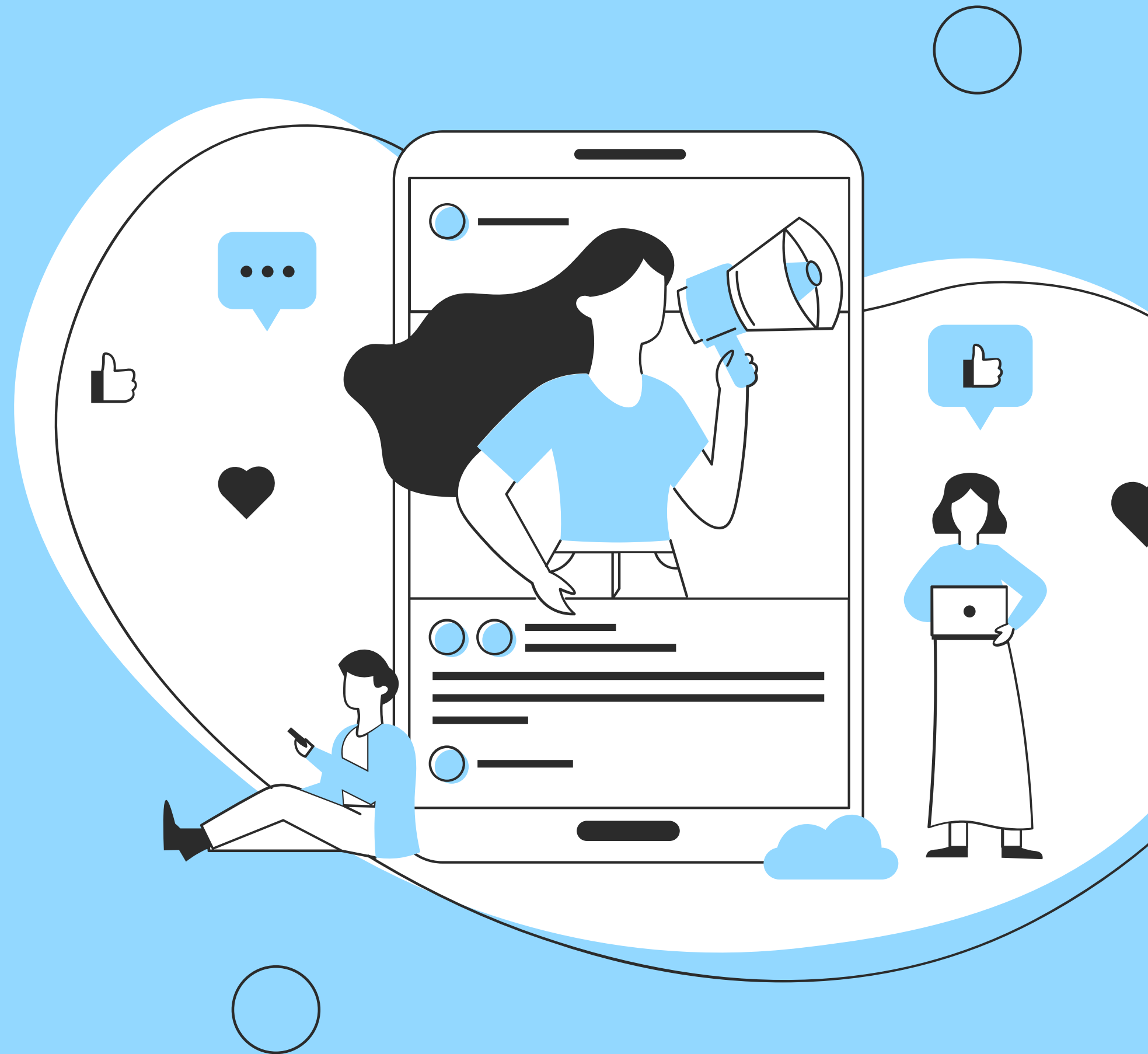


WORKSHOP

Digital Tools

Aileen Barrameda



Agenda



The Digital Landscape

What are Digital Tools and how can we use them to our advantage?

Define Your Minimal Viable Product (MVP)

Define your website content and the features that will set you up for success

Demonstration

Squarespace and Calendly demo to set up a basic landing page so clients can learn about you and easily book a session.

Lessons Learned

How a simple site can transform over time using digital tools available.

Q&A

Further discussion and questions

So, what exactly are Digital Tools?

Simply put...

Digital tools are programs, websites or online resources that can make tasks easier to complete.

Tools you might be familiar with:

Gmail & Slack for communications...

Facebook, Twitter, Instagram for social interaction...

Zoom & Meets for virtual conferencing...

BUT THERE'S SO MUCH MORE

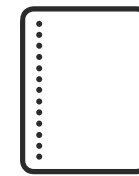
Digital Tool Categories



File Sharing & Storage

Easily share, store or collaborate files and documents.

