**Don’t Let Marketing Bite You: 4 Ways to Reach More Customers**

Please stand by for realtime captions. >> Welcome to the webinar. My name is Alexa Elliott and I am a webinar producer here at SCORE. I will be your host for the webinar session. We are joined today by Amanda Brinkman who is a small business marketing expert and chief branded communications officer at Deluxe Corporation. Amanda is also the creator, producer, and star at the acclaimed series small business revolution Main Street. Currently streaming on

Hulu and small business revolution. Today she will be presenting don't let marketing by you. Before we get started and I turn the session to Amanda I would like to make mention of a few housekeeping items. Today's webinar will last one hour. The presentation is recorded. The link to the recording and Amanda's slides will be sent in a follow-up email to all of the participants. We have set aside time for Q&A at the end of the presentation. If you have any questions throughout the presentation, please submit them using the chat feature located on the left-hand side of your stream - - screen. Make sure to keep an eye on the chat area. The SCORE team will be sending out relevant links and other information throughout the webinar.

We offer closed captioning. You can go to captioned text.com and enter event code 3212584. Lastly we invite you to log into Twitter where you can shared tips from the webinar and interact by using hashtag score webinar.

We would like to begin. Don't let marketing by you : four ways to reach more customers. Hello and thank you for being with us, Amanda. I will turn the session to you.

Thank you. Happy to be here. Today I want to talk about for ways to reach more customers. We are going to use for case studies from businesses that received funding from Shark Tank. To give you a background as to how we supported these businesses I want to tell you about Deluxe Corporation. Since 1915 we've been in the business of helping small businesses and financial institutions be successful. Our legacy is in the track - -

check printing space. For over 100 years we've helped small business with the operating side of the business. Business forms checks and how they got paid and paid others. Over the years we have evolved alongside these businesses and offer a full sweep of marketing services. The reason we got into this is in working with small businesses all these years you noticed how much of a struggle marketing was for business owners. Many of you who are small business owners in the webinar probably didn't start your business because you couldn't wait to figure out how it impacted your [Indiscernible] or why your website was important because you couldn't wait to design your logo. These are all important aspects of growing and running your business. We wanted to help you because we loved working with you

because we could get back to doing what we love. Now we help business with everything from logo design building restoration email marketing printed business cards anything they really need to market and grow their business. As we entered into our hundredth year in 2015 we wanted to do something special to honor the small business community. We genuinely love working with small businesses. We love what they do for our country and how important they are for the communities. In our hundredth year he wanted to honor them rather than just making something ourselves. We started the movement called the small business revolution. We went across the country and told the stories of 100 small businesses and we did this in the hopes to create a movement to inspire more people to support small businesses in their community. We put a [Indiscernible] and it would remind people that the small businesses are what made the neighborhoods and towns great. We featured these stories online. We told them through film and photo essays and social media and the momentum was growing. People rallied around the movement. We wanted to create a longer form document that really told and was a point of view piece on the importance that small businesses play in our country and to our economy. And in putting that documentary together we worked with a handful of experts to help add some weight and expertise. We had people like the SDA administrator a Harvard business of ministry on economic development. We approached Robert Herjavec from Shark Tank. We all love the show. We love being inspired by the show and dream of getting investments like this. We thought the perspective of someone from that position one who was an investor in small business would add an interesting point of view to our documentary. In working with Robert on putting the documentary together he learned more about Deluxe. He thought this could be an advantage to him to have the weight of someone like a Deluxe company who works with 4 1/2 businesses. Today we'll talk about that. First I want to give you a sense of the documentary. I give you a peek and a short real for the documentary and we will talk about what we learned in working with these. >>

2008 was the eye of the hurricane. Large companies had 5000 employed, 20,000 in place. We had one foot over the edge looking into the abyss.

What happened as a result of the industrial capitalism is fewer companies are coming to dominate more and more the economy picks

When you have a diminishing middle-class with a few halves and many have-nots, you see tyranny. You see a social upheaval. >> In times of crisis they go one of two ways either becomes Lord of the flies are your rally around and support. Small businesses have the capacity to generate that kind of banding together.

I do not think people really understand how big of an impact small businesses make our nation's economy picks

They've always been the primary source of job creation.

They are not hiring people abroad the people in the neighborhood.

