



# Digital Economy Program Menu

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

## Social Media

### Set It Up

Assisting in setting up social media accounts

### 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

### How to view Insights on Instagram and Facebook

Guiding you through the basics of how to view your insights on Instagram and Facebook and seeing your audience on both platforms.

### Creating trending reels on Facebook and Instagram

Teaching tips and tricks on how to create reels on social media to help boost your engagement on Facebook and Instagram.

### Content Templates

Create content templates you can use on your social media that match your businesses color palette

## Websites and 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 tips in order to rank higher on Google

### Analytics Analysis

Looking over analytics and providing actionable tips

### 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

## Identify & Brand Management

### Brand Kit Creation

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

### Cover your Basis

Introduction to basic branding, making sure your create a consistent looking 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 your through how to take picture perfect images of your team, products, or services

### Interior & Exterior

Taking photos of your business, including interiors, exteriors, and Google 360 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 request. Please reach out to our Digital Squad Member to discuss.

Danaiya Boisvert [lloyddds@lloydminsterchamber.com](mailto:lloyddds@lloydminsterchamber.com) 587-789-2338