



Presented by Downtown Ravenswood Partners & Biztec

# Taking Control

THE BEGINNER'S GUIDE TO  
DIGITAL MARKETING

PREPARED BY  
**BIZTEC**

3917 Harris HWY, Washington, WV 26181



**TAKE CONTROL OF YOUR DIGITAL PRESENCE**  
A Digital Marketing Workshop

# TABLE OF CONTENTS

<b>BEGIN WITH THE AUDIT</b>	<b>3</b>
<i>DIGITAL MARKETING AUDIT</i>	<b>4</b>
<i>DIGITAL MARKETING AUDIT TEMPLATE</i>	<b>5</b>
<b>CREATING A GBP</b>	<b>6</b>
<i>GETTING ONLINE: THE GBP &amp; EXAMPLE</i>	<b>7 - 11</b>
<b>YOUR 24/7 REPRESENTATIVE</b>	<b>12</b>
<i>THE IMPORTANCE OF A WEBSITE</i>	<b>13</b>
<i>MY WEBSITE STRATEGY</i>	<b>14 - 15</b>
<b>CONNECT &amp; ENGAGE: SOCIAL MEDIA</b>	<b>16</b>
<i>SOCIAL MEDIA STRATEGY</i>	<b>17 - 20</b>
<b>CASE STUDY: LAS FAJITAS</b>	<b>21 - 24</b>
<b>GET STARTED TODAY: FREE RESOURCES</b>	<b>25</b>
<i>SOCIAL MEDIA CALENDAR</i>	<b>26 - 27</b>
<i>DIGITAL MARKETING AUDIT TEMPLATE</i>	<b>28</b>
<b>FROM LEARNING TO LAUNCHING</b>	<b>29</b>
<i>TAKE YOUR MARKETING FURTHER</i>	<b>30</b>
<b>XCLUSIVE MOVERS: CLIENT SUCCESS</b>	<b>31</b>

# *Begin with* The Audit

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## OVERVIEW

*Starting your digital marketing journey with an audit can provide you with valuable insights into your current strategies and application, as well as highlight areas for improvement. By assessing your performance across each of your digital channels, you'll be better equipped to refine your approach, identify your strengths and weaknesses, align your marketing and business goals, and ensure your methods are reaching your target audience's needs.*



# 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, 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.

Channel	Frequency of Posts and Maintenance	Following	Branding	Highest Performing Content	Performance on a Scale of 1 - 5
Facebook	3 posts per week.	1,650 Followers. 1,450 Likes.	Branding is consistent across posts.	User generated-styled content is most popular.	3 - performance presents challenges, but also has ample opportunity to achieve more

# *Creating a* GBP

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## OVERVIEW

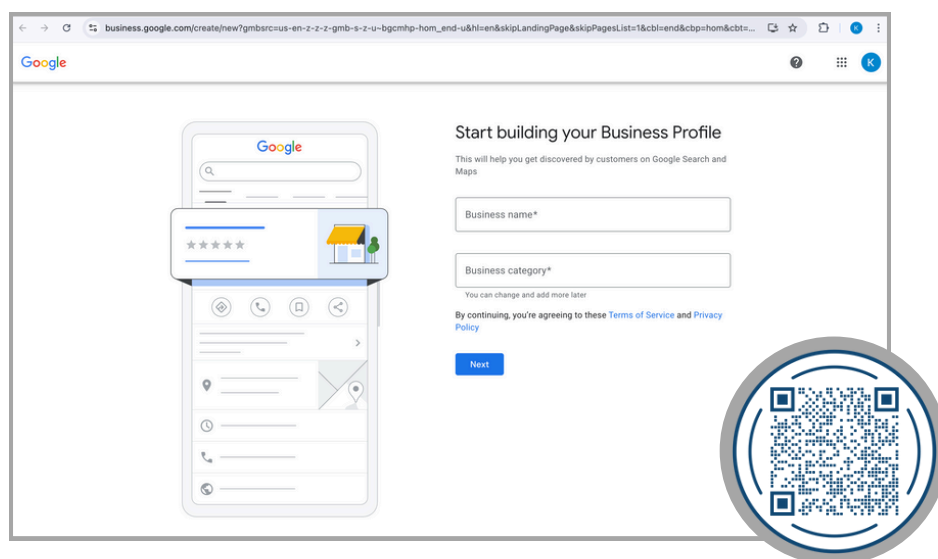
*We've discussed the importance of a Google Business Profile (GBP) and how it can help your business excel. Now it's time to dive into the practical aspects of setting it up effectively. Creating your GBP is relatively simple; all you have to do is follow a few simple steps to get started. Once you've followed the steps and Google verifies your presence, your business will begin to appear in relevant local searches, enhancing your visibility to potential customers.*



