

COPPER RIVER/PRINCE WILLIAM SOUND SALMON

DIRECT MARKETING

Digital Marketing & Communication



Key Points to Cover

WHAT THE GUIDELINES INCLUDE

Value Proposition

Images

Text

Design

Blog

Navigation

URL

Shopping Cart

Email Marketing

Social Media

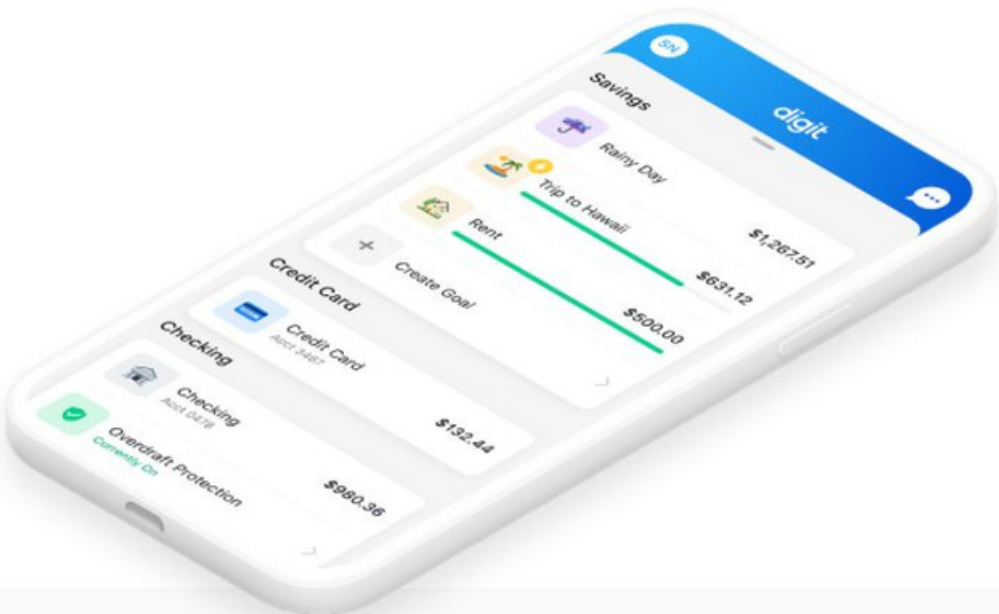
Value Proposition

digit Help Log In Sign Up

Reach your goals effortlessly with Digit

Digit helps you save, invest, pay off debt, and prevent overdrafts.

[Sign up now](#)

