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.

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**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!