# GETTING ONLINE THE GBP

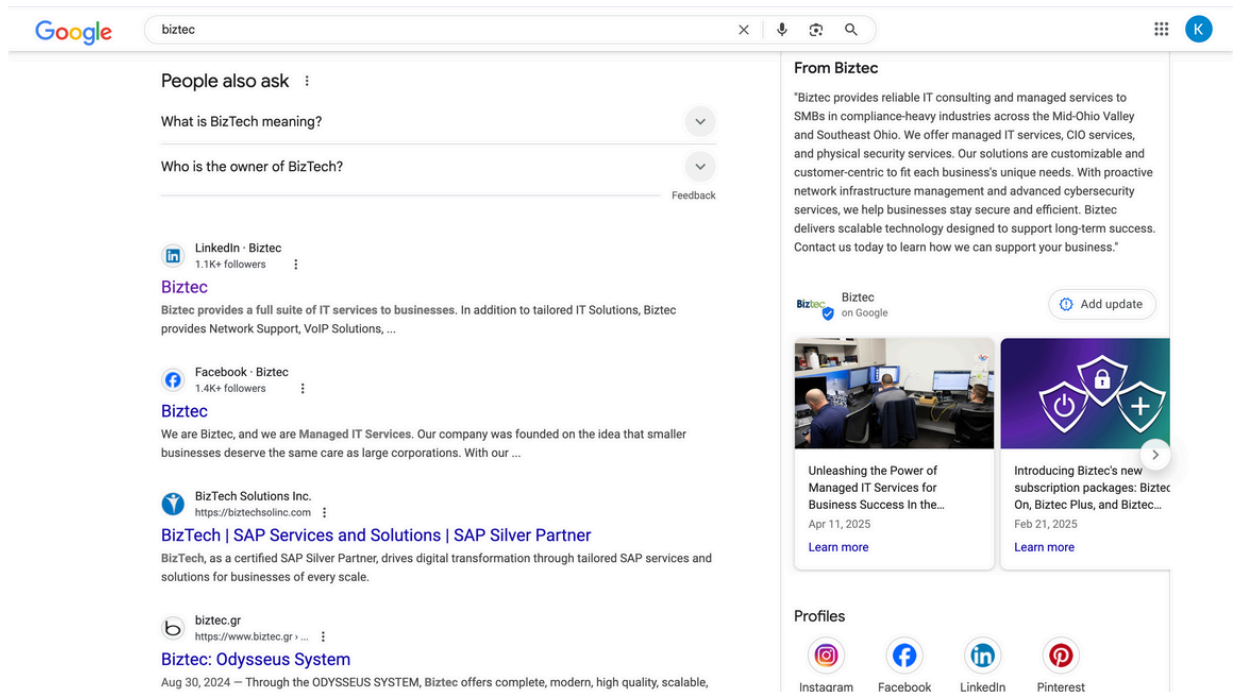
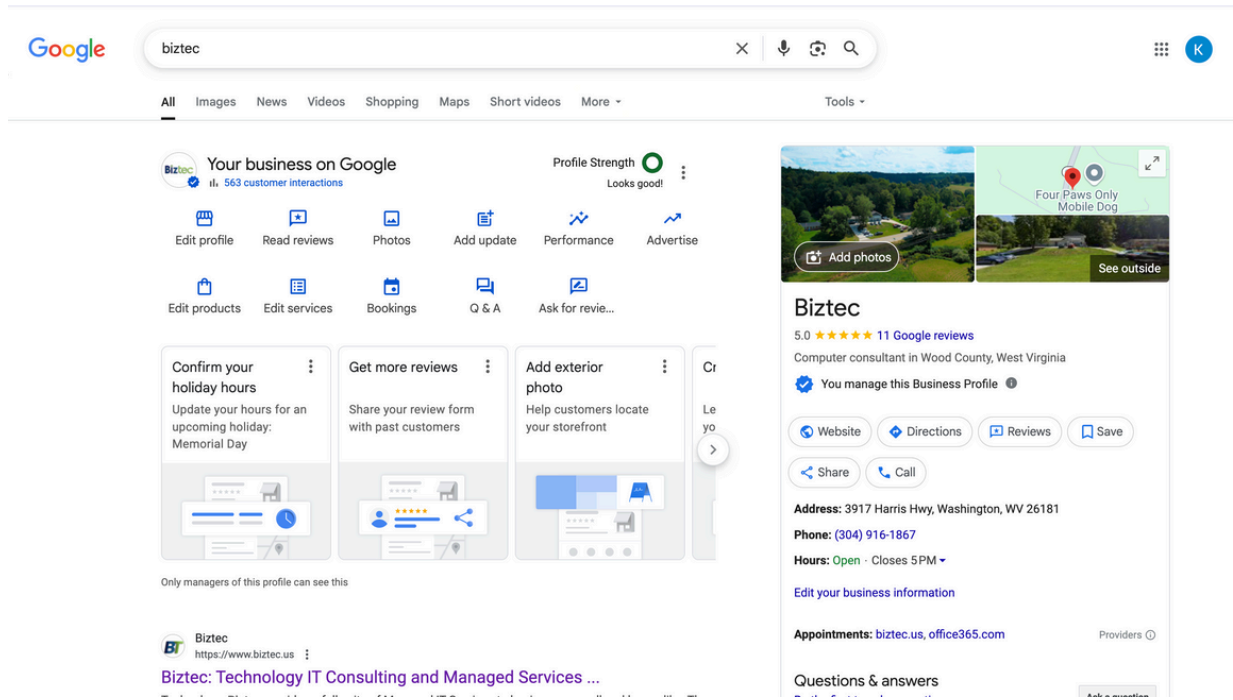
## How to Create Your GBP: Step by Step

1. Visit: <https://business.google.com/us/business-profile/> or scan the QR code below
2. Press **"Get Started"**
3. Enter your business' name and industry
4. Choose your business type(s)
5. Enter a business category
6. Where do you serve your customers? (optional)
  - a. Ex. Ravenswood, West Virginia
  - b. Ex. Ripley, West Virginia
7. What contact details do you want to show to customers?
8. Put your business on the map
9. Please enter your mailing address to verify
10. Select a way to get verified
11. Add your services
12. Add business hours
13. Add business description
14. Add photos of your work
15. Claim your \$500 advertising credit (skip for now, but you can revisit this later)
16. Custom domain (skip for now, but you can revisit this later)
17. Your edits will be visible once you're verified - press **"Continue"**



