



Biztec

Presented by Downtown Ravenswood Partners & Biztec

Take Control of Your
DIGITAL PRESENCE
A DIGITAL MARKETING WORKSHOP

AGENDA

INTRODUCTIONS

WHAT'S THE PURPOSE?

COMBAT THE CHALLENGES: BEGIN BUILDING

BEFORE BUILDING: LET'S EVALUATE

LET'S DIVE IN: STARTING WITH GBP

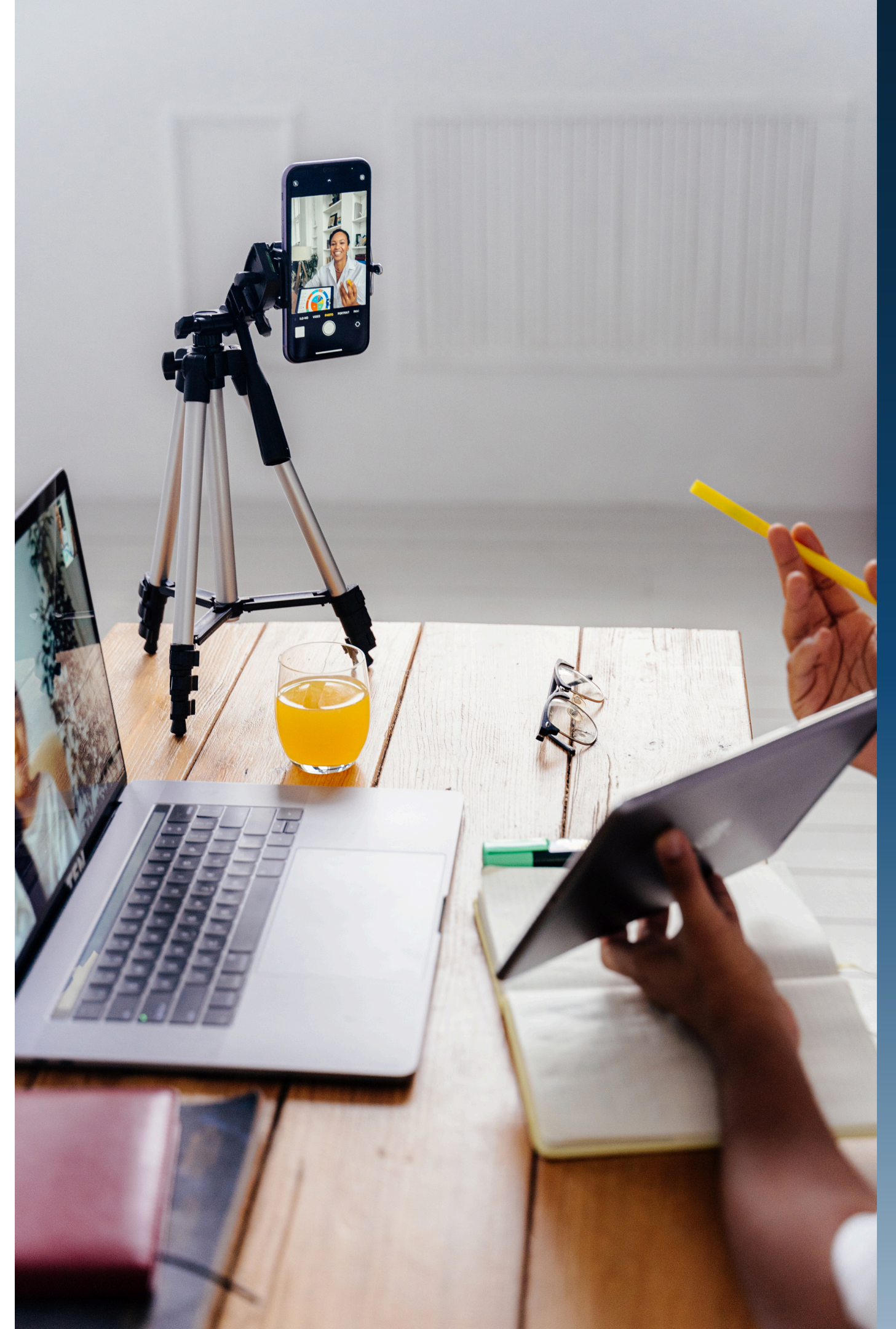
THE 24/7 REP: YOUR WEBSITE

A NECESSARY EVIL: SOCIAL MEDIA

CASE STUDY: LAS FAJITAS

GET STARTED, NOW

THANK YOU



Let's get started with
Introductions



About Me

Kaitlyn Mudek
DIRECTOR OF MARKETING

- Originally from Wirt County, WV
- Graduated from WVU in December 2023 with my Master's Degree in Integrated Marketing Communications
- Married to my wonderful husband, Kyle
- My top hobbies include
 - Crocheting
 - Creating graphics
 - Hiking
- Things to know about me:
 - I'm incredibly passionate about marketing.
 - I love being creative, brainstorming ideas, and finding ways to bring innovative concepts to life.



CONNECT WITH
ME ON LINKEDIN

We're Biztec

Headquartered in Almost Heaven West Virginia, Biztec seeks to provide customers from across the nation with quality IT solutions that are efficient, innovative and cost effective.

QUICK FACTS ABOUT BIZTEC:

- *Founded in 2007*
- *Located in Washington, WV*
- *Largest IT Service Provider in the Mid-Ohio Valley (MOV) Region*
- *Complete IT Solutions Company*
- *Officially launched our marketing services in 2023*
- *Physical Security Specialists*
- *Serve Hundreds of Customers Locally & Nationally*

 <https://www.biztec.us/mission-vision>



Our Mission & Vision

At Biztec, we believe in the power of collaboration and are dedicated to creating solutions that not only solve current challenges but also anticipate future opportunities for growth.



