



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

DIGITAL MARKETING

DIGITAL SUMMIT SERIES
FEBRUARY 1, 2021

Presented by Jenny Federici

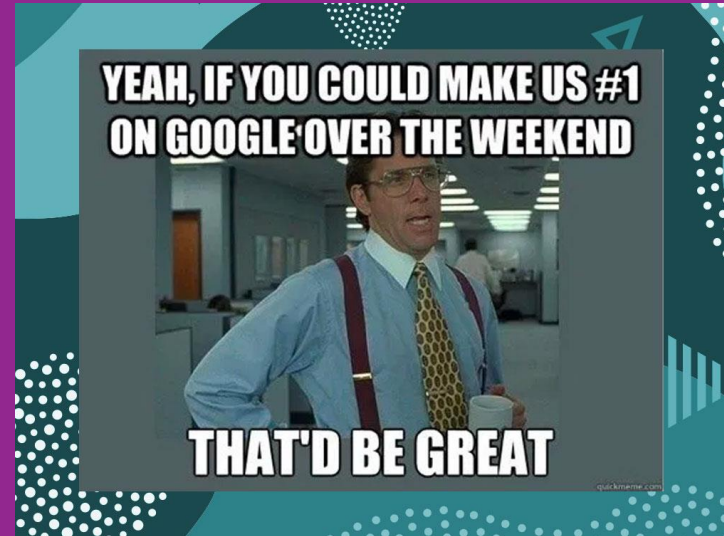


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WHAT IS DIGITAL MARKETING?



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WHAT IS DIGITAL MARKETING?

- **Search Engine Optimization & Pay-per-click**
- **Social Media**
- **Content Marketing**
- **Email Marketing**
- **Mobile Marketing**

WHAT IS DIGITAL MARKETING?

- **Search Engine Optimization & Pay-per-click**
 - Maximizing your website for high ranking in search engines like Google
- **Social Media**
 - Posts
 - Ads
- **Content Marketing**
 - Blog posts
 - Videos
 - Photos
 - Podcasts
 - White papers

WHAT IS DIGITAL MARKETING?

- **Email Marketing**

- Communication
- Promotions
 - Current customers
 - Purchased lists

- **Mobile Marketing**

- Text
- Apps
- Social Media



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DIGITAL MARKETING TRENDS

TRENDS

Social Media


- **Social as an extension of customer service**
- **Instant Message > Phone Calls & Emails**
- **User-generated content – Can't create? Curate!**
- **Stories**

Content Marketing

- **Short-Form Video – Think TikTok & Instagram Reels**
- **Livestreaming**
- **Creating with purpose**

TRENDS

Content Marketing

- **Production quality?** 
- **Authenticity and positivity WIN**

Email Marketing

- **Email is growing!**
 - Use this to your advantage
- **Better:**
 - Personalization
 - Segmentation
 - Automation

TRENDS

Mobile Marketing

- **M-Commerce – almost 50% of all ecommerce in 2020 happened from a mobile device**
- **Mobile-Based content**
 - Vertical video, etc.
- **Location-targeted mobile ads**
- **Shoppable ads**

YOUR WEBSITE IS YOUR HEADQUARTERS

- **All forms of digital marketing drive your customers and potential customers to your website.**
 - Keep information up-to-date
 - Remove inaccurate or incomplete information
 - Is your information easy to find?
- **Build for mobile – 60–70% of your visitors are searching from their phones/tablets**
- **TREND: Google is increasingly rewarding sites that quality content and provide a positive user experience.**
 - Link to external sites; ask partners to link back to your site
 - Quality blog content/videos/resources
 - Mind your reviews!



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QUESTIONS?



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DALLAS Y WEBSITE

YMCADALLAS.ORG



Search

MASKS REQUIRED
Due to ongoing COVID-19 concerns, everyone who enters a YMCA facility must wear a mask or face covering. Read Complete Safety Update



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LEARN MORE

COPPELL FAMILY YMCA

146 Town Center Blvd.
Coppell, TX 75019
United States
972-393-5121
Today:
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6 AM - 8 PM | View all hours

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YMCADALLAS.ORG

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COPPELL FAMILY YMCA



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Group Exercise	Youth Sports	Y FOR ALL
Personal Training	Swim Lessons	ANNUAL CAMPAIGN
Nationwide Membership	Camp	BOARD OF MANAGEMENT
	Childcare	BORN TO MOVE

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JOIN THE Y ACTIVITIES AT THE Y FIND A LOCATION EMPLOYMENT ABOUT THE DALLAS Y

WEB SUPPORT

NEXT WEBSITE EDITOR TRAINING

Tuesday, February 16, 2021

9:30 – 10:30 AM

Via Teams



THANK YOU!

Jenny Federici

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