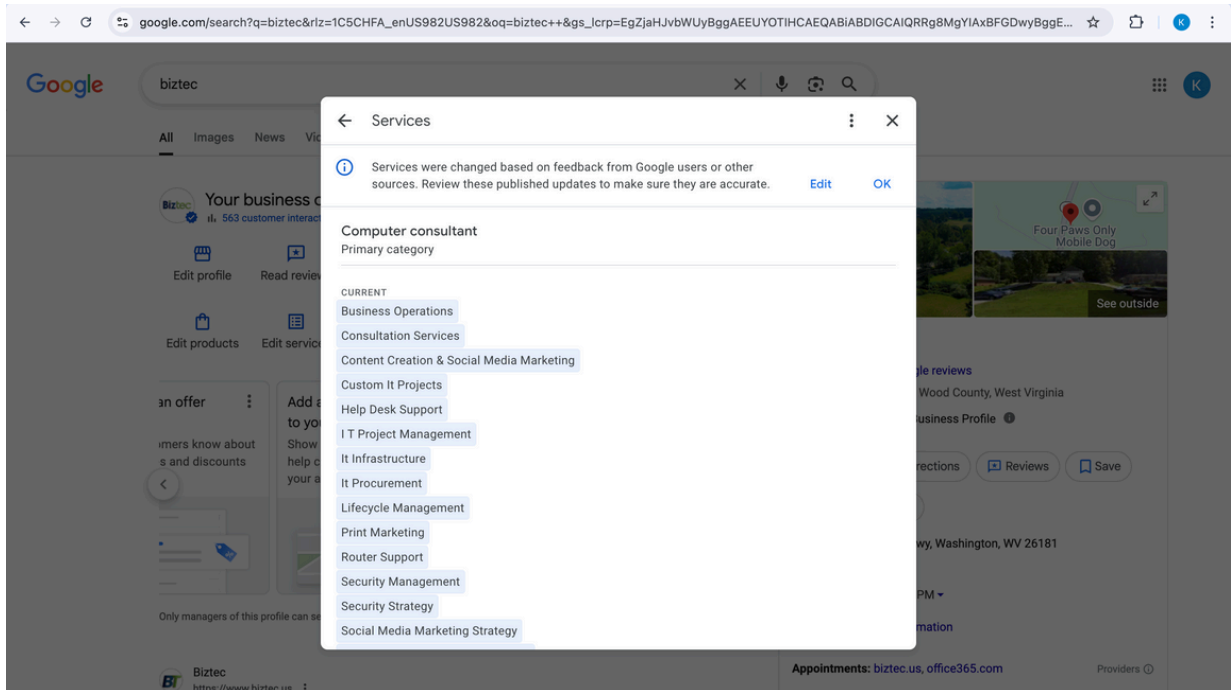
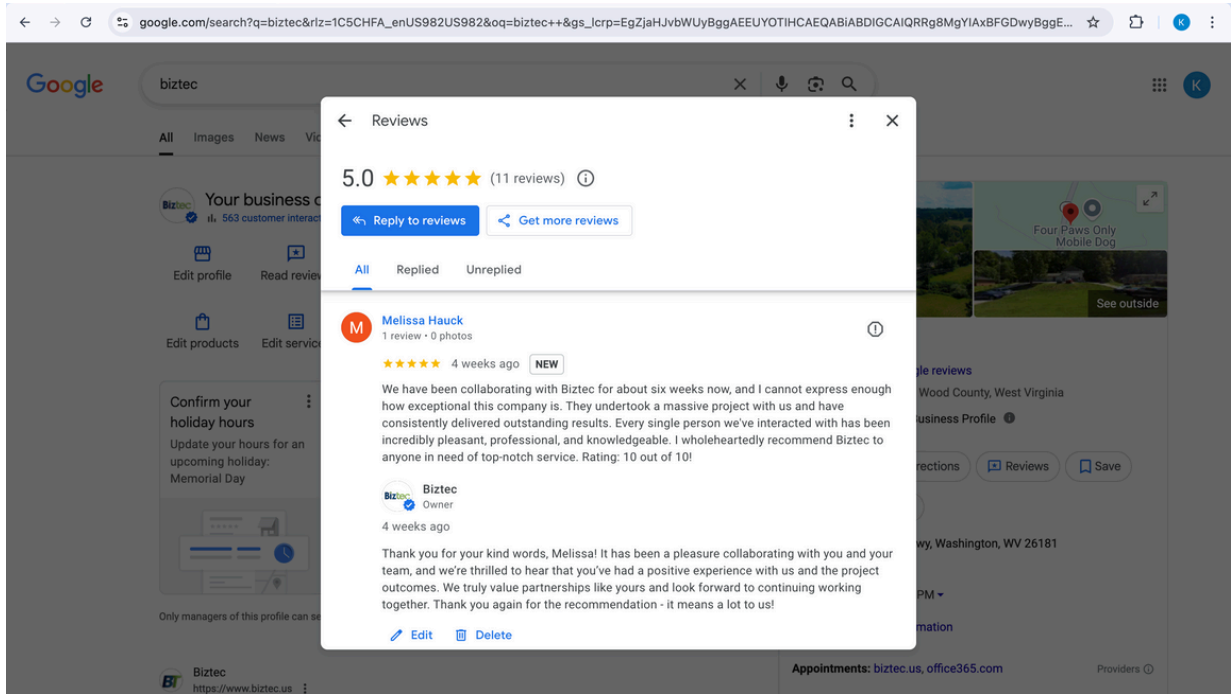
# GETTING ONLINE THE GBP

An example of a completed GBP can be seen here featuring Biztec:



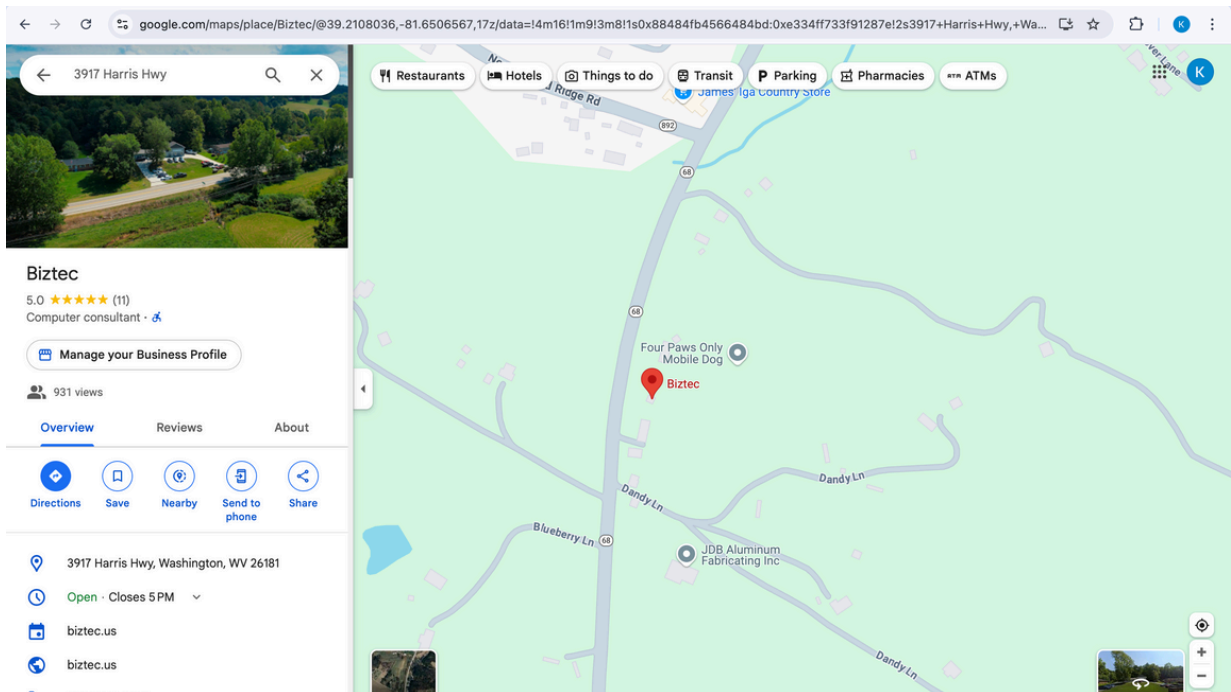
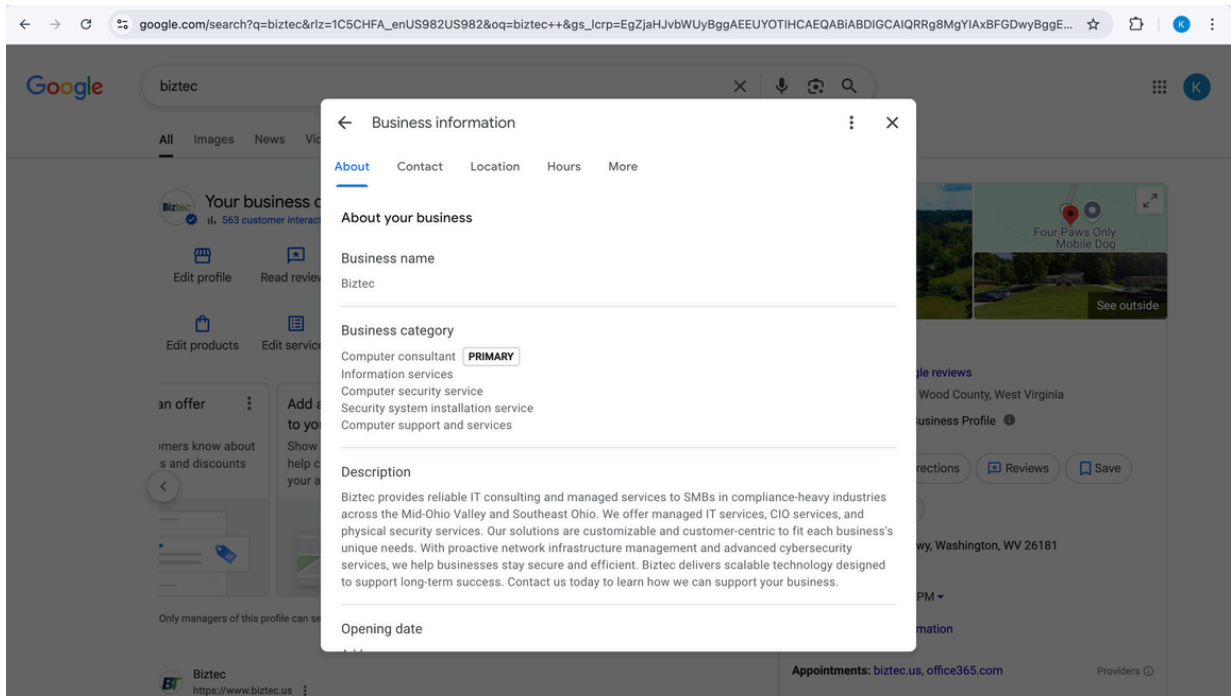
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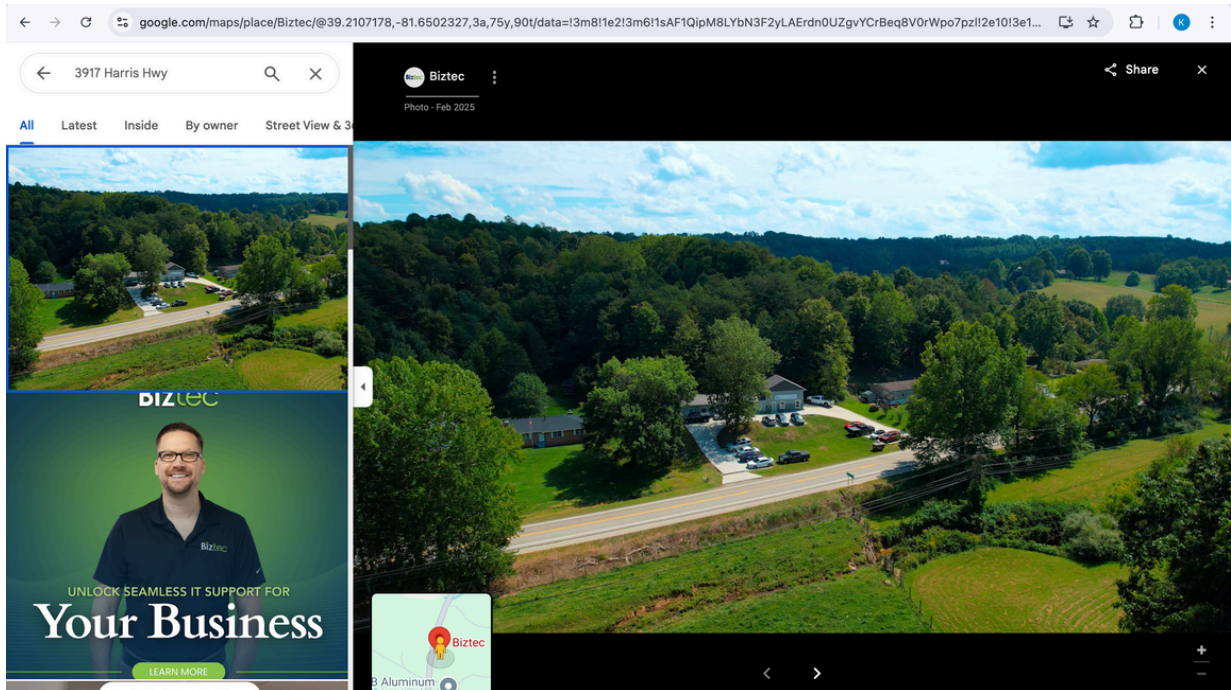
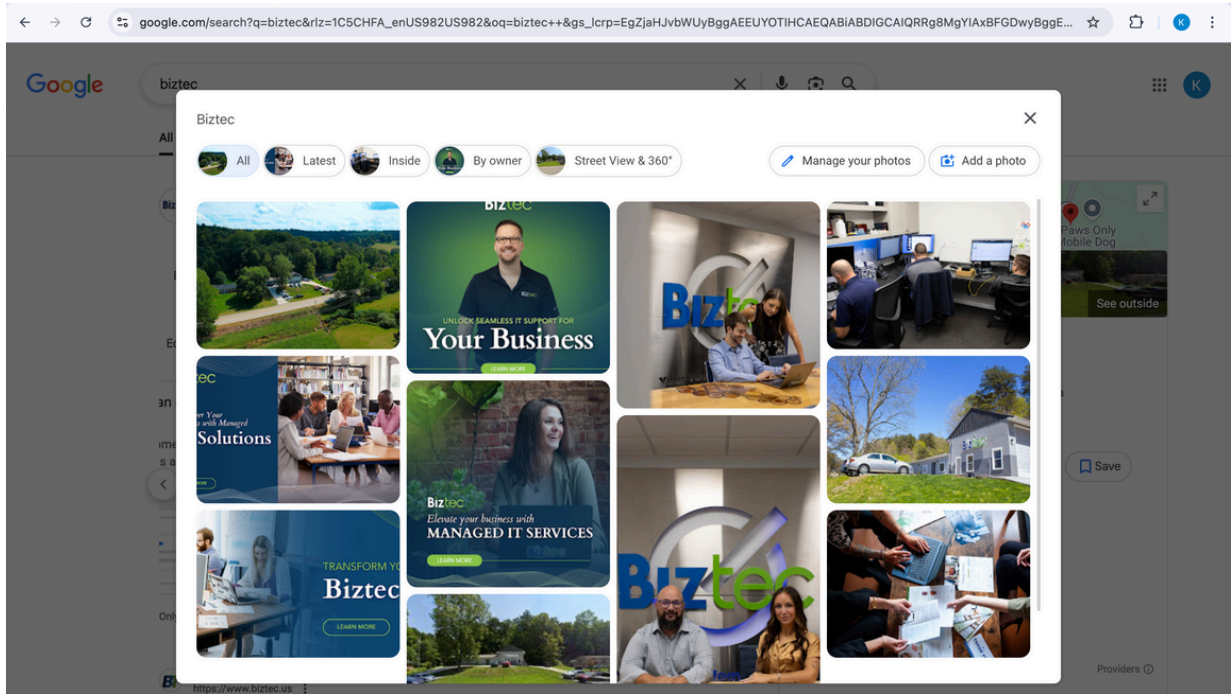
# GETTING ONLINE THE GBP

