

# How To Use Social Media and Blogging To Generate Brand Awareness and Business for Your Startup

Presented by:  
Janet Mesh, CEO + CoFounder of Aimalt



# About Aimtal

- Digital marketing agency based in Boston
- Remote-first company
- Founded by Janet Mesh and David Tapia in 2018
- Services include digital + content marketing, social media management, social media advertising, blogging, email marketing, and more
- Clients are companies + firms in the tech industry



**Janet Mesh**  
CEO + Co-Founder



**David Tapia**  
COO + Co-Founder



# What We'll Cover Tonight

- Why you need social media and a blog for your business
- How to build a digital presence for your business
- What you need to get started



# Google



Google Search

I'm Feeling Lucky

[Advertising](#) [Business](#)

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**67%** of the buyer's journey is  
now done digitally. <sup>1</sup>

And **78%** of buyers consume three or more  
pieces of relevant content before talking  
to a salesperson.<sup>2</sup>

<sup>1</sup> SiriusDecisions, 2013

<sup>2</sup> Demand Gen Report, 2018

# Why you need a strong digital presence

- Brand awareness
- Thought leadership
- Buyer education
- Lead generation



# How to get started

- Identify your target audience
  - *Where do they live and talk online?*
- Identify the pillar topics for your social media posts and blog posts
- Create the content!
- Determine your distribution and promotion strategy for digital content

# Creating engaging social media posts

- Share a variety of content, such as:
  - Your own blog posts and company news
  - 3rd party articles relevant to your industry
  - Photos and graphics
  - Videos (*use text!*)
- To combat social media algorithms, posts need to to create **active interaction** such as:
  - Commenting
  - Sharing
  - Reacting

Eastern Insurance Group LLC  
Published by Janet Mesh [?] · October 2 at 3:31 PM · 🌐

October is #CyberSecurityAwarenessMonth.  
Did you know that 2017 was the biggest year for cyber-crimes yet? Businesses of all sizes are still at risk of #cyberattacks. Learn why your company needs a cyber risk management plan in place on our blog: <http://bit.ly/2umWXdK>

**Did you know?**  
**More than 53% of U.S. businesses**  
**were hacked by cyber attacks in 2017**

Eastern Insurance  
JOIN US FOR GOOD

290 People Reached 12 Engagements 3 Clicks [Boost Post](#)

9 Shares 2 Shares

👍 Like 💬 Comment ➦ Share 📦 Buffer ⋮

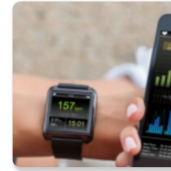


# Creating captivating blog posts

- Brainstorm blog posts for your pillar topics
- Identify keywords —short and long tail— for each blog post
- Write like a human for humans
  - Don't write for the search engine
  - Write first, then optimize for keyword search
  - **Do:** add keywords to h2 tags and metadata (like the alt text of images)
  - **Don't:** keyword stuff your posts! Keywords should naturally fit into the post

August 2nd, 2018 | by Janet Mesh

## How Wearables Are Changing The Healthcare Industry

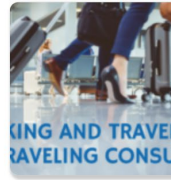


It may come as a surprise, but wearable devices have been around for centuries. The first wearable was introduced in the 1660s by the Qing Dynasty. The device was a small ring with a fully functional abacus used for calculating. They popularity of wearables has shifted from royalty to the healthcare industry. Over the past [...]

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June 18th, 2018 | by Janet Mesh

## Packing and Travel Tips for Traveling Consultants [Infographic]



Business travel can seem glamorous, but when you are at the airport week in and week out, the road definitely loses some of its luster. Experts say creating a repeatable travel routine and making efficient use of your time can significantly reduce your travel stress. Most of our consultants travel for work and many of [...]

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# What you need to get started

- Social media pages for your company
- Blog on your website — [www.youcompany.com/blog](http://www.youcompany.com/blog)
- Content creation process and consistency
- Schedule and promote content on all channels

# Recommended tools

- **Google Analytics**
- **SproutSocial or Buffer** for social media scheduling and social analytics
- **Trello** for blog editorial calendar
- **BuzzSumo** for identifying popular blog posts
- **SEMrush** for keyword research
- **Canva** for creating images and graphics
- **Wave** for video creation

# Let's connect

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*Please reach out if you are interested in a free 30-minute consultation of your digital marketing strategy!*