I went into this business to create a culture where employees were treated well.

It's always a matter of fact here comes another small business and another small business.

I am seeing to try come back I want to be part of it. >> New Orleans, Detroit, small businesses are bringing countries back to light.

Guess what there was no bailout. With to rescue ourselves.

Everyone should think hard about how we grow the country. The power and policy making sits with big business even though small introduce more to the economy.

Building an economy based on values is important. >> It allows you to know who build your furniture how your closer made picks

It's not just about a kid with a lemonade stand. It's about people with diverse background and livable wages.

It's revolution. Small businesses are revolution.

Every time you see a successful small business someone made a courageous decision.

It's what I believe in. These are my standards. I am proud.

Small business is not small. It's huge. >> I will give you a sense for the spirit of the small business revolution. It's transitioned into a show as was mentioned it's on Hulu and small business revolution.org. For the purpose of today what we want to talk about was what happens after you get that investment on Shark Tank. I think a lot of people when they watch the show they are inspired and they wonder what it would feel like to get the investment. Businesses look like they are in such great shape. They may regard they are. They made it either this far or they have a great idea. They found success. A lot of businesses are still struggling with the same thing they see all the other small businesses they work with. They are struggling with the markets and challenges. Even more show [Indiscernible] so after the investment some pieces of marketing are more important. They have to find them online and have to have a firm presence. Robert felt like this would be a differentiator for him for those of you who have watch the show Lori loves to talk about her big box connection and they like to talk about allowing

to invest. Robert want to have a differentiator. He wanted to be the one that if he invests in you he would have the marketing power of Deluxe behind him. That would mean you would be that much more successful. We were happy to help him in the businesses he invested in. What was interesting as some of the things they struggled with are the same thing small businesses across the country are struggling with. Just because you get the investment doesn't mean everything is figured out from a business perspective. Some of the most common points we saw her up on the screen. It's about identifying your targets and who you try to go after. Building relationships not only with new perspective customers but existing ones. The importance of getting found online having searched. Patty find new customers? How do you continue to build the brands? Some of this may sound familiar to you. It was interesting that these are things that the businesses were struggling with. I will walk you through three businesses we invested in in Shark Tank and talk about them in terms of one of the business problems we solve. We will talk about how we approach the problem and some results. The first business we helped was called Natural Grip. The owner Ashley Drake was getting into the scene. Her hands were getting ripped up it was preventing her from getting to the gym. She felt like there had to be a better way she was surprised there weren't other solutions. For people suffering from this as well. She really wanted to do something about it. Her and her husband set out to create homemade handgrips to get her back to the gym. What they didn't realize when they were putting these together is that they had developed a prototype that would eventually revolutionize hand protection in this elite fitness industry. Nearly 5 years later the company is focused on reaching $1 million in sales. Thanks in part to this investment by Robert. I want to show you a clip of each of these [Indiscernible] we have these case studies on our blog and we have longer form videos that walk you through the case studies. For each of the case studies we will show you a clip of how we work with them. On the other side will walk you through the process. >> You have to know the cadence of your customer. The challenges the word is becoming so noisy how do you find it?

My name is Ashley Drake I am Natural Gripthe CEO of the were refined challenges using social media power. >> She knew she wanted to reach but didn't know how to get to it. We helped her use social media to hone in and target that specifically. >> So with Natural Grip the main problem we help them solve is how you reach customers. In the unique fitness industry is going. We knew there was a sizable market for her to go after. She didn't know how to connect with them. We wanted to help her do it in a cost-effective way.

One of the things we did for her was a plan to help develop a cost-effective Facebook ad campaign. We would take 30 days, a $500 budget and pass 32 ads. We did it by reviewing the Natural Grip digital footprint and what they had. We identified the opportunity to tap into this staff and growing across community using the power of Facebook's advertising platform. Given the huge audience and targeting capabilities advertising on this platform for small businesses it's a powerful way to build strong relationships with both existing and new customers. That's important. She had a great customer base already and also needs to grow new customers. With this $500 budget the social media strategist at Deluxe developed a 30 day multi-ad campaign designed to do that. To optimize every dollar in the campaign we developed a series of 32 ads using multiple variations of images and copy to dial in and test the right messaging in order to reach the audience. I will walk you through the process of how we tested the message and built and segmented the audience and how we tested different messaging formats.