MISSION

At Biztec, our mission is to provide industry-leading customer-centric technology solutions fueled by continuous innovation. We are committed to fostering lasting relationships with our clients, built on a foundation of trust, reliability, and unparalleled customer service. Our goal is to empower businesses of all sizes with cutting-edge technology, ensuring their success in an ever-evolving landscape.

VISION

To become a nationally recognized leader in delivering exceptional customer-centric technology solutions, with a focus on innovation, while fostering relationships built on trust, reliability, and unparalleled customer service.

SOLUTIONS

Managed IT

Our Managed IT Services offer round-the-clock technical support for a fixed monthly fee based on every client's individual needs. As your business evolves and grows, our solutions adjust to meet your needs. We work closely with you to consistently evaluate your organization's IT requirements, guaranteeing smooth operations at all times.

Physical Security

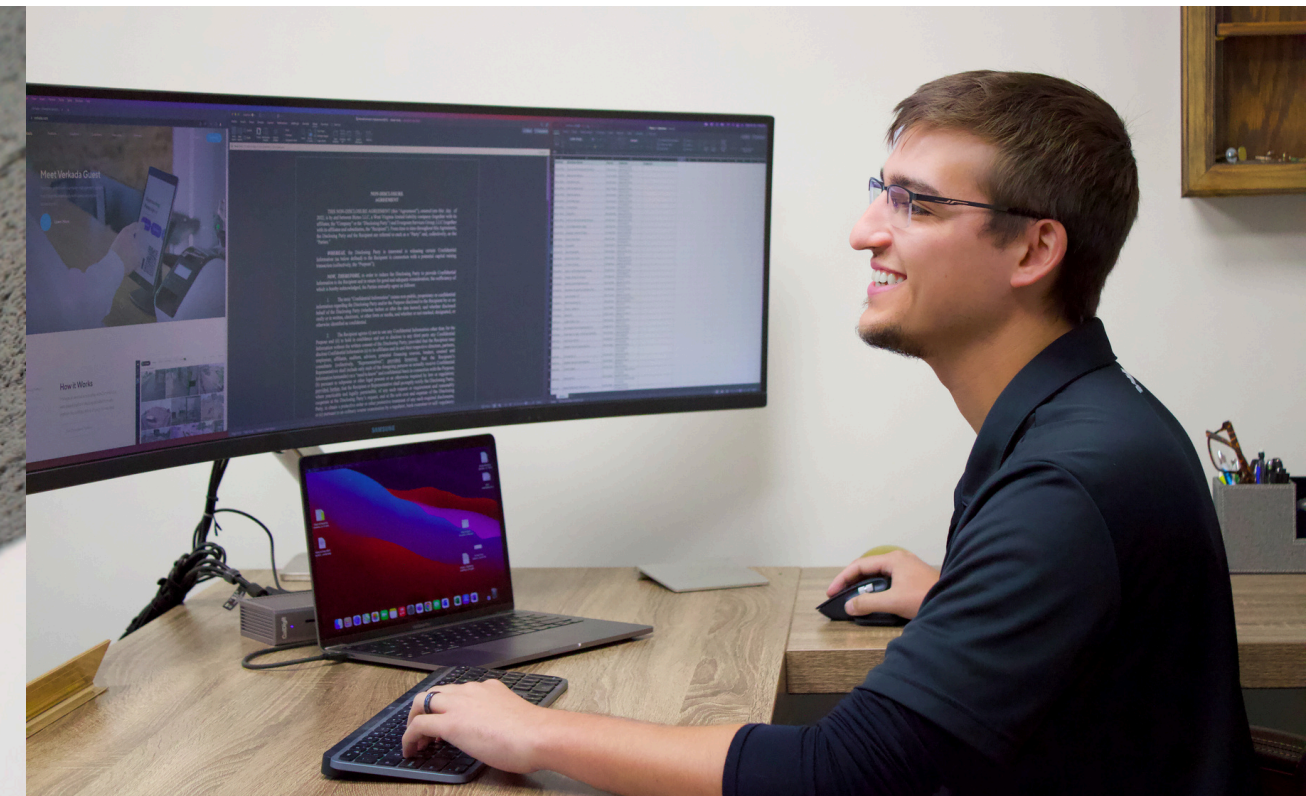
Biztec focuses on providing physical security solutions, offering an extensive array of services designed to protect businesses' assets, infrastructure and personnel. For organizations aiming to defend against unauthorized access, vandalism and other potential threats, physical security is essential.

Marketing Solutions

Our comprehensive suite of marketing solutions enable organizations to effectively reach their target audience and enhance brand visibility. We offer a range of services including digital marketing, social media management, content creation, and analytics-driven strategies

More Services...

- Co-Managed IT Services
- Break/Fix Support
- Custom Projects
- Voice & Data Cabling
- Data Backup & Recovery
- VoIP Solutions
- CIO Services
- Subscription Packages
- Cyber Security



RAVENSWOOD FLORAL & GIFTS

BLACKSHEEP TATTOO
COMPANY

EXILED PRINCE PRODUCTIONS,
LLC

VETECH SYSTEMS

SANTEE SWEETS AND EATS LLC

AFFECTIONATELY YOURS
FLORAL

JACKSON COUNTY PAWN & LML
RIVERBEND ANTIQUE MALL

SPIDERSPELL EMPORIUM

RAVENSWOOD ARTS

BLUE LINE BLINDS

FRONTIER FURNITURE

CNC SYNDICATE

RAVENSWOOD INN

SELF-ADVOCACY

JOYFUL RESPITE LLC

REWILD LLC

Tell Me More
About You

What's the purpose?
Your Presence



Get Digital

Grow Your Business

WHY DO YOU NEED AN ONLINE PRESENCE

Organizations **need** an online presence because this is how consumers today discover new products and businesses.



