

**small business**

**BIG  
IMPACT**





# hello!

**HAYLEE PIEHL**

**Owner | Designer | Strategist**

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# What We Do

1. Compelling **brand identities**
2. Comprehensive **design solutions**
3. Strategic **marketing solutions**

- Marketing Strategy Creation, Execution & Consulting
- Web Design
- Brand Identity & Logo Development
- Social Media
- Paid Advertising (Meta & Google Ads)
- Search Engine Optimization (SEO)
- Graphic Design Services

@masonbeckcreative  
[masonbeckcreative.com](https://masonbeckcreative.com)

MasonBeck  
CREATIVE



SAM  
+LEO

Root



Madre



CAPTIVATE  
REAL ESTATE TEAM

HUGIMALS  
WORLD



Essence  
AESTHETICS AND HEALTH



JEFFERSON  
CITY\*STAR  
DENVER, IA

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# MY BACKGROUND

Agency Side:

**Web Design**

**Social Media Marketing**

**Event Planning**

Brand Side:

**Marketing Strategy**

**Ecommerce**

**Innovation & Product Launches**

**Social Media**

**Email Marketing**

**Digital Marketing**

**Web & Print Design**



*Where should you invest your marketing dollars (and time)?*

Online Presence

Organic Social Media

Customer Experience

# START WITH THE BASICS

## 01

### Understand Your Audience

Define your target demographic. Who truly is your customer? Is it different online vs. in store?

## 02

### Understand Your Unique Selling Proposition (USP)

What sets your business apart? What is your differentiating factor among your competition?

## 03

### Define Your Brand

This isn't just logo & aesthetics. What is your brand's personality? What is your tone? What do you believe in?

# 01.

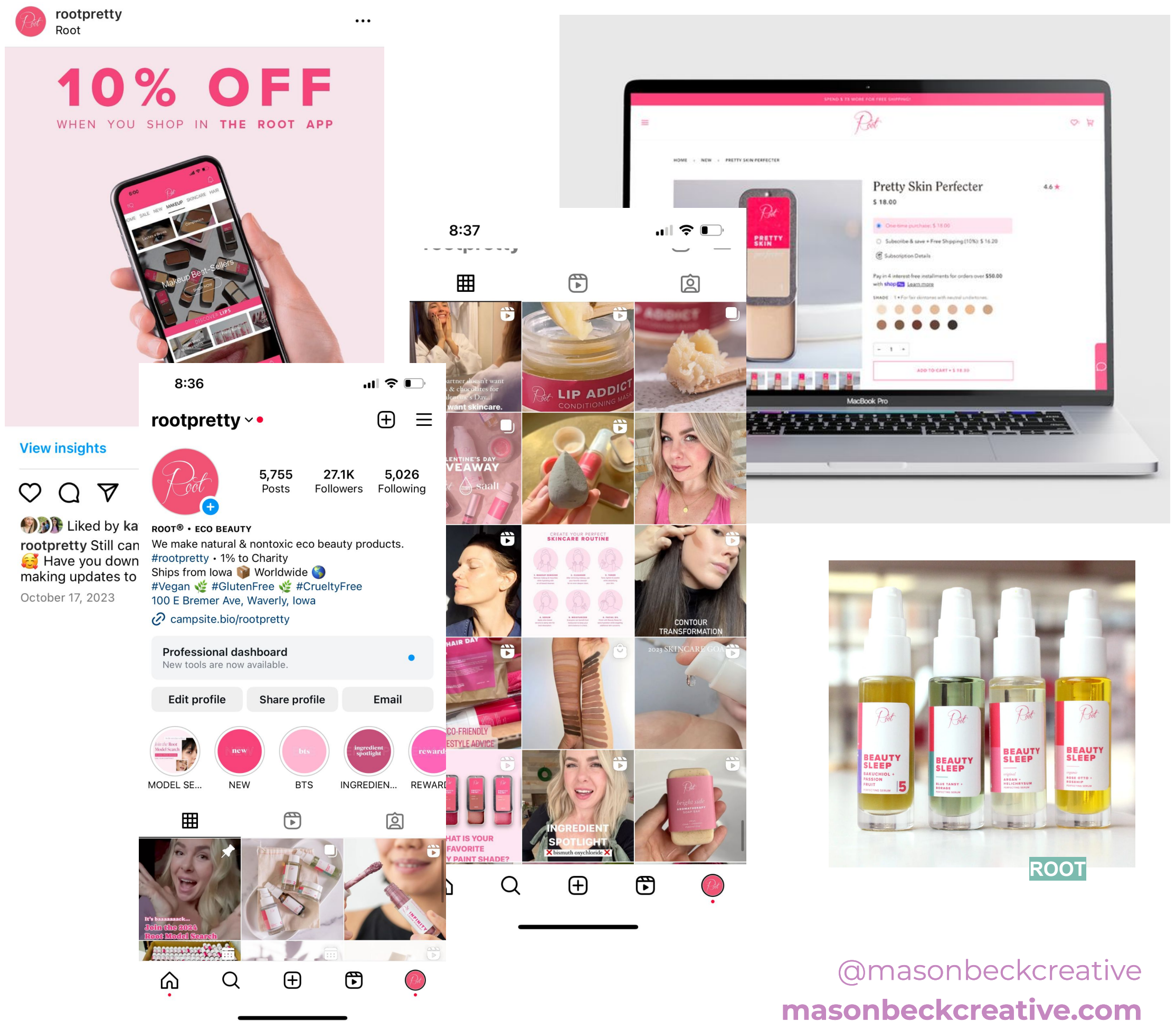
## Optimize Your Online Presence

- Consistent **branding** across all channels.
- **Website** optimized for your users.
- Optimize your **Google Business listing**.
- Strong **social media presence** on the channels your audience is on.



# Consistent Branding

That doesn't mean a logo.