An example of a completed GBP can be seen here featuring Biztec:



# GETTING ONLINE THE GBP

An example of a completed GBP can be seen here featuring Biztec:



# *Your 24/7* Representative

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## OVERVIEW

*Now that you've completed the audit, it's time to put those insights to work and consider how you would apply them to a website.*

*In this section, we'll evaluate how your current approach to a website is serving your goals, and whether a shift in goals, strategy, or platform might deliver better results. By identifying what's working (and what's not), you'll be equipped to make more strategic decisions about a website and understand if having one would truly enhance your digital marketing efforts.*



# THE IMPORTANCE OF A WEBSITE

A website is an incredibly valuable tool for many reasons:

1. It provides a hub of information for new or returning customers.
2. A website is a destination. When you're making a social media post or printing off a piece of marketing collateral, you have to have a call-to-action (CTA). Your website can be your primary CTA, depending on your industry and goals.
3. Your credibility can be drastically enhanced. In today's digital age, consumers often equate a professional and well-maintained website with a trustworthy business. Having an online presence reassures potential customers that your business is legitimate and committed to providing quality service.
4. Customers can access your business 24/7. Unlike a physical store with set hours, a website is always open to visitors, allowing them to learn about your products or services at their convenience, regardless of time zones or location.
5. It facilitates communication. Through contact forms, chat features, or integrated social media links, a website offers numerous ways for customers to interact with your business, ask questions, and provide feedback.
6. A website supports digital marketing strategies. A website serves as the cornerstone for various digital marketing efforts, including a well-defined GBP, social media marketing, and online advertising, helping to drive traffic and increase conversions.
7. It provides valuable insights. With analytics tools, you can track visitor behavior, measure the effectiveness of your marketing campaigns, and gather data to make informed business decisions.