First it was about testing multiple ad combinations. We set out to refine and create the ads and hone in on messaging. Some of the ads were geared to existing customers. These included images and copy that understood what the fans did that had familiarity with the product. We didn't need to re-explain how the product work. Then these phrases more like did you remember your grip? We couple that with relevant challenges or offers that encouraged fans to reorder reps either on their newly built storefront or on their actual website. Other as aimed at securing potential fan. These need to be more descriptive about what the grip was because these were new audiences. These included copying video footage that was more introductory in nature. Deluxe used video because it was a way to let [Indiscernible] and see the Natural Grip in action. This is one of those product. If you are looking at testing photo or video and how they [Indiscernible] think about how the product and service and if it's faster to see an action video is going to perform better for you than photo and copy.

The next thing was we had to build an audience. It was all about finding the target audience. In order to connect with the audience, we served ads to several groups to test the various combinations and find which one was the most efficient. For the custom audience, the ones we knew about we uploaded the Natural Grip email to Facebook. We could run a quick mass to identify existing customers with an active Facebook profile targeting a portion of the ad budget. For the new audience we tapped into Facebook's detailed targeting options and zeroed in on connecting the Natural Grip adds to a fresh new audience based on interest. Facebook interests are identified by what people like and what they share in their timelines and pages and other factors such as straightforward demographics like age, gender, and location. Then it was about seeing how it came together . The results were wildly optimize the ads for the 30 day plan the analysis at the end of the campaign revealed two successful combinations. First the video ad outperformed image only ads for brand awareness. With that new audience. Help to see the product in action. This garnered 60,000 impressions with only an $83 investment. Nearly 1/3 of the ads generated a video of at least three seconds or more which meant that 20,000 people saw footage of the Natural Grip in action for less than a penny a view.

We were pleased. The image only ads perform better at generating direct traffic coverage to the Natural Grip website. For just under $.15 per click they use the page and [Indiscernible] to Brad - - browse the website. Our conclusion was we recommended the

Natural Grip continue to invest about $100 a week in Facebook ads to generate brand awareness. And to focus on direct online sales from existing customers. The rewarding part is that as you felt like somebody business owners that her and her husband were left alone to sort this out. There are experts at making the hand protection product not on social media. By working with a partner it saved her time and made the marketing more effective. We find this I was small businesses that to rely on partners to help through the challenge of identifying and reaching potential customers can save you time.

The next business I will walk through is Happy Feet. If anyone saw this episode these are the fun household slippers. Pat Yates is the CEO and his mission was to bring fun to household footwear. Even before Shark Tank he had been on a mission to grow the category. And through existing license agreements with major professional sports teams and a focus on e-commerce he built his business into a multimillion dollar business. His appearance on Shark Tank in 2014 resulted in a big deal not with Robert but that led to a further licensing deal with DreamWorks animation characters like Schreck and kung fu panda. Business was really poised for success. He really had to make sure he was continuing to operate on all cylinders. When businesses get investments they receive an influx of traffic and attention and they have to make sure they are in a position to capitalize.

His business was poised for success. Let's watch a short clip in talk about the number one marketing challenge on the other side. >> You have to let anything that doesn't make you great personally you have to let go.

I am Pat Yates I'm the owner and president of Happy Feet. I still get email marketing. I stuck at it. Some of my weaknesses are strengths that I know Deluxe has.

He has a great database of customer since 2000 8/150,000 names. We found email marketing is this great solution for him.

I gave away the lead that marketing was the key. The problem was Pat wasn't sure where to invest his marketing budget. He knew he needed to invest in marking but he wasn't sure where it would be the most effective. He was someone who was focused on growth opportunities but he was struggling to find ways to generate more traffic to the website. He was one of those business owners that was self-proclaimed wearer of so many have. He was hesitant to let an outside company help market his business. He felt he didn't delegate well and because he had spent all of this time building the company and the system he was a bit hesitant to do it. Robert encouraged him to utilize outside expertise. The first thing we worked with him on was recognizing and digging into his acquisition and retention strategy. We realized the sales opportunity was to tap into the existing email database. He was very focused on bringing in new customers to the brand which was important to his growth. He was sitting on a very large email database that had been virtually untouched in the past 10 years. Like many business owners he was initially concerned with bombarding his customers that too many emails. It was a very common misconception business owners have. Research shows 72 percent of customers not only prefer email over other marketing touch points but they sign up for in order to stay in touch with companies. So Yates agreed email marketing would be worth testing.