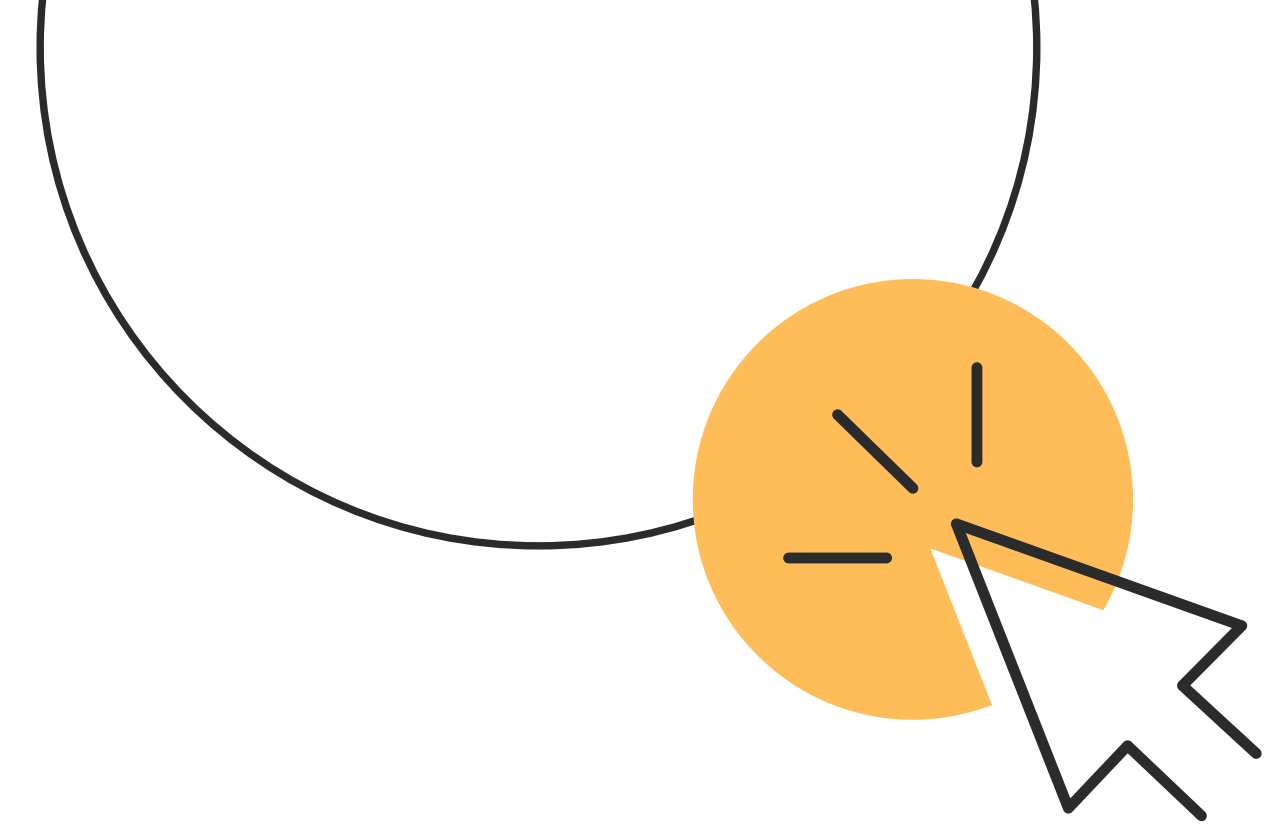
Examples: Google Drive, Dropbox, WeTransfer



Analytics

Measure, track, or analyze performance from a specific source (website, app, campaign). They help understand complex data so you can increase business results or impact.

Examples: Google Analytics, Sprout Social



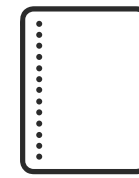
Digital Tool Categories



Social

Provides a platform to build, engage, or target your audience with content that is easily sharable. The emphasis is relationship building either through regularly scheduled content or engaging conversations.

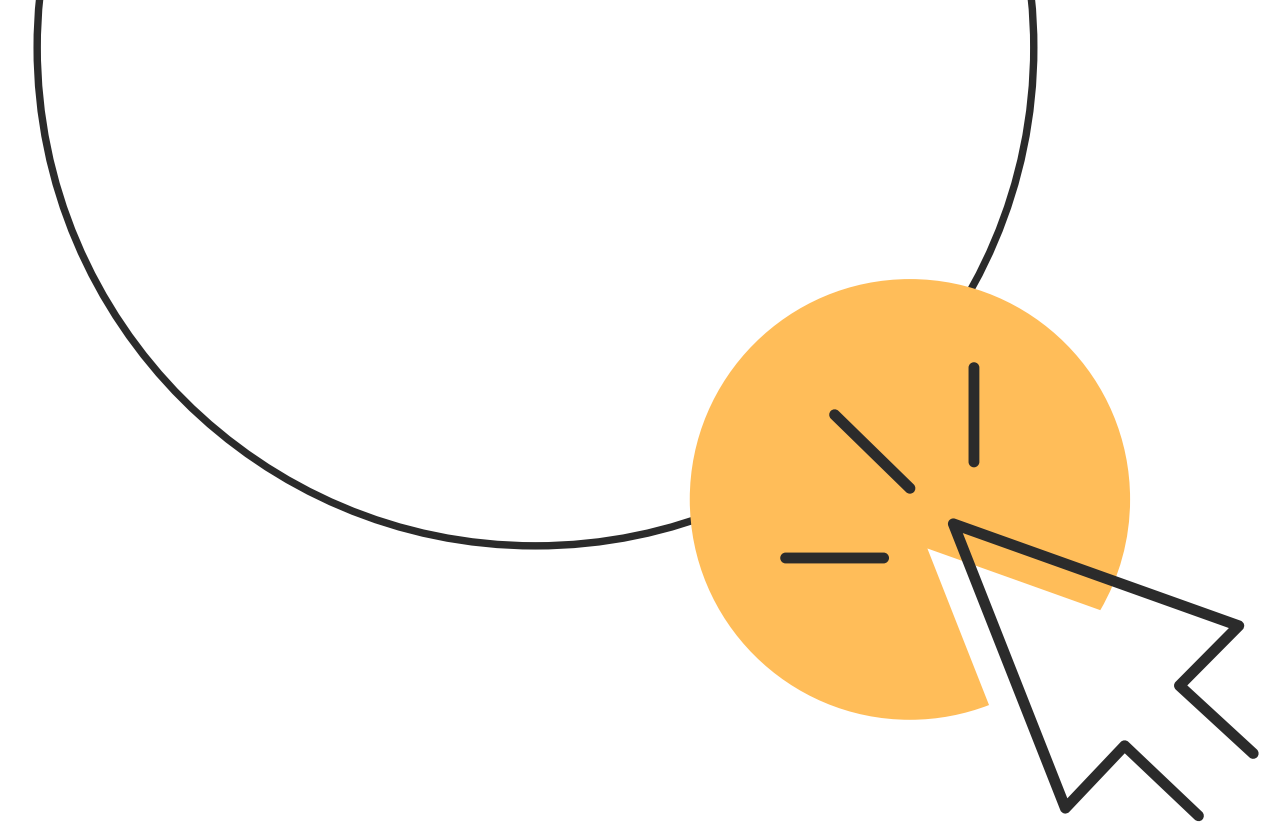
Examples: Instagram, Facebook, LinkedIn, TikTok



