



## ICBA Social Media Masterclass Strategy & Tips

Mary Cloonan,  
Marketing Clever

# Experience

Bank of Ireland 

Elavon 

  
RSM

RBK

 ENTERPRISE  
IRELAND

 SHEEHAN QUINN

  
IRELAND

WHITNEY  
MOORE



ifac 

ACCA

Pathfinder 

 **bakertilly**

 CHARTERED  
ACCOUNTANTS  
IRELAND

  
worldnet

sabios.

 Stephens  
Cooke

 DUIGNAN  
CARTHY  
O'NEILL

 BAKER TILLY  
RYAN GLENNON

  
McInerney  
Saunders  
smart thinking

VISION 

 ITdirector.ie  
Independent Business Technology Advice

 AMATINO

aspire

Centenary Thurles  
Co-operative Society Ltd





# Target Audience

- Photo
- Name
- Description
- Problems / Opportunities



# Referral Validation

## Was

*“I recommend you talk to John about that issue, great expertise, very professional and prompt” - Justin*

*“Great thanks, what’s his number?” – Mary*





# Referral Validation

Now

*"I recommend you talk to John about that issue, great expertise, very professional and prompt"*  
- Justin

*"Great thanks, what's his name again?" – Mary*

*"John Smith, a partner with Smith & Associates" – Justin*

Then – I google his name and firm name.

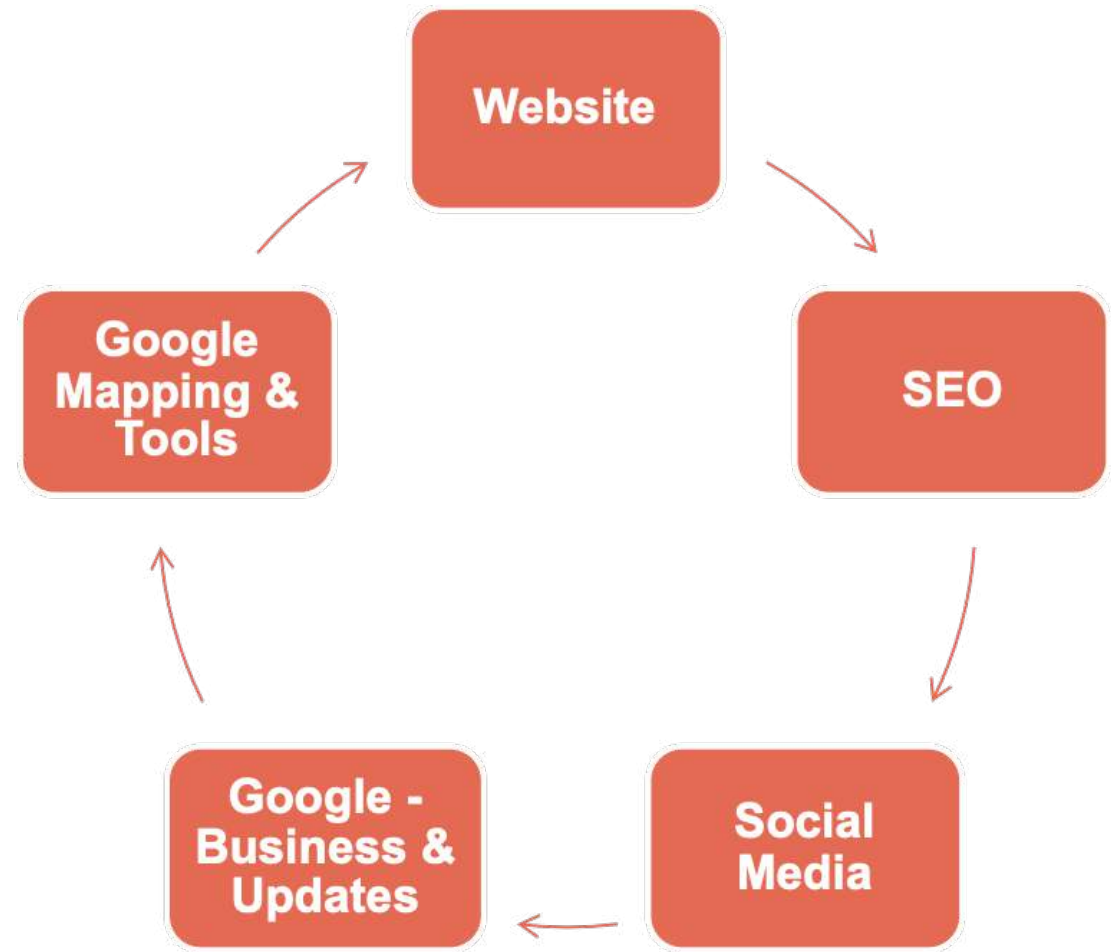
1. I find a Google My Business listing with 6 reviews that are all positive. I can see the outside of the office and the interior and pictures of staff and I also see opening hours, parking etc.
2. I then check the firm website, what do I think of the website, is there testimonials or client stories?
3. I look him up on LinkedIn. What's he saying about himself there?
4. Does he have many connections, any posts or groups of interest to me?
5. Do we know anyone in common? We do, I message 2 mutual contacts I trust to ask their view.
6. I sometimes search google news alerts or Twitter to see if there is anything of interest about him.
7. If I get a positive indication from my contacts I will then make contact with John.
8. I'm likely to have lost his number by then so go back to LinkedIn to get it. (Contact Info).