Overall, a website is a multifaceted asset that not only represents your brand online but also plays a crucial role in your overall marketing strategy.

# 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*

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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: \_\_\_\_\_



# *Connect & Engage* Social Media

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## OVERVIEW

*Based on the audit, how would you approach social media? Would you choose different platforms, or use different types of content?*

*That's what we'll explore in this section. We're going to take the audit and derive insights that will guide your social media strategy. By identifying what's working, and what's not, you'll be able to make informed decisions about where to show up online, how to engage your audience, and which types of content will help your business grow. This isn't about doing more; it's about doing what works best for your business.*



# 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.

# SOCIAL MEDIA STRATEGY

## CONTENT PERFORMANCE

What type of content has performed best in the past?

*Examples: Videos, behind-the-scenes, customer testimonials, how-to posts*

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What type of content has not performed well or didn't resonate with your audience?

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Are there content formats or ideas you haven't tried but want to test?

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# SOCIAL MEDIA STRATEGY

## TIME & RESOURCES

How many hours per week can you realistically dedicate to social media?

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Do you have tools or support to help with your social media?

Yes – Tools/team: \_\_\_\_\_

No – I may need to explore other options.

What tasks could be outsourced to make this more manageable?

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## GOALS & METRICS

What's the primary goal of your social media presence?

Brand awareness

Lead generation

Community building

Sales

Customer support

Other: \_\_\_\_\_

How will you measure success? (e.g. reach, engagement rate, conversions)

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# SOCIAL MEDIA STRATEGY

## REFINING YOUR APPROACH

After completing the audit and answering these questions, what actions will you take?

- Focus more on: \_\_\_\_\_
- Post more of: \_\_\_\_\_
- Reduce time spent on: \_\_\_\_\_
- Try new tools or schedule content in advance
- Track specific metrics monthly
- Other:

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# Case Study

# Las Fajitas

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## OVERVIEW

*To exemplify the purpose and implementation of a digital marketing audit, we're going to use Las Fajitas as a case study. This audit will highlight areas in which Las Fajitas excels at maintaining their online presence, as well as identify opportunities for improvement to enhance their digital strategy.*

*Our focus will be on several key areas (if applicable): website content, Google Business Profile performance, social media engagement, and online customer reviews.*

*After conducting the audit, a variety of recommendations will be listed, identifying opportunities for the brand to grow their digital presence.*



## CASE STUDY

# LAS FAJITAS

Las Fajitas is a well-known local favorite in Ravenswood, WV. Boasting an extensive menu of Mexican dishes, the restaurant serves flavorful classics and modern favorites in a warm, family-friendly atmosphere. With 265 Google reviews equating to a 4.6/5 star rating, Las Fajitas has earned a reputation for both quality food and exceptional service, making it a go-to spot for locals and visitors alike.

One of the key contributors to their success is their online presence. In today's digitally reliant landscape, having and maintaining a digital presence is essential to long-term success and profitability. As of May 14, 2025, Las Fajitas maintains three online profiles through Facebook, Instagram, and a Google Business Profile (GBP). Each channel is unique and appeals to different aspects of an audience's interests and needs.

On Facebook, Las Fajitas engages with its community by sharing updates about weekly specials and events, as well as team insight. Much of the same can be said about the restaurant's Instagram page; however, the brand leverages this platform more so for its visual appeal. The brand frequently posts the same images on Instagram as they do on Facebook, but with more brief captions or none at all. Based on the type of content shared across their social media platforms, it's likely that Las Fajitas aims to attract new customers while keeping current patrons engaged by visually showcasing their delicious offerings.

The Google Business Profile plays a crucial role in ensuring Las Fajitas is easily discoverable to those searching for dining options in the area. This channel is particularly useful for travelers, given the restaurant's convenient and easily accessible location from major roadways. The profile is equipped with quick links that are beneficial to the brand's success, including but not limited to: reserve a table, check wait times, view menu, and reviews. By providing these links, Las Fajitas meets their audience's immediate need for key business information while also boosting their visibility in local search results.

In summary, Las Fajitas' digital marketing strategy exemplifies the impact of a comprehensive online presence in fostering business growth. By effectively leveraging these platforms, the restaurant continues to draw in new customers while nurturing strong connections with its loyal clientele.

# LAS FAJITAS DIGITAL MARKETING AUDIT

Channel	Frequency of Posts and Maintenance	Following	Branding	Highest Performing Content	Performance on a Scale of 1 - 5
<b>Instagram</b>	Averaging 2.5 posts per month from Nov. 2024 to April 2025.	434 followers	Branding is consistent. The same typeface is used across images and graphics. Logo is present in graphics. Brand's logo is present in the profile photo. Bio contains link to Facebook page.	Posts are consistent. Carry the same tone of voice and imagery style. Posts containing food items do not typically have a caption, but are commonly found aiding the image. If a caption is paired with the post, it is short and related to the image.	3 - performance presents challenges, but also has ample opportunity to achieve more
<b>Facebook</b>	Averaging 14 posts per month from Nov. 2024 to April 2025	3.4k + followers	3.4k + followers	Content frequently features the restaurant's food and featured dishes. Receives consistent engagement. Posts that feature images of employees perform highly.	3 - performance presents challenges, but also has ample opportunity to achieve more
<b>GBP</b>	Receives ample number of customer reviews every month. However, brand rarely responds to or engages with the reviews, whether positive or negative.	N/A	Branding is present through published menu, as well as user-generated content.	N/A	2 - the brand is well-engaged with on this platform by customers, but the brand itself does not utilize it to its full potential. Presents ample opportunity to grow and stand out.