67%

Over two-thirds (67%) of US 16-to 24-year-olds say they've learned about a product or service through a social media video that organically entered their feed, according to a November 2023 survey from 5WPR.

29.7%

In 2023, it was reported that 29.7% of US consumers begin their shopping journey by using a search engine.

96%

According to WebFX, 96% of small businesses use social media in their marketing strategy

77%

According to WebFX, 77% of businesses use social media to reach customers



Common Challenges

Marketing Is an Investment
AN INVESTMENT IN TIME AND RESOURCES



TIME CONSUMING

SMBs don't have extra time to dedicate efforts to marketing



IT'S OVERWHELMING

73% of SMBs aren't confident that their current strategy is contributing to their business goals



FINDING NEW CUSTOMERS

60% of SMBs don't understand how to find new customers with marketing



CREATING AN EFFECTIVE STRATEGY

25% of SMBs aren't sure how to develop an effective marketing strategy



WHAT IS WORKING - UNDERSTANDING ANALYTICS

33% of SMBs aren't sure what works for them (understanding analytics)



STRUGGLING TO SEND THE RIGHT MESSAGES

25% of SMBs don't know if they're sending their audience the right message



MOTIVATION

19% of SMBs struggle with motivation when it comes to marketing

SMB - Small & Medium Sized Businesses

Combat the Challenges
Begin Building



B.C.E.M. *Build. Connect. Engage. Maintain.*

BRING YOUR BRAND'S STORY TO LIFE

Build, connect, engage, and maintain are four words we use at Biztec to describe how we approach marketing.

Today, we're going to focus on the foundation - **build**.

- Lay the groundwork for your digital presence to establish strong, lasting relationships with your audience.
- Create a robust brand identity that resonates with your target market.
- Ensure a consistent message across all platforms.
- Build a solid foundation for connecting, engaging, and maintaining long-term relationships.
- Explore how effective building can lead to your brand's success.



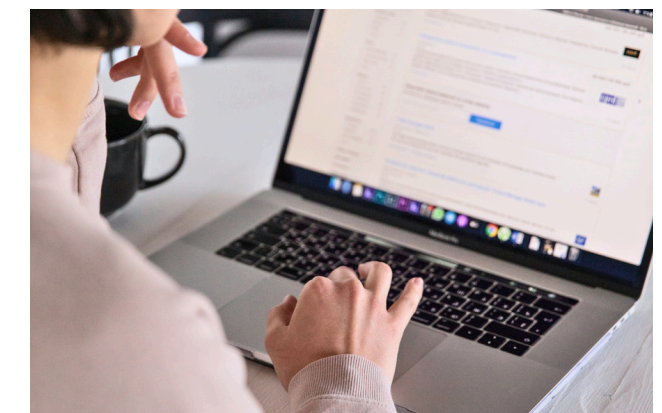
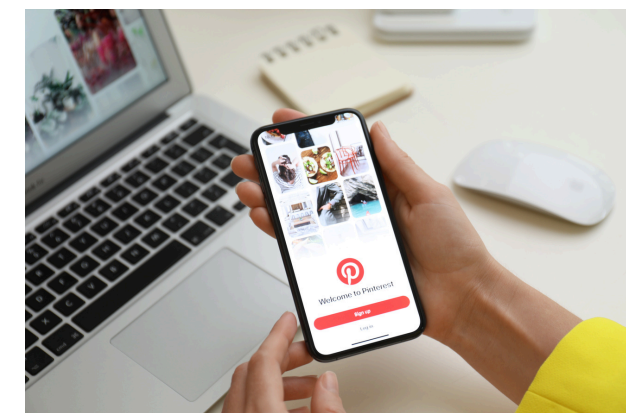
Build

Creating Your Digital Foundation

GOOGLE BUSINESS PROFILE | WEBSITE | SOCIAL MEDIA

To build a strong online presence, we're going to focus on the importance of three main digital marketing channels:

- **Google Business Profile:** Ensuring your business is easily found on Google by optimizing your profile for local searches and customer engagement.
- **Website:** Developing a user-friendly and informative website that effectively communicates your brand message and converts visitors into customers.
- **Social Media Presence:** Establishing your presence on social media, enabling you to create content that connects with your audience and fosters community.



Before Building
Let's Evaluate

PAGES 3-5 IN YOUR WORKBOOK



Audit

Digital Marketing Audit

LET'S EVALUATE TOGETHER

To build, we need to know where to start.

This quick and simple digital marketing audit will give you **valuable insights** into your current strategies and highlight areas for improvement.

By assessing key aspects such as website performance, social media engagement, and content effectiveness, you'll be able to:

- **Refine** your approach to better meet your audience's needs
- **Identify** strengths to build upon and weaknesses to address
- **Align** your approach with your overall business goals
- **Ensure** your digital presence is impactful

PRO TIP: CONDUCT AN AUDIT ON 2-3 OF YOUR COMPETITORS.

DIGITAL MARKETING WORKSHOP

DIGITAL MARKETING AUDIT

To build your brand's presence, we need to know where to start.

This quick and straightforward digital marketing audit will provide you with valuable insights into your current standing. It will also highlight areas where you excel and identify opportunities for improvement. Key aspects that will be evaluated include, but are not limited to, website performance, social media engagement, and content effectiveness.

By assessing these elements, you'll be able to:

- **Refine** your approach to better meet your audience's needs.
- **Identify** strengths to build upon and weaknesses to address.
- **Align** your approach with your overall business goals.
- **Ensure** your digital presence is impactful.

