



# Marketing

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**Paul Letourneau / YEG Digital**

# Hi! I'm Paul

- 20 years in marketing
- Coordinator to VP route 🚀
- Started YEG Digital in 2017
- Team of 5 across Canada
- Simplifying growth marketing
- Small business to enterprise

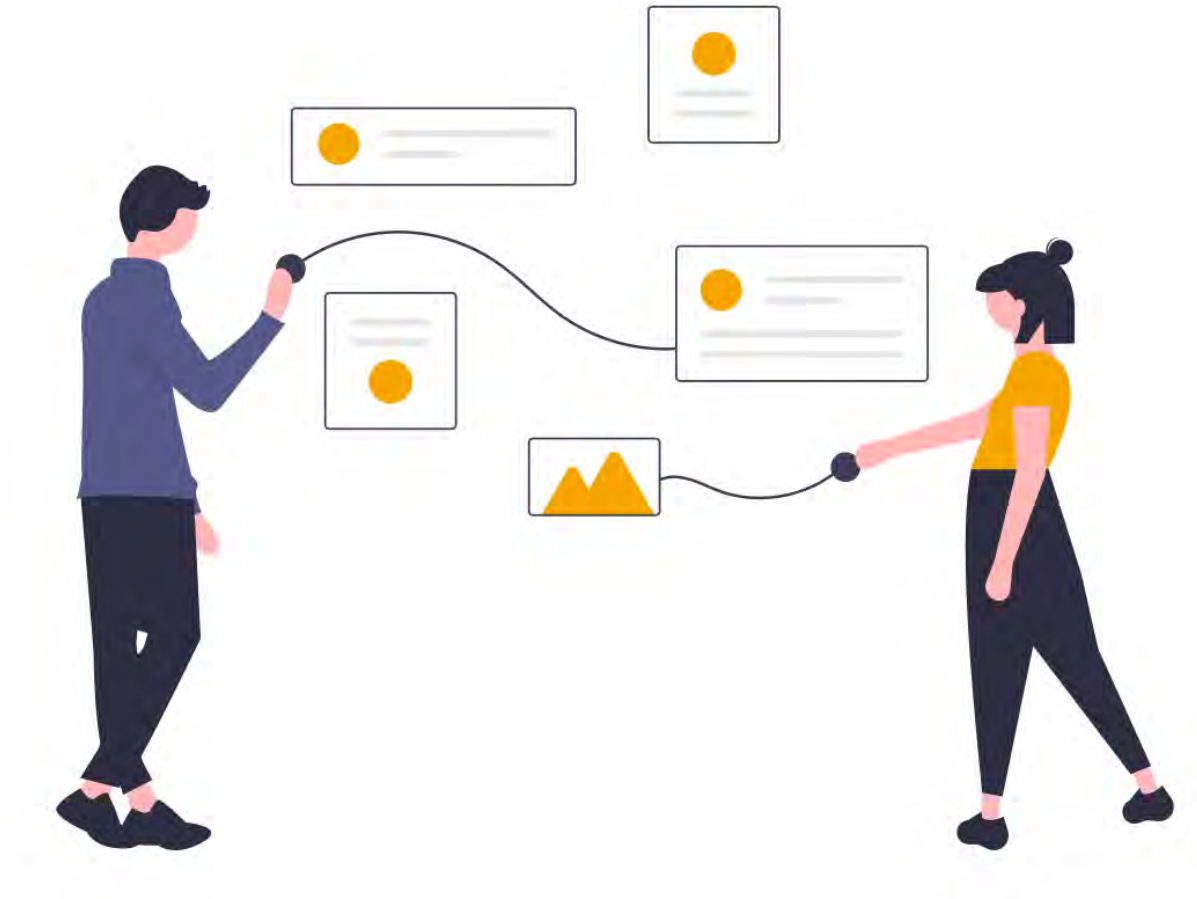


# Today's Topic

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With so many marketing options available today, how do you choose the right one for your business?