# CASE STUDY

# LAS FAJITAS

## Recommendations based on the Digital Marketing Audit:

- **Facebook**

- Change Facebook profile photo to a more scaled down version of the logo
- Create a consistent publishing schedule
  - Ex. Five posts per week
  - Ex. 15 posts per month
- Publish a variety of content to appeal to the various needs of the audience
  - Ex. Repost user-generated content (UGC) - unsolicited content published by customers
- Differentiate the content published between Facebook and Instagram
- Engage with Facebook reviews

- **Instagram**

- Change Instagram profile photo to a more scaled down version of the logo
- Create a consistent publishing schedule
  - Ex. Five posts per week
  - Ex. 15 posts per month
- Publish a variety of content to appeal to the various needs of the audience
  - Ex. Repost user-generated content (UGC) - unsolicited content published by customers
- Differentiate the content published between Facebook and Instagram
- Utilize the caption space more

- **GBP**

- Add the logo to the GBP to enhance recognizability among new and returning customers
- Engage with customer reviews, both positive and negative
- Publish frequent updates to keep the GBP fresh

# *Get Started Today* Free Resources

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## OVERVIEW

*Throughout this workshop, we've talked a lot about how to boost your digital presence. Many of these tasks can be supported by utilizing various methods and resources to take control. In this section, we've included a few tools to not only help you get started on your digital journey, but also to ensure that you continue to grow and adapt in the ever-evolving digital marketing landscape.*



# PLAN OUT YOUR SOCIALS

## SAMPLE CALENDAR

One of the best ways you can take control of your digital presence is to be strategic and plan ahead. Social media requires thoughtful planning and execution. A task that can be seamlessly added to the planning process is the creation and implementation of a content calendar. By creating a content calendar that aligns with your goals and highlights important dates, events, and campaigns you can allow yourself the freedom to be more creative and responsive to real-time opportunities. This level of preparation helps prevent social media fatigue and last-minute scrambling. It can also be the difference between impactful content and posts that fall flat.

### Sample Social Media Calendar:

June

2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	CUSTOMER TESTIMONIAL			FOLLOW US ON SOCIAL MEDIA	ABOUT US	
SPECIAL OFFER THIS WEEK ONLY			OUR SERVICES			
		EMPLOYEE SPOTLIGHT	WHY PARTNER WITH US	BLOG POST		
		QUOTE FROM OUR CEO				VISIT US
	WHAT PRODUCTS DO WE HAVE		CAPTION THIS			WEEKEND PLANS



Channel	Frequency of Posts and Maintenance	Following	Branding	Highest Performing Content	Performance on a Scale of 1 - 5
Facebook	3 posts per week.	1,650 Followers. 1,450 Likes.	Branding is consistent across posts.	User generated-styled content is most popular.	3 - performance presents challenges, but also has ample opportunity to achieve more

# *From Learning to* Launching

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## OVERVIEW

*Learning is just the beginning. If you're looking for expert help turning strategy into action, we offer marketing services that can fast-track your success. Together, we'll transform your vision into a dynamic marketing plan that captivates your audience.*

*Discover how...*



# TAKE YOUR MARKETING FURTHER

*Ready to apply what you've learned but with expert support on your side?*

We've designed this workshop to give you practical skills you can implement right away. But if you'd like help putting your strategy into action or scaling your efforts, we're here to support you.

## Our Services at a Glance:

- Branding & Messaging
- Content Creation & Social Media Marketing
- Web Design & Implementation
- Campaign Creation & Implementation
- Print Marketing

Our customizable marketing solutions are designed to fit your needs, expand your presence, and support your business goals.

Let's talk if you're curious how we can partner on your next move. No pressure, just possibilities.



 (304) 699 - 2853

 <https://www.biztec.us/marketing-services>

 [kmudek@biztec.us](mailto:kmudek@biztec.us)

*"Marketing – that has been great. Completely smooth, no problems at all. They are wonderful to work with. Even if you don't want to do it Kaitlyn (Director of Marketing) is so chipper that I cannot tell her no. It's hard to say no; she's able to con [everyone] into pictures. She does a great job. I have had some people reach out with [job] applications because of the link on the website. The PR has been great. Nothing but positive feedback from the community, our competitors, [and] former employees. [They say] 'Our Facebook people are doing a great job!'"*

**Jake Carr**

Operations Director, Former St. Joseph's Ambulance Services (SJAS)

# *Xclusive Movers* Client Success

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## OVERVIEW

*Biztec's customizable marketing solutions bring customers of every industry visibility, peace of mind, and confidence. This is especially true for Xclusive Movers, a local and long-distance moving company, based in Fairmont, WV. Xclusive Movers came to Biztec seeking a user-friendly, visually appealing website that provided their audience with all the information they needed to make informed decisions about their moving services. The goal was to not only showcase their extensive range of services but also to highlight their commitment to customer satisfaction and reliability.*

*To learn more about Xclusive Movers' experience with Biztec, check out the following customer success story.*



# Xclusive Movers

A New Website for a Growing Company

with Jarrett Banks

Owner & Founder, Xclusive Movers



In today's digital era, organizations recognize the significance of having a robust online presence. From social media to online advertisements, email marketing to websites; establishing a digital presence is crucial for reaching and engaging with audiences.

One of the many areas of opportunity in this arena is maintaining a website. However, many entrepreneurs and small businesses find web development daunting and time-consuming.

Outsourcing website development offers a streamlined solution, allowing organizations to remain focused on their operations outside of the digital space. Xclusive Movers perfectly demonstrates a successful integration of outsourced website development into their business strategy.

Xclusive Movers, owned and operated by Jarrett Banks, is in Fairmont, West Virginia (WV). The company offers local and long-distance moving, padding and wrapping, loading and unloading, office moving, and special object moving services.

"We've been in business for five years. We offer the whole nine yards – packing, padding, wrapping, furniture disassembly and reassembly," Banks said.

