**Buying Attention in a Distracted World**

Thank you for having me. As you may know I call myself a SCORE baby. That sounds weird but that means I have been working with SCORE and clients for many, many years. So thank you very much for having me. I appreciate it. I know we will have a great time today. With that, we want to talk about buying attention in a distracted world. We know you can use organic advertising. I think sometimes as business owners where some of us especially as we start out are a bit shy and how do we invest our money in Facebook and twitter and a variety of ways to attract and get attention. That's what I want to talk about today and a big thanks to AT&T to enable me to come tear - - here. They have a number of resources. I think Rubric number one is to understand that no one cares about your product or service. They don't care about SCORE. Dental care about Ramon. They don't care about anything. We are all selfish people. We really care but ourselves. No one knows about our product or service. Since no one knows about it no one cares about it. All we care about is ourselves. This is a dilemma to the business owner. What should we do? That's what I want to talk about today. We need to get our customers attention. Since everyone is focused on themselves, everyone is paying attention to their business and everyone content - - pay attention to their family. You have to say look at me you have a headache, I have something that can relieve it you want to have fun we have a children's play zone in our town in New Jersey or somewhere. You have to get your customers or your perspective customers attention so they know you have a solution for them. That is what we are talking about today. Let's move on using a lot of scenarios. I want to find out who people are pic if you want you can test it and use the chat system and say I am some - - so and so and tell us about your business. We want you to tweet and share so you can take the time and get ready for the presentation. I will spend about 10 seconds to learn about me but I will say in a nutshell I am a business owner. I speak around the world about being an entrepreneur. I've written several books and one was a bestseller. I know what it's like and what I am telling you today. I am not saying pie-in-the-sky. I'm a business owner like you. I know what it's like to make money, lose money, and have the challenges. I was blessed to be able to interview many celebrities former President Obama and I hope to be able to interview the current president. I have interviewed many of the sharks on shark tank. I have been around and I've been able to do some cool things. One of those is talk to business owners. I've also testified to Congress. That's another thing about me some of you may not know. Congress asked me to help them and understand small business. One of my own businesses is Smart Hustle Magazine. My twitter handle is at Ramon Ray. Let's dive into the meat of the presentation. As I mentioned organic marketing is what so many of us do. It's natural and orthodontic. - - Authentic. As people are talking where in their flow and entering into the conversation. Some things of organic marketing include blog post. Many of you blog and that's great. Many of you do social media. I'm not sure how to word it but you know what I mean. You are doing a lot of things. You are entering the conversation of your customers and talking about the solution. Many do video and I suggest if you don't do it well do it more. Twitter chats. That is huge. Facebook live and so much more. This is organic marketing. You're not spending money. It's what you are doing in the natural flow of things. I want to talk about how you invest money. Why do you want to? There's a secret and it's not really a secret. If you take a look at Facebook, you are a business owner and you have 10,000 people who are following you. You put a post up. Guess what? Only a very small number of those people are going to be able to see it. Facebook is in business to make money. They want you to spend money to have people who like your business page they want you to spend money to have more people view the content. This is the dilemma. Not only for social networks and we will talk about that. This is the part about why advertising is important. When you advertise you earn the right by the publisher or whatever you are advertising on to reach a larger audience. We will touch on some of those things today. Why online advertising? First go your customers are. Reach a large number of people quickly and instantly. Online advertising I find is cost-effective. It's often cheaper than traditional marketing. This is one big thing I like about online advertising, you can quickly see the results of what you do and then shift and make changes in how you advertise. A Nielsen study said that it ranges from 3 to 5 times your investment. Advertising in general is something all businesses should consider and try. Where can you advertise? Many places to do it. Social networks, search engines, websites and blogs, and mobile and in app advertising. Search engine advertising.

People will Google and Bing and they will be going to yelp and they are typing. I am looking for a new phone system. I am looking for this or where I can get business cards whatever it is. This is search engine advertising. There's a variety of ways you can do this in your business. First you can pay per click. That's a broad big category. We can't cover all facets of it but I hope to whet your appetite for all of these points so you can be smarter at the end of the webinar. And thank you to SCORE for putting this on. Google, Yahoo, Bing are places where people can search for information. Pay per click is one way you can do it. I'm sure many of you have heard of the term but may not know how to use it. This is where you only pay per action. Some advertising may work for you pay per impression you pay to see the ad visible where no one is taking action. That may be something if you are trying to consider for whatever reason. For most of you selling a product, you want to pay when people are clicking, clicking, clicking. For advertising to work you have to do more than click. They have to buy.