Then it was about developing the email plan and the calendar. How often would we communicate and what was the messaging to be? Given the large quantity of email addresses in the database, we separated the list into more meaningful segments based on the year of the customers last purchase. We created a robust email marketing strategy that capitalized on the upcoming holiday season. Including special deals like Black Friday, cyber Monday, and of course the launch of his new DreamWorks character line. The plan acknowledged the popularity of primetime football games and called out featured teams expected to play. That's important something he had not been doing. He knew who his fans were [Indiscernible] but he wasn't segmenting or targeting those past customers in a consistent way. We scheduled eight weekly emails to launch through November and December. That it was about developing the emails themselves. We created visually appealing emails designed to align with what we know about how customers taken email. We do it ourselves you scan the message for a few second before deciding whether you will read the email info. We made sure to follow from the best practices within the process. I included a list here. Things like you only want about 45 to 50 characters maximum in your subject line. You have to stay specific. You have to avoid using entry. Agency was important. Offers like making sure we were clear about the offer and date are using words like last chance. We frontloaded key information such as offers and discounts and use visual differentiators such as [Indiscernible] and brackets. I've included an example here on the right-hand side of your screen. It's about the short simple, clear and including an offer when applicable. Then it was really about developing a copy of the email itself. A lot of the same practices apply but it's really about having three key message components. You want to talk about your offer you want to talk about the benefit of your product and you want to have a very clear call to action. You want to utilize the snippet that connects with the subject line so the copy makes sense but you want to keep your email copy free. People get exhausted if you open an email that looks like it will be a long tedious email to read and sort through whatever you're asked to do. You want to keep that clear. The same thing with your call to action. It should be very clear and specific. What do you want them to do as a result? Is important to avoid saying things like click here. It sounds to email Giardini. It's about incentivizing them to take the action you want them to. You also want to make sure you include alternate text for images to avoid what we call the square of death. So if people have image blockers activated you want to make sure it has an actual relevance and you understand what was supposed to be there. You always want to offer an unsubscribe option. Specifically because it's

required by the law it's important to include your [Indiscernible]. We put it together this is an example of an email we put together. Again utilizing this best practices for the subject line perspective copywriting layout and this was one that featured characters that highlighted that partnership with DreamWorks and again it was important if we build all of the emails at deluxe on a platform with mobile responses. It looks great on any device whether you were working on a PC, tablet or smart phone we know how important it is the results were astounding. In two short months the email strategy paid off. With sales copying over 60,000 from an ROI standpoint that would translate into every dollar they invested Deluxe hoped to deliver hundred $32 in revenue. They are pleased with the results we continue to work with them on developing email plans to drive more online traffic throughout the year not just from the holidays. Email is an incredibly simple and cost-effective way to stay in touch with existing customers. It's far more cost-effective to sell to existing customer then try and acquire a new one. If people have brand affinity and you love your product and love the service you offer, it's important not to ignore your current customers even though you are seeking out new ones. That was a lesson we saw in action with Happy Feet.

The next one I will walk you through is nuts' n more . Their big issue was how to find them online. The lesson we reviewed with them is that it's a high-protein peanut butter spread and there is people searching for it. For Peter the owner it was something that was part of his family. He started this because he started a need for more quality nutritional choices. He was always supposed to be an entrepreneur but just because he came up with a great product they developed a healthier and tastier option with fortified nut butter. It doesn't mean he knew how to make sure he was [Indiscernible] online. After he developed this nut butter and after several months of testing the recipe and his parents bakery [ NULL ] friend started the company and landed on Shark Tank. In 2013 they received the investment from Robert so I will show you a short clip and we will talk about how we were able to help online.

Running business is a daily battle something should be so focused on the problem at hand you don't step back and see the entire forest.