With extensive services and a focus on customer satisfaction, Banks and his team seek to become the top moving company in North Central West Virginia. To achieve this goal, however, he recognized the need to reevaluate his website. Banks' previous website was not user-friendly, attractive, or representative of his growing company.

"My whole website was the biggest issue. The one I had was horrible and outdated. It seemed very old and extremely basic," Banks stated.

Additionally, Banks was unable to receive monthly maintenance at an affordable cost. He felt that his previous developer was doing the bare minimum at a high price and not providing additional support when needed. Ultimately, this left Banks feeling unsupported and with a website that did not exceed his expectations.

"Before Biztec, there was no management of it (the website). There was no one I could talk to if I had an issue about the website or if there was something I wanted to change," Banks said. "The guy was just trying to charge me for every little thing, and it was a big charge. Like over a thousand dollars a month just to manage."

As a result, Banks went in search

of a new website developer. In his pursuit, he discovered Biztec and their website services at a Business Network International (BNI) meeting in Morgantown, WV. This led to Banks scheduling a meeting with Biztec's marketers and web designers, Emily Sams, Director of Sales & Marketing, and Kaitlyn Thompson, Marketing Specialist.

During the meeting, Banks was able to express the challenges he was facing with his old website. Sams and Thompson were then able to offer a personalized solution based on his concerns.

"The first initiation, the first Zoom call [and] meeting everyone, Emily and Kaitlyn [listened] to me," Banks said. "... me being able to express my problems with the business and [them] to have a complete understanding of the problems I was having and able to resolve the issue. [It] makes it so much better for me."

After the first meeting, Biztec went to work researching the industry and understanding the company to bring Banks' vision to life.

"As I am growing and bringing more traction to my website, I wanted something that was user-friendly, easy on the eyes, wasn't boring or bringing discomfort. I wanted a certain level of

# Xclusive Movers

A New Website for a Growing Company

with Jarrett Banks  
Owner & Founder, Xclusive Movers



professionalism and Biztec was able to exceed the level of professionalism I was looking for.”

Through extensive collaboration, Biztec was able to elevate Xclusive Movers’ website to create a fresh, modern, user-friendly site that elevates the brand’s online presence.

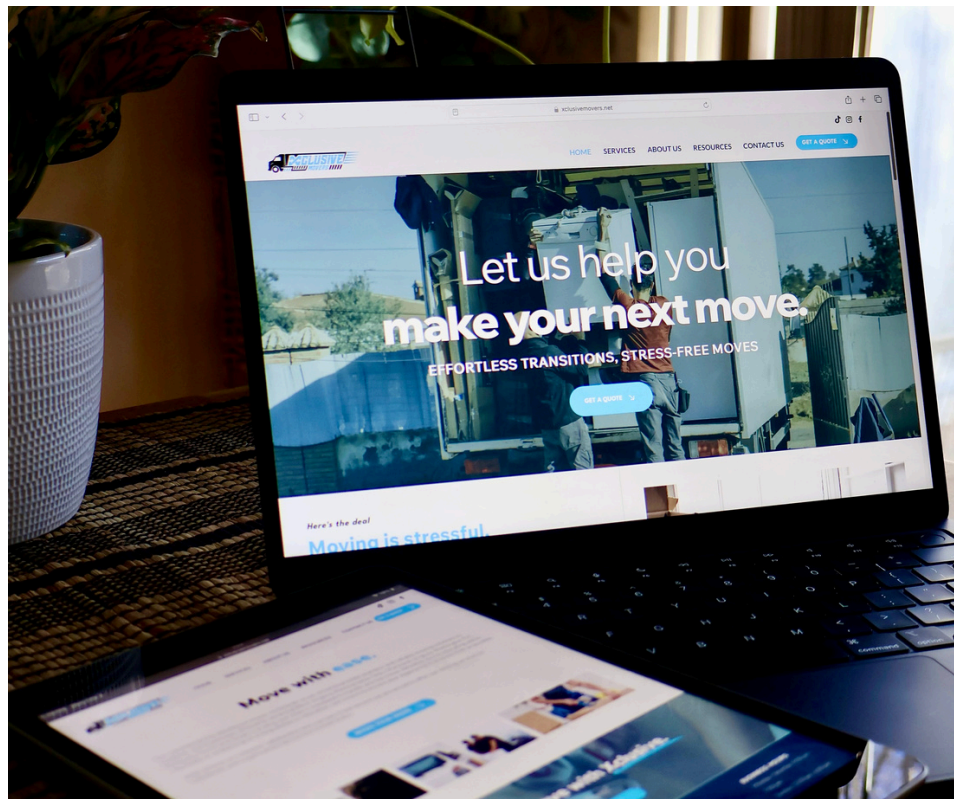
Banks’ experience with Biztec provided him with an opportunity to define his brand and easily implement a new site that his company and audience will enjoy.

“It was Kaitlyn trying to get a better understanding of my business, the services we offer and her being able to offer me a whole entire brand kit, pinpointing the specific color of the brand and making it user-friendly for me and the customers,” Banks said. “It was the whole brand kit consulting that she was able to do. It was a one-stop shop for everything. She is awesome, especially with the people I have dealt with in the past. People just trying to get money out of me, not providing the level of customer service that Biztec has provided for me. It is beyond my expectations.”

With their new website in place, Xclusive Movers aims to expand their customer base, offer readily

accessible contact details, and seamlessly oversee every aspect of their client’s relocations. These goals can be met because Biztec and Xclusive Movers’ partnership combines expertise in design, site implementation, and customer service.

“Anyone that is a potential customer, I highly recommend Biztec. A wonderful team: the team is phenomenal. They will hear you out [over] Zoom calls [or] over the phone; [they] will get an idea of exactly what you are looking for...Biztec will bring [your vision] to life and then some. Adding their own little spin to make it complete.”



# TAKE CONTROL OF YOUR DIGITAL PRESENCE

*For help or more information regarding Biztec or our marketing services, contact us directly.*



**Biztec**



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