It's one way to lower the cost of advertising and pay only for people who are taking action in your ad. Another thing important when you do search engine advertising is keywords. It's important to focus on what is a keyword you are using. Let's say you sell bunkbeds. You could tag bunkbeds. Maybe you do something like bunkbeds for girls. Bunkbeds for boys. Bunkbeds for empty-nesters. Easy to install bunkbeds or premium bunkbeds, or beds in Austin, Texas. My point being the keywords enable you to go very, very narrow and how you are reaching your intended audience. Talking about audience, another thing important to understand, is to understand your audience. What are their peak search times? What times of the day are they most active? What are they most looking for? Do you understand your audience ? This is important. The last thing I will talk to about is searching in advertising. You only have a small amount of text you can show in that advertisement. Use it wisely. The thing that's important to keep in mind is the advertising copy. What are the words you are using in those advertisements? What are the words you are using? This is important.

I want to make sure I give you as much information as I can. Let's give SCORE some love. Use that twitter handle. Another thing to keep in mind about searching in advertising it's it's about immediacy. When people are searching for something most likely they are not searching for something with a purpose to buy it in 10 years. If they are searching about ice cream cones in lower Manhattan they are probably there looking for the. If they are searching for bunkbeds I bet they are moving to a new home. How do I know that? But - - because we had a time in our life when we searched for bunkbeds. Think about that. It's often were something want to take action with immediacy.

Social media advertising.

I've advertising I think is a powerful, powerful force. Sometimes it can be frustrating. I know my advertising is working but since I had to take the time to track it from click to purchase I don't have the full details. Social media advertising is something I encourage. Those of you who are using social media sites, all of these platforms. While you have a lot of people liking you and engaging with you, when it is time for them to reach and hear from you your message, only a small subset will hear that message because of how the platforms are. They want to get money from businesses to reach a larger platform. Another thing about successful using social media. Start narrow. Don't try to go broad. Instead of saying we are looking to advertise to all men, or maybe you are saying let me go more narrow. We are looking to advertise to all black guys. I would say no. We want to reach guys who shave their head, who have glasses, who wear bright colored glasses . That's my demographic. That's how I am. My point is that's how you narrow - - on our you want to go. Then as you sell to that narrow demographic, now you can test and go more broad. Let's get all males that shave their heads and wear glasses. It's a silly example. My point is go narrow , then go wide. When you do social media advertising. It's so broad and has so many people.

Another thing I want to focus on is demographic and psychographic. Don't just focus on the outward appearances of your market. Males, females, Austin, New York, also as you are doing psychographic things, focus on how people think. Maybe you want to target everyone who lives in New York that voted Republican. Maybe want to target everyone who lives in Alaska and likes blue socks. You follow what I'm saying? Don't go by the demographic . They are Spanish, they are white, they are Asian, they are this, they are tall, short. You want to think how do people think? That's important in your cycle. The last point I will give is the power of video images. I do quite a bit of video. Because of video it's taken my brand and taken it through the roof. You can look at me on Facebook and search Ramon Ray and you will see many videos I do. Videos are a powerful way to build credibility and become personal and to humanize your brain. Video is a perfect way. And if you guys are using video images please email me. It's very simple Ramon at Ramon@smarthustle.com. Go to your local score office. I've been to many events in New York area which can help you more. Moving on. There are many ways in many of these platforms have new ways you can set up your campaigns. Whether the platform is twitter or Facebook or pictures. This is a picture to show you how you can begin to set up campaigns on social media platforms to begin to advertise. I suggest you look at it. Another thing you may want to consider doing is advertising on websites and blogs. Here's what I mean. Websites are a great way to bring together people who do certain things. CUC Fox knows. You see behind that . Behind that is Better Homes & Gardens. There are websites that people look at. Depending on your target audience, you want to pick the website that is appropriate. Let's say you are selling gear to go fishing. I think it's called tackle. You may want to go to websites that deal with hunting in the outdoors. More likely than not people like that are going fishing. People like this, people like that do things like this or people like this do things like that. Find your tribe where there hanging out and then market to them.

