

MAKING EDMONTON Digital

Making Edmonton Digital is a digital marketing consulting service offered to businesses in Edmonton. The program was created in partnership with the University of Alberta School of Retailing and the City of Edmonton.

Thus far, Making Edmonton Digital has serviced 252 Edmonton small businesses. The program hopes to help 630 businesses in Downtown, North Edge, Chinatown, and 124 Street business improvement areas in the city receive complimentary digital transformation by Fall 2021

What We Do

Making Edmonton Digital is designed to help Edmonton businesses set up and elevate their digital platforms including tools such as:

- Google business profile
- Website
- Social media marketing
- Branding and Logos
- E-commerce, Delivery/Pickup

How Does it Work?

When you sign up, you will be partnered with your personal Digital Student Consultant from the U of A. Your consultant will work with you for up to 12 hours to improve the digital tools best suited to your business. **Our service is free.**

www.makingedmontondigital.com

-  @makeyegdigital
-  @makeyegdigital
-  /makeyegdigital

Wait, why is this free?

The Making Edmonton Digital program is **fully government-funded** from local and federal government grants to allow this service to be delivered at no cost to you!

Commitment

For the business

- Spend a bit of time to let us know how we can help your business.
- Participate in a short survey at the end of your time together.

For the consultant

- Complete the majority of the work for you.
- Leave your business with a finished, professional project.

How To Sign Up

1. Complete the Google Form link with information about your business: **www.bit.ly/MEDsign-up** or **get in touch with your consultant.**
2. A consultant will contact you for an initial meeting to discuss your business's needs.
3. We'll get started!



MAKING EDMONTON Digital

Making Edmonton Digital Army

Edmonton is home to an incredible group of digital experts, influencers and industry professionals. We asked four of YEG's best digital gurus for their must-know tips on creating and elevating your digital presence - from e-commerce tips, social media essentials and photography pointers. Thanks to Justine Ma, Linda Hoang, Cory Christopher and Dallas Curow for helping us spread the word about Making Edmonton Digital and for sharing your knowledge!



Justine Ma
Designer and hand letterer, business owner,
and content creator.

www.justinema.ca

 @justinemadesign | 28,500 followers



Linda Hoang
Social media strategist, travel, food &
lifestyle blogger, and content creator

www.linda-hoang.com

 @lindork | 20,100 followers



Cory Christopher
Entrepreneur, florist designer and media
personality

www.corychristopher.com

 @corychristopher | 12,200 followers



Dallas Curow
Portrait and brand photographer,
entrepreneur

www.dallascurow.com

 @dallascurow | 2,847 followers

MAKING EDMONTON Digital



About Justine

After graduating from the University of Alberta with a Bachelor of Design, Justine Ma worked at agencies and studios in the city of Edmonton. Eventually, she was able to branch out on her own, turning her hobby into a wee stationery and home goods business. Justine is a self-taught calligrapher and has been teaching calligraphy workshops since 2014. She sells her wares, including stationery, mugs and giftware, at markets and at retailers across Canada and has built a strong community base in Edmonton with over 28,000 followers on her Instagram.



Justine's Top Tips for E-Commerce Success

Setting up your website and e-commerce business is an important tactic, especially for small business during these times. It serves many purposes including extra touch points for clients, exposure, and access for those who may not have time to walk in and browse. Over the years, I've learned many strategies and tactics that have helped my business and website grow online.

Tip #1

Clean and consistent photos. I like to have a mix of clean product shots on a white background as well as lifestyle photos. Hiring a photographer will be great to showcase your products, shop and you! Even just an annual photo session will provide enough content that you can use interchangeably on your social channels and website. Alternatively, with the right lighting, you can take your own beautiful shots. I've learnt so much with working with a professional photographer that I'm now confident in taking some lifestyle shots!

Tip #2

Show your face! We want to know who you are and why you started your business! As a small business, I find it's really important to show the face or family behind the brand. Customers love to learn more about your WHY, making you more relatable and most importantly, will want to support you.

Tip #3

Make sure to tag your products when you upload them to your web store. A lot of people use the search bar to find a product quickly. This will ensure that your customers can find what they are looking for quickly.