Email Marketing

Create, send, test, optimize, and report on email campaigns

Examples: MailChimp, Hubspot, Flodesk



Digital Tool Categories



Content Creation

Design tool for creating social media graphics, presentations, posters, documents and other visual content. Some may include ready to use templates.

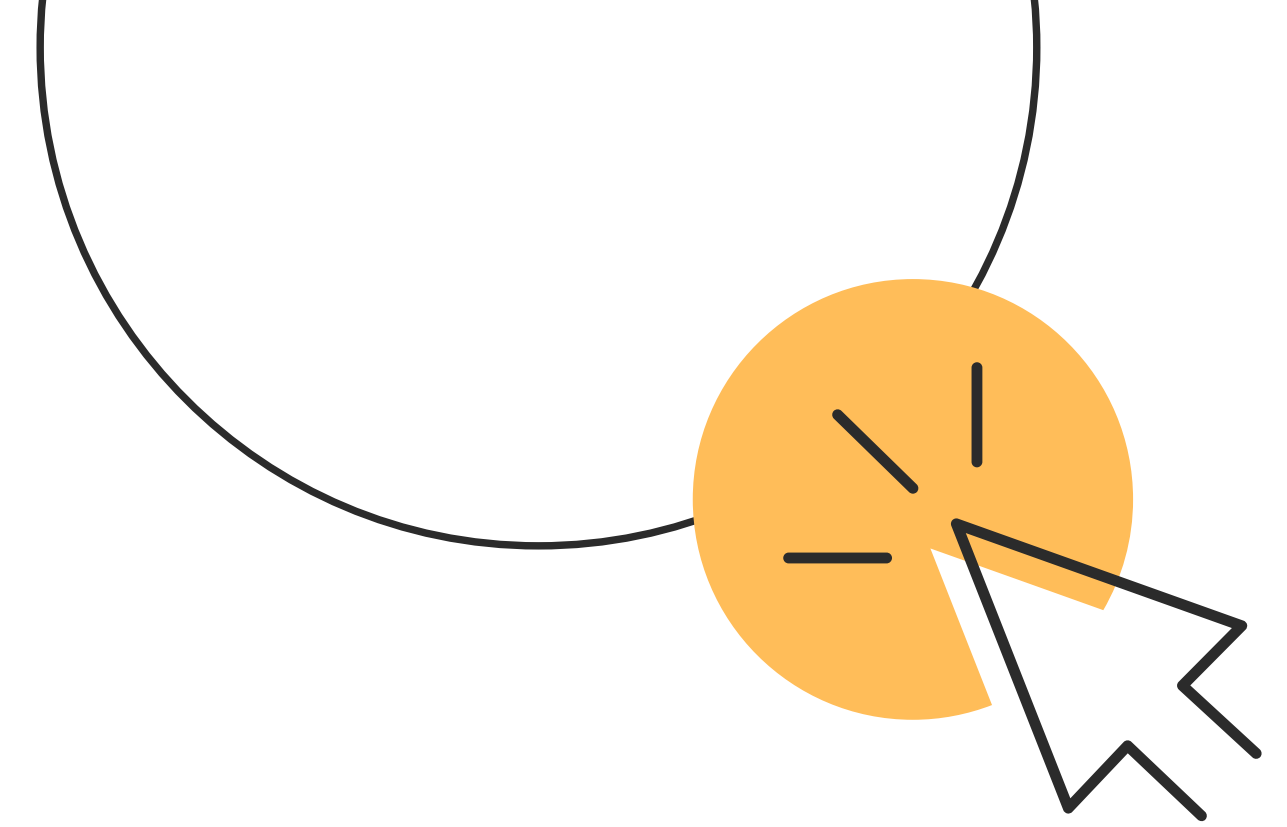
Examples: PicMonkey, Canva, Stencil, Ceros



Content Distribution

A platform that helps publish your content to specific audiences. The emphasis is making it easier for consumers to consume more content from the creator, which can generate leads or a consistent following.

Examples: YouTube, Vimeo, Medium, Wordpress, Kajabi



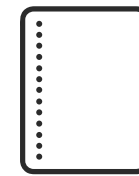
Digital Tool Categories



Communications

Sends messages to individuals or groups. You can also share files with messages and features for collaboration.