# Virtual World

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# Check list

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- Website
- Google My Business Listing (Maps, Reviews, Hours & Reviews)
- Social Media – Personal & Business LinkedIn Profiles
- Regular posting, including google as a social channel
- Listings (local, directories with a backlink to website)
- Pay per click (with expert help)





# LinkedIn

## Why

1. Referrals for Business Development
2. Support the business message, builds a profile
3. Set example
4. Recruitment
5. SEO (Search Engine Optimisation)

# LinkedIn - Personal

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- Great individual profiles:
  - Full contact details,
  - Professional headshot,
  - Branded background, Connections
- Regular updates & engagement
- Tues Weds Thurs



# Linkedin – Company

- Company pages
  - Regular updates, use visual assets
  - Posting Tues, Weds, Thurs mornings.
  - Post min once per week (create content tools)
  - Harvest connections from team for company page.
  - Newsletter

### Grow your followers



250/250 credits available ?

Build your audience and reach by inviting connections to follow your Page

[Invite connections](#)

# LinkedIn Newsletter

## Create a newsletter



Newsletters on LinkedIn allow you to share your perspective regularly by publishing articles at the cadence you choose. Your subscribers will receive a push notification and email after each new edition of your Page newsletter. Limit 1 newsletter per page. [Learn More](#)

### Newsletter details

Newsletter title\*

How often do you want to publish?\*

Select one



Newsletter description\*

This description appears alongside your newsletter title



Add an image or logo for your newsletter to increase engagement.

The recommended image size is 300x300 pixels.

Upload image



#### Your Page followers will be invited to subscribe

We'll notify your Page's network when you publish the first edition of your newsletter.



#### You will be subscribed to your Page newsletter.

We'll send you a copy of the notification and email that we send to your subscribers.

Cancel

Done



## Your Action?

- Download app to phone or tablet.
- Build Connections continuously
- Share news with team
- 5 Minutes on Tuesday, Wednesday & Thursday.
- Like, share and comment on Posts



**Like**



**Comment**



**Share**

# Resources

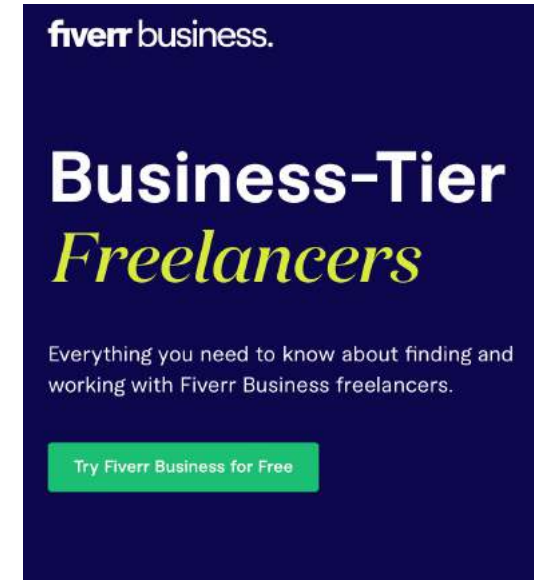
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## Useful resources:

- Indie List
- Fiverr

## Tools

- Canva (Design tool)
- Unsplash (Free photography)
- Biteable / Lumen 5 / Renderforest (Video tools)
- <https://neilpatel.com> (website audit)