**More importantly, how do you ensure that it will deliver the results you need?**



# Marketing Overload

SEO, Social Media (Organic), Social Media Advertising, Google Ads, Email Marketing, Content Marketing, Influencer Marketing, Video Marketing, Podcasts, Webinars, Print Ads, Radio Ads, TV Ads, Affiliate Marketing, PPC (Pay-Per-Click), Retargeting Ads, Programmatic Advertising, Native Advertising, Display Ads, Landing Pages, Blogging, Press Releases, Whitepapers, E-books, Brochures, Newsletters, Direct Mail, SMS Marketing, Event Marketing, Public Relations, Sponsorships, Partnerships, Referral Marketing, Lead Generation, Account-Based Marketing (ABM), Website Optimization, Conversion Rate Optimization (CRO), Remarketing, Branding, Social Media Stories, TikTok Ads, LinkedIn Ads, Facebook Ads, Instagram Ads, YouTube Ads, Pinterest Ads, Snapchat Ads, Twitter Ads, Pinterest Organic, Search Engine Marketing (SEM), Lead Magnets, Case Studies, User-Generated Content (UGC), Chatbots, Messenger Marketing, Marketing Automation, Analytics and Reporting.

# Ever feel like...

*"With all these marketing platforms, should I focus on one or try to tackle them all? Honestly, I'm overwhelmed."*

~ **Aristotle** (probably)



# Simplify & Grow

## Understand...

1. **Who** you're marketing to.
2. **Where** they want to consume your content.
3. **What** kind of content they want to consume.
4. **How** to leverage that content into growth.

Are you with me?



# Would you agree?

There are two types of business...

## **B2B**

- Business to Business
- Consulting Services, IT & Managed Services, Financial Services, Professional Services, Wholesale & Distribution, Manufacturing, Business Software & SaaS, Marketing & Advertising Services.

## **B2C**

- Business to Consumer
- Retail & Products, Health & Wellness, Home Services, Food & Beverage, Travel & Hospitality, Beauty & Personal Care, Automotive Services, E-commerce (most of the time).

# Let's talk website

- B2B & B2C
- It's often your first impression
- It's your space. You control everything.
- Design, content, performance, and user experience – all in your hands.
- Every marketing effort leads back to it

*"To know thy website is to know thy customer."*

~ **Plato** (probably)