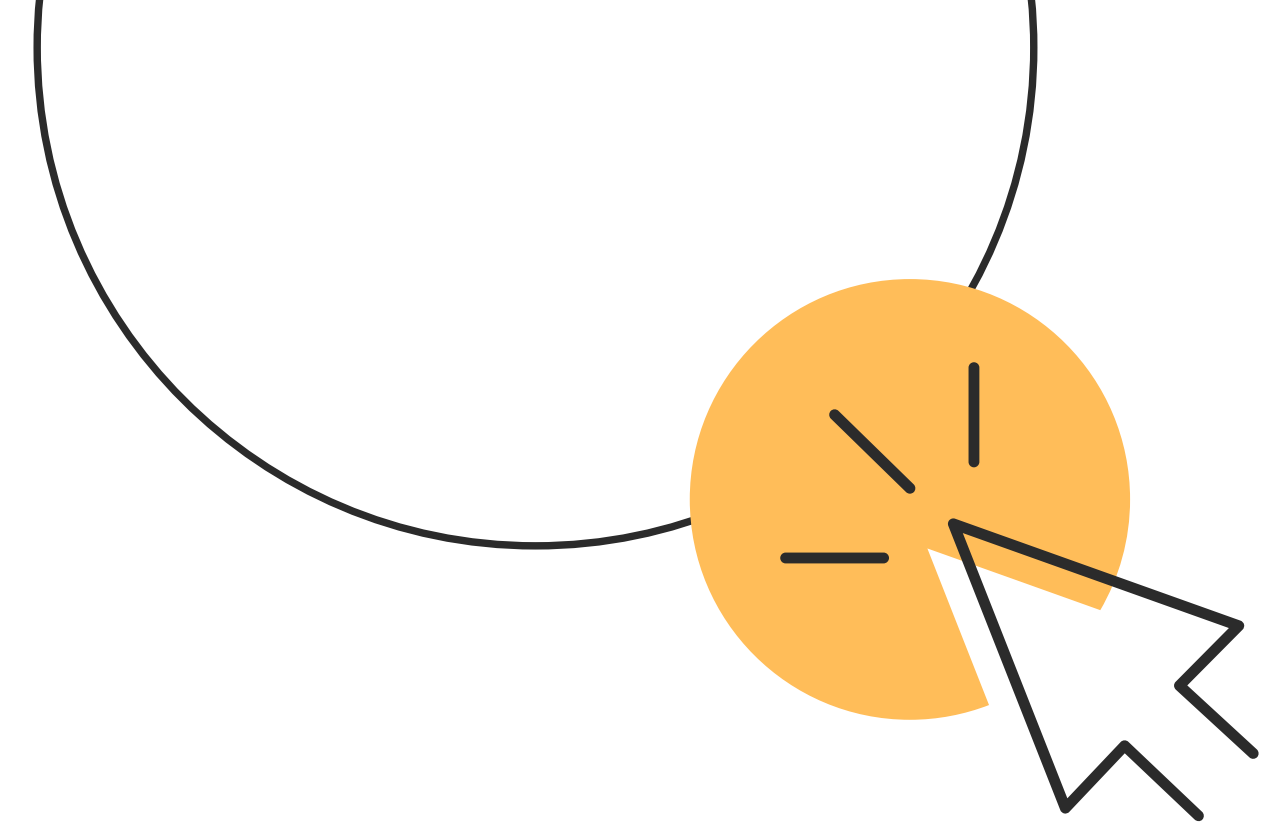
Examples: Slack, Google Chat, Facebook Messenger



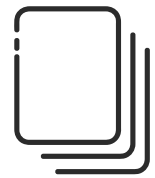
Forms & Surveys

Build forms and surveys, collects data and easily presents results for analysis.

Examples: Monkey Survey, Typeform



Digital Tool Categories



Project Management

Assist an individual or team to effectively organize work and manage projects and tasks.

Examples: Asana, Monday, Trello



Action Automation

Connect your current apps, tools and services. You can connect two or more to automate repetitive tasks without coding

