**Five Marketing Tips to Attract More Local Customers.**

 Thank you. I'm so excited to be with you all today and talk a little bit about some of the lessons that we have learned by going across the country and telling the story of small businesses and working with them in small towns across the country. I am Amanda Brinkman. For those of you who may not be familiar with deluxe, deluxe is a ¬100 company that has been in the business of helping small businesses be successful for over 100 years our legacy is in the check printing place. We only did that for about 60 or 70 years of our history. An important part of our business, but now we help small businesses with their marketing. We help businesses with everything from designing their logos to their websites, email marketing, social media, printed materials, promo and apparel. Anything you need to market your small business . A few years ago when we were celebrating our 100th anniversary we wanted to do something notable to celebrate the kinds of businesses we have loved working with all these years. We started something called the small business revolution.

In his first year at the small business revolution, our mission from the very beginning was to create a movement . We felt like instead of just celebrating our history we wanted to do something really notable to celebrate the kind of business as we have loved working with all these years. And so, in order to honor small businesses we went across the country and told the stories of 100 small businesses and we did that for films and through photo essays. We were really trying to create a movement to get more people to support the small businesses within their communities. We feel like small businesses are doing so much for our country and for our economy and we love and admire how hard it is to run your own business. We wanted to do whatever we could to help encourage and inspire more people to recognize the importance of supporting those small businesses within their communities. In the first year we went across the country and told those 100 stories. One of the things we noticed when we were going across the country is nowhere are small businesses struggling more than in our small towns. It is really hard for small businesses anywhere to compete, but specifically, in these smaller communities . The competition is even more serious. You have big-box retailers moving in, national restaurant chains, online competition, and it's really hard to compete. We wanted to do something about that. We loved our storytelling and celebrating small businesses. We wanted to take it a step further and go out and help those businesses that we were telling these stories of across the country.

The small business revolution has evolved into a show. It is on Hulu and on small business revolution.org.

 Essentially, each season we revitalize one small town Main Street. We do that through its small businesses. People each year nominate their favorite small-town . We narrow it down, there is a public voting process, we usually get about 1 million votes to determine the winner. Deluxe invests half $1 million to revitalizing the winning towns Main Street. We go in and work with the small businesses. Episodes are about individual small businesses and their marketing challenges . Things they were struggling with when it comes to knowing their number is and what the numbers are telling them. Physical limitations, the space they are in . The is essentially a makeover show with us there to help them. I'm going to show you a short trailer. On the other side I'm going to share with you some of the tips and things that we have learned throughout not just producing the series, but what we do on a day-to-day basis in working with small businesses . I'm going to show you this video and I will meet you on the other side. >>

Small towns across the country are struggling to survive.

 We are manufacturing and when they left the country we were particularly hard kid.

 Businesses that had been here for generations were closing up.

 Walmart and target on the edge of town and you end up with a shell of a community.

 Sometimes we are riding on our last dollar.

 It was a story all over the country.

Deluxe and a small business revolution are joining the fight. Revitalizing America's towns one small business at a time.

 This experience has been tremendous .

 The energy of unity is just electric. >> I talked to more business owners in the past two weeks than I have in the past two years.

 Join Amanda Brinkman and her team at deluxe as they work with a cast of celebrity experts to give each season's winning town a half $1 million makeover.

 We do this because you are the heroes in this country.

 America chooses the winner. >> Voting brought the town together.

 Thousands of small cities and towns taken part.

 I voted.

 After three years and millions of votes cast the revolution has never been stronger.

The winner is -- [ MUSIC ] [ MUSIC ]

Off to Illinois.

Every episode we are working with a new small business

It is a restaurant.

 The beauticians on this -- on the side, a barber chair.

How are you feeling about business right now?

Last year was $46,000 loss.

 Two week with no income is a kiss of death .

 Do you feel like this area gets as much attention as other parts of town?

Not at all.

 There's it was coming and is going to run you over.