# Building your website foundation

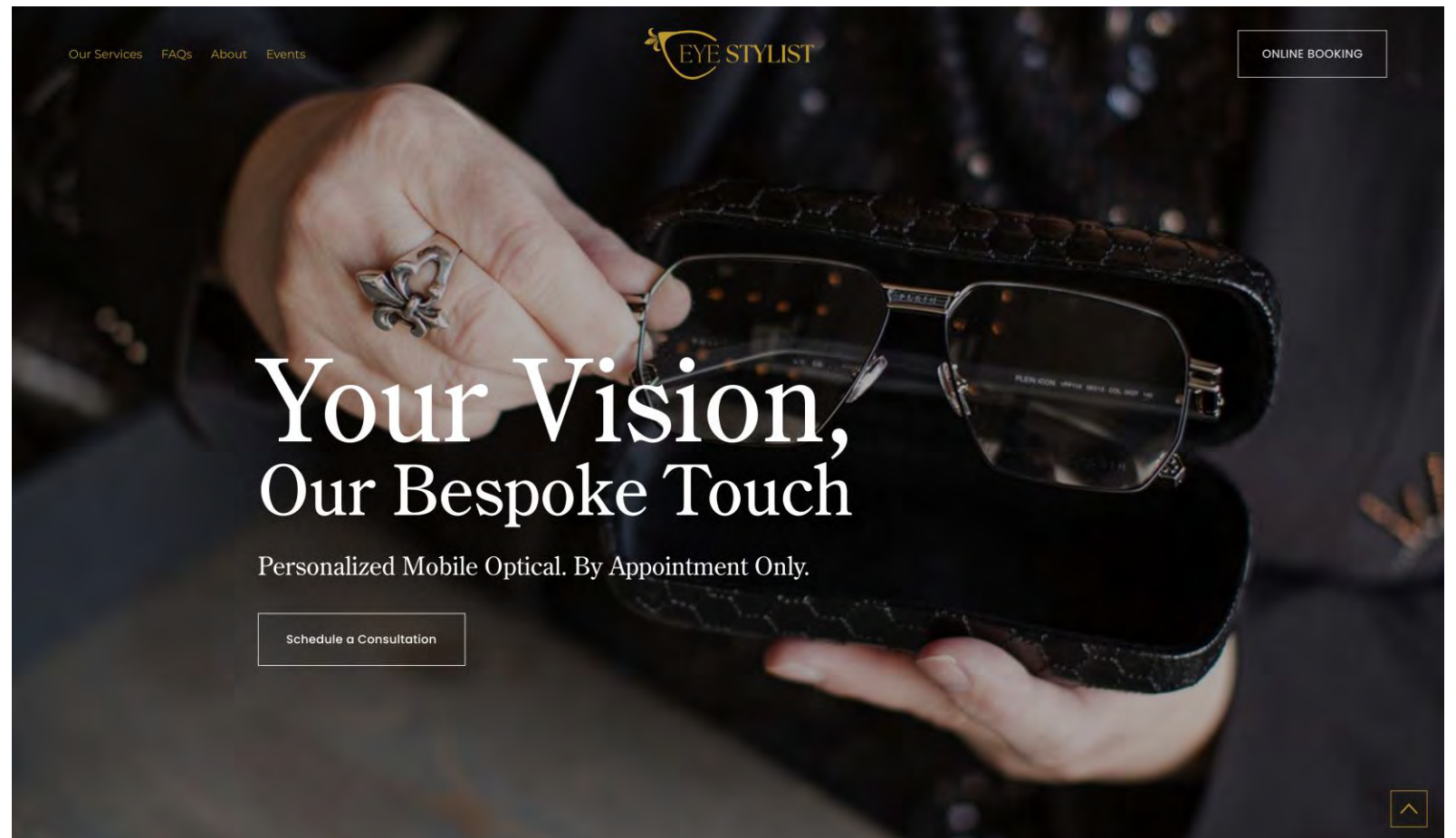
- **User Experience (UX):** Intuitive navigation, easy-to-find content, clickable buttons.
- **Accessibility Standards:** Design for all users in mind. (ex. Screen readers)
- **Language Structure:** Ensure content flows logically from left to right (in English).
- **Minimal Animations:** Use subtle animations to enhance, not distract.
- **Clear Call to Actions (CTAs):** Simple, prominent buttons that guide users to act.
- **Quality Content:** Human-written content (or at least edited) that is engaging, clear, & valuable.
- **Custom Imagery & Video:** Use real photos and videos to build trust, avoid over-use of stock.

# Showcase: Eye Stylist

- Simple and modern design
- Large call to actions
- Mobile responsive
- Custom Imagery
- Well written content



**Tip:** Add Sticky Header



# Showcase: Amplo Media

- Simple and modern design
- Organized menu
- Good text contrast
- Great content layout
- Custom graphics
- Custom video



**Tip:** Mobile Design Tweaks

## The Missing Link in Your Marketing

Your business offers something valuable, something that can truly make a difference—but your current marketing strategy isn't delivering the results you need. Leads are

GENERATE

# Showcase: Pro-Active IT

- Customer testimonials
- Direct messaging
- Great content layout
- Custom graphics



## What do our Clients Say?

Client feedback is extremely important to us and helps us continually improve the services we provide. Checkout some of our latest Google Reviews here.

If you're a past client, let us know how we're doing. We value your input.

**bea bohm-meyer**  
5 reviews

★★★★★ a month ago

**Positive:** Professionalism, Quality, Responsiveness, Value

I have been with Pro-Active for years. They are a strategic part of my business. I can trust them to ensure I can do my work when technology fails me. I also love this company because they stand for what is good in the world. The owner Catherine is highly engaged in the community through giving or supporting start-ups. They have a great team that is crazy responsive. Thanks for doing what you do. Client for Life.