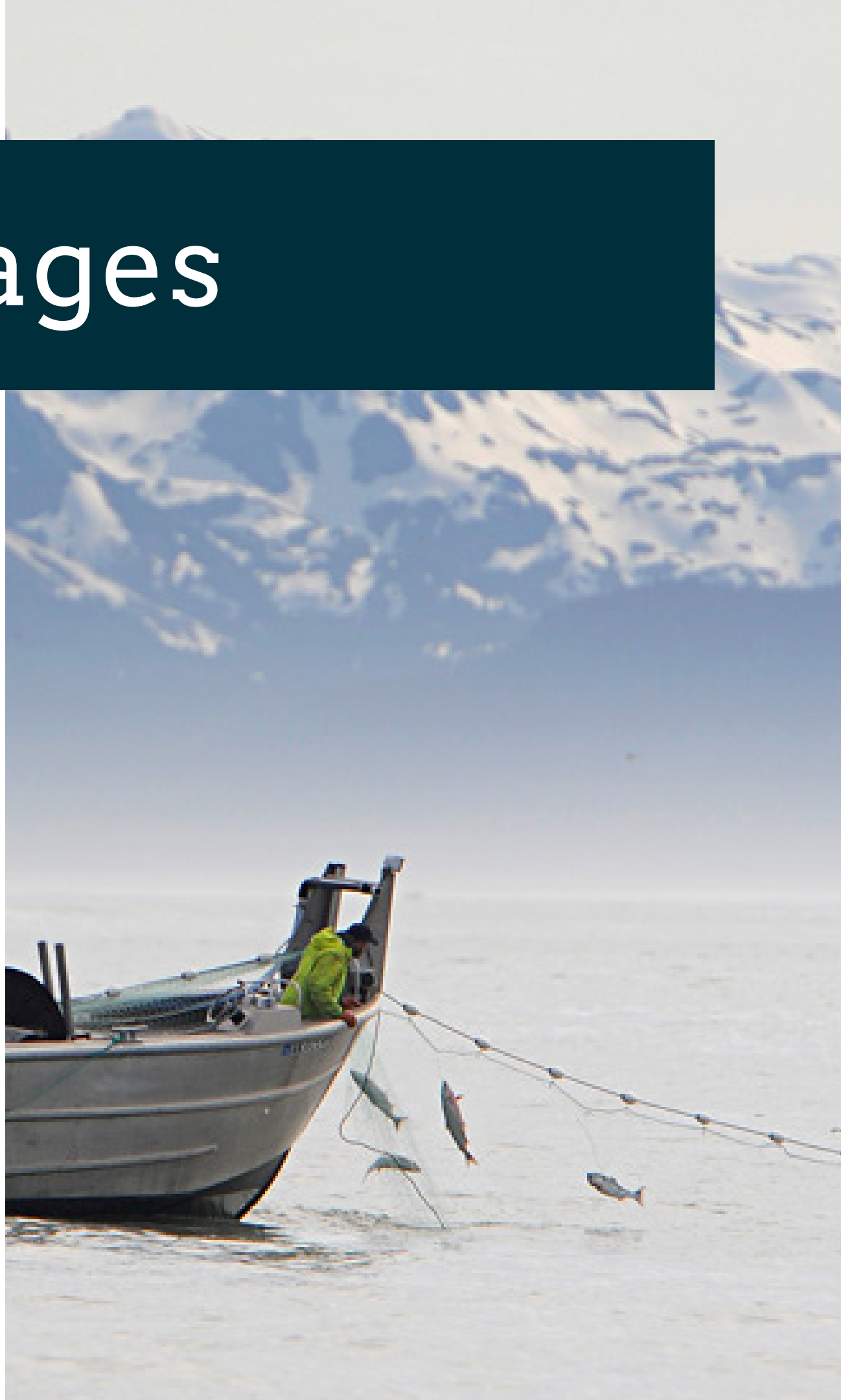


One app for all your goals

WHAT DO YOU OFFER?

- Immediately tell people what your business offers
 - Provide simple direction to purchase what you sell
 - Your customers should not have to scroll
 - Your customers should not have to visit another page
 - Your customers should not have to think about it

Images



WHAT AM I SEEING?

- Use professional looking images
 - No blurry or pixelated photos
 - Bad images dissuade potential customers
- Avoid using images featuring farmed salmon
 - Avoiding association with farmed salmon
 - Farmed salmon images cause confusion
- Use images in a meaningful way
 - Know all images have meaning
- Keep product photos consistent

Text

There are those who argue that rather than redesign your website, you should think about realigning it to your business strategy. On the surface, it's sound advice: there's absolutely no point in changing your website unless its alignment to your business is your primary aim.

