



ELEVATE
SESSIONS **2025**

UNLOCKING POTENTIAL, EMPOWERING SUCCESS

YOUR DIGITAL FRONT DOOR

DESIGNING A WEBSITE THAT WORKS FOR YOU

PRESENTED BY



SPEAKER

WES ROCKWOOD

THERE ARE MANY PIECES TO DIGITAL PRESENCE

I will touch on these:

- Form VS Function
- The Platform(s) you use
- User Experience
- User Engagement
- Seo

A website can do many things.

It can inform people of your business and offerings, or it can function to accomplish a goal.

The goals of a website depend on your business or organization. A sale vs an inquiry. “Call now” vs “buy now”.

Every website has a primary function. And MANY have multiple.

- Buy a product
- Sign up for a newsletter
- Contact for a quote
- Inform about an event
- House forms or documents

The point is no website (or digital strategy) is one-size-fits-all.

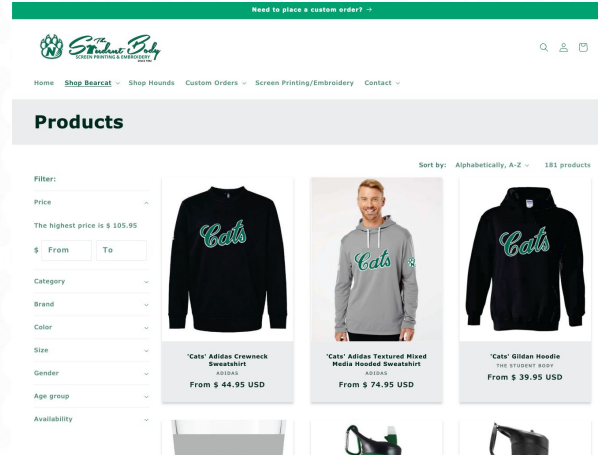
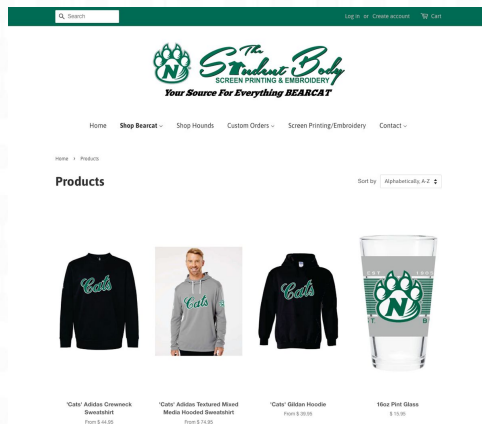
The goal of any website (and various web pages) is to entice users to complete that function or task.

- It can't be hard to do and it can't be hard to find.

The point is, you need clear calls to action. Attractive, but not cluttered.

Examples:

- Tapper Turf and Land - having issues with only getting calls for mowing and lawn care. Images were laying sod vs dirt work.
 - <https://tapperturf.com/>
- Student Body - just wanted to refresh, improve page for users.



Many platforms exist to establish and execute a website.

Or functions of your digital presence.

There isn't one that is perfect or necessarily better than the other. It's a matter of preference, cost, and it's dependent on each business's need.

- Some common ones for small business are Shopify, Wix, Squarespace, WordPress – more robust and customizable platforms exist as well and some that are customized to particular industries. All at varying price levels.
- But you may also use things for customer management, invoicing, etc.

And any platform will equip you to make improvements in some capacity. Some may be easier than others, but most of these platforms allow for the improvements I am presenting.

Most likely you may have multiple platforms to your digital presence (web host, social media, invoicing system, registration, inventory, digital store, etc).

How to they tie together? Is it hard for users to slide between platforms, or do they even notice?

The point is, make sure they work together for your users nicely. And shop around, there may be a more robust option for your specialty. And if one doesn't exist, work with someone who will build it for you.

UX is easy to overlook but important to stay up on.

USE YOUR SITE(S)/PLATFORMS LIKE A USER. How can you know the sticking points your customers are having without testing?

- user-friendly navigation?
- mobile responsive?

Design, photos, assets, UX (navigation and mobile ready), compelling content and clear calls to action all effect User Engagement.

Using design and enticing content keep people on the site a little longer and this leads to conversions.

The point is, make sure your content is broken up into digestible sections. Make them to the point and as clear as possible.