I am Peter furrier I am head of operations here at Nuts 'n more. Selling direct online affects your margins and your bottom line tremendously. We loved helping Nuts 'n more with search engines and optimization. The margins on direct sales are far better. Helping them be found online is key. >> For Nuts 'n more this is what we were trying to sell. How to make sure it they were online but the reason this is important is because Nuts 'n more was a lot [Indiscernible] like a lot of Shark Tank businesses. They go on the show and it sounds like it will be a great deal to get a big box or to invest and he had that post Shark Tank he was able to strike is with GNC and whole foods but it became evident that was hurting his margin. Direct sales would be his biggest opportunity for actual [Indiscernible]. It was important and the only way we can do it if people can find you. And so when he reached out to us to help strengthen the web presence and drive more online visitors we found opportunity to make sure he was more findable online. The plan was to develop a solid strategy. It was all about making sure keywords were built into the copy and the content to make sure he was showing up not only showing up at showing up high in search engines. First we ran a digital audit and identified 35 webpages on Nuts 'n more that would benefit from the optimization plan. He was eager to build his company's web presence but wisely he wanted to do it in a strategic way that would drive sales and bring more customers directly to the website to answer direct self. The plan we worked with him on focus primarily on product pages including some of the most popular pages like peanut toffee crunchy almond nut butter categories. When it comes to this connecting with potential customers online it's part art and part science. Deluxe follows a four step plan. Starting with the most critical activities first being keyword research. We try to figure out how people are searching for the product or service. For any plan to have success you first must understand if search demand exists. And then use online search engines you dig into find the most commonly used words and phrases in the search window by people looking for your product or service. In this case high-protein. By focusing on the fitness community but also acknowledging nutritional trends we found more than 30 relevant key [Indiscernible] a lot of times businesses will think it's only the exactly the way you talk about your product or service. There were over 30 terms we found would be applicable for an audience that would be interested in this product or service. We targeted the fitness category beyond specifically looking for almond or nut butter. We new audiences would have an interest in high-protein solutions. While keyword research helped us determine what kind of things and what types of terms the search volume existed we also conducted an audit of their website of nuts and more.com to learn more about what could be optimized. Additional items were reviewed to check speed load times and broken links and indexed all things that can affect your search range. The science comes in behind on-site [Indiscernible] is applying what we learned during the keyword search and combining it with opportunities we discovered during the SCO analysis. As highlighted in the example, we created new title takes meta-descriptions image alternate takes and takes for 35 webpages. This is all designed to help online visitors with search engines find the Nuts 'n more website easily. It's about building keywords into your copy in your content but also about these descriptions.

That affects how you show up when you show up within the search range. If you look at this before and after my not paying attention to the meta-descriptions while he may show up higher in the search team based on keywords in the content and copy the meta-descriptions are the experience. We want to control what shows up when people search. We would rather when people see it have a high protein spreads and an alternative to bars and shakes. Obviously it was much more likely if they would click on the after example versus the before pic you can control that by going into the backend of your website and updating that metadata with this onside recommendation. While these changes happen immediately on the back and they may take days or in some cases weeks for the engines to reindex the website and display properly. This is a good example of why it's worth it.

What the website refresh underway and a solid SEO in place. Peter is looking forward to attracting more people to the site so he can take advantage of direct self. We continue to monitor keywords and track his improvements every month. To ensure that his website continues to grow over time. I can't stress enough how important it is to make sure you are finding online is like opening up a storefront and not putting a sign out front. You have to make sure people are able to find you.