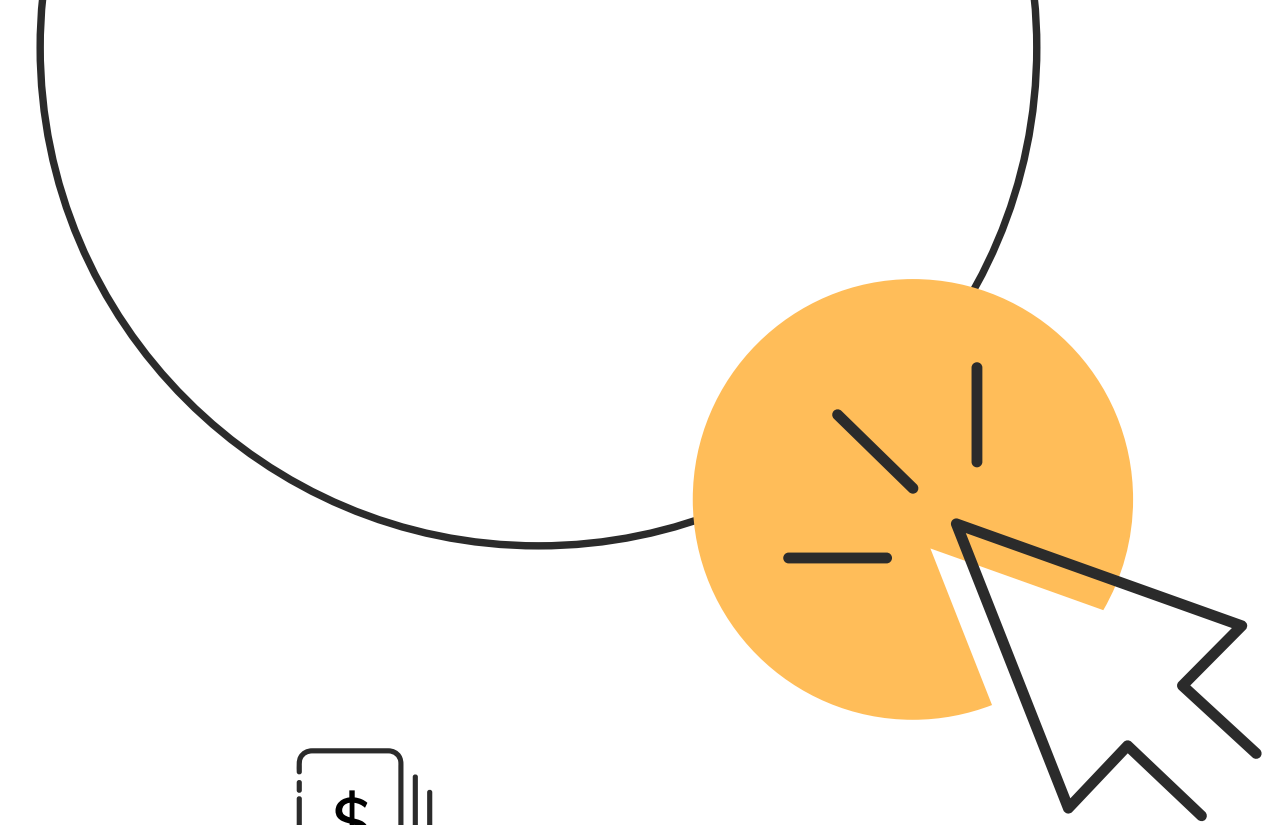
Examples: Zapier, Integromat



Payment

Easily request or send payment.

Examples: Square, PayPal, Bonsai



Tools do the heavy lifting...

Integration

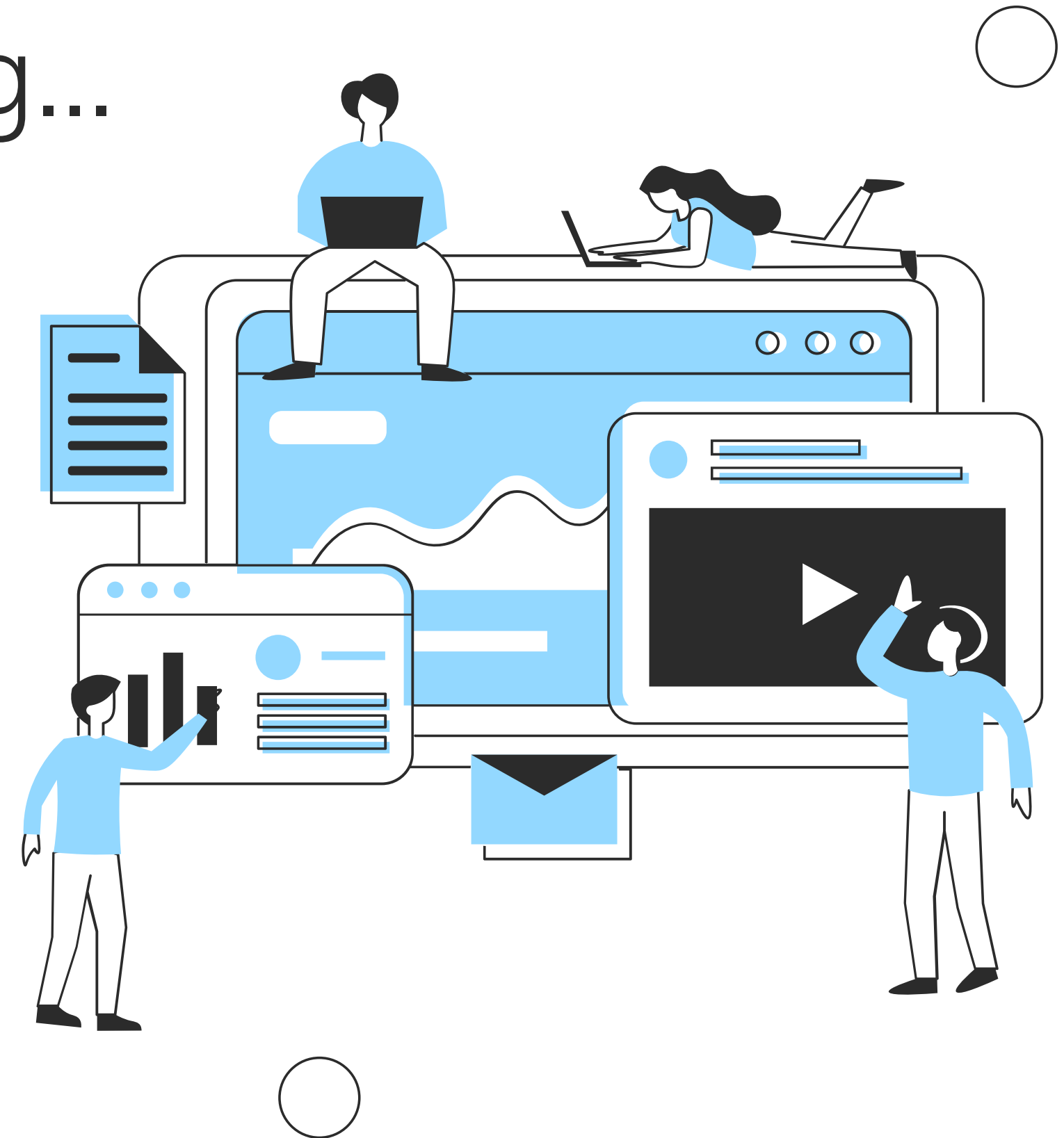
Some tools are 'integrated' or can sync with other tools, meaning they can be set up to transfer data from one tool to another seamlessly.

Example: I want Squarespace to seamlessly access Paypal while on my site so clients can purchase a session.

Automation

Some tools are made for automation so that you don't have to do manual input, documentation or communication.

Examples: I can create Coaching Plan Document using Typeform, and place it on my Squarespace website. When clients fill it out, it automatically creates a document in my Google account and send the client a confirmation email without me having to do anything during this transaction.



You're not alone...

Tutorials

Tutorials are commonly provided to help you get started or address common requests. Sometimes you can schedule a representative to directly guide you and your team through the tools' capabilities and how you can take full advantage of its services that cater to your specific needs.