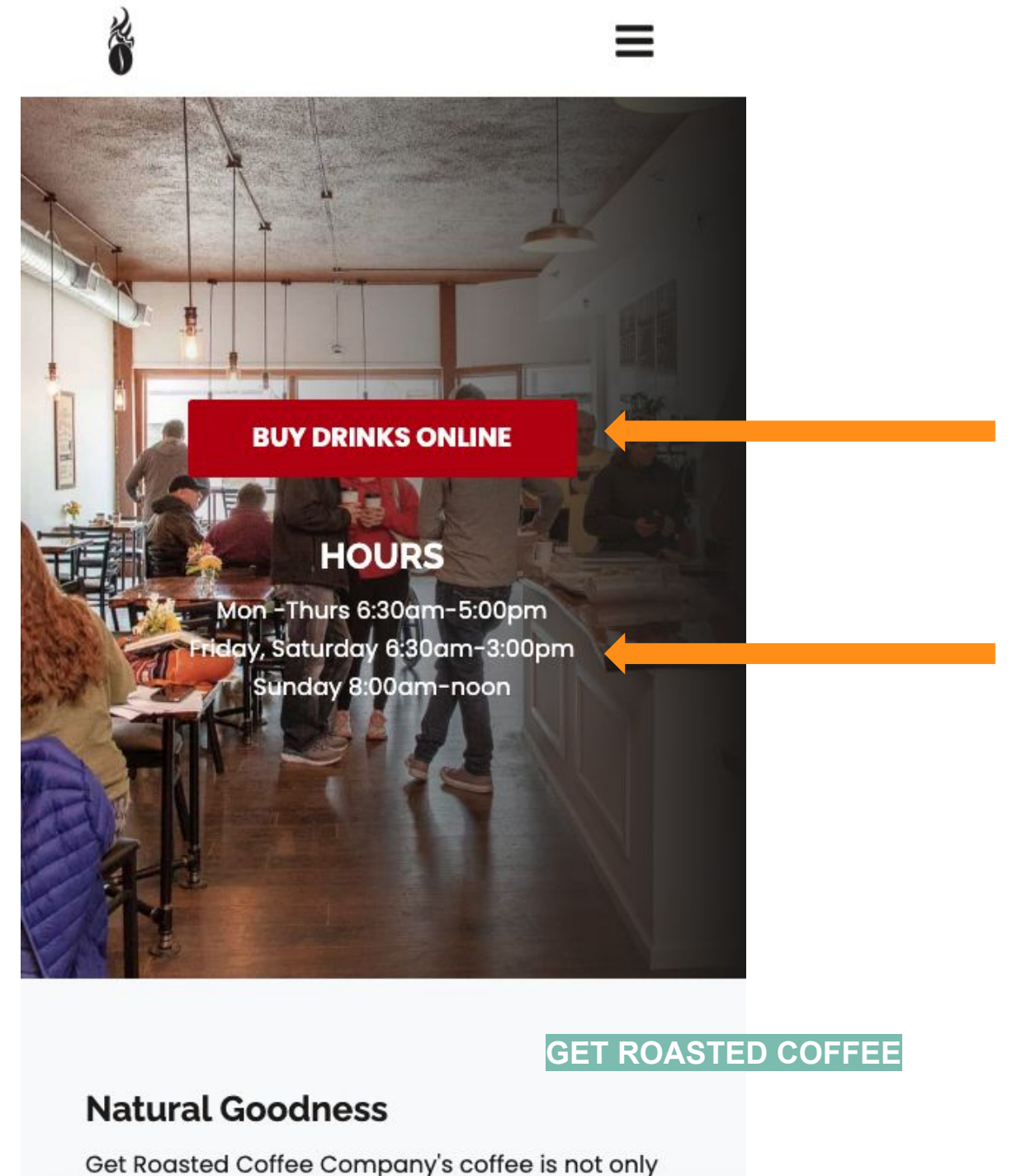




# Website Best Practices

Know your customer journey. *When someone goes to my website, what is the number one thing they are trying to do?* This should be front & center, the easiest button to find, and only one click away.

- **Make a purchase?**
- **Find store contact information & hours?**
- **Log-in to their account?**
- **Get in touch with me?**
- **Book an appointment?**



# Website Best Practices

Alleviate your customer pain points.  
*What is missing from my website that would make my life or my customer's life easier?*

- **Schedule appointments?**
- **List of FAQs?**
- **A more detailed inquiry form?**
- **More education & resources?**

Name

First Name  Last Name

Email (required)

Phone

Link to your current website

Link to your Instagram or Facebook

What does your business do? (required)

How long have you been in business? (required)

What services are you interested in? (required)  
Please select all that apply.

- Brand Identity & Logo Development
- Web Design
- Packaging Design
- Print & Digital Collateral
- Email Design
- Social Audit
- Social Media Consulting

**MASON BECK CREATIVE**

## FROM ELOPING TO MICRO WEDDINGS

SEARCH THESE CATEGORIES + MORE

POPULAR BLOGS

TIPS BLOGS

REAL ELOPEMENTS

PERSONAL BLOGS

WHERE TO ELOPE

New England Venues

How to Elope in Mexico

Oahu, Hawaii Elopement

My C-Section Story

Badlands, South Dakota

Backyard Micro Wedding

Iowa Elopement Venues

Maine, Acadia Ntl Park

My Cold Brew Coffee

Ski Resort, South Dakota

Des Moines, IA Venues

How to Elope

Colorado Mountains

Starbucks Secret Menu

New Hampshire Mountains

Elope in Maine

DIY Floral Arrangement

Oregon Coast Elopement

Our Multi - Day Wedding

Upstate New York

Best time Elope in Colorado

Engagement Photos

Des Moines Gardens

Our Post It Note Love story

Hawaii, island of Oahu

**JAMIE TOBIN PHOTOGRAPHY**

? What does success look like for you? (required)

reative? (required)

MasonBeck Creative? (required)