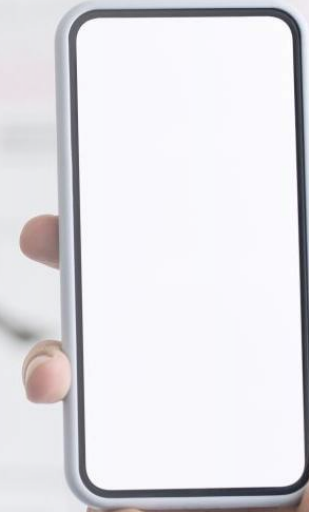


# The Indie List

# Google Tools

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1. Google business listing – maximise
2. Google mapping
3. Reviews – a must for users & SEO
4. Google news alerts
5. Google Analytics
6. Google Adwords – PPC



# Google Business Listing

The screenshot shows the Google My Business dashboard for a business named 'Marketing Clever'. The interface is divided into several sections:

- Header:** Includes the Google My Business logo, a search bar for locations, and a user profile icon.
- Business Information:** Located on the left, it displays the business name 'Marketing Clever' and its address: '2nd Floor, 13 Baggot Street Upper, Dublin 4, Co. Dublin, D04 W7K5'.
- Navigation Menu:** A vertical list on the left side with icons and labels for 'Home' (selected), 'Posts', 'Info', 'Insights', 'Reviews', 'Messaging', 'Photos', 'Products', 'Services', and 'Website'.
- Update Business Hours:** A button at the top of the main content area.
- Post your COVID-19 update:** A section with a 'Learn more' button.
- PERFORMANCE:** A section showing key metrics over the past 28 days:


Metric	Value
Views	5.18K
Searches	1.75K
Activity	358

Metric	Value	Change
Search views	95	(-2%)
Maps views	5.08K	(+182%)
- YOUR BUSINESS IS ON GOOGLE:** A section with links to 'View on Maps' and 'View on Search'.
- Your latest post:** A section featuring a post titled 'Digital Marketing for Profession...' dated '20 Aug', described as a 'Live Webinar with CPA Ireland Digit Book', posted '1 minute ago'. It includes a 'Create post' button and a 'See more' link.
- LATEST REVIEWS:** A section showing a 5-star rating based on 18 reviews. A specific review by 'Lisa Benson' is highlighted, dated '22 weeks ago'.



Marketing Clever



Marketing Clever

5.0 ★★★★★ (18)

