

A background image showing a microscopic view of plant cells, likely from a leaf, with clear cell walls and internal structures. The image is in shades of blue and white, with a teal overlay on the left side.

York Region Consultancy

"Helping York Region
Businesses get online"

**"Leveraging Digital media for
your business during COVID 19"**

About Me



- National University of Ireland, Galway
 - Bachelor of Commerce (Marketing)
- International Corporate Social Responsibility Certificate
 - ESC School of Business, Rennes, France
- Scholarship for promoting Entrepreneurship
 - Blackstone Investments



NUI Galway
OÉ Gaillimh

About Me



-    September 2017

- Construction – Fast food – Retail Clothing – Telecommunications – National Newspaper – Soft Drinks – Alcoholic Beverages – Tobacco – Software – Electric Cars
- Entrepreneurial : Advertising company & Biking company (Tourism)
 - Sponsored by European Union to set up cross country businesses
 - Collaboration
 - Digital Media for businesses

DIAGEO



Why it is important to have an online presence?

- Easy access to information on your product or service
- Enables you to reach a wider audience
- Showcase your product or service
- Affordable & Effective marketing
- Build relationships with customers
- Improves customer service through website feedback



WHAT THE HECK IS A BOARD OF TRADE?

Richmond Hill non-profit organization promotes, supports local business
OPINION Apr 09, 2018 by Karen Morfield

FOCUS:



VIDEO



YOUTUBE
CHANNEL



FACEBOOK



LINKED IN

During Covid-19

- Seeking a cheaper and effective way to reach clients
- 71% of potential customers start with an organic general search eg “Food in Richmond Hill” (Experian.co.uk)
- Google Search -> Website, Social Media, Paid Ads
- **YouTube -> Website, Social Media, Paid Ads**

YouTube

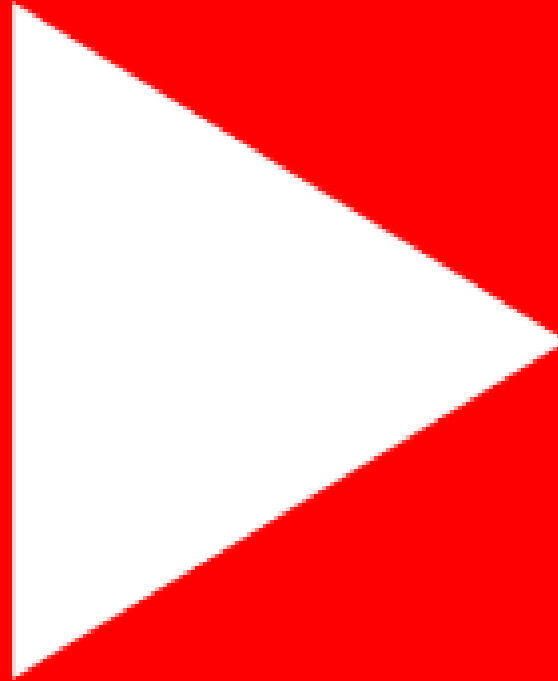


Why is video so effective?

- Engaging
- Entertaining
- Build customer trust
- Fast & Convenient to make (once learned)
- Increased ROI (when done effectively)
- Target a Demographic (maximize your \$\$ spent)



So, Shaun,
How can we
start this
“YouTube
video channel”
thing?



What is a YouTube channel?

- A **channel is** a member's personal presence on **YouTube**, similar to other social media sites.
- **YouTube channels** is where you can check out popular **channels** and subscribe to them if you choose to **do** so.

Lifewire.com



Creating a YouTube channel



OK, Shaun, I
have set up my
YouTube
channel.

Now what?

- Now we need content related to your product or service
- Create a video with your phone, tablet, iPad or computer
- Upload the video to your YouTube channel (portal)



Great! But what will I upload?

- This is a chance to get your business name 'out there'
- Ideas & Creativity play a part
- Explain what your business does
- Questions to get you started:
 - What is my business product/service
 - Who is my audience
 - How can I gather engagement from my audience
 - Why is my offering better than others
 - Where can I direct the potential customer ex. website

Some ideas (this is the fun part)

- Hairdresser: Give tutorials on how to braid hair
- Make Up Artist: Show how you 'contour'
- Psychic: Free information lessons

- Camera's: Product review – you or another person
- Bookshop: Host an interactive workshop to discuss particular books

- Restaurant: Video on making a particular dish
- Health food shop: Webinar on why organic food is good for your gut

YouTube/ Podcast Opportunity

(FREE)

- Interview with Shaun on his YouTube channel/podcast (No Video)
- Speak about your product/service
- Link your offering, website in the podcast notes
- Shared with a new public audience

- Email: yorkregionconsultancy@gmail.com
- Subject line: RH Business Podcast
- Body:
 - 1) Business Name
 - 2) Phone Number

Why is YouTube so effective?

- Over 1 Billion users
- Target your audience eg: 22-34year olds v traditional advertising where you cast the net large
- Monitor the **Watch Time** and **Demographics** analytics
- Your competition may already be using it
- Upload & Schedule your videos
- Understanding working with an influencer

Bonus Slide (Tips from Shaun)

- What page would you set up first? And Why?
 - Linked In! It is professional and can take less maintenance to start with
- What do I use to share Social Media content? And Why?
 - [Hootsuite](#)! You can create an account and for **FREE** share content across x3 different accounts eg Linked In, Facebook, Twitter
 - How to Use Hootsuite in 11 min [Video](#)



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