Full Time Support

A help desk is available for you to email, call, or chat online to discuss any problems or issues that arise while using their tool. Premium plans come with white glove assistance.





Why should I know all of this?

Knowledge is power

Knowing your options and what's available to you can help you decide where to simplify your process and build your business

Time is money

Digital tools can help save a lot of time in your business by automating administrative work so you can spend more time in the areas that you enjoy or require more effort.

So, how do I know which digital tool to use?

ASK YOURSELF THESE TO CONNECT THE MISSING PIECES....

What are the things that I don't want to do?

Example:

I really don't want to go back and forth with a client to figure out when is the best time to meet, reschedule or cancel if things change last minute.

Are there parts of my business I want to save time?

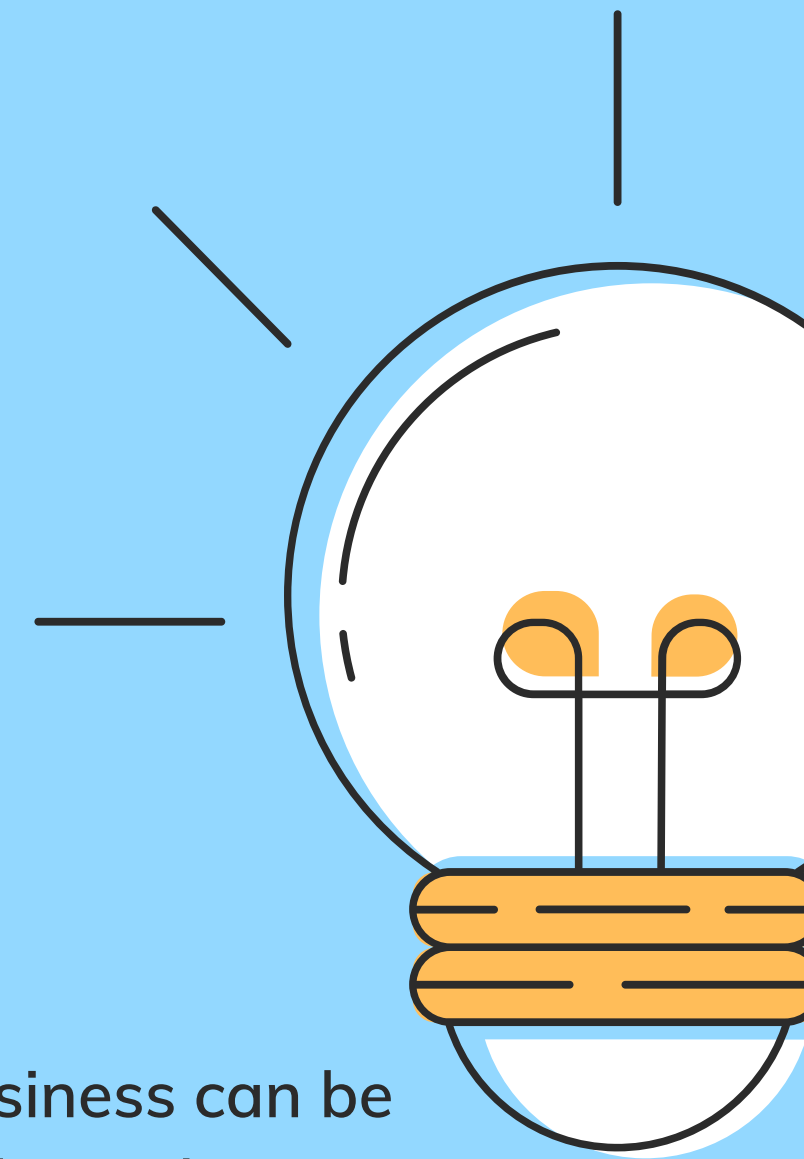
Example:

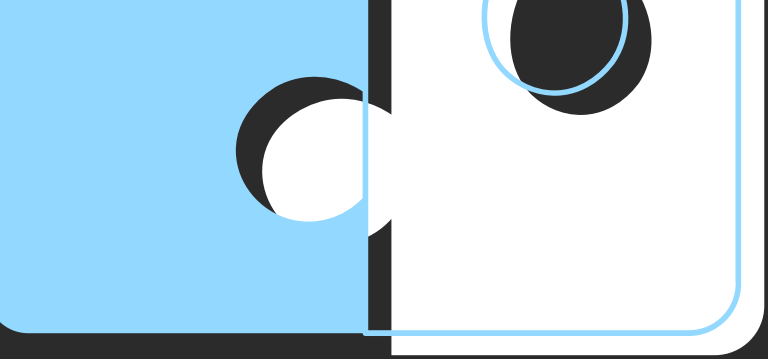
I don't want to spend time figuring out layouts or graphic for my site. I just want to plug and drop the content I need.

What parts of my business can be made easier where I have the support for the knowledge I lack?

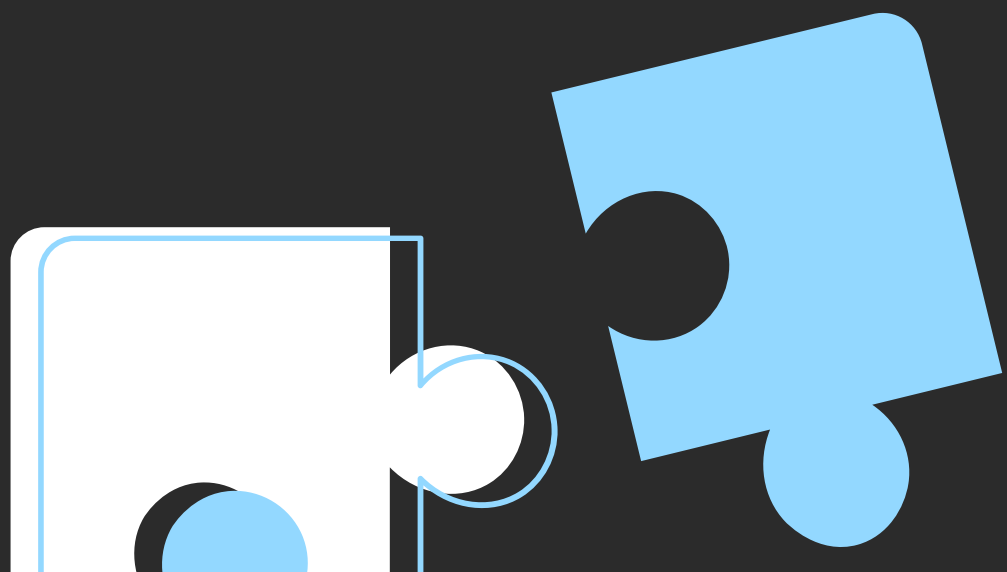
Example:

I want to start offering courses and workshops online but don't have the tech support or a website to support a learning portal.





Let's start building your site
and begin with simple tools





The Minimal Viable Product

WHERE TO START...

A Minimal Viable Product (MVP) is a product with enough features to attract early customers and validate your ideas





Your MVP

IF YOUR WEBSITE IS YOUR PRODUCT, WHAT ARE YOUR IDEAS?



Why will people use your website?

Is it to get to know what you do? Is it to get more information on your background? Is it a platform for your blog, podcast, videos?

What content do you have right now?

Assess what content you have available right now to address the reasons you want them to be on your site.

What content do you want to have in the future?

If applicable, what other types of digital content would you like to have?

How much time are you willing to put towards a digital presence?

Be honest with the amount of time and effort you want to put in to sustain the content you want to have.

What is completely necessary right now?

Assess the bare minimum of what you need to get the results you want.

Survey Says...

LET'S DEFINE THE COLLECTIVE MVP

Don't have a website but planning on creating one

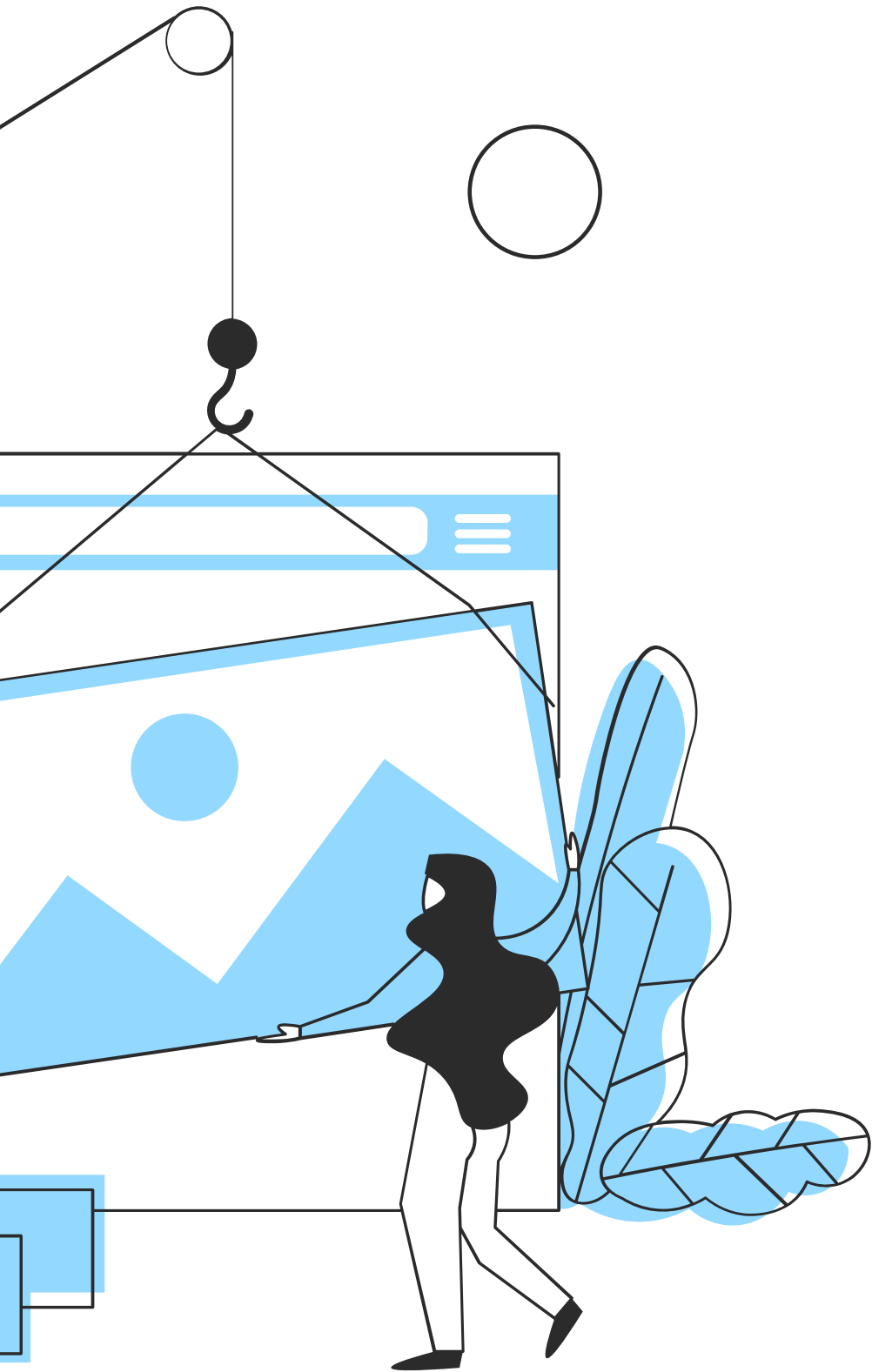
Great! Let's build a website.