Era two things to keep in mind.

Websites and blogs are a perfect place to find a specific audience you are looking for. People asked me how do you advertise? Asked me? I heard you. Here's the answer. Go to most websites. You can do that. Or you can go to Google or Bing and look up advertising networks. These are networks and ways you can advertise as well. The networks help connect you with those things. I think one of the people bringing us together is network solutions.

Mobile and in Advertising. What is the one things so many of us are doing day in and day out? We are

on our phones. We are doing it all the time. I wish I could hold my head down. Here is the cool thing. Since everyone is on their phone, you should consider not for everyone, placing ads in apps on mobile phones. Again similar principle. I have a picture here of CBS sports. They have an app. They enable you to reach their sports fans. Maybe there's ladies watching a certain sport. Maybe there's people who are watching the New York Jets and you want to target New Yorkers. The benefit and one of the cool things and reasons you want to advertise on mobile devices is the power of retargeting. This is important. Retargeting means I am on my app on my phone looking at something. I now go to my tablet. You can serve that same ad. I am now going to my desktop computer. You can now serve the same ad to me. Why is it so important? Rarely, rarely does anyone purchase something on the first look. Or the first ad. It often takes several touches before people buy from you. Using the power of retargeting enables you to follow someone where they are at so they constantly see that ad from you and can be pushed more and more to buy. That is the power of one of the benefits of using in app or mobile advertising. As I said everyone is on their phone and your advertiser should be there too. That includes banners, videos, more. Sometimes mobile advertising can get in the way. It can be more annoying than anything. Mobile is important. Remember, I encourage you to consider targeting your advertising to location based data using beacons in other ways you can do things like if this person is near this restaurant, do this. One thing I should mention is the power of apps. I recommend that if you are a retailer, or a restaurant, any business like that I highly suggest you consider giving your customers the option of having an app on their device. Having an app connects you more strongly to your target market. When you have an app by your company that means you can do certain notifications. You can track your customers and other things. Mobile advertising is good. I suggest you consider using an app for your business.

Moving along, we talked about retargeting. To really highlight that remember, very rarely do people buy at the first time they see your ad. Often it takes multiple times before they see your ad and before they decide to buy. This is a great way to enhance and be in the face of your target market. We will shift the page to a few online best practices for you to do. Advertising online and I am so grateful you took time out of your day to join us. I really hope it has been helpful for you giving you a taste of why you should invest in online advertising and how you can do it better. Some best practices. It's very important to ask yourself what are my goals? I like to make pancakes every week. When I make pancakes, I ask what are my goals? Is the only way to measure myself. In your case is it to make the phone ring? In your case is it to drive leads for your business? In your case is it to reach current customers to get them to come back?

Maybe it's a brand. You want to expand your brand in the market. What are your goals? The second thing is know your audience. Know your audience. This is important. As business owners we don't spend enough time understanding what is our audience. The better we understand our audience, the better we understand how to target them. What kind of copy do we need? How do we target them? Part of this is AB testing. It means you will have an advertising campaign if you used two or three or more different types of copy and logo and images or colors to see which one resonates best with your demographic. AB testing is important. Maybe it should be free today or buy one get one free

or should it be sailing soon? You won't know which one is better unless you test it. Another thing that's important is to measure your results. Do a test add. Spent 25 or $50 test how many impressions? Which ad was seen more? How many clicks? Which ad generated the most clicks? Which ad brought people closer to your door? Maybe they called you or downloaded. Which brought more sales? You will only know that if you can do measuring . As granular as you can do to go out there and see what works. This is important. >> Moving on what I call my advertising toolkit. I love tools and I have a lot of them. I don't always use them right. I do have the tools. I showcase this picture. What are some tools you want in your toolkit? First, what are the copy or images that you will be using? As you see you have an image and I use images like this one. Images are engaging. The other thing is the copy . What is the copy you are using? What are the words you will use to convey your message? Another thing that has to be part of this is the landing page. This is a central one and important. One of the landing pages you are using