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# Website Best Practices

~~Mobile responsive~~

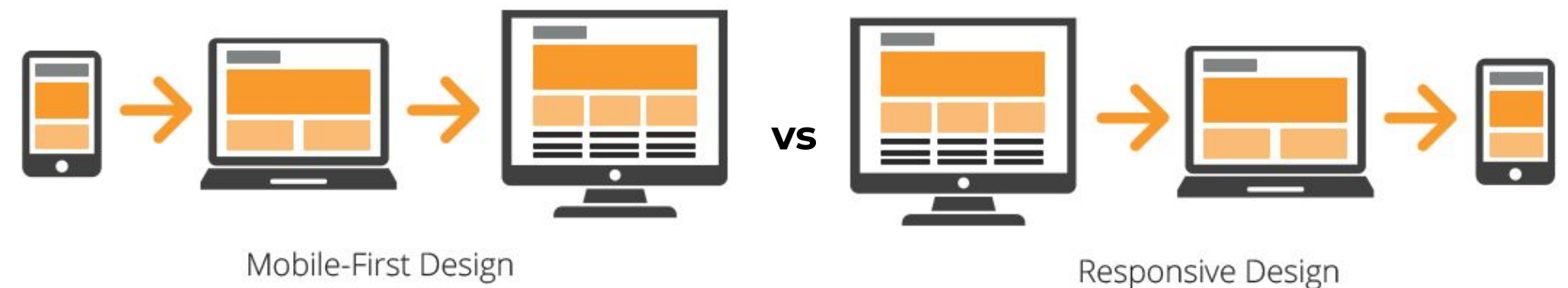
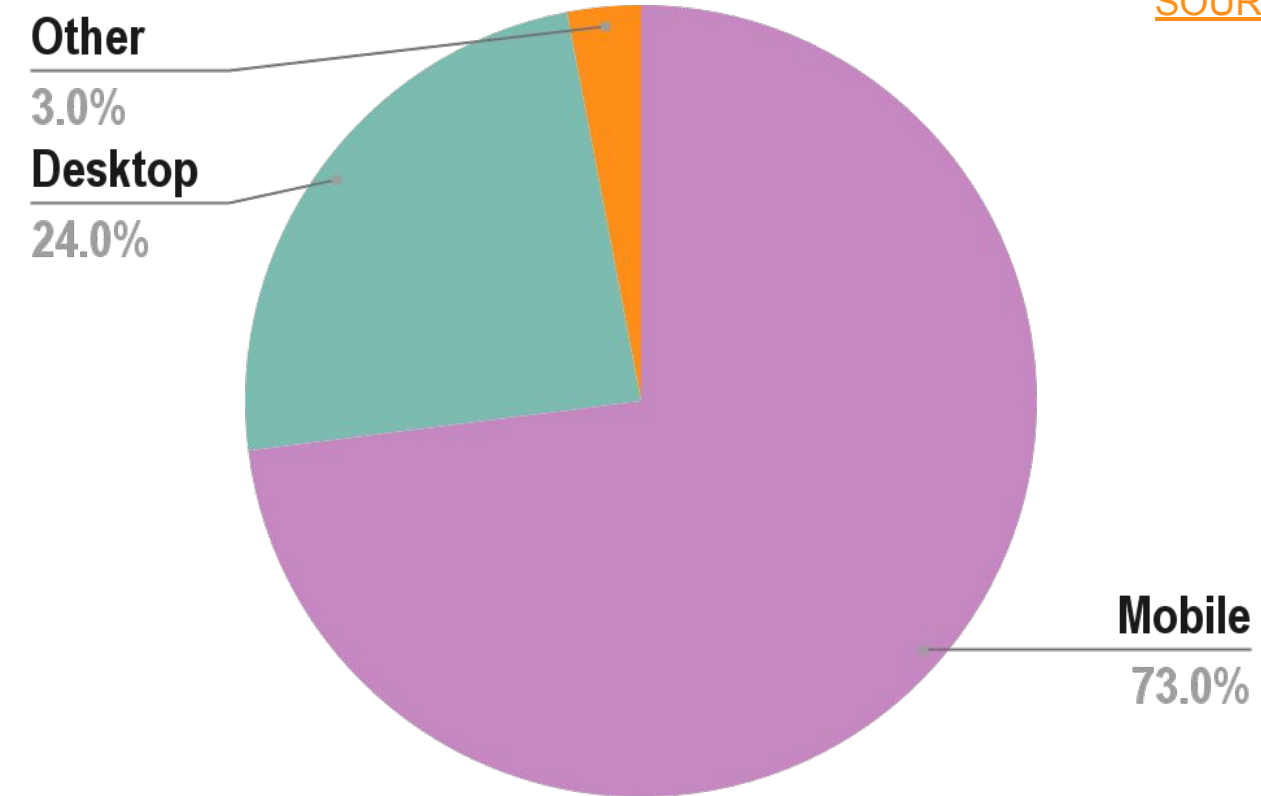
## Mobile-first.

**Responsive** = taking your website & making sure everything shows up okay on mobile too.

**Mobile-first** = designing your website with the intent that majority of users will be making purchases and browsing your website on mobile and building it for them.

### Ecommerce & Retail Site Visits in Q3 2023

SOURCE



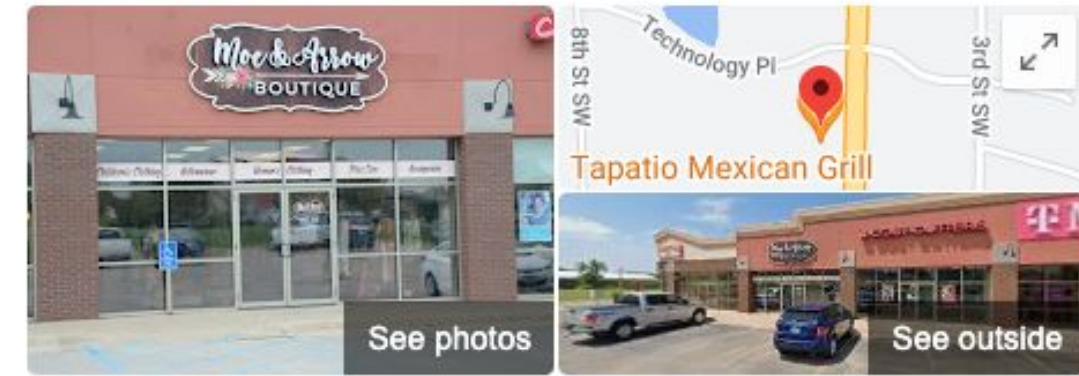
# Optimize your Google Business Listing

- The more complete your listing is, the more likely Google is to rank you higher on local search.

- REVIEWS, REVIEWS, REVIEWS!



MOE & ARROW BOUTIQUE



## Moe & Arrow Boutique

5.0 ★★★★★ 65 Google reviews

Small business · Clothing store in Waverly, Iowa

Website Directions Save Call

Address: 1810 4th St SW, Waverly, IA

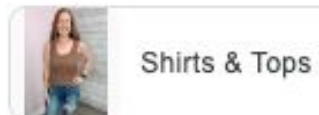
Hours: Closed · Opens 10AM Tue

Phone: (319) 559-2663

Suggest an edit · Own this business?

See what's in store

Search this store



Questions & Answers

See all questions (2)

Reviews

Google reviews

- J ★★★★★ "Friendly **staff**, affordable prices, cute **clothing** and **accessories**"
- C ★★★★★ "Great **selection** of clothing and very friendly **service**."
- L ★★★★★ "They have a great **variety** of **clothing**, **shoes**, etc to choose from."

View all Google reviews

TIP: Ask common FAQs anonymously yourself & publicly answer them!



message in waverly iowa

- Maps
- Images
- Perspectives
- Relaxation
- Deep tissue
- Couples
- Shopping
- Asian
- Best

All filters | Tools

About 1,830,000 results (0.28 seconds)

Results for **Waverly, IA** · Choose area

**Businesses** | Rating | Hours

### All You Knead Massage Therapy

4.9 ★★★★★ (15) · Massage therapist

3+ years in business · 207 W Bremer Ave · (319) 97...

Open · Closes 7 PM

"Best massage I've ever had."