In general, we're all just starting coaching business

Immediate basic needs are to inform clients who you are, what you do and quickly book a session

Nice to haves...

Automating forms, General Tools for Organizing



Tell a story with your site

A SINGLE LANDING PAGE CAN PROVIDE A LOT OF VALUE



You can reorder the content in any way that fits your message and business needs

Hi, How can I help?

Explain what you do

Now that you know what I do, learn more about who I am

Add biography

If you like what you see, here are different ways to work with me.

List all of your current offerings and link to an action button

If you have other questions, here are ways to connect with me.

Provide contact information

A dark gray background with several white geometric shapes: a large circle in the top-left corner, a small circle in the top-right corner, a small circle in the bottom-left area, and a large arc in the bottom-right corner.

SquareSpace and Calendly Demo



SQUARESPACE

Purchase a custom domain
directly from them

Easy to customize or use a
template from many options

Free stock photos or premium
imagery at cost

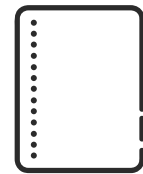
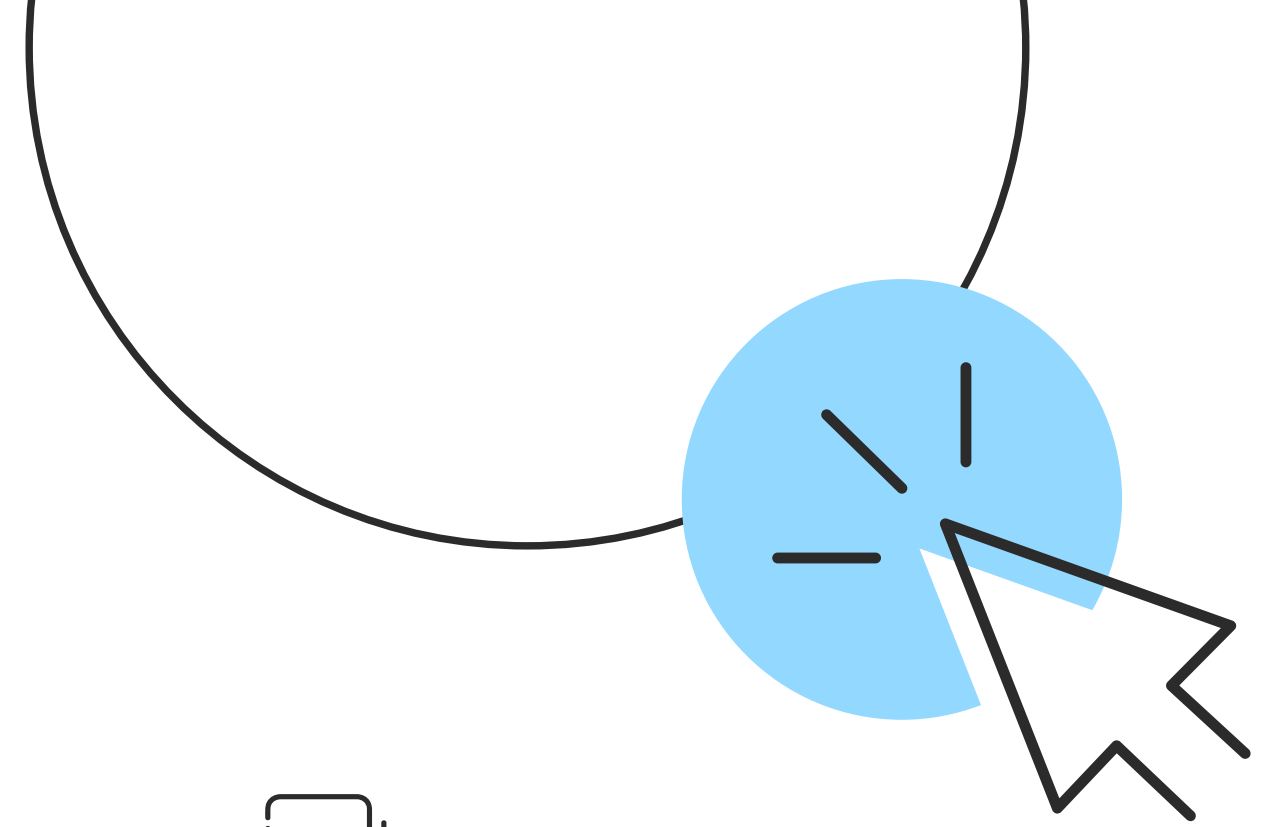
Automatically adapts to
mobile devices

Integrates with a lot of
popular digital tools

Easy to access help and large
tutorial library

Digital Tools I use

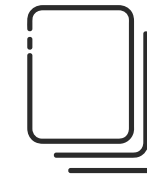
aileenbarrameda.com



SquareSpace



Calendly



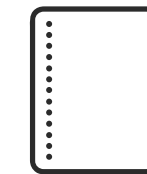
Google Suites



Canva



Typeform



Zapier

Lessons I've Learned

SOME FINAL NOTES...

You won't know everything, I didn't know what I needed until I got there.

There's a learning curve to everything. It will be uncomfortable but having knowledge is built and its digital presence is empowering and informative on how to shift.

Google is smart and amazing. Literally google "[What I need] tool" and you'll have a number of tools that can potentially fit what you're looking for.

An MVP doesn't just apply to websites, it applies to all of my decision making. Anything that seems too big, I whittle it down to bite size pieces. It's best to start out small, make it approachable and then build from there. A strong foundation is better than building fast and breaking later.

Sometimes, a website is just a website. Success can also be found off-line. So simple can be best.



Q&A

LET'S DISCUSS!