to draw people to what you are trying to sell them. This is how it works. Let's say I am going to hold up my keys. Let's say you are selling keys. You are saying we have special keys on sale. They click the link you are advertising and you go to a website that has keys or pens or pencils or T-shirts. What ever you are advertising and what ever you want people to buy from you, you want to give a landing page that just has that option. Keep that in mind. I know the SCORE counselors I have talked to are amazing. What are landing pages? Google analytics. Another great tool you can use to track the traffic. Half of you probably use it and half of you don't. It's a free tool and you can install it to see what the traffic is like. Why do you want to know traffic? You want to know what times people are coming. Marketing automation is very important. I spent time working at Infusionsoft, and a lot of other great companies are out there. This is important because you want to follow through from the click all the way to the purchase and being able to re-target and reach out to your customers. The only way you do this is marketing automation. Email marketing alone won't work. You have to tie your email with the marketing automation. Another thing I am asked is when do I hire? When do I get expertise or help? I must say it is important to do that. As a small business on a limited budget I know you want to do things by yourself. I ask you at some point in your business it's important to get help and hire experts to help you do more than you can do on your own. If you don't have experts around you talk to your local chamber of counselors - - commerce or your SCORE counselors. There are a whole range of solutions.

There is a lot of help around you. The other thing I want to touch on is online advertising.

Before I do that those of you who are on the webinar but if you want to check out me go to Ramon presentation.com and you can get a copy of this email to you. I want to thank AT&T for enabling me to be on this webinar with you. A few more things I want to help you understand and I want you to get . First, build your email list with the lead magnet. Email lists are so essential for small business growth. Email is important. The lead magnet means would you like this free guide to paint your house better? Give me your email address and I will send it to you. Where you're offering something of value in exchange for a way to contact them. Remember your business listing and review sites, those of you who are local businesses, make sure your YP is right in your Google pages right. All of these places have you listed proudly. This is important.

From advertising to sales I want you to ask yourself three questions what are you offering to those who are not quite ready to buy yet? This is important. What is being offered to those who are not ready to buy. We focus so much on the people who are buying from us now that we forget those who are not ready to buy from us yet but that might buy from us in the future. We have to offer them something so they don't forget us. The other thing are you nurturing that people are browsing with the lead magnet. I want to underline this pick some people are just browsing. They are not ready to buy. They may not buy but they may download a free guide or a lead magnet. Are you encouraging repeat buyers and referrals. This is another thing many times we business owners forget about. It's not just those who bought from us once. To be a successful business owner, you have to make sure you get people to buy from you again and again and make sure not only do they buy but they refer business to you. As I said, that is the power of CRM & Marketing Automation. These are technologies that are very important that you get into and look into.

One more thing I want to mention and then I want you to get ready to present questions. I hope you have been tweeting out. 360 degrees of marketing I call it. This is a boost in marketing. The first is word-of-mouth marketing. That's important. I want you to keep doing word-of-mouth marketing.

Focus on building your personal brand. I talk about that a lot and I believe SCORE may have some webinars on personal branding as well. Personal branding is important. Continue organic marketing. Continue doing the things you are doing that are for free and don't cost anything. That is important. As we talked about today I want you to dip your toe into the power of paid advertising. Investing your money in doing ads and websites on blogs and social media. Maybe beyond that. Maybe TV and radio. Right now today we are talking about digital advertising. Then sales. That is important. Some of you may have a small sales team and some may be doing the sales yourself. Sales are important. I want all of you to work on getting media exposure and publicity for your business. I think I have done many webinars with SCORE and they may have one on this as well. How to get free publicity. I hope this was helpful for you. Again my name is Ramon Ray and I thank everyone who made this possible. I look forward to taking her questions and turning it back to Alexa. >> Thank you so much, Ramon.

Take you for having me.

We are going to start the Q&A portion of the call where I will read the chat questions that our participants have been sending in. And this time remaining we will address just as many as we can. If we don't have time to get your question, during this Q&A segment, I encourage you to connect with a SCORE mentor after the webinar. Mentors are available today in the mentoring hall or can be found online at today in the mentoring hall or can be found online@score.org after the event. With that, let's jump into these questions. Our first question comes to you from Jane. Jane would like to know how she does small business calculate how much to spend on paid advertising when first starting out?