### Advanced Bodywork and Massage Therapy

4.9 ★★★★★ (9) · Massage therapist

10+ years in business · 123 2nd St NE · (319) 352-1430

Closed · Opens 9AM Tue



### Rock Shop Simply Renewed Wellness LLC

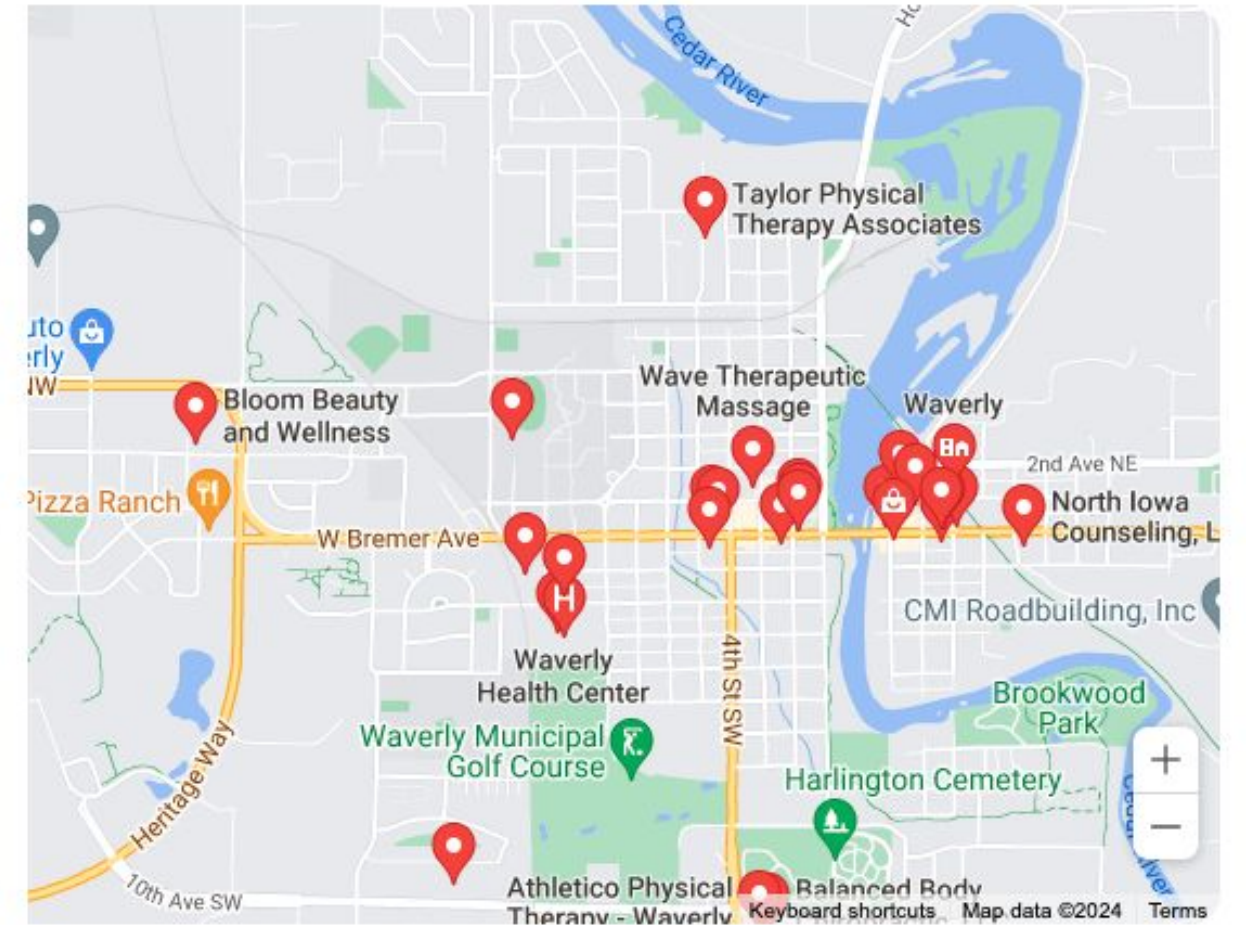
5.0 ★★★★★ (7) · Massage therapist

3+ years in business · 115 1st Ave NE · (319) 231-4...

Closed · Opens 12 PM Thu



More businesses →



Highest # of Google reviews

## All You Knead Massage ...

Website

- Overview
- Services
- Reviews
- Photos

### Massage Therapist

30, 60, 90 Minute Swedish Massage  
Traditional swedish massage. Best for relaxation. From \$40.00

30, 60, 90 Minute Deep Tissue Massage  
Targets deep muscles and trigger points for pain relief. From \$50.00

30, 60 Minute Pre-natal Massage  
Helps the body through it's on-going changes as a new life forms. From \$40.00

60, 90 Minute Sports Massage  
Best for athletes and active individuals. Combines compression, stretching, and trigger pointing to help the body... More From \$80.00

15 Minute Chair Massage  
Best for those short on time or just looking to receive some quick pain relief in the neck, shoulders, back, and arms. \$20.00

Aromatherapy  
Essential oils used through inhalation to achieve varied effects and promote overall wellness. \$10.00

Reflexology  
Focused work on hands and feet to achieve overall health of the body.

The only business listed to have a full listing of services on their Google Business page.



# *Your Google Listing Checklist*

1. **Claim your Business Profile**
2. **Complete every section of your Google My Business account.**
3. **Be meticulous with contact information and hours.**
4. **Select primary and secondary categories.**
5. **Mark off applicable attributes.**
6. **Write a complete “from the business” description.**
7. **Upload photos of interior and exterior of your business, photos of your services/products if applicable.**
8. **Upload menus, service listing, any other important docs if applicable.**
9. **Answer questions promptly.**  
*(TIP: Ask common questions anonymously & answer them!)*
10. **Collect and respond to reviews promptly.**
11. **Add your products and/or services**
12. **Set up messaging**
13. **Maintain!!!!**

# 02.

## Leverage Organic Social Media

- Pick **one or two platforms** and do them well.
- Use **SEO** to your advantage.
- **Don't sell** your product or service. Instead, provide valuable content that is saveable, shareable & relatable.
- Be **consistent**.

# Pick your platform(s).

- What platforms are your customers on?
- Why are they on those platforms?
- What valuable content could your brand provide on that platform?