**Tip:** Header & Phone Number

*"Building a website? That's the easy part! What you really need is a hyper-localized, cross-platform, symbiotic campaign that targets people down to the exact square foot! Maybe even when they're on the toilet. That's where the ROI is! Let me show you how."*

**~ Expensive Marketing Guru (definitely)**



# Focus on what works

Save time, money and focus on growing your business



# Social Media (Organic)

## **B2B**

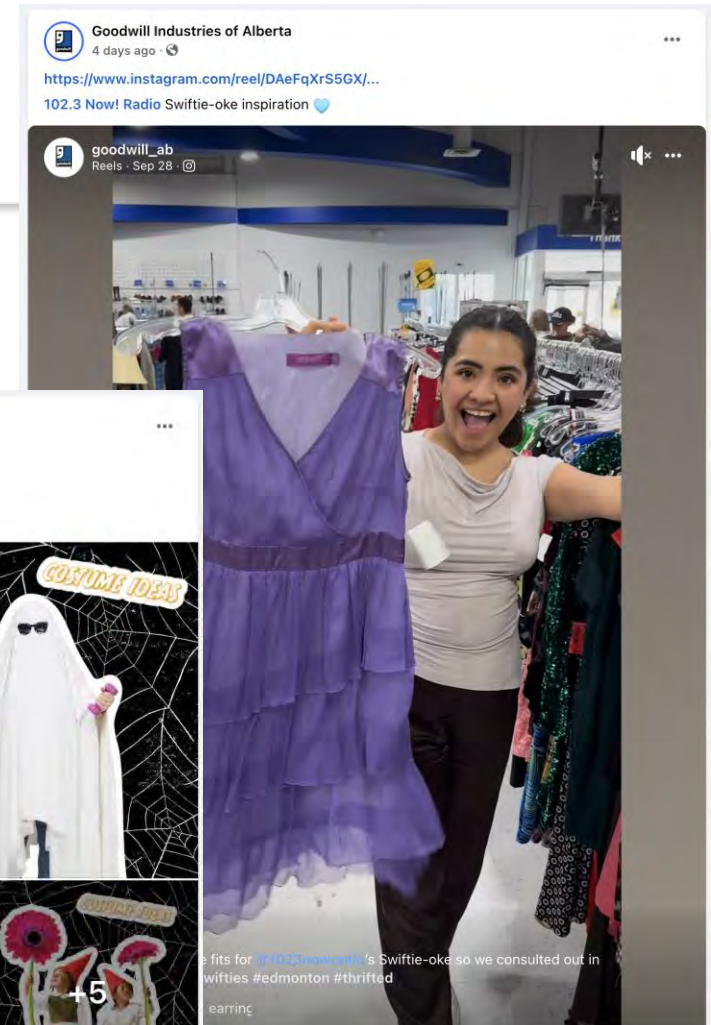
Use LinkedIn posts to share thought leadership content, industry insights, and case studies that showcase your expertise. This helps build authority and trust with other businesses and decision-makers.

## **B2C**

Use platforms like Instagram to post visually engaging, story-driven content that connects with your audience emotionally. Show behind-the-scenes looks or user-generated content to build trust.

# Showcase: Goodwill

They leverage organic social media by posting timely, engaging content like showcasing seasonal products (e.g., Halloween costumes, Taylor swift) and videos of employees interacting with their products.





# Social Media (Paid)

## **B2B**

Use LinkedIn Ads to target decision-makers by job title, industry, or company size. Then, promote your posts, whitepapers, case studies, or webinars to generate leads and position your company as thought leaders in your industry.

## **B2C**

Use Instagram or Facebook ads to target specific demographics (age, sex, location & interests). Create ads with clear calls to actions, such as product promotions or special offers. Leverage remarketing to follow people after they leave your website.