Great question. Here is what I would say. I think two things I would keep in mind. It depends on what the product is you are selling. If you sell a product that cost $3000, those are calculations you need to do to find out what it cost for you to get a customer from awareness to purchase. That is one answer. If you need help with that you can ask a SCORE mentor or hit me up. What is the cost? The second point is you need to know how much money you need to spend to ramp up maybe to get brand awareness on what you are trying to do. It's hard to give a specific answer but I would look at what you are trying to sell and what is the goal and the number one thing I want you to focus on. What does it cost you to get a new customer. The larger your list goes - - macros the cheaper the customer acquisition costs will be. >> The next question comes from Paula and she would like to know if you are on a tight budget and just starting, what is a good direction to first start with? >> If you are on a tight budget the first thing I would do is there are so many long - - low hanging fruit to use. What I would say is make sure you have a website and that it looks good. Do you have your keys social media handles? It cause nothing to make sure you have a good twitter profile, Facebook profile instrument profile. There are so many low-cost and free services you can use whether it is constant contact and a leather - - a lot of resources. I would start with those basic core fundamentals that cost you nothing except your time to get it done right. That is where I would start and go from there. It makes no sense to spend money on advertising and to hire people and do a lot of intensive things if your twitter page doesn't look good. >> Our next question comes to us from Karen. How would a small business get an app created ?

Great crew - - question. There's a number of DIY app creation tools. I don't have them off the top of my head but I'm sure you can do a quick search. The number of creation tools you would want to consider. There's a number of niche agencies that are not quite DIY but you can pay them 500, $1000, $2000 month and they will create good apps for you. What I want to say - - Alex what was the name of the person?

Karen. >> What I would say is let me challenge the assumption that you need an app. I'm not saying you should have it but do you need it? Remember today you may want to have a good website. I would say those who need the app are those who want to have high engagement and touch with their customers. It could be a restaurant or other reasons why you want to have that. I would tell everyone before you consider an app consider why you need the app ? What is Michael? What do I want to do with it? >> What are the best times to advertise on social media sites. ?

Fantastic question. The best time is the time your customers are actively engaged. For me that could be different than for you. I would say that you are targeting construction workers. Maybe the best time for workers are if they are out to lunch or their ZIP Code. The wrong time might be when there's a football game going on. I think you can get what I am saying. Maybe there's another demographic where the time they are free might just be Saturday morning or late at night. It goes back to one of my slides there knowing your customers. When they are most engaged and they are most active is when you may want to have those ads appear.

Our next question comes to us from [Indiscernible]. Would like to know how do you find out where your target customers spend most of their attention? >> These questions are amazing. Thank you for asking them. The question was so amazing

- - you asked me how do you find your target customers?

Exactly.

I think a few ways. Let's say I am selling a pin. I would put them pin on the market. I would go to websites and tweet about it and word-of-mouth to my friends and family. I created a pin that writes excellent when it's upside down. Now the market is aware of your pin. People who have that need now will flock to you and the market will tell you if you targeted the right one. The point is maybe you are targeting accountants with a pen that writes upside down. But you realize it's not accountants using it but it's physical [Indiscernible] using them. Once you are willing to risk putting yourself out there to be challenged by the market, now you need to listen, listen because then the market begins to speak back and so you hear who they are. Then you start marketing to those people. That is how you find the target customer. Go out and market and listen carefully to who buys it and who's poking and prodding it. >> The next question is from Ranexa. She wants to know how to conduct a free keyword search as it relates to the services that she offers X

Great question. A free keyword search is Google. It happens to be the king and queen of all things keyword. Probably like Google keyword search. There's a number of free tools Google has where you can say you are selling chairs. You can go to Google and say what are the keywords that are most ranked and best use for me to sell chairs to churches. I am sure Microsoft being has keyword searches. But I would Google for keywords. A hub spot has some good research so I would look there as well.

With those tools in this next question comes from Tom, with those tools help you know what keywords there are?

I will spend more time on this and Alex you can help me judge how long to take. Keywords are important. You want to be able to have a keyword on the product you are selling based to match on what the most likely search is from your audience.