**\*Consistency is key! Only chose the platform(s) where you can be consistent.**



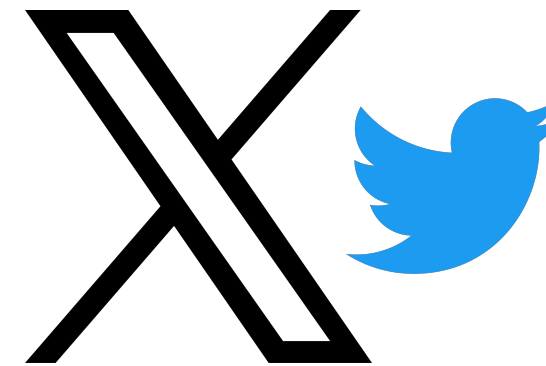
**Ages 30-55**



**Ages 18-34  
79% female**



**Ages 18-40**



**Ages 25-44  
67% users male**



**B2B**



**Ages 16-30**

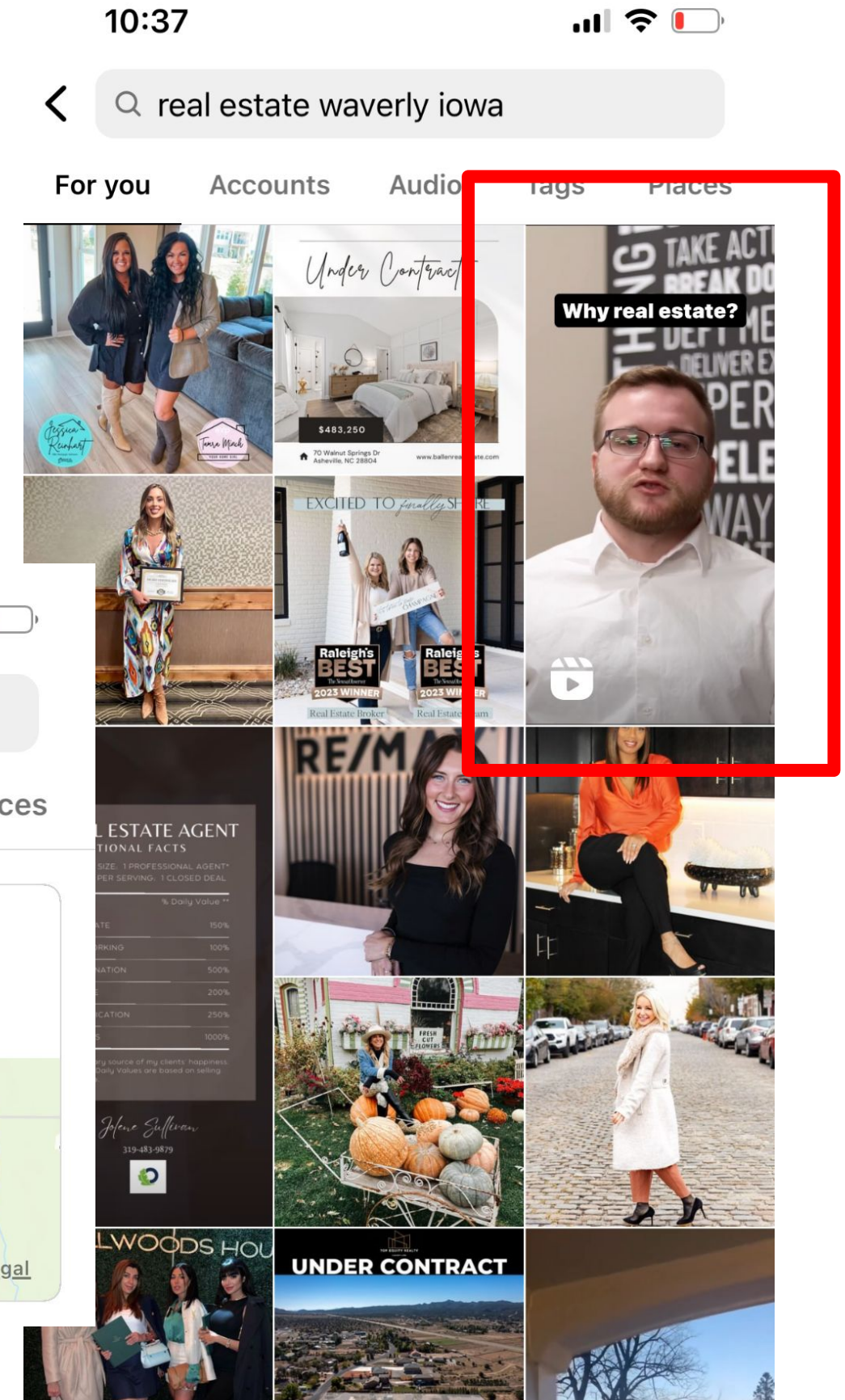
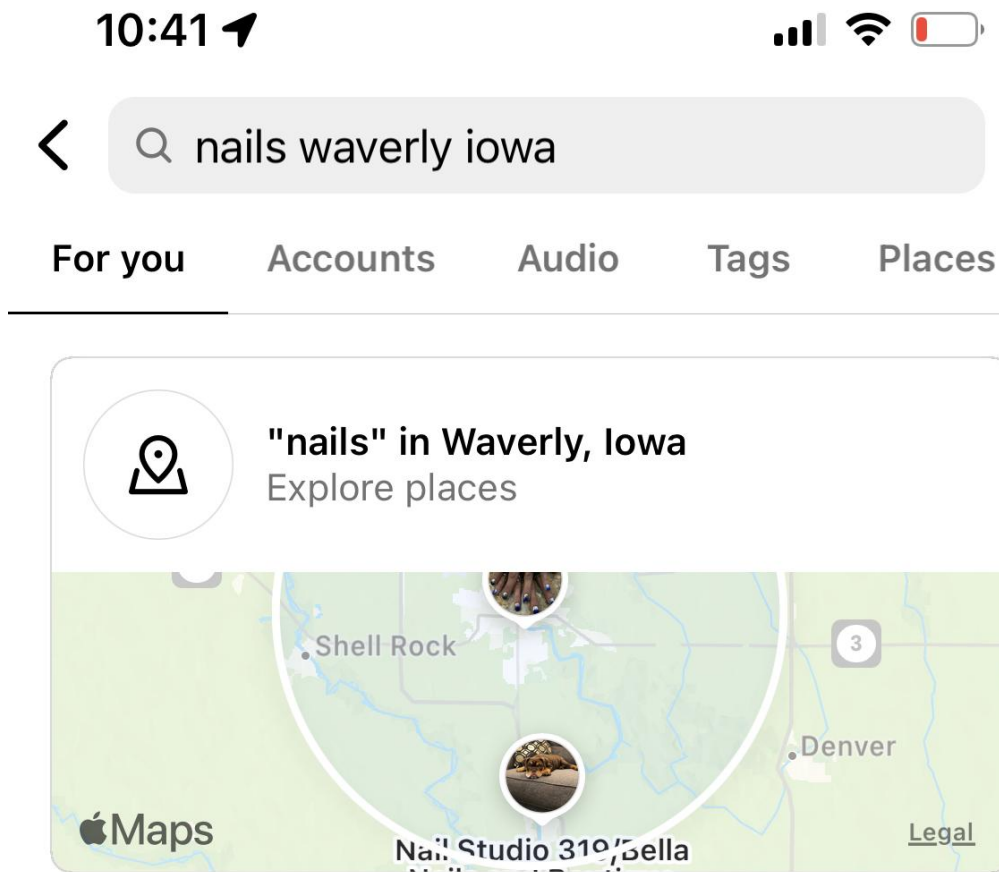
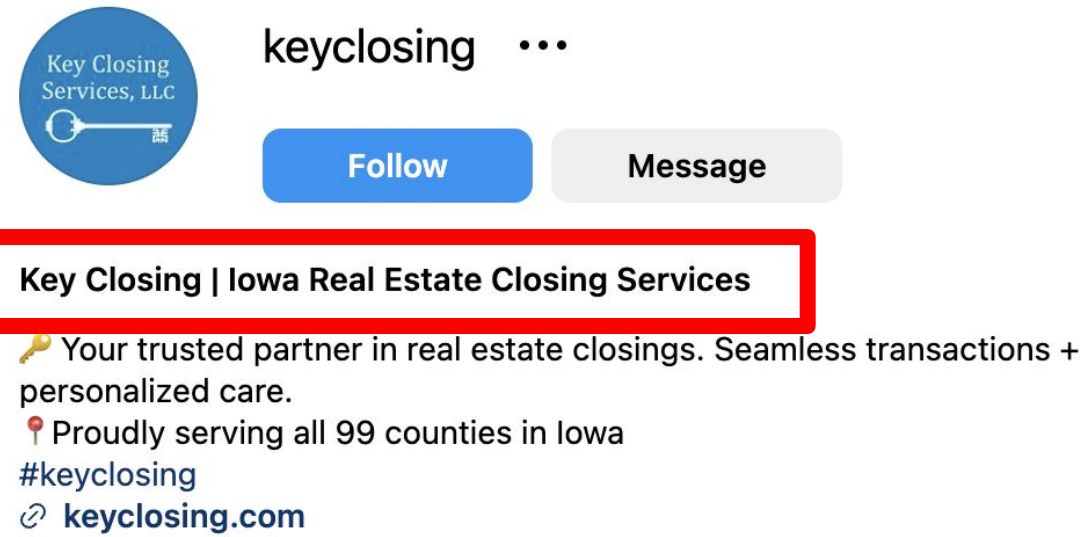
**Gen Z uses TikTok as a search engine: nearly 40% of this demographic prefers searching for info on TikTok and Instagram over Google.**