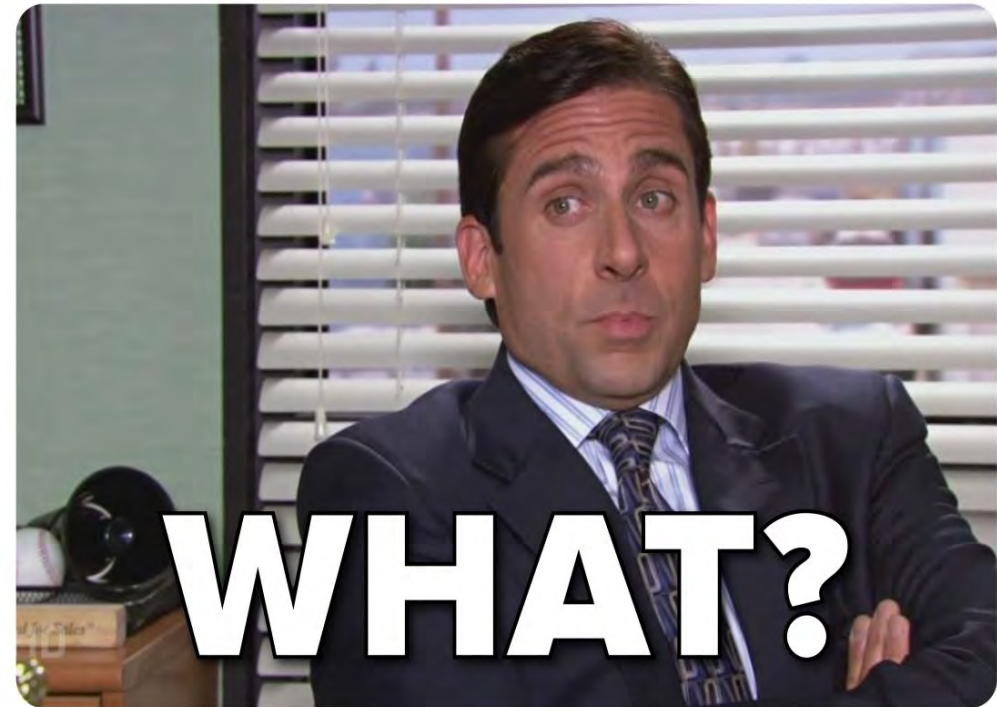
## What NOT to do... (Paid Social)

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- Spray and pray
- Use low-quality visuals
- Skip A/B testing
- Overwhelm with text
- Ignore mobile
- Lots of animation
- Fast moving video
- Etc. (you get it)

**“Our target market is men and women, ages 18-75.”**

**Marketing Agency:**





# Organic Search (SEO)

## **B2B**

Optimize your website for long-tail, industry-specific keywords. Focus on publishing in-depth blog posts and case studies that demonstrate Expertise and Authoritativeness by answering your audience's questions with accurate and detailed information.

## **B2C**

Optimize for local search and product-specific queries. Regularly publish product guides and how-to's that align with the EEAT principles, ensuring content is trustworthy, well-researched, and useful.

# What's Google EEAT?

**EEAT** stands for **Expertise, Authoritativeness, and Trustworthiness**, key factors Google considers when ranking content in search results.

- **Expertise:** Demonstrate your knowledge by providing detailed, relevant content written by subject matter experts.
- **Authoritativeness:** Establish authority by showcasing your credibility – through case studies, testimonials & credentials.
- **Trustworthiness:** Build trust by ensuring accuracy, transparency, and a secure, user-friendly website.



HEALTH NEWS

✓ Fact Checked

# Nearly 1 in 3 US Adults Are Iron Deficient: Healthy Tips to Boost Your Iron Intake



Whether through food or supplements, there are healthy ways to get more iron in your diet without relying on red meat. Clarkand Company/Getty Images



Written by [Tim Newman](#) on October 1, 2024 —  
Fact checked by [Jill Seladi-Schulman, Ph.D.](#)

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# Showcase: River City Events

River City Events effectively targets niche search queries like “how to use a commercial popcorn machine,” driving relevant B2B traffic while building Trustworthiness by providing practical and accurate information.

<input type="checkbox"/> Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position
<input type="checkbox"/> + tent rentals edmonton	1	100	4	0.57	31	0	3
<input type="checkbox"/> + party rentals edmonton	3	100	26	0.56	19	0	3
<input type="checkbox"/> + bouncy castle rental edmonton	2	700	24	0.75	14	0	12
<input type="checkbox"/> + chair rentals edmonton	6	70	10	0.28	10	0	4
<input type="checkbox"/> + table rentals edmonton	4	50	9	0.39	9	0	3



How to Use a Sno Cone Machine: A Comprehensive...

