



# 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!