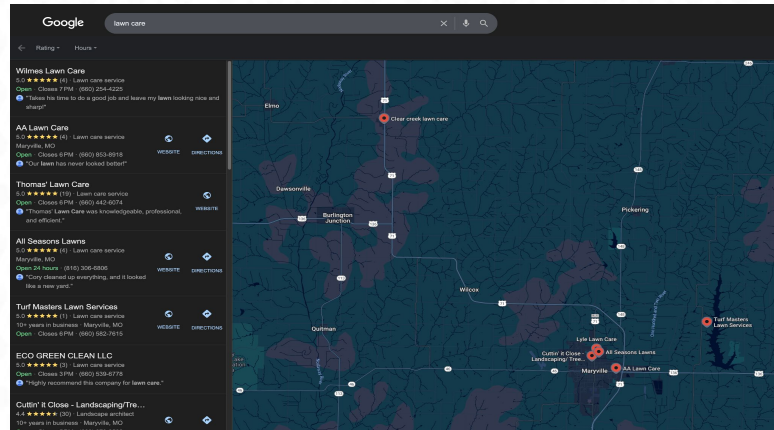
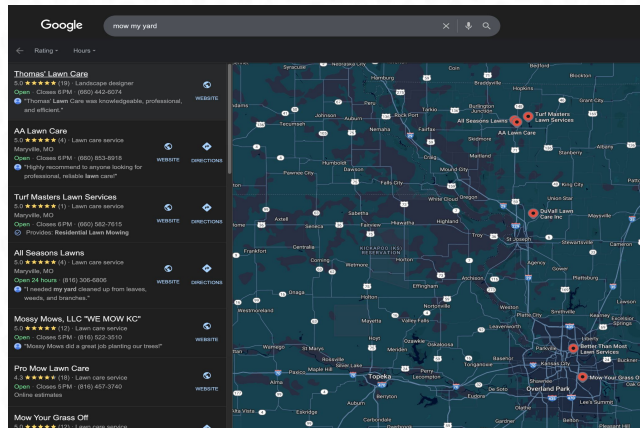
The fastest way to show up higher in google or bing? ADS. And even ads take optimization to perform well.

Search Engine Optimization is complex. Algorithms change and commonly even the best marketers still only have a “grasp of how google works” in order to make recommendations. There is no perfect answer only better.

Identifying what changes are most impactful paired with ongoing monitoring are where SEO can become more complicated.

Quick wins vs ongoing strategic initiatives.

- [Mow my yard](#) vs [Lawn Care](#)



The point is, Anyone in this room can make positive change to your site's SEO. Many improvements start simple.

- What do you want to show up for when someone searches for you?
- Make sure web page headings match ^search terms (tools like Google Search Console can give search insights)
- Set up Google Business Profile Manager, Bing Profile manager, ect to feed the search engines exactly what you want.

Digital presence has many parts and some get complicated and time consuming

But starting somewhere is better than ignoring it.

Form vs Function | The Platform(s) you use | User Experience | User Engagement | SEO

Questions?

SESSION BREAK

THE NEXT SESSION WILL BEGIN SHORTLY

THE ART OF ATTRACTION:

VISUAL BRANDING AND DESIGN ESSENTIALS

PRESENTED BY



SPEAKER

ASHLEE HENDRIX

BRANDING TELLS CUSTOMERS WHO YOU ARE

1. Do you have a logo that represents your business?
 - Is it clear, not pixelated?
 - Do you have a logo package created, in color, white, black etc.?
2. How about social accounts, using consistent logos, and background photos?

A messy presence can imply that your business is lacking quality

WHAT ARE WE KNOWN FOR?

For instance, we have 3 things we want to be known for

1. Quality service
2. Best experience
3. Technicians you can trust

Only choose 3 to 5 things for your brand to come out of your brand reinforcement.

Trying to be everything to everyone, just becomes noise.

WHO ARE OUR CUSTOMERS?

This can be varied based on your product but it's helpful to group our customers in different segments. An example:

- Traditional students
- Online students
- International students
- Transfer students
- Influencers (parents)

Take these personas and make some sales points that speak to these segments

MAIN BRANDING/SUB BRANDING

Branding colors

Take a handful of colors that correspond with your main color.
Use those to brand your sub brands or alternate segments

3-5 Colors max.

Branding fonts

3-5 Fonts max

The consistency makes you more recognizable.

LET IT BREATHE

Great design feels fresh and open

The most expensive brands allow for the brand to shine through with a strong image and the brand.

Be clear

If you are doing a special or offering something. Advertise for a few weeks and then move on. The market can get fatigued seeing the same from you on social media and it gets ignored.

DESIGN THAT GETS ATTENTION

Keep it simple

Use a clear one action image. Photography often helps draw the customer's eye. Often our brains filter out something if it looks like an ad.

Be authentic to you

Same for video. If using video, try teaching people something or providing a reminder for use case for your business like air filters should be changed every 6 months.

