



Timberhaven Log Homes



Digital Marketing & Social Media



Introduction

PRESENTER: MIKE JOHNSTON
 OWNER: SPECIALIZED DIGITAL MARKETING
Certified Google Partner and Digital/Social Media Specialist





Digital Marketing

What is digital marketing?

- Examples:
 - Website/website optimization
 - Local SEO
 - Ongoing content and distribution
 - Google search, display, and video ads
 - Content Marketing
 - Local Business directories



Website Optimization

Why is this important?

This video illustrates the way that people have come to rely on the internet to find products and services.

<https://www.youtube.com/watch?v=AJoUEBYInil>



Website Optimization

What is Timberhaven doing to optimize their website?

- On-site SEO
- Ongoing Content Strategy (blog)
- Image Optimization
- Video Marketing
- Adwords Advertising



Local SEO

Why is this important?

- The national and international log home market is very competitive and in order to be noticed you have to stand out.
- The sales funnel for housing can be a long one and you have to be available at each stage of the process.

Google Ads

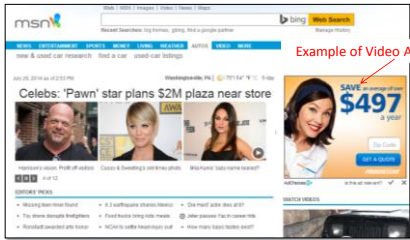
What Google Ads is Timberhaven running?



Display Ads w/ lit request

Google Ads

What Google Ads is Timberhaven running?



Example of Video Ad

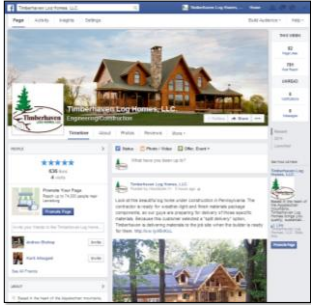
Social Media

What is social media?

— Examples of most popular sites and the ones where Timberhaven is active:

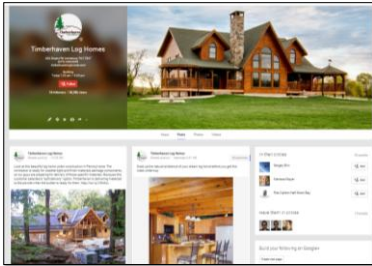
Timberhaven Social Media

Facebook: Day to day interaction/relationship building



Timberhaven Social Media

G+: Search position and ongoing awareness



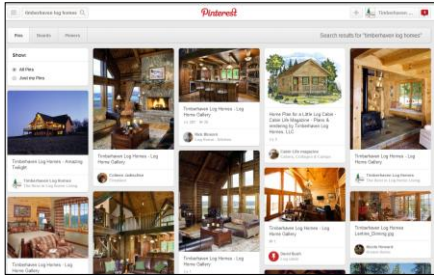
Timberhaven Social Media

Twitter: Building awareness to wide audience



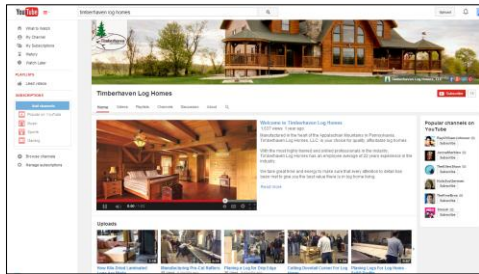
Social Media

Pinterest: Pictures!!!
Timberhaven has over 19,000 shares

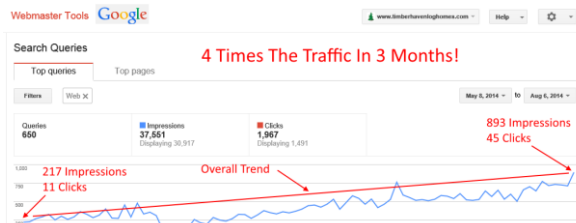


Social Media

YouTube: Images and video engage prospects



Statistically Speaking



Statistically Speaking

176% more appearances in search and 115% more traffic to the Timberhaven site on Bing



Get Involved

- Digital Marketing
- Website
 - Local listings

- Social Media
- Facebook
 - G+

Get Involved



A rising tide lifts all boats.
JFK, 1963