So the fourth example is actually Peter's parents begin working with Peter and uncovering history heard a lot about his parents. They inspired him to become an entrepreneur. They are your classic hard-working small business owners. So Eduardo and Pedro featured here run a lovely bakery and are lovely people. Speaking of the online they needed help from a directory this is understandable they run a bakery. They don't have expertise in making sure they are findable online . We wanted to strengthen what they had in terms of an online presence. One of the most important things is to make sure you are able to be found online. Specifically if you have a location. When you searched for bakery they may shop at this is what it looks. It makes it easier for local businesses to update their information across difficult platforms. In Silverstar bakery case Google had already populated some of the information to get the listing started. It seems helpful but until you clean your listing you can't fill in from that missing information. We stepped into not only help clean the listing but also to optimize every field available. Specifically the hours, business category, your descriptions and a link to your bakery's website. This is what the world saw . We took several steps to clean , verify, and optimize across these various properties. Again across search maps first it's about verifying the business. If you set out to do this the verification process starts on Google map. We helped Silver Star Bakery verify the listing which open the door for additional updates. Google typically sends out a postcard with a five digit verification code. Depending on the type of business sometimes the verification can happen via phone call or online. Once the listing is verified, deluxe updated the bakery listing with accurate information. Such as hours of operation, these are the four categories that really matter. The reason they matter the business hours are so important because people - - I think it's about 54 percent of people who search for a specific business on their smart phone and they look specifically for the hours. Are they open now? The business categories are vital. Google allows you to select up to 10 categories that describe what the business does. That helps you with the search. We are working with an auto store that focuses on repair. They do not sell parts but because they hadn't claimed their directory Google assume they saw auto parts. I'm not sure why keep getting calls about auto parts but he didn't have the right category listed. Fixing those things can save you time and get the right customers. The business introduction. It's important. This is your chance to tell the world what you are. Why you are in the business. What your store offers in this case it's a bakery including information about owners, the neighborhood. Of course that helpful link to your website. And then business photos are the fourth piece that allows you to update. This is important. Research shows business listings with photos garner about 2-3 times more clicks than listings without images. When you see a photo of a restaurant or you get a sense for the on hand or the kind of food or the stores interior or exterior it will give you a better sense and allow you to upload images of your staff and bakeries logo and control those pieces. So this is an example of a listing in their profile kind of the before and after. You can imagine if you search for a bakery which one would be more appealing. In the after case you get a sense of the hard-working business owners you get a sense of the bakery you see their product behind them. You know kind of signed to look for. And before people make assumptions that if you haven't claimed your listing or are you still in business are you - - what hours are you open ? If you are confused you will go to the next one that popped up that can give you the information you are seeking. This is important. >> After we did this in the 90 days that followed we tracked the progress of the Silver Star Bakery listing. Optimization strategy really did work with more people accessing the bakery information and leaving positive reviews. Doing this allows you insights into your business such as when you do this you can find out the number of views. It allows you to see how many eyeballs have seen the listing. Google maps and how many people viewed your photos. Most of Silver Star Bakery views have been through photos so to have information the background is important. It allows you to know the number of clicks. Clicks indicate how many visitors are clicking to get driving directions and phone numbers and to visit the website. You can track not only the number but where they go. For them, the visitors are mostly interested in the website and the driving directions. So it stresses the importance of having the directory in great shape. It tells you the number of phone calls which helps you translate into knowing how to staff at times. Phone activity can be measured by the day of the week or times of day which is helpful. When you are trying to understand when you need to staff. Specifically that part of the operation but when people are interested in your business. In this particular case you can see from the chart that their calls from the business listing are primarily midweek and weekend. They want to make sure they have someone available to answer the phone during those times. Another benefit to cleaning and optimizing your Google listing is it allows owners to respond to online reviews. You know reviews are like gold. Reviews that owners respond to strength and perceptions more and show the business cares. So Silver Star Bakery is able to get notifications when a review is posted. They have the ability to respond to customers with an easy click. For those of you who haven't [Indiscernible]

I'm sure a lot of you may have reviews people are posting and you haven't been able to respond. Some may be unfair and you want to respond or you want to participate in your listing. It communicates to your audience that you are paying attention and it shows the business cares. This is how people judge customer service now. It's not just about the experience in store it's also about the experience with the business owners online. >> All of these case studies as well as a number of other ones we work with a lot of Shark Tank businesses we picked up other that walk through the rationale. We put these up on her blog it's deluxe.com\behind the business. We encourage you to follow us and we posted these case studies in different tidbits and we welcome you to join us in our community and follow along in more case studies. We continue to work with Robert. We are in the midst of producing season two of our show the small business revolution major. This is where we go into small towns and revitalize communities by strengthening their small business. We learned in the first year of the small business revolution when we went across the country telling stories, that nowhere are small businesses struggling more than in small towns. We wanted to think about that. We should contest for people to nominate their favorite smalltime and deluxe would invest $500,000 and revitalizing MainStreet and I only working on improvement but by really strengthening the small business core helping the get their marketing in great shape and physical improvements. [Indiscernible] have a strong small business core your town will do well. We will show you a short trailer and then a few other details. >> Small towns across the country are fighting for their survival. So deluxe and Robert Herjavec went looking for a small town.

