

Dashboard Walkthroughs

Up to a 1 hour training session

Help your DIY clients understand the solutions that you've provided to them. A marketing Strategist will ensure your clients know how to access and understand the products that they've purchased from you. Dashboards that can be covered in this service are: Business App, Reputation Management, Social Marketing, and Advertising Intelligence.

What to Expect Next:



Order Form

When you purchase a Dashboard Walkthrough, our Marketing Strategists will receive the **Order Form**, and will reach out to you within 2 business days via email to schedule the onboard call. We will reach out twice via email and twice via phone call.



Onboarding

Onboarding Call: Our team will conduct an onboarding call with your client via Zoom.

- Once the time has been confirmed, the Marketing Strategist will send a Zoom calendar invitation
- We will ensure the business owner has access to the Business App and can login and follow along as we go through the call.
- A comprehensive overview of the product will be covered during the call
- Each activation of the Dashboard Walkthrough covers one Dashboard, such as, Reputation Management, Social Marketing, Advertising Intelligence, or Business App.



Reputation Management

Covered in this Walkthrough:

- Accessing Reputation Management from Business App
- Connection of GMB and Facebook
- Listings and Citations - Best Practices
- Reviews - page overview and Reviews Widget
- Mentions - Help set up business mention searches
- Competition - Fill out competitor information and share of voice keywords
- Where to find reporting on data



Social Marketing

Covered in this Walkthrough:

- Accessing Social Marketing from Business App
- Connection of Social channels (Assistance, we will not claim sources the business doesn't have access to)
- How to schedule a post
- View recently posted
- View scheduled Posts
- Use the calendar
- View customer Posts
- Leads and setting up searches
- Content and configuring RSS Feeds
- Understanding analytics



Advertising Intelligence

Covered in this Walkthrough:

- Accessing Advertising Intelligence from Business App
- Free ad-intel - high level roll up - impressions and clicks
- Advanced reporting - more granular - performance by ad group, works predominantly with search and social
- Connect Google Ads and Facebook Ads
- Adjust settings - Roi calculator, Management Fees, and Conversion Metrics



Business App

Covered in this Walkthrough:

- Accessing Business App
- Connection of GMB and Facebook
- Dashboard and Exec Report overview
- Products and Store overview
- My Business section
 - Each tab will be discussed
- Settings and Business Profile



Follow Up

After the call, you can expect:

- A follow up email outlining what was discussed
- Any follow up to questions