# Use SEO to your advantage.

Social media isn't just "for fun" anymore. They're used as search engines. Optimize your profiles with search terms everywhere.

- Bio on Instagram
- About section on Facebook
- Add contact information & website



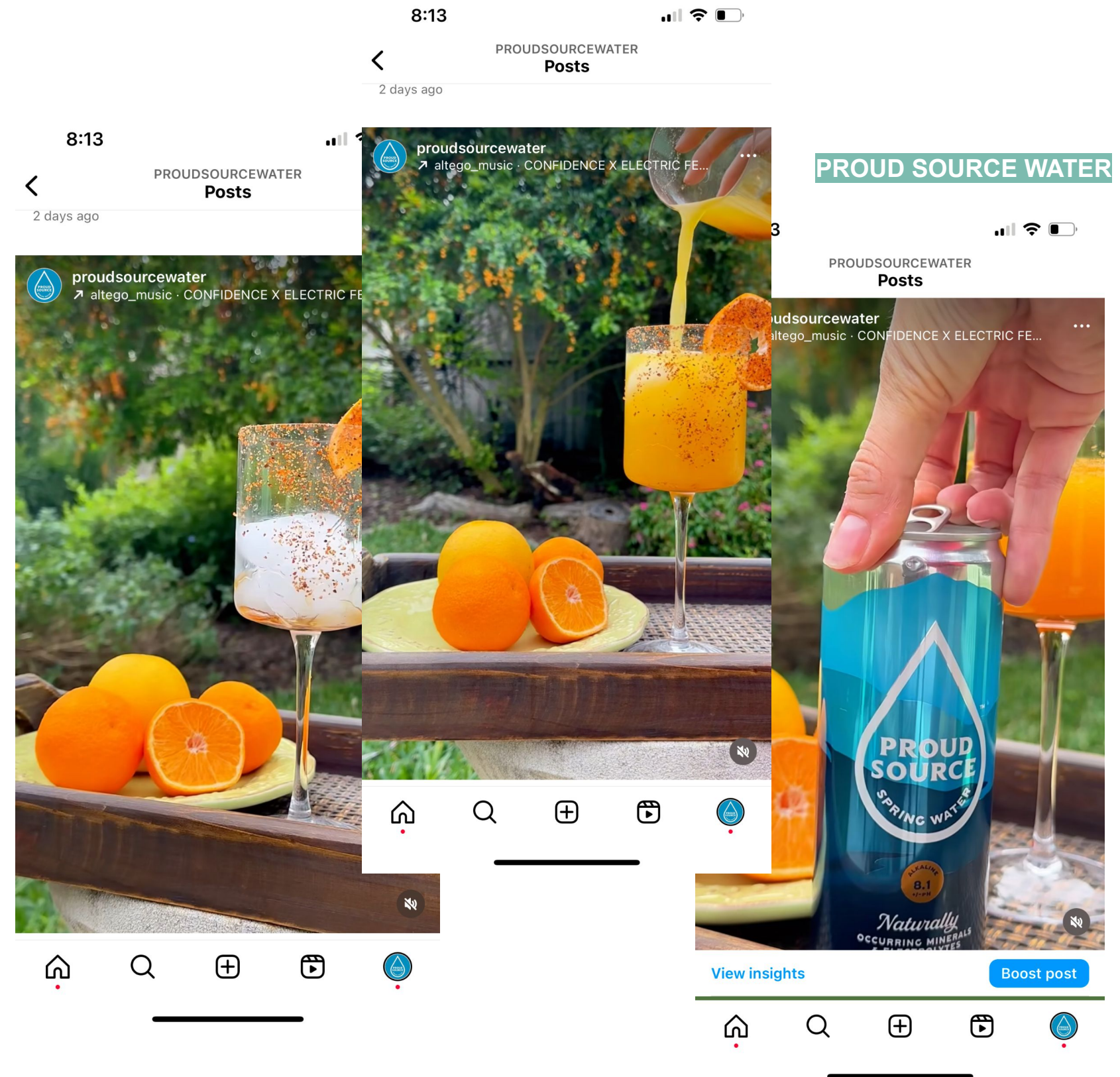


# Don't sell. Provide valuable content.

- ✓ Saveable
- ✓ Shareable
- ✓ Relatable

What do people want when they scroll social media? A chance to unwind, a source of edu-tainment... what they DON'T want is to be constantly sold to. Instead, create content that helps keep you top-of-mind: entertain, educate, motivate.

