



DRIVING SALES WITH DIGITAL MARKETING

Leverage your brand with effective content, social media marketing strategies, and website design

Introduction to the panelists

Denise Butchko (DeniseButchko.com) - Design and marketing expert who teaches these concepts with the intention of helping people grow their businesses. She's been a contributor to Closets Magazine since 2003 and is a judge for the closet industry's "Top Shelf" Design Competition.



Mike Foti (Innovate Home Org) - President of Innovate Building Solutions & Innovate Home Org. Mike is a contributor to Closets & Organized Storage Magazine.



David Biggs (Woodworking Network) - Manages the Woodworking Network website and associated newsletters, the creation of webcasts and videos, and social media audience engagement



Social Media Content Curation & Engagement

How do I reach more people and get them to engage with me?



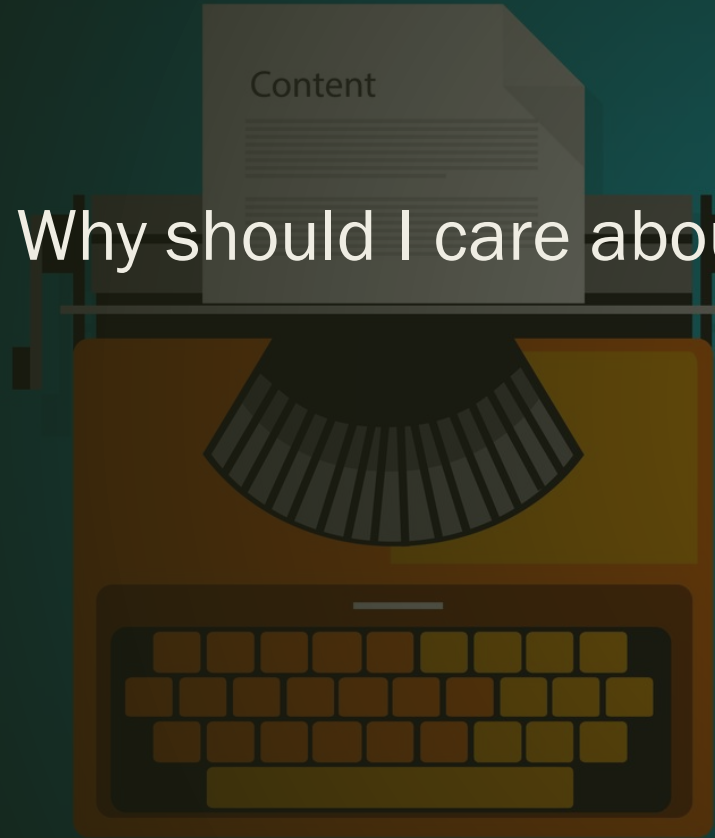
Social Media Content Curation & Engagement

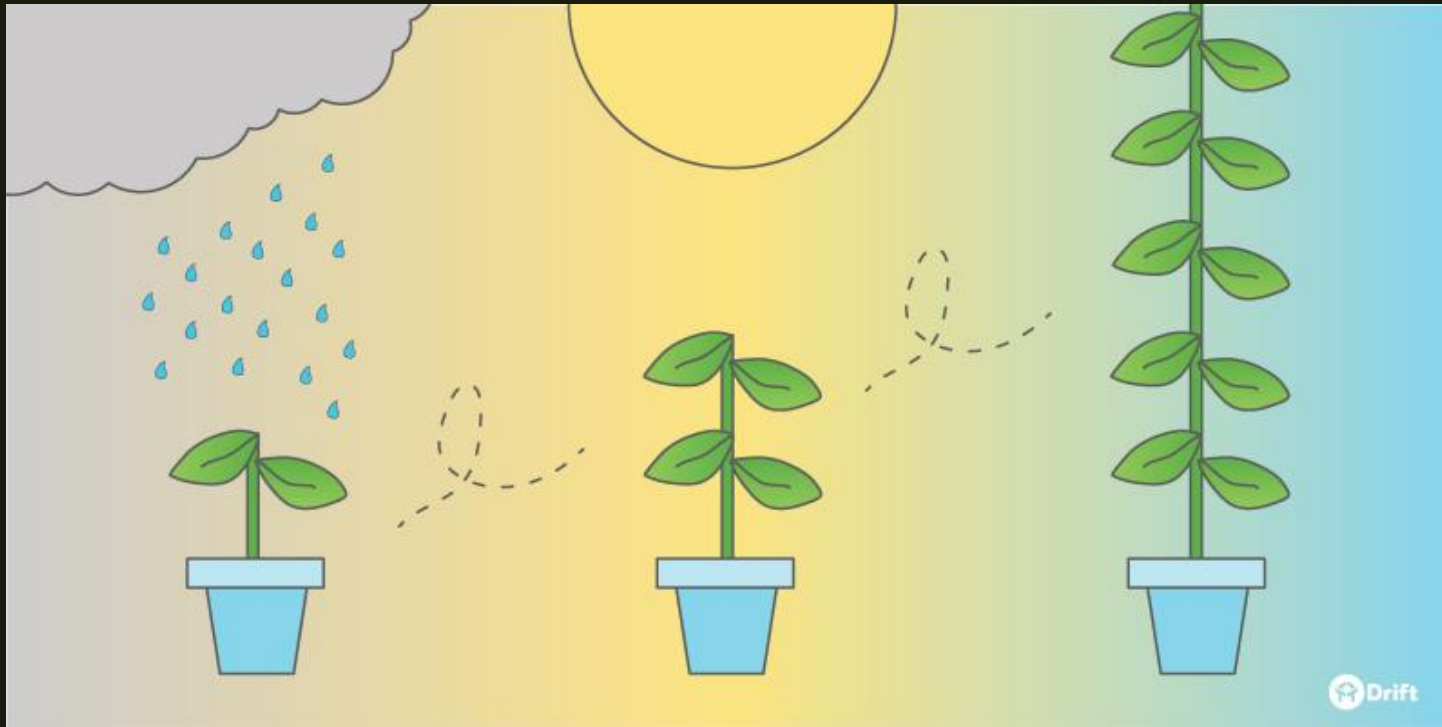
I see everywhere that businesses need to do video and I'm not a TV personality, nor do I want to be. How can my company get started with social video?



Developing & Delivering Web Content

Why should I care about content marketing and blogging?





**DEVELOPING
&
DELIVERING
WEB
CONTENT**

How do you GROW a blog?



Developing & Delivering Web Content

How long does it take to get results with
a blog?





Developing & Delivering Web Content

Where do you get your ideas from?



A woman with glasses is looking at a laptop screen in an office setting. The background is slightly blurred, showing office shelves and a desk. The text is overlaid on the image.

BACK-END / WEB DEVELOPMENT

What can I do on my website to make content more
visible?

All traffic sources sent a total of 1,152,268 visits



Back-end / Web Development

How do I stay on top of site analytics?



Back-end / Web Development

What's new in SEO for 2018?



For the panel..

How do you get your content to go “viral”?

What new content channels (social or otherwise) do you see as up and coming and how do you keep on top of new and developing channels?



The background features a dark grey gradient with a pattern of colorful question marks in shades of green, blue, red, and yellow. At the bottom, several human hands are shown raised, palms facing forward, suggesting an audience or a Q&A session. The entire scene is framed by a white L-shaped border in the top-left and bottom-right corners.

QUESTIONS FROM THE AUDIENCE



Thank You

A HUGE
THANK YOU
TO OUR
PANELISTS &
AUDIENCE!