Marketing consultant

Directions

Save

Nearby

Send to your phone


Share


Verify info with this place


Hours or services may differ due to COVID-19

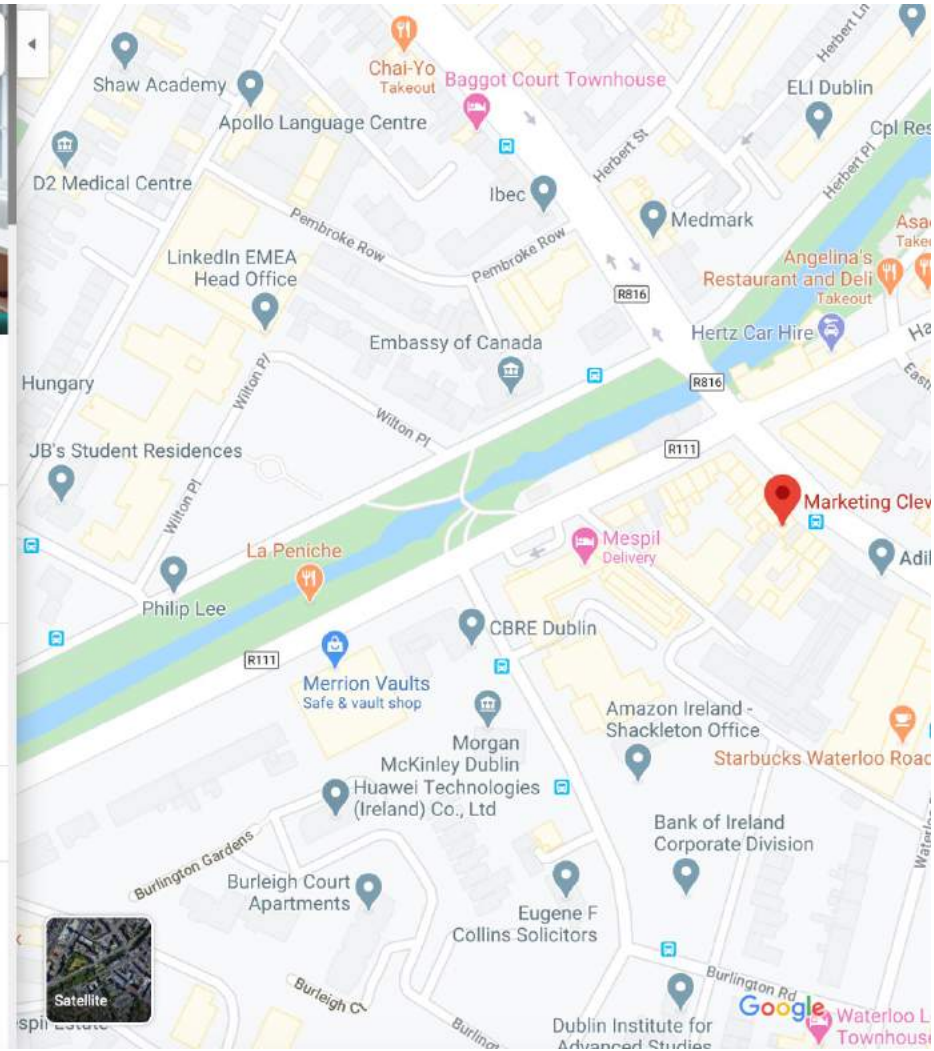
✓ Online appointments

>

 2nd Floor, 13 Baggot Street Upper, Saint Peter's, Dublin, D04 W7K5

 Open now: 8a.m. – 6p.m. ▾

 marketingclever.ie

A Google Maps view of the Baggot Street area in Dublin. The map shows Baggot Street running vertically, with Wilton Place and Pembroke Row branching off to the west. To the east is the River Liffey. Numerous business locations are marked with pins, including Shaw Academy, Apollo Language Centre, D2 Medical Centre, LinkedIn EMEA Head Office, Embassy of Canada, Ibec, Medmark, Hertz Car Hire, Angelina's Restaurant and Deli, Mespil Delivery, CBRE Dublin, Amazon Ireland - Shackleton Office, Starbucks Waterloo Road, Bank of Ireland Corporate Division, Eugene F Collins Solicitors, Dublin Institute for Advanced Studies, Burleigh Court Apartments, Huawei Technologies (Ireland) Co., Ltd, Morgan McKinley Dublin, Merlion Vaults, Philip Lee, La Peniche, JB's Student Residences, and Hungary. A red pin marks the location of Marketing Clever on Baggot Street. A satellite view inset is visible in the bottom left corner of the map area.

# Reviews

Marketing Clever Ltd  
2nd Floor, 13 Baggot Street Upper,  
Dublin 4,  
Co. Dublin, D04 W7K5

- Home
- Posts
- Info
- Insights
- Reviews
- Messaging
- Photos
- Products
- Services
- Website
- Users

Complete your recommended tasks to reach  
your goals on Google

[View plan](#)

## PERFORMANCE

Views	Searches	Activity
1.86K	659	118
Search views		117 (-22%)
Maps views		1.75K (+679%)
Performance over the past 28 days		

Get custom email you@yourbusiness

Give everyone on your team a professional Gmail  
address with G Suite. [Learn more](#)



## LATEST REVIEWS



Sean OBrien

★★★★★ 9 weeks ago

Mary provides best-in-class Marketing support to businesses.  
Her knowledge and experience bring transformative  
results... [More](#)

[Reply](#)

[Skip](#)

[Manage reviews](#)

# Building Reviews

## Reviews

- Remind your clients to leave reviews.

You can [create and share a link](#) that customers can click to leave a review. E.g.

*Marketing Clever Ltd would love your feedback. Post a review to our profile.*

[https://g.page/r/Ce\\_dggxUeMl8EAU/review](https://g.page/r/Ce_dggxUeMl8EAU/review)

- Reply to reviews
- NB - Verify your business so your information is eligible to appear on Maps, Search, and other Google services

# In Summary

- LinkedIn – Grow audience and content
- Use Assets e.g. website, templates, reports, Insights, etc
- Frequently using google tools to increase SEO (google mapping, google my business page, reviews etc)
- Reviews gather via Google also for web and proposals.
- Active social media strategy with strong assets (photography, video, research, future trends, etc). It drives activity.
- Focus on people, clients, success stories.
- Regular updates, active accounts, build a community.







# People do Business with **People** they:

- Know
  - Like
  - Trust
- 



# Queries

- [mary@marketingclever.com](mailto:mary@marketingclever.com)
- +353 86 8227228
- [www.marketingclever.com](http://www.marketingclever.com)
- Digital Marketing Checklist on [www.MarketingClever.com](http://www.MarketingClever.com)