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100%

150%

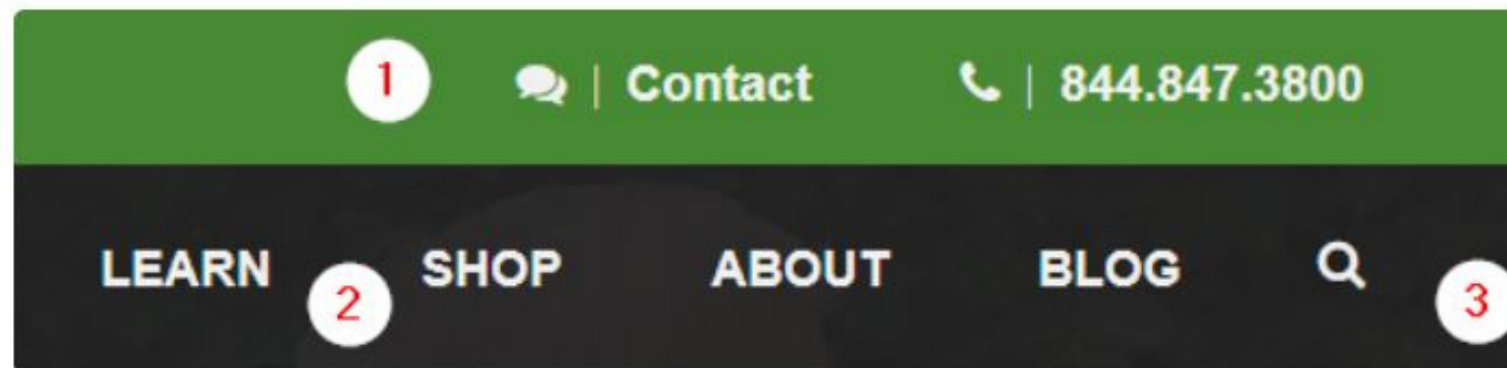
250%

CAN I READ IT? WILL I?

- Leave space around text
 - Make site look planned out
- Large enough to read
- Readability
 - Contrast
 - Font
- Avoid huge blocks of text
 - TLDR
- Consistency

Blog & Navigation

2. Ensurem



Here's the primary navigation for the website [Ensurem](#). It's very simple, but also highly intuitive.

1. Contact information is essential. You want it on every page of your site. This example shows two ways to get in touch with company representatives.
2. Here, we have the core pages of the site. The Learn and Shop links expand to show even more options and to narrow down what the visitor wants.
3. Again, there's a search bar. Allowing people to search your site saves them time and reduces your bounce rate.

