

LIVE AT THE HIVE



Top 11 Tips From Live at the Hive From The HoneyPot Team

We've covered a lot on Live at the Hive so far and we wanted to share our most effective digital marketing strategies to date. Cheers!

1 Integrate Anything with Zapier

Digital marketing calls for a lot of tools, platforms, website plugins, and social media channels.

They don't always talk to each other on their own, but don't throw in the towel just yet! Use Zapier to connect all of them in specific ways. You can connect just about any CRM, email platform, social media channel, and website to create a killer marketing funnel.

2 Run Social Contests with Gleam.io

Have you ever tried to keep track of hundreds of contestants across four social media channels by hand? We don't recommend it.

But we do recommend Gleam.io, which pulls every contest angle under a single roof for you to manage. Save time, money, and headaches.

3 Live Video Completes Event Marketing

Event marketing is all about the buzz and excitement of the crowd. Livestream your event to show everyone exactly why they should be there.

Don't discount people's desire to appear on live video! They'll share everything.

4 Email Automation Makes Webinars Work

Webinars are high-ticket conversions, which calls for a high level of trust and a crafty messaging strategy.

You can maximize the number of webinar registrations with an automated email campaign designed to win over leads with progressively persuasive messages.

5 Abandoned Cart? Sequential Targeting.

Consumers abandon their online carts all the time, but that doesn't have to be the end! Use smart sequential targeting to send special, targeted offers to your customers unique to their position in your marketing and sales funnel.

6 Use Single-Keyword Ad Groups

Single-Keyword Ad Groups (SKAGs for short) target specific groups of search intent much more effectively than mixed-keyword ad groups.

They also tend to raise your campaign's Quality Score, which pushes your ad further up in the search results and lowers the price.

7 Deep Content Feeds Google RankBrain

Google wants to see deep, informative content on your website. This means a slew of 300-word blogs won't deliver the results they did five years ago.

Don't throw them out! Merge related short blogs into a single anchor page (or cornerstone page) to build out competitive content that will earn you the traffic you need from Google's RankBrain update.

8 Rank for Mobile-Only Indexes, Too

Google now has a separate search index for mobile pages, but that doesn't mean you should be content to rank for desktop traffic.

More than two-thirds of browsing sessions happen on mobile these days, meaning that you need to compete in the mobile world just as fiercely.

Make it a high priority to mobile-optimize your website and content!

9 Custom Audiences = Easy Acquisition

Facebook advertising should never be a shot in the dark.

Upload a Custom Audience to show Facebook's targeting algorithm exactly who you want to see your ads. Your ads will start targeting people with similar interests, locations, and ages. Make your ad dollars go even farther!

10

Beat Social Algorithms with Live Video

Online publishers seem to take a hit on social media traffic levels every business quarter.

But you know what they're not doing? Live video.

Turn social media algorithms in your favour by engaging in live video. You'll gain tons of followers, even if they find your video after it aired live.

11

Build Customer Loyalty with Smile.io

Customer loyalty doesn't come easily, and you have to work at it constantly.

But there's a cleaner way to turn your customers into product or service advocates than just sharing positive social media comments.

You can systematically get more customers by giving rewards to your most vocal existing ones, and track everything that happens.

Check out Smile.io to take your rewards program to the next level!

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FROM LIVE AT THE HIVE**

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