673 views • 7 months ago



How to Use a Mini Donut Maker (And Tips and Tricks!)

4.2K views • 7 months ago



How to Set Up a Dunk Tank: A Comprehensive Guide

5.5K views • 1 year ago

# Paid Search (Google Ads)

## **B2B**

Use Google Ads to target high-intent, industry-specific keywords like “IT services for small businesses.” Ensure landing pages are optimized to convert business leads by providing clear value propositions and calls to action.

## **B2C**

Target product or service-specific search queries like “furniture sale near me” or “affordable house cleaning services.” Focus on creating compelling ads that drive traffic to promotional pages.

# Showcase: Keeran Networks

Keeran Networks runs targeted search ads for anyone looking for IT Services within the Edmonton area. The ad takes you to a custom landing page for their Managed IT Services



edmonton it company

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Reviews Within 1.6 km Careers Online appointments Open now Address Top rated

Results for **Edmonton, AB** · Choose area

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**Top 20+ IT Companies in Edmonton (2024)**  
Discover top IT Companies in Edmonton specialized in web development, software development, web design, UI/UX design, digital marketing, branding and more.



# Email Marketing

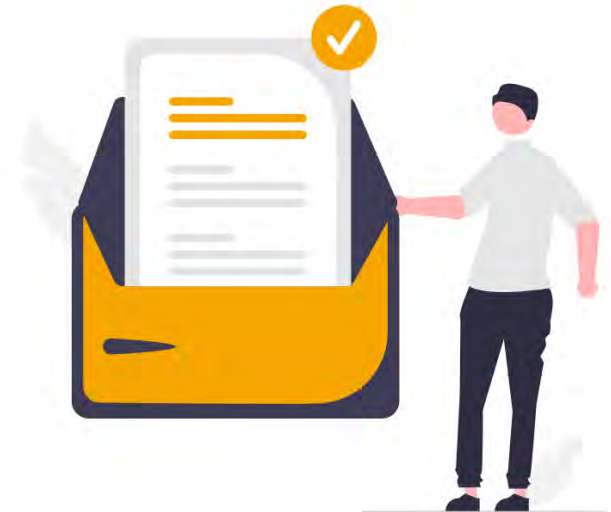
## B2B

Segment your email list by industry or business size.

Personalize emails with case studies, reports, or offers. Use automation to follow up and nurture leads with drip campaigns.

## B2C

Send personalized emails with product recommendations, offers, or updates. Use automated flows for cart reminders and follow-up emails to increase conversions.





# Who should consider this?

## **La Crete**

Email their built-in advertiser list from their print product with marketing advice and promote their other services (web design and social media management). This strategy could completely reduce the need for advertising.

## **Flourishing Life**

Segment users based on their test results (e.g., growth mindset) and send personalized follow-up emails with additional resources like books, articles, or paid training programs to help them further develop their strengths.



# Who else?

## **Home Service Businesses**

Send targeted emails to remind customers about annual tune-ups (e.g., furnace cleaning) or to prepare them for seasonal changes (e.g., sump pump maintenance before spring). This can help build customer loyalty and keep your services top of mind.

## **Professional Services**

Share useful tips throughout the year, such as tax-saving advice for accountants or marketing trend updates for agencies. Keep clients informed and engaged while positioning yourself as a thought leader in your industry.

# Wrap Up: Keep it simple

- **Start with a Strategy:** Have a clear plan before diving in. Know the problem you're trying to solve, your goals, audience, competitors and channels.
- **Hire Smart People:** Surround yourself with experts who can help execute your vision and keep you on track. Learn what to ask and how to hire for these roles.
- **Focus on Proven Platforms:** Use marketing platforms that are known to work well for your industry (what are your successful competitors doing). No need to reinvent the wheel.
- **Always Measure Results:** Track performance metrics and adjust based on what's working. Data should drive decisions, not opinions.

*"If your marketing efforts aren't solving the problem, what's the point? Plan, implement, test, and repeat until you find the right solution."*

~ **Me!** (definitely)





# Marketing Q&A