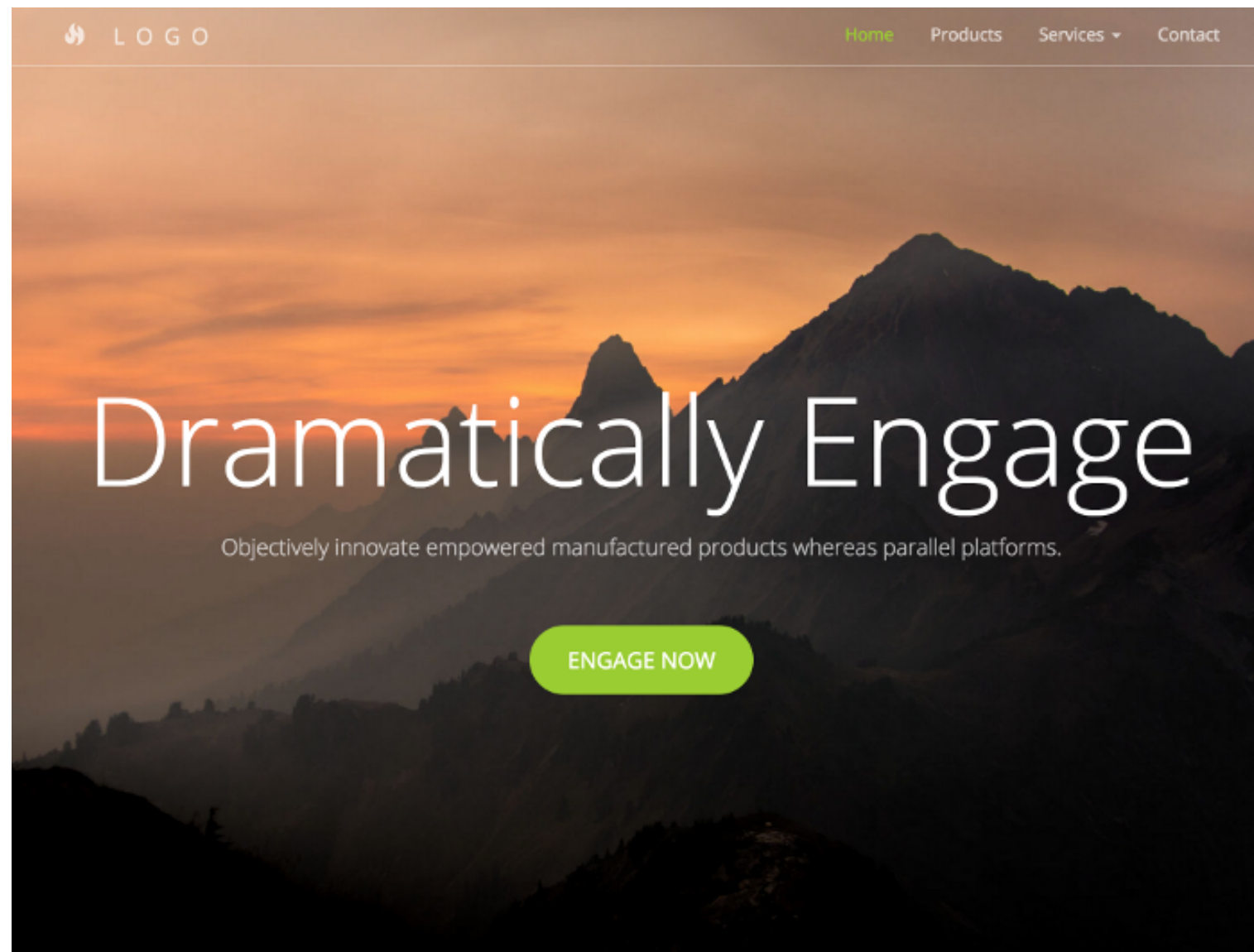
BLA BLA BLOGGING

- Well written blog posts
 - This is noticeable and important
- Update your blog
 - Everyone struggles with this
- Make it easy to read

NAVIGATION

- Should be intuitive
 - Direct your customers
- Make all options useful

Design



SIMPLICITY IS KEY

- Make your website design simple
 - Looks better
 - Easier to use
- Simplicity is luxurious
 - Remember, CRS is luxury seafood
- Remember previous tips

URL & Shopping Cart

SECURE YOUR URL


Relate your URL to your brand name

Forward outdated URLs to new

SHOPPING CART

- Make it easy for customers to give you their money
 - A phone call or email is not easy enough
 - If you had to email Amazon to ask about buying a phone charger, what would you do?

Email Marketing



BE THE FIRST

Sign up to get the latest recipes and news before everyone else!