Audit Sections & Descriptions:

- **Channel:** Defines what channel you are referring to
 - Examples: Facebook, Website, Instagram, LinkedIn, Reddit
- **Frequency of Posts & Maintenance:** Represents the frequency in which you post or maintain your digital channels
- **Following (Primarily refers to social media platforms):** Number of followers/likes you have on the identified channel(s)
- **Branding:** Identifies whether consistent branding is being implemented
 - Refers to factors such as tone of voice, messaging, colors, typography, etc.
- **Highest Performing Content:** Identifies the highest performing content on your platform(s)
 - Examples: Photos, website blogs, external article links, videos, photos, graphics, etc.
- **Performance:** Consolidates this information into a rating on a scale of 1 to 5, where 1 indicates significant challenges and areas for improvement, and 5 highlights strong opportunities and successful execution across the channel.

pg. 4

Let's Dive In
Starting with GBP

PAGES 6-11 IN YOUR WORKBOOK



Quick Facts About
A GBP

84%

Verified businesses average 1,803 monthly views, predominantly from discovery searches (84%).

105

Local businesses average 105 monthly website visits from verified Google Business Profiles.

40%

of businesses exceed 1,000 monthly search views

40%

40% of businesses have never posted on their Google Business Profiles

GBP

Your Google Business Profile
GOOGLE IS YOUR BEST FRIEND

Why does a Google Business Profile (GBP) matter?

- **Enhances** your business's online presence
- Makes key information **easily accessible** (address, contact details, hours, reviews)
- **Improves** local search visibility
- Increases chances of being discovered by **nearby** customers
- **Builds trust** through customer reviews and engagement
- Helps **foster** a loyal client base
- **Essential** for staying competitive and connected

