

Dashboard Walkthroughs

Up to a 1 hour training session

Let us teach you everything you need to know about the products you purchased and the solutions you need. A Marketing Strategist will help you understand how to access and use any one of the following digital marketing products: Business App, Reputation Management, Listing Builder, 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 three times via email and three via phone call.



Onboarding

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

- Once the time has been confirmed, the Marketing Strategist will send a Zoom calendar invitation from the email we use to communicate with you. We can also use your own instance of Zoom or other screen sharing app as long as you give us access to the account.
- 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 only one Dashboard, such as: Business App, Reputation Management, Social Marketing, and Advertising Intelligence.



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
- Listing Builder walkthrough of My Listing, (Listing Sync Pro and Listing Distribution explanation if they are activated)



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 and you can expect:

- A follow up email outlining what was discussed
- Our team is available for answering questions via phone call or email