Enter your First Name

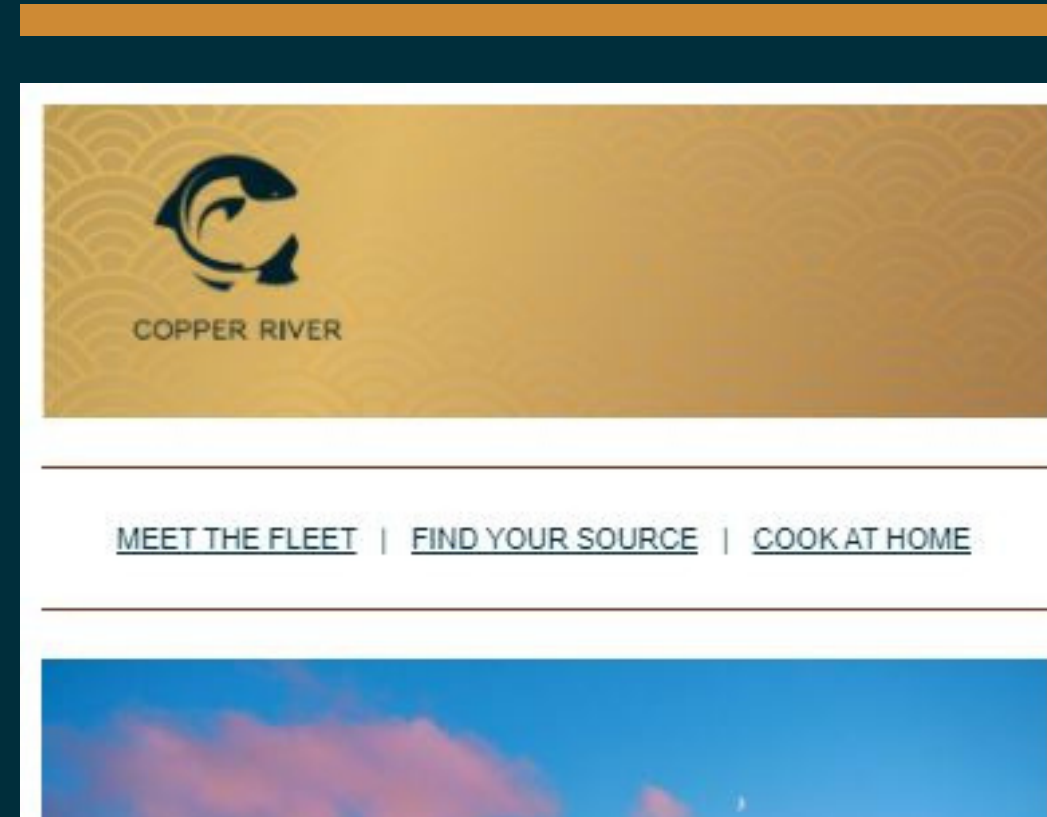
Enter your Last Name

Enter your Email Address

SUBMIT

EMAIL CAPTURE

- Have an email collection pop-up or form on your site
 - Gathering emails will be useful for future marketing



NEWSLETTER

- Think about doing a newsletter
 - Newsletter doesn't have to be monthly
 - Twice a season, beginning and end



SALES EMAILS

- Gathered emails will make selling leftover frozen salmon a breeze

Social Media

PLATFORMS

Use multiple platforms
Instagram and Facebook are expected

REPRESENTATION

Think about how you represent your brand
Separate your personal from your business

HANDLE

Register early, capture your handles
Even if you don't use the platform

DON'T EXPECT GROWTH

Limit your expectations
Social media is a place to maintain your audience, not expand it