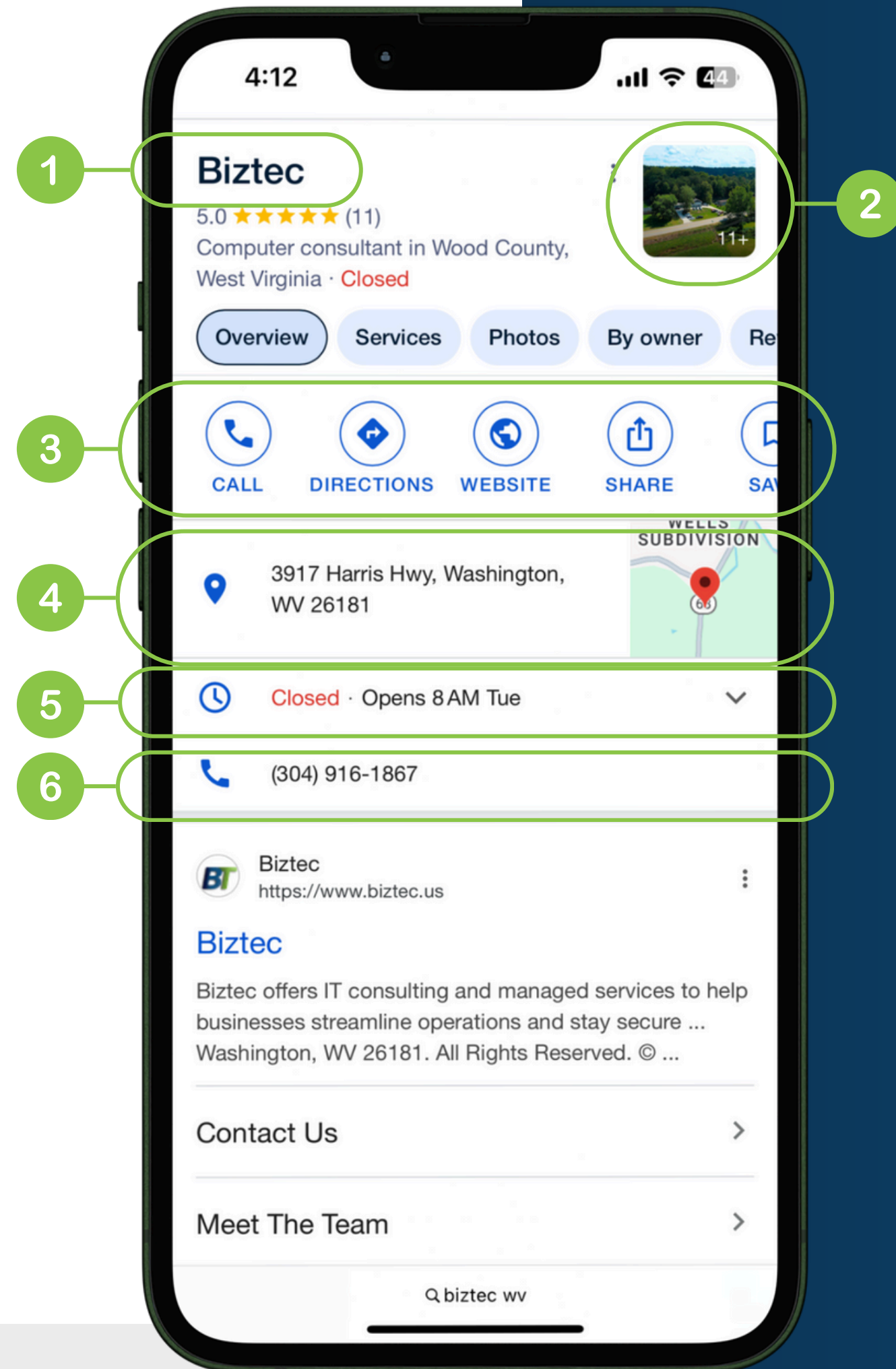


Anatomy of a GBP

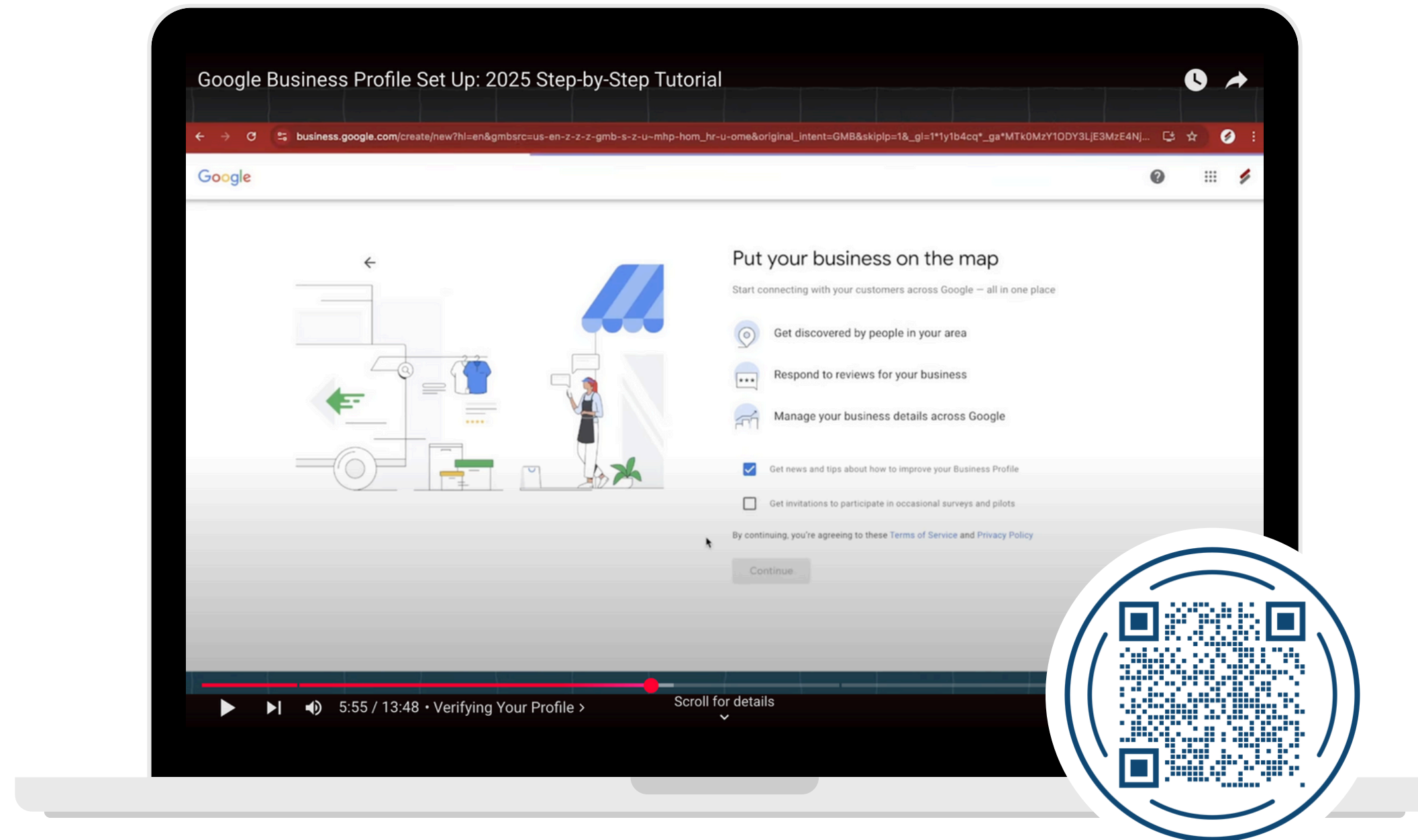
1. Business/Organization Name
2. Photos & Videos
3. Quick Links