Where the experts could team up with entrepreneurs but MainStreet back on the mat. Right now you a cash flow problem.

It's hard. We are writing on her last dollar.

Every episode we help a small business.

What makes this work is all of us together.

United we can start a revolution. Streaming now on Hulu and small business revolution.org.

We encourage you to watch the series. The reason we shot the transformation of the small town in season one and and the reason we filmed it as a shows that other small businesses could learn from the marketing lessons we gave these businesses. It is on Hulu and on small business revolution.org. We encourage you to follow along. We're trying to create a movement of getting more people to recognize the importance of supporting small businesses within the community. We would love to have you participate in that movement. That's what I have.

Thank you so much, Amanda. We will now start our Q&A portion of the call. Where I will be reading the questions that our participants sent in. We would like to encourage everyone to continue submitting your questions by using the chat function located on the left-hand side of your screen. In this time remaining, we will address as many as we can. Please note, if we don't have time to get to your question we encourage you to connect with a SCORE mentor after the session. Mentors are available online or in a chapter near you to help you apply the strategies that have been presented today. That, let's jump in. Amanda our first question comes in from Alisha. His newspaper advertisement still a good medium to reach local audiences?

Great question. Yes. In many cases it can be. Especially if you are in a small committee. We found specifically in smaller towns and rural areas people still rely on the newspaper. I think you want to make sure that you are abiding by the principles we talked about today. Making sure the website is in great shape and you are thinking through online and that you are showing up in local [Indiscernible]

newspapers can be a great way to participate in your local community. Especially if you have a specific local offer and especially if you know your audience is heavy users of the newspaper as a source of information both local events or local news. I think it's about understanding where your audience spends their time consuming information. If you feel like they are a demographic that spends more time online I would continue to focus on that. If you feel like they are a different audience

that spend a lot of time newspaper that is why it's best to get a sense to use the behaviors of your audience.

The next question comes from Diane. Any hints to business that offer a service as opposed to a product?

Yes. So when it comes to a service, it is still about [Indiscernible] it's about understanding what needs are you solving and how can your brand be uniquely positioned to solve those issues. That is where understanding how people are searching to solve the problems your service addresses and how they are searching for those solutions. Rather than thinking about the name of your service or what it is called think about the problem you are trying to solve. That is probably how they will search for it. Understanding how people search for your service can be key. Probably more applicable to the service even than the product.

The next question is from [Indiscernible]. The webinar shows great examples of product oriented businesses. How can I use the processes covered here for start up company that is service oriented and the target customer is B2B.

We really feel the same principles apply whether it's B2B or B2C. It really is about making sure that you understand your audience. You understand how they are making decisions is it a one to one process? Is it - - do you reach out to them through various sales vehicles making sure you are identifying the target . In the B2B environment as it service related understand how they make decisions and understand how to make time. And then continuing the same principles apply to making sure you are findable on line the way you are searching for those solutions. Making sure they are optimized in a way they are easy to understand the differentiators.

That is a great point. While all three of these are good examples of the products that are being marketed making sure you are identifying

relations with existing customers and making sure they are found online. It all comes back to building brand. Even if it's a B2B sale

at some point they do their research online about the company and the service. And how good you are succumbing. Having a really sophisticated website and online presence will make a difference whether your product or a service.

The next question comes in is not associated with the participant name but one of the participants say. Had he billed the email list if your website is not getting a lot of traffic?

There a couple of things you can offer incentives for people to submit emails and you can do it through platforms where you currently are encountering customers. That might be social media. It might be if you are brick-and-mortar a very front desk or the cash Representative where they are checking out at your store. We found a lot of success and simply putting up a piece of paper that says sign up for the email list. Or getting fried [Indiscernible] inside information. Whatever the incentive would be to try the customer to give their email address. In a lot of cases we see people need incentive to do it. If it's something like I get $10 off the pricing structure or if it's a percentage off back and incentivize people. Refer a friend works well database. It's about making sure you get opportunity to submit email wherever possible. If you are not receiving a lot of traffic to your website still have that as an option and think about how you can use your social media to incentivize people to submit emails and the actual physical presence. >> The next question is from Elizabeth. What are how can you use marketing for service business when at the beginning stage at $500 may not be in your budget right now.