Improvement

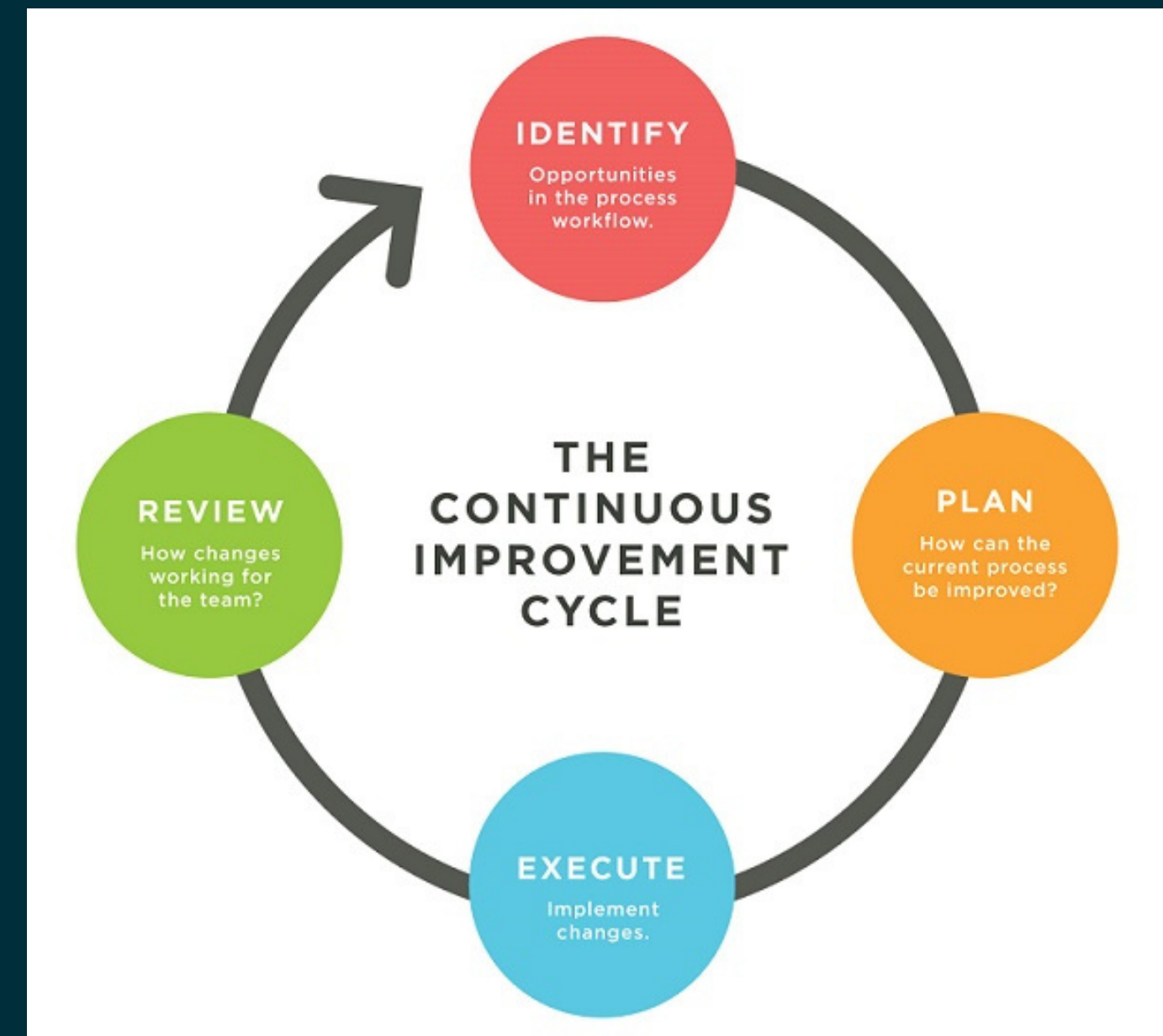
KAIZEN

Continuous improvement

Gradually making your site better

Spend 5 minutes every day thinking about your brand and marketing. How can they be better?

We're always working on our site.
We're always seeking to improve.

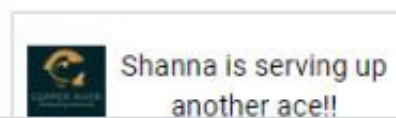




WORLD'S FINEST SALMON
COPPER RIVER
WILD ALASKA KING, SOCKEYE & COHO

#COPPERRIVERSALMON

ALL   





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COPPER RIVER SALMON

THE WORLD'S FINEST SALMON

LEARN WHERE TO

[BUY NOW](#)

Copper River Salmon

Every year, May marks the beginning of the Copper River Salmon season. Stretching through September, this season is awaited around the world for its renowned wild King, Sockeye, and Coho salmon.

These fantastic fish are the crown jewel of the salmon world. In preparation for their herculean

Valuable Contacts

FIVERR

Inexpensive design work

[LINK](#)

UPWORK

Like Fiverr, slightly upscale

[LINK](#)

SQUARESPACE

Simple website design + host

[LINK](#)

WORDPRESS

Advanced website building

[LINK](#)

MAILCHIMP

Simple email marketing

[LINK](#)

SQUARE

Simple online sales platform

[LINK](#)

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