4. Location
5. Hours
6. Phone Number

Other important pieces of a GBP

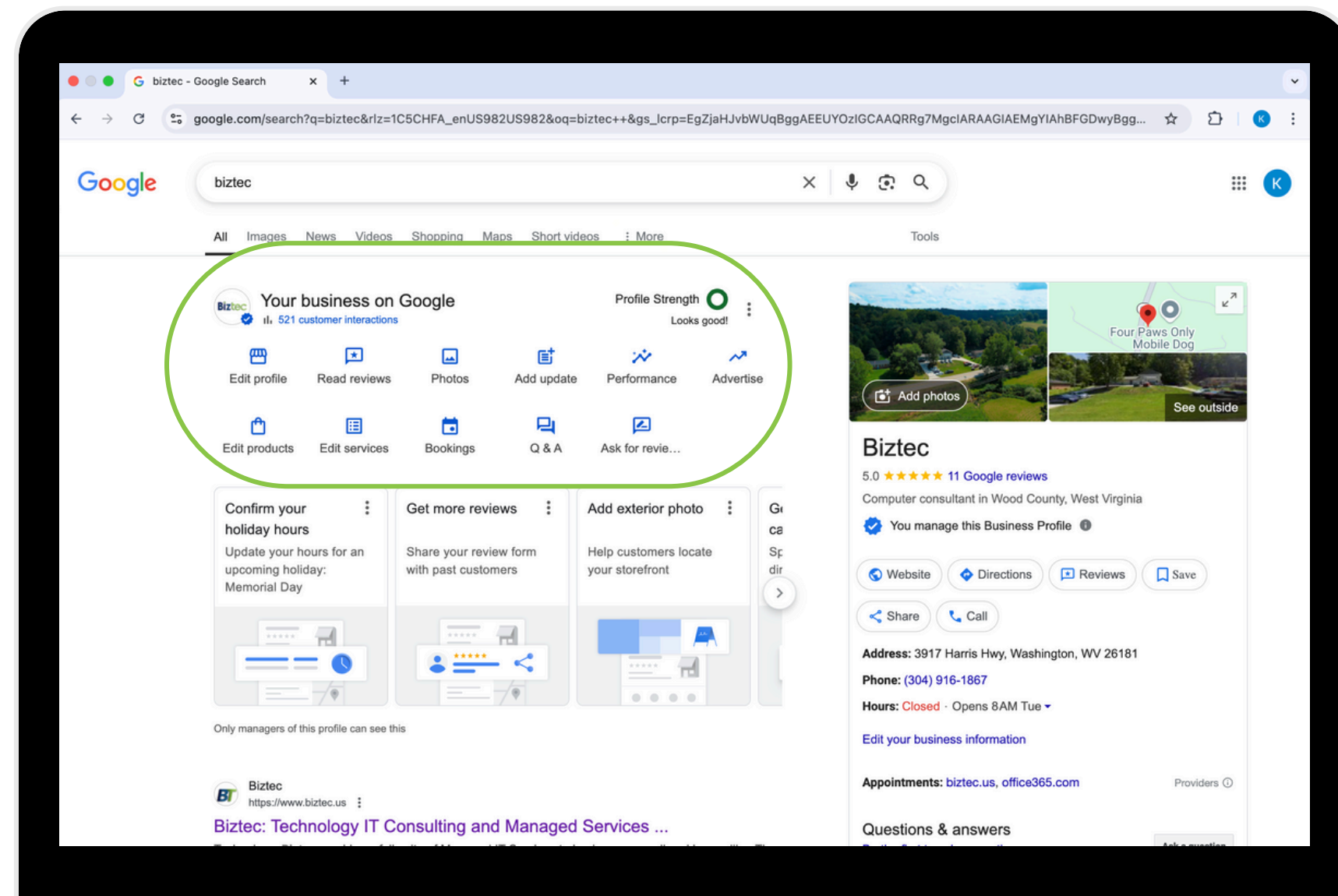
- Reviews
- Services
- By Owner aka Latest Updates