Going back to my chair, the person buying chairs that you are selling are they typing in chairs? Are they typing in cushions? Are they typing in Congregational benches? I don't know. Going to the keyword tool is where you can play around with some of these words and it will dynamically show you and tell you 1 million people are searching here. Only one person is searching here. That is how it works. From that you can get a sense of what keywords match best and what you are trying to sell in the audience you are trying to connect to. >> Our next question comes to us from Marissa. She would like to know what can we do to help rebrand our business? The previous owners retired and sold it to her but they are losing customers because they missed the old person that was there. >>

That is a beautiful question. Congratulations for the patriarch or the matriarch selling to. Family businesses are important. I want to give honor and say congratulations to the new phase. This excites me and I'm happy for the business owner. This is an interesting issue. Businesses are about people. Logos and business cards and brands. People who like each other like to work each other and do business together. What I would say is without knowing more detail a few ideas. One, maybe figure out a way to include the old or former owners in your marketing.

Used to be owned by Joe, I'm happy to keep his legacy going and serve you as well. That brand you may want to want. And then maybe you want to cut loose and leverage the tools or products or services or methods they had and create your own path. That is tougher. Those are the two ways I see it. Embrace the old and show how you continue it with a fresh approach or say if you guys like version A it's out we are now version B. That's the ways I see it. I think it has solutions that you need to think about and figure out how to get through this time in your business and the evolution. >> The next one comes to us from Shawna. She wants to know where she should go to get a list of costs and companies for online advertising to compare those cost?

Does that mean like they want to advertise and no some vendors to use ?

Perhaps knowing what cost is for online advertising? >>

I would say first, look at some of the websites and blogs and publications that you want to be at. Let's say you want to advertise on [Indiscernible] magazine. Many of them have their rates for advertising published online. That is a resource to go to second, there something called advertising networks.

These are third-party companies that help you place ads in a variety of digital media. They have many of there's listed. So if you want to say I want to do 50,000 page views of a banner say that will cost you $5000. Those things can be tough to find. Usually if you look up advertising that works. Then the website or resource. >> The next question is from Brian. What are the top jik - - top three marketing tools you would recommend to launch an e-commerce business.

That's a tough question. The top three tools I would use. To launch e-commerce. I would have to have some version of a good website. Whether that means a Facebook page or a traditional website, just a good website. The second tool is education. Education takes longer. At the end of the day, the person who is educating the market the most, most likely will win. Education translates to personal branding and media appearances. The tool is education. I'd work on that strategy. The third thing I would use is marketing automation. I would drill down whether it's a salesforce a hub spot . A number of tools you can use so I can move my customer from interest and awareness to purchase to customer service and then to buying for me again. Those are the three ones I would do. Education strategy and marketing automation. >>

The next question is from Josh. He would like to know what differences an approach may suggest for those who are marketing a county or location as a part of a broader economic effort rather than a traditional product?

That question is marketing a geographical location?

Yes.

Here's what I would say don't laugh at my singing but here's the add I can remember. [ Music ] my point being, take a page from some of the brands you are using. What about New York. ? If your advertising location first figure out who you know there. I'm sure you her ads on the radio. I live in the New York market. Another type could be Valentine's Day. Come to Vermont for romantic getaways. My point is first focus on who your advertising to and who you want to come to your location wife and then second with most people you have to create your copy. Your image and your ad. Is it a business that wants a business reason to go to the location or is it the end-user because you have good schools or your vacation place. That is where I would start. Keep in mind there's a number of big platforms like trip advisor that are the kings and queens of geographic marketing and targeting. You may want to work and consider approaching them. >> The next question is from Jen. She wants to know what do you think will happen when Facebook moves to business page posts to the new Explorer tab? What will happen - - >> Can you repeat the question so I can hear it.

Jen wants to know what you think will happen when Facebook moves the business page post to the new Explorer tab. What do you think will happen with reach? Will there be all pay to play?

Great question. I'm not familiar with the total answer on that. Faced book is constantly changing algorithms. One thing I can guarantee you is that any move Facebook does for businesses will have the pay wall higher so businesses have to pay to reach their customers. Your intuition is correct. Businesses will have to pay more to acquire customers through Facebook for sure.