Connect with Justine Ma

www.justinema.ca



@justinemadesign



/justinemadesign

MAKING EDMONTON Digital



About Linda

Linda Hoang is one of Alberta's leading social media strategists. She has developed social media strategies, content plans and delivered social media training for non-profits, government, and businesses big and small. She is also a popular blogger and social media content creator, founder of the Edmonton International Cat Festival, and Guides to Instagrammable Walls of cities across Canada. An ethical influencer and excited entrepreneur, Linda uses her online platform to support communities, inspire, and educate audiences on a range of engaging topics.

Linda's Social Media Set-up Essentials

Whether you're starting a new account or want to make sure you're not missing out on features of an existing one, use this checklist to ensure you've made it easy for audiences to discover, connect, and become your customer via social media.

STEP 1

- Create accounts on the three main social media platforms: Facebook, Instagram, Twitter. You don't have to be active on all three but it's important to create a profile so no one else takes your name, and IF potential customers ARE looking for you on those platforms, they can still find your contact information.
- Make sure your official social media accounts are linked on your website.

STEP 2

Develop your social media plan. At the very least, answer the questions:

- Why are you using social media? (goals and objectives)
- How will posting on social media support your business objectives?
- Who is the audience you are trying to reach on (platform)?
- What type of content will you share on (platform)?
- How are your competitors using social media? (inspiration / things to avoid)
- How often can you post on (platform)?
- How will you measure social media success?

STEP 3

Ensure your social media bios are filled out.

- Across all platforms, ensure you have described your business, listed your physical address, your website URL (link), contact information (including email, phone, hours of operation where applicable).
- On Facebook's About section in 'Edit Page Info' change the "username" of your Facebook page to create a short link (e.g. facebook.com/YourBusinessName).
- Ensure your display name and username across all platforms match each other and your business name so it's easy for customers to find and tag you.
- Ensure you've uploaded a profile picture and cover photo (where applicable).



MAKING EDMONTON Digital

STEP 4

- Follow the local community and promote that you're online
- Search Edmonton-specific hashtags (categories) to find users to follow and engage with (e.g. #yeg #yegfood #yegdt #exploreedmonton #yegfashion)
- Invite friends and family to "like" or follow your accounts
- Include your website and social media usernames on print-out materials and other areas in your physical business location (e.g. on menus)

STEP 5

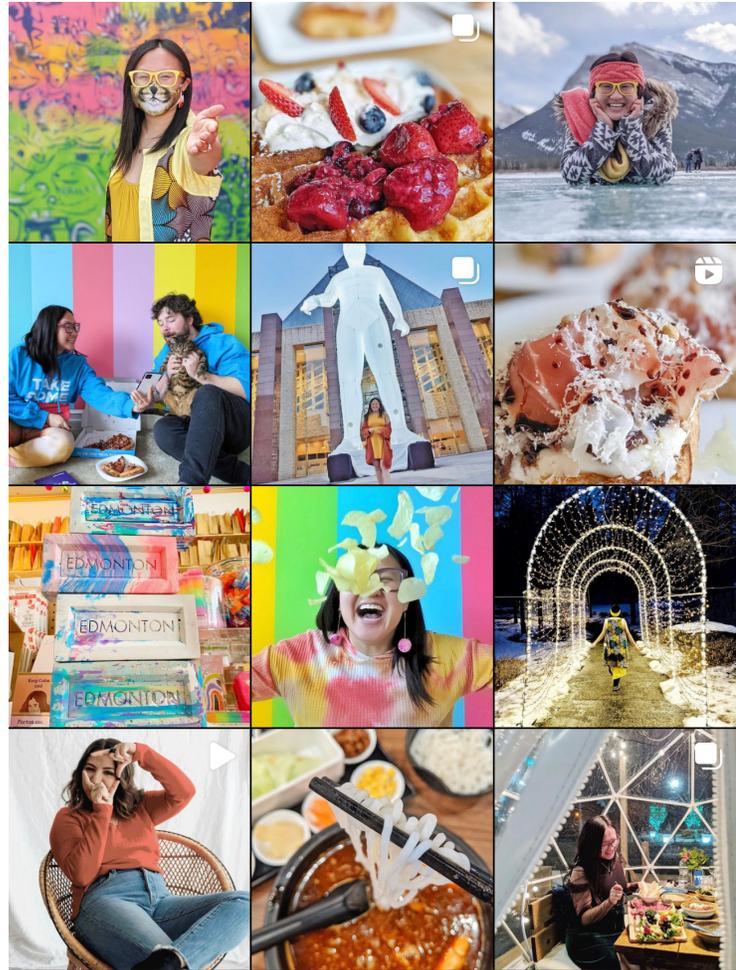
Establish a schedule for using social media.
Incorporate time daily to:

- Check your social media notifications
- Browse relevant hashtags to see what others are posting
- Browse to see what competitors are posting
- Comment, reply, message, like (engage) with the online community

STEP 6

Develop and follow a social media content calendar.
This is a plan to guide what you post to your social media accounts.