 It's going to be a lot of work, but worth it.

 It already looks better.

 This is awesome.

 If we get through this we are going.

 Success is not just about one business, it is about the entire town.

If you can get people to work together you can make America a better place starting one small town at a time.

 Everybody pulling together being a part of this building process.

 It has been one of the most monumental things I have ever seen in my life.

 Any change is worth it. It is Gary.

 You really do build us up.

 What makes this work is all of us together.

Catch up on all of the seasons streaming on Hulu and small business revolution.org.

Again, we are three seasons, we have been issued those. We are in the midst of determining the town that will be featured in season four. The great thing is in the last three seasons we have worked with 18 incredible businesses . Again, at deluxe we work with small business every day. These 18 businesses hold a very special place in our hearts. We were boots on the ground standing allied -- alongside with them and seeing what a big difference improving your marketing can have in a small business business but for their family and the entire community. I am excited to share with you some of the lessons we have learned in working specifically with these businesses that were featured in season three. Again, if you want to watch the series it is one part inspiration, one part education , and one part entertainment. You can find it@smallbusinessrevolution.org or it is also on Hulu.

Let's get started . The first lesson that we learned more than I want to share with you is that it is really important to highlight expertise to increase leads and sales . Across the board there was definitely a huge opportunity to help all six businesses that we worked with in season three. Extract not only why they started their business , but more importantly, uncover their deep industry knowledge and translate that expertise across the website to set them apart from larger competitors. No matter what type of business you own your expertise should be front and center. It will likely serve as your biggest differentiator, especially when you're competing with big-box and online retailers. A perfect example of this was working with a rate shop owner was quick to share his expertise of local anglers at a shop, but was just as quick to undervalue and underpay that knowledge as a different trader online PICK I want to introduce you to Mark McMurray from Bluff City Outdoors . A bait and tackle shop in Alton, Illinois, which is where Weise -- we shot season three.

 Mark has a huge passion for the outdoors, especially fishing. In Alton in 2003 he purchased the local bait shop. He generated enough sales at the time to expand to two more locations. Business was good, but over the years changes in the industry and increased competition from online and big-box sporting-goods stores have dried up his prophets. To survive he really needed to find ways to increase his margin. And the topline sales without losing his loyal customer base that he had so painstakingly built. In this footage of Mark from Bluff City come outdoors you will see how our WebCam captured the local knowledge and expertise of the owner and the staff at the bait shop. Also highlighting the specialized equipment the shop carried for trophy fishing and guide service. Both of these were really featuring something that the big-box stores were not willing to carry or offer. We felt it was important to point out that.

 Up until sing his new website Mark didn't really grasp how valuable it was to his business. Is expertise in such a differentiator. Small retail shops really for the people who own them and support them the real advantage is knowledge in the industry, but your customer base. While online retailers might be able to recommend other products that their customers might like those algorithms are really based more on sales results versus the nuanced needs of the customer when you know your categories so well. Specifically, how well Mark knows the local waters and how to fish them. I will show you a short clip and then on the other side we will talk about some of the tips around highlighting the expertise to increase leads and sales. >> [ VIDEO SHOWING ]

They haven't seen this yet. I'm ready to show it.

 Oh my goodness.

Oh my gosh. I love it.

We are using all of the fonts and the colors in the color palette from your branding this will be a rotating carousel right here , this image, it will go through the we know Alton, we know trapping, we know fishing. Communicating that you have this expertise. We added a tab called local tips. We talk about what type of hooks work best for catfish, how to choose the right sinker for trophy Capuchin.

People are googling those same questions. When they put those search words in and are looking for it your and so will be up on here.

Search authority will be a big part of that. If people click on products there are multiple ways to get there . We have an equal distribution between items that you can only get in store and once you can purchase online so we have a good balance between the two. You have done some work to clean up the e-commerce site and we are linking to it. That's an important part of your business . The next tab is meet our guides. Isn't that exciting? We are communicating that there is expertise at play here. This is my favorite part. They organizer in me loves that we have check out availability. You are helping one step more. Mark, you work hard on building this calendar.