Next question comes from Denita. What is the purpose of a podcast? Should we have one? I will answer that . Did you have one? It depends. It's not for everyone. Everyone does not need one. I think every business owner needs some sort of education strategy. That is for sure. Whether it's a podcast, a blog or a physical in person event. Some sort of education. The first question specifically about a podcast I think if we are talking smaller businesses, I think a podcast is a perfect tool for those who want to showcase their thought leadership. If you are the proverbial account. A lawyer. Maybe someone who wants to showcase thought leadership. There's nothing better than you interviewing other people in the realm of what you are selling and showcasing them and your knowledge and they will promote you. That is the purpose of that. It goes back to that longer education cycle. You won't win the game quick but over time as you build the podcast, you will find more people look at. If they can be turned into a video or blog post or broken up and made a snippet. It can be put on Facebook. It can be scalable the podcast can be ripped to a variety of media. >> How does a small business go about finding the right CRM.

Great question. Thank you. That is a challenge and I work with CRM in the past. It's not easy. I would say it goes back to what is your goal? What are you trying to do? I've mentioned some companies here today. I did not mention all of the top 10. I would focus on what you want to do. CRM is customer relationship management. This is often times added to marketing automation. If your goal is to build a content nurturing machine, some CRM and marketing products Excel at the content marketing side. If your focus is you and a guy and a girl and you are in sales in your guys understand the individual customer some may do it better for that function. I would think what is your goal is it really in the content marketing side? Is it more the individual sales side and then from there, no CRM can do everything. All of them excel at doing certain things better. That is what I would do. If you want to hit me up on that I would be glad to share more on that. I can go all day about automation. Don't forget your SCORE counselor.

Next question comes from an. How would you build an email list with a lead magnet if you are offering a service?

Great question. I would think that people have some pain point they need you to solve. There's a number of services. It could be a knowledge-based service like you are selling your consultant services whatever. The easiest way and you can extrapolate this for your own needs. People love - - let's say I am a - - I will say I am attorney. I'm a human rights attorney. Like in HR attorney. There are so many things that they do . I bet there are 10 simple things that every HR manager needs to know to grow their business. That is the lead magnet you want to give. Here are 10 things every HR manager needs to know in 2018. Everyone will want to download that. Not only downloading it but you want to say to learn more about this or that come in for a free consultation. You are now narrowing down from 1000 people now you have 100 people in your office. From the hundred people you have maybe 10 will buy from you. If you do that every month it means you have 10 new clients. I hope that is helpful and makes some sense. Definitely work to drive traffic.

The next question is from Martha.

She lets us know she is preparing a video for YouTube. She wants to know if you recommend a video that provides an overview of the different product segments that she offers and her mission is for one product and only one. The overview pick

I will answer that. I'm going to dive into a video. I would do both. I would do a video of this product. I am in a room right now looking at a trashcan.

This is our deluxe trashcan. It's biodegradable etc. Do a video on that. For those that want that trashcan linked to it, market it, tweeted out. However, for those people who are buying health products you may want to talk about it. There's a whole range of recyclable trash and safety products for your business. That is the answer to the question. Video is powerful and I think video should be done on a regular basis. Make sure you tag it properly. I want to throw that in. >> We have time for one more question. >> We have this one from Manwell. He wants to know what is the best way to understand your audience? He gives an example that his company is a plastic equipment manufacturer. He has trouble finding out how to understand their habits.

Great question. Here are some things to help you. I would think the biggest thing we can do is to listen. Most of us

the advantage we have is being small businesses and we can talk face-to-face with our customers. Buy them lunch and sit down with them to calls, ask questions what are your needs ? If it sounds simple or corny I'm sorry. Listen. The second thing is they have something called follow me home. May be

you can't go to all the customers but maybe you can go to a subset. Go to them and go down deep and get all in their grill. That is .2. I think .3 is due surveys. That is a great way. The biggest thing you can do and it's hard but really take the time to listen. The other thing is listen to this, know who is not your customer. This is what I've had to do as well. You can get crazy people trying to go everywhere but if you also know this subset of customers I can't serve their needs . They are not for me. You will find peace because now you are knowing not only who is your customer, but you can also know who is not and that is a good place to be.

Those are all the questions we have time for today. Ladies and gentlemen on behalf of's - - SCORE and VeriSign I want to thank you for attending webinar. I want to give a big thank you to Ramon Ray for presenting. Thank you so much.

It was a pleasure to be here. I really enjoyed it.

The next webinar sessions will begin in 15 minutes. While you are waiting we encourage you to check out these sponsor booths and networking lounges and research center. And also please take a moment to provide feedback in the following survey. This will help us to evolve and improve future conference events. Thank you and we will see you in the next track.

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