- Plan what you will post about each week
- Write social media captions
- Take photos or video for social media posts
- Try to stick to a consistent posting schedule
- Understand different features of social media channels and how that affects what or how you post.
- (e.g. Instagram has Stories that disappear after 24 hours. Facebook allows you to upload photo albums. Twitter posts can only be up to 280 characters).



Connect with Linda Hoang

www.linda-hoang.com/



@lindork



@lindork



/lindahoangblog

MAKING EDMONTON Digital



About Cory

Cory Christopher is rooted in the art of creativity. His seemingly endless drive, and vision to build from the ground up allowed him to dream up what we know as The Cory Christopher Studio-- a creative design studio focused and specializing in custom services to inspire and enhance your home, garden and life! Get creative with him at www.corychristopher.ca or follow his bloomtastic Instagram feed @corychristopher

Using Social Media to Engage Clients & Increase Sales

As a business it's important to look at every possible avenue for selling your product and/or services. For inspiration, it's always great to follow other brands inside and outside your industry, and see how they are utilizing different tools: from Instagram Stories, Reels, newsletters and more. Remember, don't feel you need to use all of them, but it's always a great way to draw new ideas for your content to stay fresh and fun.

Tip #1

Start with a small test project. This will allow you measure success, make alterations and tweaks, to set yourself up for success. Perhaps you have never used Instagram Stories to promote or sell your product. Here's how you could start:

- Select a product you want to share, build a small InstaStory campaign (3-4 slides). This could be product photography, videos of yourself talking about the new product, boomerangs or more.
- Consider testing it with two calls to action, or perhaps two different means of purchasing - either heading directly to your website, phone or by direct message. Watch the insights and keep track to see which is the best convergence to sales.



MAKING EDMONTON Digital

Tip #2

Stay creative! Find more than one way to share and showcase your product. Try thinking outside the box: consumers are looking for more than a product- they are openly seeking an experience and showing your clients how a product can be integrated into their life is crucial.

How does your product look in your packaged box vs on its own? What other backgrounds or scenarios can your product be used in and how can you showcase it?

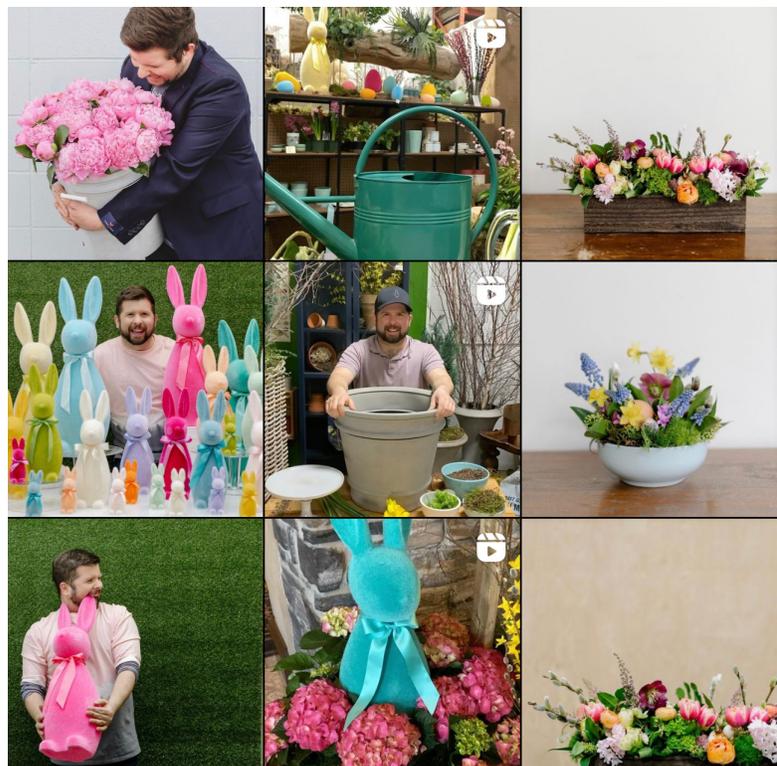
- Use social media platforms to their full advantage! Reels, Buttons, Stickers and more! Consider developing Reel that shows the product in use and find a creative way to show how the product might make them feel. Instead of solely relying on stock photos, or product photography, look at ways to show the product in fun and playful ways using small video clips.

