analytics

KEYWORD SEARCH

Providing adequate keyword tips in order to rank higher on Google.

ANALYTICS ANALYSIS

Looking over analytics and providing actionable tips.

COMPETITOR ADS

Providing lists of competitor ads in order to plan/optimize current ads.

CREATING AN AD

Assisting in the creation of a Google ad/campaign - looking into competition and industry standards & discussing potential content that can be created in order to compliment the sales funnel.

Identity & Brand Management

BRAND KIT CREATION

Making your business stand out. Our consultants can create a unique logo and personalized branding for your business.

COVER YOUR BASICS

Introduction to basic branding, making sure you create a consistent look in all your designs across all platforms.

ONLINE AUDIT

Teaching and guiding you to ensure logos, banners, bios, posting cadences, and handles are consistent with your brand guidelines.

Photography

PHOTOGRAPHY 101

Guiding you through how to take picture perfect images of your products or services.

INTERIOR & EXTERIOR

Taking photos of your business, including interiors, exteriors, and a 360 degree image.

COMMERCIAL PHOTOGRAPHY

Taking headshots, lifestyle, and product photography to give your business impactful imagery.

PHOTOGRAPHY + VIDEOGRAPHY

Capturing videos and photos to be used in your marketing.

Not on the Menu?

Go beyond the menu! The Digital Service Squad can customize your unique requests. Please reach out to your Squad Member to discuss!