CUSTOMER TESTIMONIALS ARE POWERFUL

Ask for reviews for Google

Offer discounts for people who would do a testimonial for your business. This serves as an enhanced word of mouth advertisement that doesn't feel like an ad.

Double dip

Use those testimonials on your website and social media. Make a mix of video and stand alone.

DESIGN FOR BEAUTY AND FUNCTION

Giveaways/Yard Signs

Create items that folks will display like stickers, hats or yard signs to help share about your business.

Social Media Giveaways

Offer a contest for swag, like nice coolers, sweatshirts or bag chairs with your name on them for likes or shares. Or offer prizes for people who tag you using their products.

ROTATE MESSAGING AND MODES

Keep a campaign that reinforces your main points

If you want to get established. Play up your logo and tagline in a variety of video, motion graphics and static images.

Consistent messaging with imagery that looks like it's related

We see brands do this all the time. HyVee is always red and employee owned is somewhere in the ad. Nike swoosh is always black or white with powerful athletic imagery and just do it is a part of the theme.

DIGITAL TOOLS

Adobe Express or Canva

With these tools you can develop your brand templates and can remix from there.

Create a branding library

Schedule out your campaigns

Measure what works and remix it

**KEEP IT
SIMPLE &
IMPACTFUL**

ASK FOR HELP

Have a designer help on fiverr with a logo design/branding package

Work with chat GPT to develop what your sales points are.

Hire an intern to help with building out social campaigns and capture video.

SESSION BREAK

THE NEXT SESSION WILL BEGIN SHORTLY

MORE THAN LIKES:

BUILDING REAL CONNECTIONS THROUGH
SOCIAL MEDIA ENGAGEMENT

PRESENTED BY



SPEAKER

KALA DIXON

A LITTLE BIT ABOUT ME

Kala Dixon,
MBA



NORTHWEST
MISSOURI STATE
UNIVERSITY

- Graduated in 2021 with my M.B.A. from Northwest Missouri State University
- 6 years of social media experience
- My job roles at Northwest:
 - Social media management
 - Admissions marketing
 - Digital content creation
- *Fun fact: I was born into a small, family-owned business!*

TODAY'S ROADMAP

- What is social media marketing?
 - Quiz time
 - 4 Do's
 - 4 Don'ts
 - Questions?

WHY SOCIAL MEDIA MATTERS FOR SMALL BUSINESSES

- Over 4.2 billion active social media users worldwide
- Social media builds your brand – the first thing some people will see about your business
- Opportunity to reach new customers and engage with existing ones

WHAT IS THE AVERAGE ATTENTION SPAN OF GENERATION Z?

ANSWER: 8 SECONDS

(as compared to the Millennials, 12 seconds)

TRUE OR FALSE
CUSTOMERS OFTEN UTILIZE GOOGLE FOR
FINDING ANSWERS TO PRODUCT AND
SERVICE QUESTIONS?

ANSWER: TRUE...AND FALSE!

(50% use Google, 50% use social media for product research)

WHICH PLATFORM IS MOST POPULAR ACROSS GENERATIONS? (EXCLUDING GENERATION Z)

ANSWER: FACEBOOK
(Instagram is very high on the list too)

THE DO'S OF SOCIAL MEDIA MARKETING

1. BE CONSISTENT

Why:

- Consistency helps you stay ***top of mind*** and climb to the top of users' feeds.
- ***The algorithm is picky***
- Platform algorithms (such as Facebook) like to feature good and authentic content that they think users will engage with

How:

- Choose a realistic goal (e.g., post 2 times a week on Facebook).
- Use a content calendar to plan ahead (more on this later)

2. KNOW YOUR AUDIENCE

Why:

- Your content should cater to your ideal customer's needs and interests.

How:

- Understand the demographics (age, gender, location) and interests of your target audience.
- Use social media analytics to track what content resonates.
- **Meta Business Suite** shows statistics, "Audience," and "Demographics"

3. POST AUTHENTIC PHOTO AND VIDEO CONTENT

Why:

- Quality visuals catch attention and encourage engagement.