Tip #3

Keep people engaged and excited by pre-launching your products. Not only does it help you to get a sense of interest, but it can also easily build excitement which helps to fuel engagement and a sense of urgency.

Example: Sneak peek new products, create countdowns or launch with a limited number of products available.

- Think of using branded templates, newsletter signups for first-access, launching at a certain time and more.



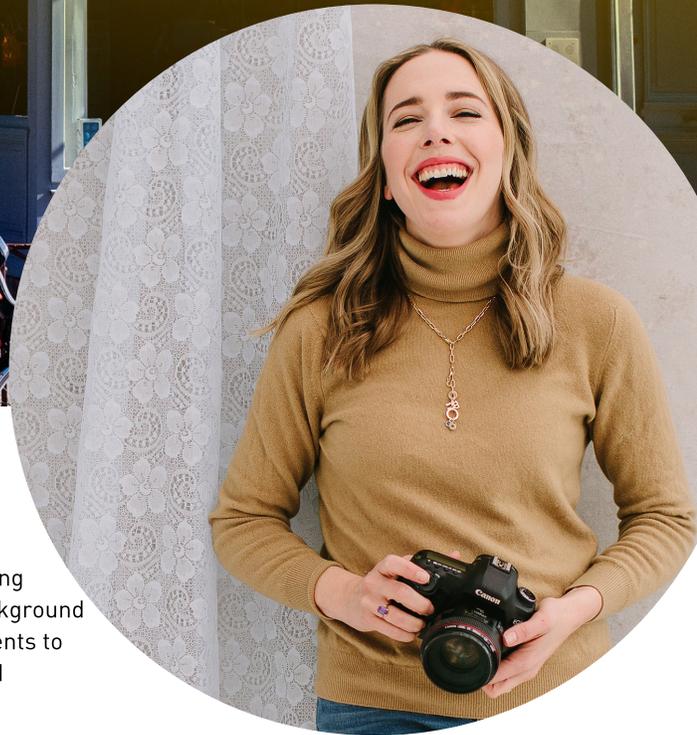
Connect with Cory Christopher

www.corychristopher.ca

 @corychristopher

 /corychristopherdesign

MAKING EDMONTON Digital



About Dallas

Dallas Curow is a portrait and brand photographer based in Edmonton, AB. She specializes in building relationships and photographing people as they mark milestones and pursue their dreams. Using her background in journalism, communications and marketing, she partners with her clients to create enchanting imagery that beautifully shares their stories of life and business with their ideal audience.

Dallas' Smartphone Photography Tips

Tip #1: Light

Good light is fundamental for making great pictures. Daylight is the best and easiest source of light. Find a big window, or take your products outside to be photographed for best results.

Tip #2: Set the Scene

Give your products a pretty backdrop. This could be as simple as laying a piece of clean, white poster board on the ground, putting your product on it and shooting from above, or creating a little photo corner in your business that's neat, tidy and attractive that becomes your designated spot for taking pictures.



MAKING EDMONTON Digital

Tip #3: Styling & Storytelling

Show off your expertise by incorporating your tools of the trade into your photos. What objects are unique to your job, your process, and your products that tell a story? Take pictures of them and tell your customers how you use them to do what you do. People love learning about how the magic happens.

Tip #4: Be Consistent

Consistency creates trust in your customers. By taking photos that have a similar look, your customers will come to recognize them as yours and get excited about what product or service you're sharing with them. And by posting consistently (once a day is ideal!) you will show up for your customers to encourage them to show up for you! The easiest way to both create a consistent look and ensure you post consistently is to work in batches. Photograph a lot of photos at once, then share them gradually over time on social media. Try setting aside an hour or two weekly or monthly to photograph a whole bunch of items, and then share the photos on a daily basis on social media.

Tip #5: Edit Lightly

Using dramatic photo editing filters or presets can be distracting. You can use a photo editing app such as A Color Story, VSCO, Snapseed or Lightroom Mobile to simply add brightness, sharpness, contrast and crop as necessary. Keep it simple for best results.



Connect with Dallas Curow

www.dallascurow.com

 @dallascurow

 /dallascurowphoto