Creating Your Profile



Managing Your GBP



Actionable Items:

- Edit Profile
- Read Reviews
- Photos
- Add Update
- Performance
- Advertise
- Edit Products
- Edit Services
- Bookings
- Q & A
- Ask for Reviews
- Business Profile Settings
- Notifications
- Add a New Business Profile
- Your Business Profiles
- Help & Support
- Send Feedback
- Terms of Service

The 24/7 Rep.
Your Website

PAGES 12-15 IN YOUR WORKBOOK



Quick Facts About
Websites

71%

of SMBs have a website.

28%

of SMBs don't have a website.

50%

of consumers say that their impression of a business depends on the company's website design.

14%

of SMBs cite a lack of time and knowledge to maintain their website as a challenge.

Websites

Having A Website Matters
EDUCATE, ATTRACT, ENGAGE

Why does a website matter for your business?

- **Establishes** credibility and reinforces your brand identity
- Provides a **central hub** for detailed information
- Gives you **full control** over your online presence and messaging
- Makes your business **accessible 24/7** to potential customers
- Supports SEO to **improve visibility** in search engine results
- **Enables** online sales, appointment booking, or lead generation
- **Essential** for competing in today's digital-first marketplace

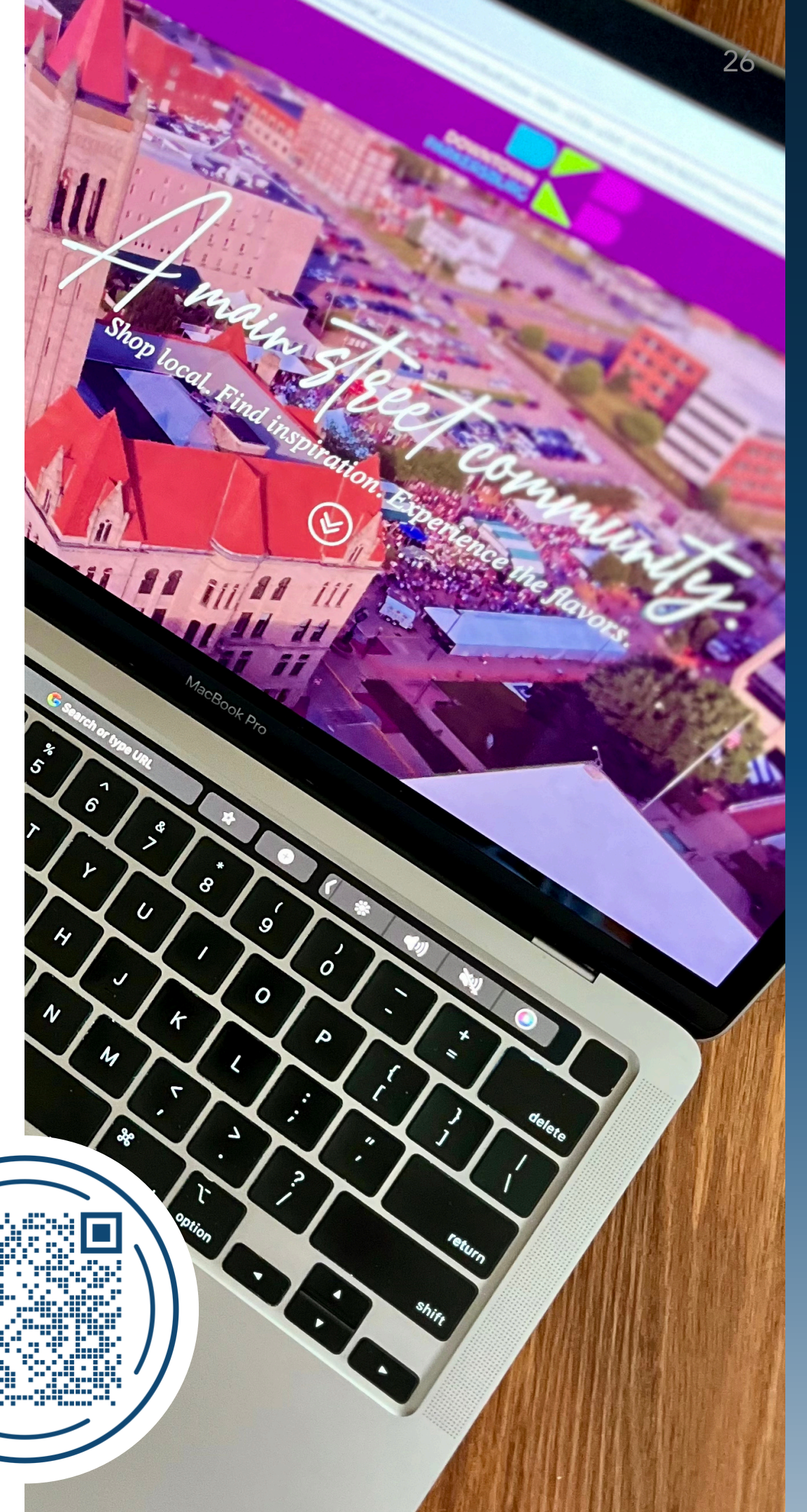


Build *A Website that Attracts*

INCREASE VISIBILITY AND DRIVE TRAFFIC

How to get started:

- Secure a **custom domain name** that reflects your business
- Implement a **user-friendly** layout with clear navigation and mobile responsiveness
- Include **essential** pages to your business
- Optimize your site for SEO to **increase visibility** in search results
- Keep your site **updated** with fresh content and regular backups



Website Strategy

With this information, let's evaluate your website strategy.

DIGITAL MARKETING WORKSHOP

MY WEBSITE STRATEGY

Not sure if you need or even want a website? Let's work together to identify your need(s) for implementing a website. From there, you can explore the various ways in which a well-designed website can enhance your business presence.

WEBSITE STRATEGY SELF-ASSESSMENT:

Why do you need a website? (Select all that apply)

- Increase brand awareness
- Generate leads or sales
- Serve as an online portfolio or resume
- Provide information or resources
- Support customer service
- Other: _____

What actions do you want visitors to take on your website?

Examples: fill out a contact form, sign up for a newsletter, download a file

What pages or sections do you think your website will need?

(Check any that apply and add your own)

- Home
- About Us
- Services/Products
- Portfolio/Work Samples
- Blog/News
- Contact
- FAQ
- Other: _____



A Necessary Evil
Social Media

PAGES 16-20 IN YOUR WORKBOOK



Quick Facts About Social Media

48%

of consumers said they interact with brands more often on social media in 2025 than in 2024

6.83

the average person uses 6.83 different social networks per month

96%

of SMBs use social media in their marketing strategy

41%

of small and local businesses depend on social media to drive revenue

Social Media

Create Connections, Foster Loyalty

SOCIAL MEDIA MATTERS

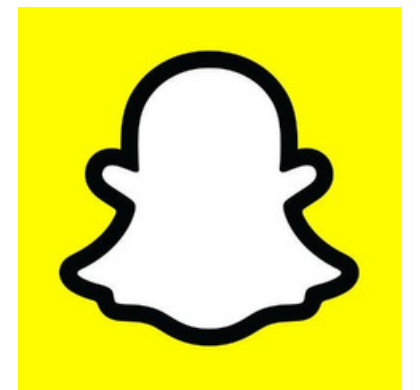
Why does social media matter for your business?

- **Expands** your reach and increases brand awareness
- Helps you **connect** directly with your target audience
- **Drives traffic** to your website and other digital platforms
- **Builds trust** through consistent engagement and authentic content
- Provides a platform for **customer service** and **real-time feedback**
- Allows you to **showcase** products, services, and company culture
- Offers **valuable insights** through analytics and audience data



