



January 24, 2023--Preconference Workshop: Digital Marketing Strategies for Local Compost Businesses

Summary and topics covered:

- Google Business practices for increased local visibility.
- How to create a content recycling process.
- Solving participants' concrete marketing problems.

Expected learning outcomes:

- Optimize a Google Business profile and understand how Google Business impacts your organic search rankings.
- Stress free method to publish content on a regular basis, to multiple channels.
- Set goals for 2023.

Instructor: Tim Steckel

Fee: \$237 for USCC members, \$292 for nonmembers

CCOM™/CCP™ PDHs: 3.5

Duration: 1:00 p.m. – 4:30 p.m.

Agenda:

- Welcome, get together, quick introduction of participants. Setting expectations.
- What is Google Business and why is it important for local businesses?
- Ideas & goals, open discussion and Q&A.
- Quick Break / Networking with other participants.
- Content Recycling Process. How should I approach content making in 2023?
- Compost content mastermind breakout sessions.
- Closing the workshop. Time for reflection.

Workshop Preparation

Google Business

Please be prepared to work on your Google Business profile during the workshop. Bring a laptop and have your login data ready. If you aren't the account owner, please ask them to designate your Google account as [a] manager.

If you haven't created a Google Business profile yet, please do so prior to the workshop.

Visit: www.google.com/business and register your business. Your listing won't be published until you confirm the location.

It takes up to 7 business days to receive a postcard with a verification code. Ideally, complete this part prior to the workshop or bring the postcard to the workshop.

It's not obligatory; you can also work within a document and add the information at a later point in time.

Digital Contact

Please send an email to hot@compost-marketing.com with the URL of your most current "link tree" that lists your social profiles. If you aren't using a link tree, pick your most preferred URL for contacting you.

About the Instructor:

Tim Steckel is a Digital Marketing Expert and Founder of Compost Marketing Agency. He holds a Bachelor's in Business Administration / Service Management from Harz University of Applied Sciences (Wernigerode, Germany).

He is an active participant in the Ohio Compost Council and an USCC Young Professional.

His clients value the integrative approach he takes to solve complex marketing problems. Involved in startups and established businesses, Tim knows the challenges that entrepreneurs face in today's digital marketplaces. His professional goal is to #makecompostmainstream.

Tim's marketing expertise includes ranking pages #1 on Google, marketing automation, email marketing, copywriting, marketing strategies for small businesses and integrated marketing.

Tim has diverted over 15,000lbs of food scraps from his neighbors with a micro-compost collection in his driveway. He raises compost worms and holds vermicomposting workshops.

Tim has a passion for soil microbes and using the microscope to assess compost samples. Connect with Tim Steckel on LinkedIn: <https://www.linkedin.com/in/steckeltim>