You may not necessarily invest there so many pricing tiers . It's important to understand where your audience is. That's what we like working with small businesses understand your budget and your goals and what is a reasonable approach. Facebook allows you to invest whatever dollar level makes sense if it's $500 if it's not affordable there are ways - - for Natural Grip we suggested they continue to invest hundred dollars. But in many cases you can afford not to do marketing. They are are cost-effective ways we believe in this particular case this is a far more cost-effective way to reach new customers than other forms of advertising have been. A lot of small businesses can't afford to take a TV spot or do large marketing. Social media can be a cost-effective way to get started at a price point. That you are comfortable with.

Ann asked what are the best options when you are a B2B firm?

In terms of marketing?

I think it's industry-specific. Really understanding how your target market thinks about your product and services and how they go about researching them. If it's a one to one sales environment you still want to have a strong website and strong online presence. So you are starting and showing up and searching and doing the initial research for solutions. It's also understanding what that one to one relationship looks like in a more intimate sales environment. From the same principal come into play. You are to finding

- - to finding your brand online and determining what your differentiators are what are you standing for what is your brand's voice? How do you show up? Both in person as well as printed materials professionalism of your brand. And so building a website can be a wonderful way to force some of the things that will apply to whether or not [Indiscernible] or an online presence.

The next question comes from [Indiscernible] my customers are research organizations and universities and product developers and inventors. What is the best way to reach out to them?

I would think where they are spending their time informing - - it sounds like an educational based group . It's understanding are there certain websites they are spending time with or news organization they consider to be a great resource for them in furthering their education. And perhaps thinking about buying [Indiscernible] targeting them in social media would be fairly an easier target just as some of those insights that Facebook could tell you some would be more identifiable in the audience you describe. You have to look and see if they are spending a lot of time on Facebook versus other social media platforms. I think it's about determining where your audience spends the most time. I would say content would be a big space for that audience. Is there an opportunity for you to present certain research for a point of view on the research or summary on news events that would be a value add. Could they look to your firm as a bit of a curator of information and trusted authority. That would be the quickest way to advance authority with that audience. >> The next question comes from Linda. All of these are examples of product based with fairly wide potential customer base. Is one of these approaches better for a service business with a small niche?

I would say all of these are applicable even to a business with a smaller niche. If you think about the natural grip that's a great example of a specific fitness product that audience happens to be growing. It's a specific need. You don't need the Natural Grip if you are a runner or if you are doing other sorts of fitness activities. It's an intent fitness base. Social media can be a great place to be targeted. I would say the same things apply specifically in the SEO category. You want to make sure if there's a specific niche. How do people search for the service? What kind of problems are they trying to solve? Really thinking it through very basic ways. What would people type into a search field. And not just if you will by keywords not to find them around how you think about your projects. Defining them around how people solve and making sure your website incorporates those. As we mentioned in meta-descriptions as well as having keywords built into content and copy.

The next questions from Gail. I think the biggest challenge is how do you find out where your target audience is? Where would one start?

I would go out and meet with your customers or prospective customers. If you have friends who would buy the service for your product. If you buy them pizza and beer and talk to them about their media habits or how they make decisions. He will tell you if you start asking questions. I can be as basic as that. If you run a brick-and-mortar store asked people how you found out about it. To get more data around the website was it word-of-mouth? Was it a newspaper ad? That is how you can get a qualitative and basic understanding of what you have from a marketing perspective. I would say go back to the reason you started the business and think about that problem you were trying to solve and what you know about that customer. If you are in a business serving a unique audience the more intimately you understand that audience the better all of your marketing will be. It's time well spent to get to know the audience. And it's informal focus groups doing research online about that audience asking people if you feel the audience - - I always like to go out and spend time with customers. That is my first order because I want to understand what it's like to be them and how they make decisions. There's no better way to message than if you have an intimate understanding of how they operate.

Amanda those are all the questions we have time for today. Ladies and gentlemen on behalf of SCORE I want to thank you so much for attending the SCORE live webinar. A brief survey would launch when we sign off. We would appreciate if you could take a few minutes to complete it and tell us your thoughts and suggestions. In closing, I want to give a thank you to Amanda Brinkman for presenting today.

My pleasure.

We wish everyone a wonderful day. We look forward to seeing you all next time. Thank you so much.

[ Event Concluded ]