- ✓ **Speak to your audience like a friend. Write & post how you actually speak.**







# Tips to Remember When Posting!

**Visual Consistency:** When posting graphics, maintain a consistent aesthetic in line with the brand's colors, but prioritize the CONTENT and VALUE, not your brand. This isn't the place for a logo.

**Storytelling:** Use storytelling in posts and captions to create a connection with the audience.

**Engagement:** Actively engage with your audience and followers.

**Don't Give Up!** Consistency is key. Maintain a posting schedule of ~2x per week. Your audience will grow!

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# 03.

## Prioritize the Customer Experience

- Create a **memorable** experience.
- **Involve customers** in brand storytelling.
- Events, events, **events!**
- Use customer data to **tailor experiences.**

# Create a memorable experience.

**Personal:** Start with a human touch. Personalized interactions let customers know that your company cares about them and their specific pain points.

**Unexpected:** To stand out, you need to do things that not everybody is doing. Take an extra step to make your customers feel valued.

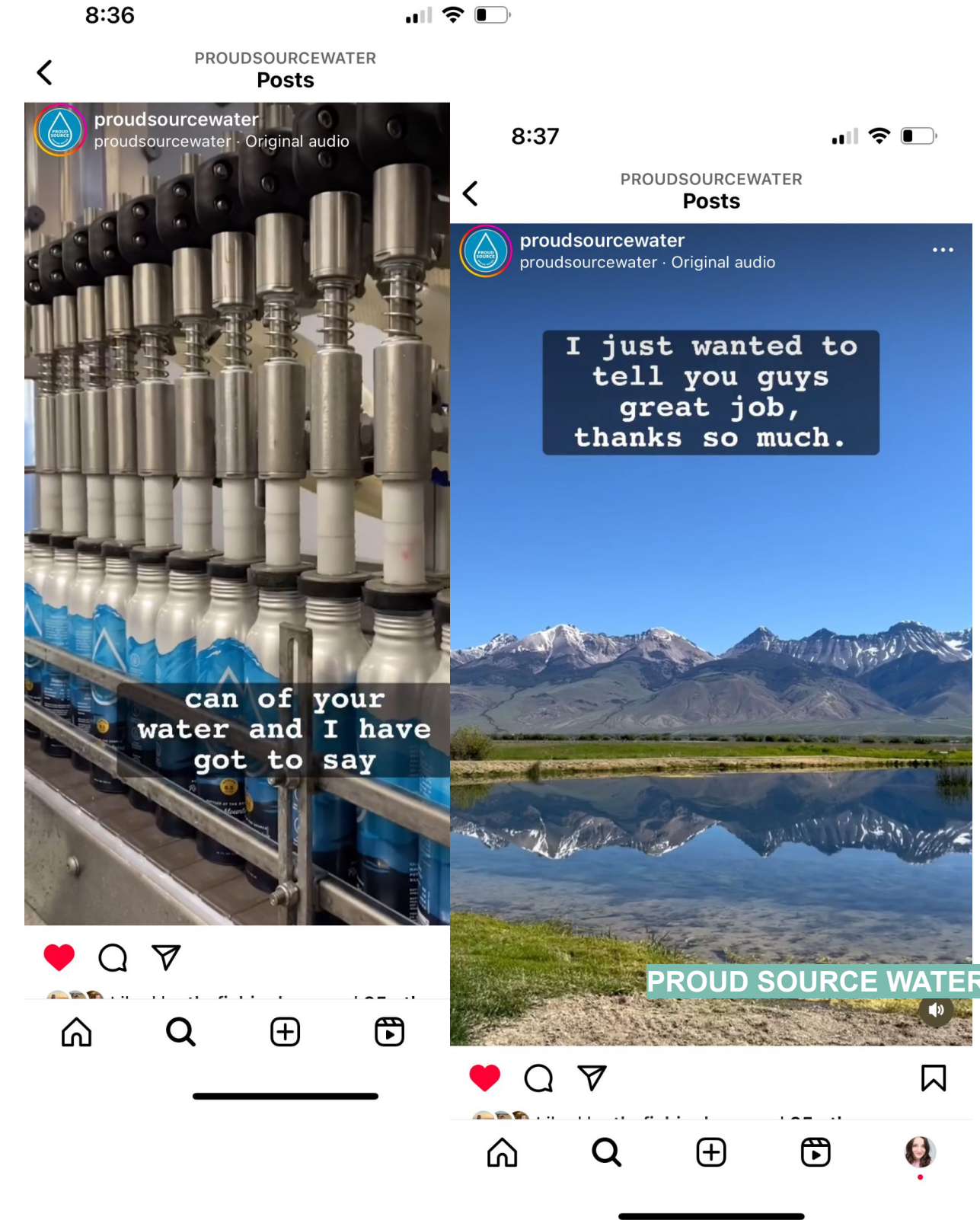
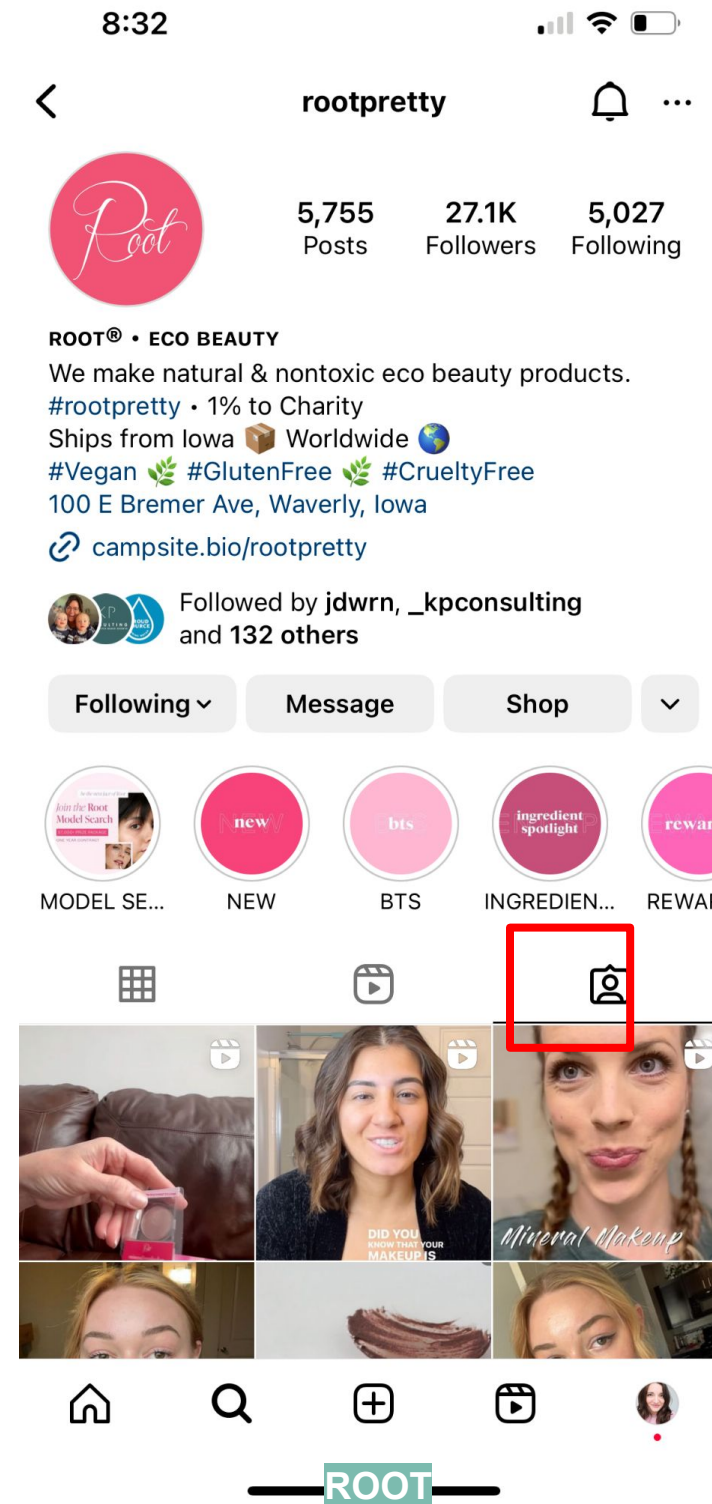
**Timely:** The right interaction at the right time makes a huge difference.