How:

- Don't reinvent the wheel - **use your iPhone** – authenticity is better than no content at all
- Apps like Facebook and Instagram have video editing software embedded within themselves
- If resources allow, hire a college intern
- Post a **mix of content** (images, videos, stories) to keep things fresh.
- *Example: a behind-the-scenes iPhone video of how a product is made*

4. TAKE ADVANTAGE OF FREE RESOURCES

Why:

- You don't need to spend a ton of money on social media

How:

- Tools to help: **Meta Business Suite** (free), Buffer for content scheduling (affordable)
- Utilize **ChatGPT** for content creation ideas
- Utilize Google customer reviews for quotes / testimonials on social media
- *Tip: Utilize the free **Adobe Express** when making graphics!*

CHATGPT EXAMPLE:

***“Make me a
content calendar
for my Lawn
Mowing business.”***

📅 Facebook Content Calendar – Lawn Mowing Business (Every Other Day for 30 Days)

| Day | Post Type | Topic / Caption | Visual Suggestion |
|-------|----------------------|--|---|
| Day 1 | Introduction | "🌿 Welcome to [Business Name]! We're your local pros for a clean, healthy lawn. Ready to mow?" | Friendly team photo or company logo with a nice lawn |
| Day 3 | Before & After | "Check out this transformation! 🏡 Who's next?" | Side-by-side before and after photos |
| Day 5 | Tip Tuesday | "💡 Lawn Tip: Mow high during summer to keep grass healthy and prevent weeds. 🌱" | Simple tip graphic or photo of healthy vs. scalped lawn |
| Day 7 | Customer Testimonial | "Thanks to [Customer Name] for this great feedback!" | Text on image + happy lawn photo |

Ask anything



Attach



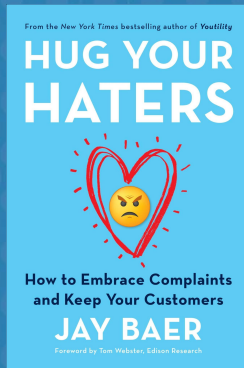
Search

Voice

THE DON'TS OF SOCIAL MEDIA MARKETING

DON'T

1. IGNORE NEGATIVE FEEDBACK



Why:

- Unresolved complaints can tarnish your reputation and create missed opportunities

What to do Instead:

- Address complaints publicly with professionalism and transparency
- "Haters are not your problem. . . . Ignoring them is." - Hug Your Haters
- ***“The most dangerous customers aren't your haters; they are the ‘meh’ in the middle, the dissatisfied customers who don't take the time to complain.”***
- Hug Your Haters

DON'T

2. UNDERESTIMATE THE POWER OF AUTHENTICITY

☆☆☆☆

Tonya L. Verified



Enormously oversized

So deeply disappointed that the XXS didn't remotely fit me. It looks ENORMOUS on me to the point of comical. For reference, I'm usually Lululemon size 0, or 2 when I want an oversized look. Such a pretty jacket, such DEEP disappointment! Plz consider size inclusion for small folks too!

7 15

>> **POPFLEX Team** replied:

Thank you for this feedback. We do try to be as inclusive as possible and we are sorry we missed the mark for you with this item. We will share your review with Cassey and the design team.

Why:

- People can see right through fake.

What to Do Instead:

- Be authentic in your customer feedback – no robots here!
- Admit fault when needed

DON'T

3. BE UPSET IF SOMETHING DOESN'T GO VIRAL



Why:

- The algorithm is a beast. It is often hard to predict what will go viral

What to do Instead:

- Keep being **consistent** and know people are seeing your posts.

DON'T

4. POST LENGTHY OR OVERLY COMPLICATED POSTS

Why:

- The attention spans of potential customers is **minimal**

What to do Instead:

- Keep content short and sweet and simplify
- Use visual elements when able
- Create a call to action when appropriate

GOOD



Northwest Missouri State University

Public

Introducing our new Social Media Major! 🥳 Students interested in creating content, capturing digital assets and building a brand are PERFECT candidates for this program. Click to learn more!

<https://www.nwmissouri.edu/>



Edit

Add photos/videos



NEW MAJOR!

SOCIAL MEDIA MANAGEMENT



New for
Fall 2026



BAD



Northwest Missouri State University

Public

New this year is the Social Media Management major! If your student enjoys managing content, taking photos and videos, responding to customer concerns and more, this could be the major for them. This 90-credit hour program entails a variety of courses, including: Writing 101, Social Media Management, Style and Mechanics, Syntax and more. Students in this major are given all the tools they need to succeed after graduation!



- Too many words in post
- No **visual element** to catch attention
- No use of emojis
- No call to action for the viewer

GREAT ACCOUNTS TO FOLLOW ALONG

- **DuoLingo**
- **University of Michigan**
- **Mizzou**
- **PopFlex**
- **National Park Service**

QUESTIONS?

THANK YOU FOR ATTENDING

PLEASE JOIN US AT 4:30PM AT BURNY'S FOR NETWORKING &
HAPPY HOUR ON THE UPPER DECK

PRESENTED BY



THANK YOU TO OUR SPONSORS

