



# *Riding the Wave*

## Annual Marketing Breakfast

Presented by Ocean Beach Mainstreet  
Association

*Helping local Ocean Beach business  
owners stay afloat and navigate the  
treacherous waves of COVID-19.*



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# Today's Agenda

- Business Update Checklist
- Free Social Media Marketing Resources
- Content Ideas For When You're Fresh Out of Ideas



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# Business Update Checklist

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- Change your website hours
- Change your hours on social profiles
  - Create highlights of stories listing your current hours with the update date on your Instagram account
- Update your hours on your Google My Business account
- Update hours on your Yelp account
- Update hours on third party delivery sites: Doordash, Grubhub, Postmates, UberEats
- Every time that you change your hours or have any update to a change of service (indoor or outdoor) post about it on social media in the form of a story and post



# Free Social Media Marketing Resources



crello



mailchimp

Canva

Crello

Planoly

Later

Mailchimp

*(content creation)*

*(content creation)*

*(content scheduling)*

*(content scheduling)*

*(B2C marketing)*



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# Content Ideas For When You Are Fresh Out of Ideas

- Top Tips for What You Do
- Hit Them with the Facts
- Answer a FAQ
- Get Real
- Social Proof (testimonial)
- Company Culture
- Relatable Quotes
- Stock Imagery
- Most importantly: *Listen to your followers.*
- Use insights and analytics to see what content



# Reminder! Exclusive Member Opportunities

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## FREE ONLINE DIRECTORY LISTINGS:

The OBMA will be updating the online directory in the spring of 2021

## MEMBER RESOURCES:

Member resources are sent out regularly through e-news, along with being located on our website under Member Resources

## FREE SPECIAL ANNOUNCEMENTS:

In digital newsletter, OBMA website under local news, and through our social media channels

## FREE SOCIAL MEDIA UPDATES:

Send in your events and promotions to be included in our social media updates

## NEWSLETTER INSERTS:

Provide OBMA with a high-resolution PDF to be include in our digital monthly newsletter  
\$50/insert

## WEBSITE ADVERTISING:

A large or medium banner ad on our website, with 40K view per month  
\$450-\$600 for six months

## CO-OP ADVERTISING:

Advertise for a discounted rate with the Beacon and Point Loma-OB Monthly magazine  
Fee varies

## SUNDOWNERS:

Attend and/or host fun mixers to meet other local business owners. Hopefully we will meet again soon.  
We miss seeing everyone!



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# Thank You for Joining Us Today!

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Please don't hesitate to reach out to the  
Ocean Beach MainStreet Association team.

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