Common Channels

Discover the platforms that work for your audience and your business

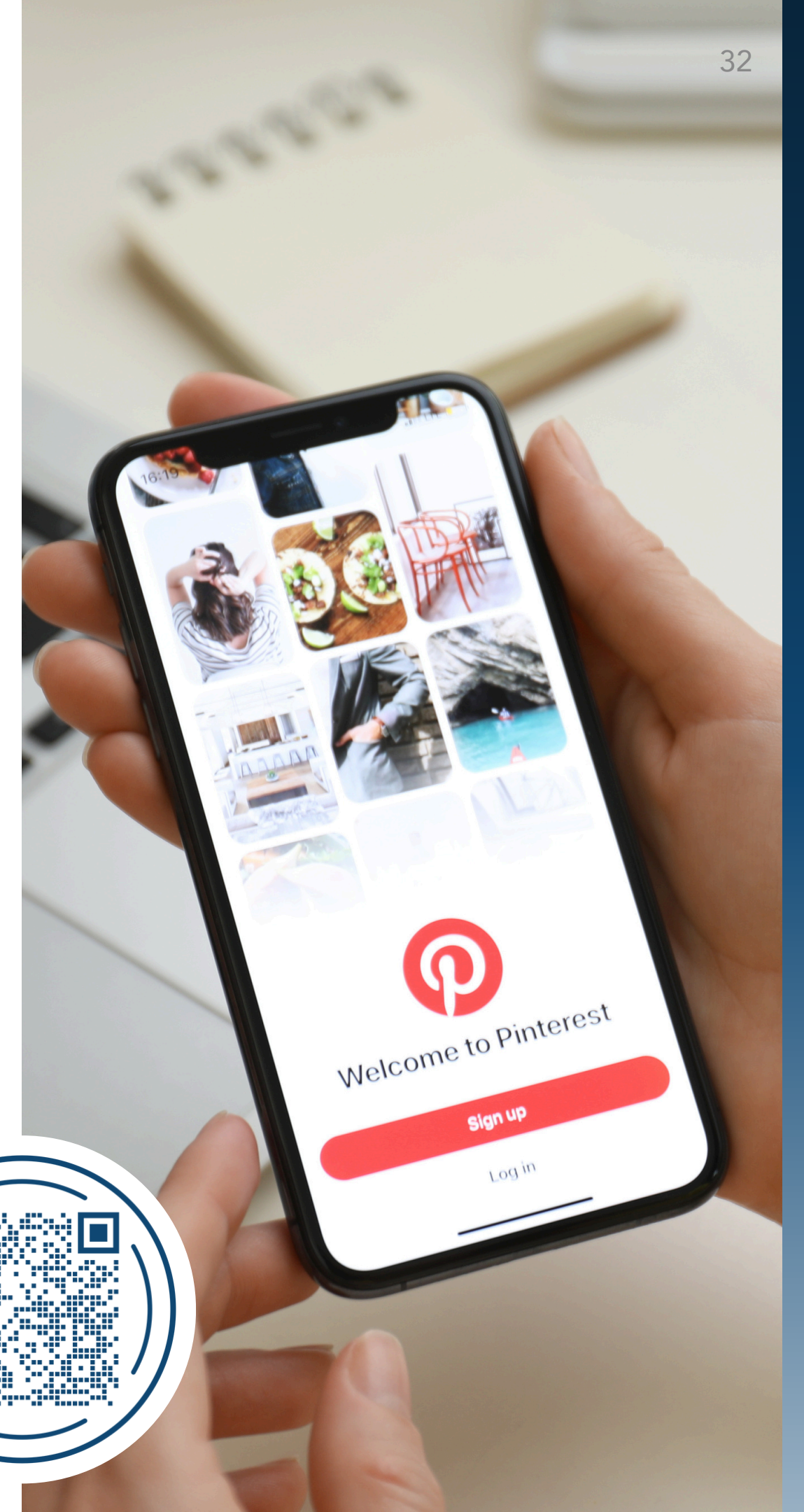


Build *Your Social Media Presence*

BEST TIPS TO GET STARTED

How to get started:

- Choose the **best platforms** for your business based on where your audience spends time
- Set up complete, **branded profiles** with consistent visuals and messaging
- Define your **goals**
 - *Do they align with your business goals?*
- Develop a **content plan** with a mix of promotional, educational, and engaging posts
- **Engage** with your audience
 - *Respond to comments, messages, and mentions*



Social Media Strategy

With this information, let's evaluate your social media strategy.

DIGITAL MARKETING WORKSHOP

SOCIAL MEDIA STRATEGY

From the audit to action, these questions will help you understand more about your social media presence.

PLATFORM FOCUS:

Which of these platforms currently work best for your business?

- Facebook
- Instagram
- LinkedIn
- X (formerly Twitter)
- TikTok
- Pinterest
- YouTube
- Other: _____

Which platforms aren't giving you a return on your time?

- Facebook
- Instagram
- LinkedIn
- X (formerly Twitter)
- TikTok
- Pinterest
- YouTube
- Other: _____

Are there platforms you want to explore based on your audience or industry?

- Yes - Which ones? _____
- No - I'm focusing on improving current platforms.

Case Study Las Fajitas

PAGES 21-24 IN YOUR WORKBOOK



Las Fajitas

Take it from a Local Favorite
LET'S EVALUATE TOGETHER

Las Fajitas is a successful local business that utilizes the powers of their digital presence almost daily.

Their presence is included on:

- Social media profiles (Facebook & Instagram)
- GBP
- Review and destination websites (Yelp, Tripadvisor, MapQuest, etc)

Let's look at their presence, together.

 <https://www.facebook.com/lasfajitasmexicangrillwv>

 https://www.instagram.com/las_fajitasmexicangrill/



Tips, Tricks, & Resources
Get Started, Now

PAGES 25-28 IN YOUR WORKBOOK



FREE RESOURCES



Creating and maintaining your GBP is free, and it's an essential tool for businesses looking to enhance their online presence. With Google Business Profile (GBP), you can easily manage how your business information appears across Google Search and Maps.

- Update vital business information like hours and services
- Get reviews from customers
- Post updates and special offers to attract more attention
- Gain insights into how customers find and interact with your business through detailed analytics



Meta Business Suite (Facebook & Instagram) allows you to manage Facebook and Instagram seamlessly by enabling you to:

- Access analytics and understand your audience's engagement trends and behaviors
- Create and schedule posts
- Respond to messages and comments efficiently
- Utilize advertising tools to reach a wider audience
- Monitor ad performance with detailed insights
- Stay updated with the latest features and updates



Canva provides businesses and organizations with the ability to create graphics and materials that are both visually appealing and professional. With its user-friendly interface, Canva makes design accessible to everyone, regardless of their level of expertise.

- Utilize templates
- Create your own custom brand kit
- Access a vast library of stock photos, illustrations, and icons
- Export designs in multiple formats
- Integrate with other platforms like Google Drive and Dropbox

A Gift *to you from Downtown Ravenswood*

REVIEW QR CODE

To support your digital marketing efforts, Downtown Ravenswood Partners would like to gift you your very own Google and Facebook Review QR Code Pedestal Sign.

- Make it **effortless** for your customers to leave reviews, enhancing your online presence and reputation.
- The sign's design ensures **visibility** and **ease of access**, inviting passersby to engage with your business.
- Display it prominently to **encourage feedback** and **build trust** within the community.

If you're interested in receiving this sign, please connect with Molly Washburn at Downtown Ravenswood directly.



SUPPORT EACH OTHER

*Review each other's businesses
on Facebook and Google!*



Presented by Downtown Ravenswood Partners & Biztec

Thank you!

DO YOU HAVE ANY QUESTIONS?