# Involve customers in brand storytelling.

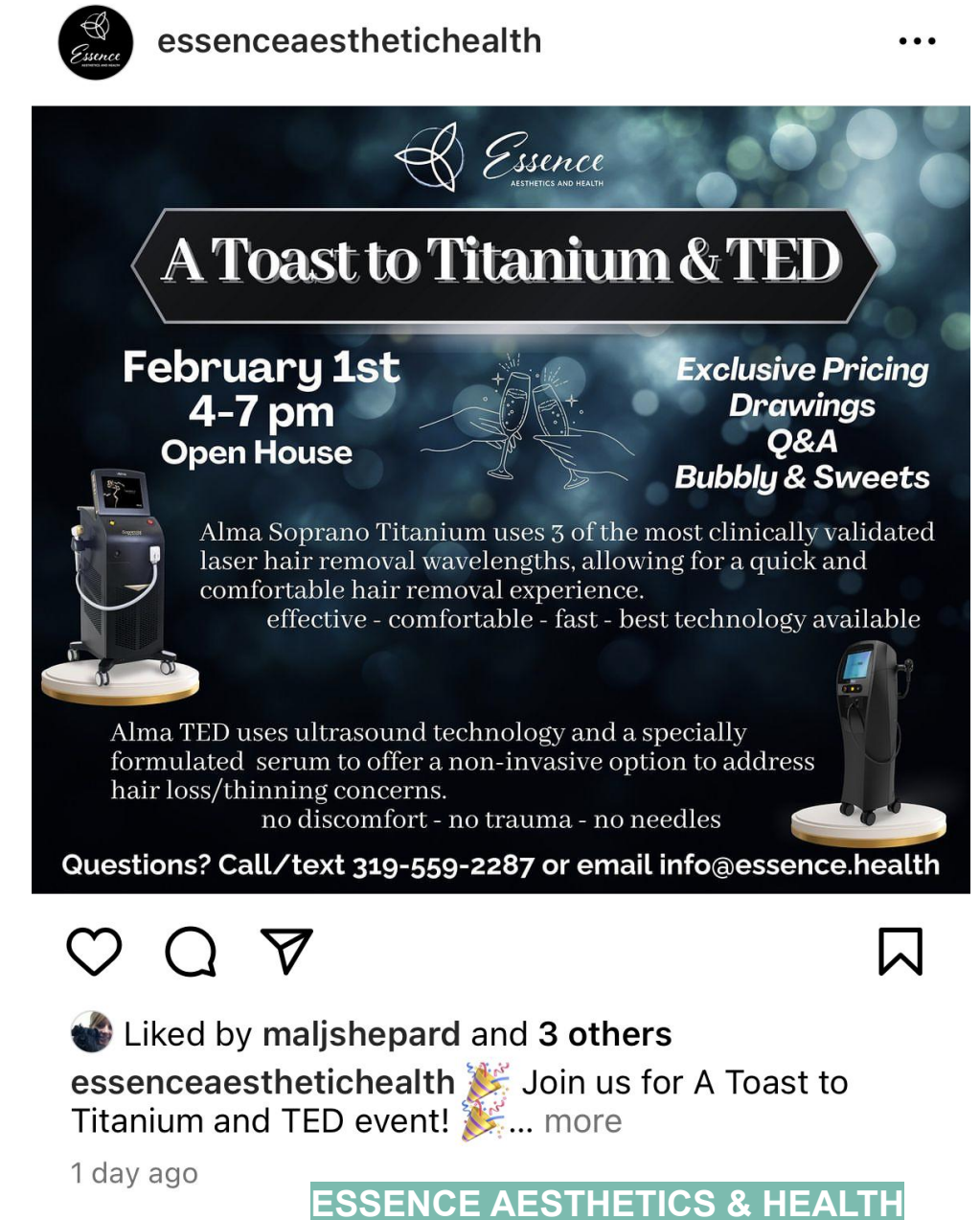
- UGC - Encourage your customers to share their experience on social.
- Request & showcase customer testimonials.
- Regularly feature customer spotlights





# Events, events, EVENTS!

- Build community.
- Genuine connections with your customers happen when they create deep connections with each other.
- Partner with like-minded business to go-in together with events & expose customers to each other



# Use customer data to tailor experiences.

- **Personalized Recommendations:** Utilize purchase history and browsing behavior to recommend products/services
- **Loyalty Programs:** Tailor loyalty programs based on customer purchase patterns and preferences
- **Feedback/Surveys:** Collect + analyze feedback to understand customer needs and pain points
- **Event-Triggered Automation:** Automated triggers based on customer actions
  - birthday discount
  - re-engagement email after a period of inactivity
  - post-purchase how-to/follow-up

# Thank You!



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