 What you're doing here by building this is a really great thing for the local industry.

 Those guys are pretty excited about it.

 I bet.

I just love this. This is our about us page. Use a very conscious decision to have you front and center.

 This kind of puts you front and center not only as a friendly face and welcoming person, but the one person here who knows her stuff not that anybody else doesn't, of course, but they can really depend on getting the right products for the right price at the right time and they will get excellent by

You will be setting them out for the best day they have.

 Oh my gosh .

 You guys have made that look so good. I'm so happy to see that. I'm excited how that turned out. United -- you guys did really good.

 This is all you. This is just showcasing what you already have. You are the three of you here and what you're doing and bringing this community together and continuing to go and bury -- and be strong, that's all you.

 That looks really good. That made the store look that much more professional . That's something we needed in here really badly.

 That is ours.

That's us.

That's us.

That's what we do.

I love that is not an age thing. I know my seven-year-old now will forever use my sleeve.

I didn't really realize it until Amanda presented it on the website that we really are those, the experts in the area. >>> Back again, we always love when a website makes someone cry. It shows that you are really hitting on all the cylinders. More importantly, with just what the website did was highlighted that expertise and this is the differentiator that they had. Such an incredible, amazing family and such a wonderful business. It was great to be able to use the website to tell that story. Again, this is kind of the summary of the high level highlights. Really highlight your expertise to think about increasing sales. What is your main point of difference? No matter your industry each one of you has the opportunity to really identify what makes your business different. For Mark and his family it was there knowledge -- their knowledge of the local waters and the bait to use for certain conditions. It's really about cleaning up that point of difference.

 The second thing is thinking about who your ideal customer is. Understanding your customers for the key audience is vital to understand. For Mark his target customers were the bass, crappie, and catfish anglers from the nearby area. He knew how to speak their language. He anticipated what they would need to have their best day on the water. Three, do you possess industry expertise that is unique? If you have been in the industry long enough you have likely built a valuable bank of knowledge. What Mark really didn't realize was that all these years in the bait shop had helped him really become the go to spot for anglers looking to catch a trophy fish. We needed to really merchandise that on the website. Four, is that expertise translating online? Our web team started with the headlines on the homepage, kind OF THE we know fishing, Alton, rotating carousel. We also featured unique products that the big-box stores ignored as well as highlighting Mark and his family's knowledge about the local area. Really further positioning the bait shop as the industry leader and helping people connect who are searching online for those common questions. It was really important. He was

 beating himself up about the e-commerce site really being competitive. He wasn't looking his biggest differentiator, which is the expertise. Back the second category of lessons that we have seen is that it is imperative that you think about how you are ranking for relevant keywords . Your findability on line and your search ranking is so important. In a recent survey by E marketer it showed that 80% of people online use a search engine to find a local product or service. We all do it. Whether Google or being or Yahoo it can be really helpful as a business owner to think through and understand how these search engines work and how to search engine optimization to make sure your website is one of the first customers find when they are looking for your category of service. If your business has a website or if you are in the process of building one you have an opportunity to include relevant keywords , keywords being the words or phrases potential customers might use when searching for businesses like yours online. You have the opportunity to include those throughout your website to help improve your search ranking.

 It can be a really important strategy when it comes to marketing your business.

 Let's talk about an example of how that can come to life. This is Alicia Jeffreys. She has a dog grooming salon in Alton, Illinois called Shampooches. She has been a dog groomer since 2005, but was always working for someone else. She finally started her own business and even when she was working out of a smaller space it was important for her to move into a larger location. She did that in 2017. It also doubled her expenses. When we first started working with her we discovered she was working about 60 hours a week and rarely takes home a salary . It is very typical of small business owners. It breaks your heart . She was working herself to the bone and not sing the financial results because of it. One of the biggest issues that we wanted to help resolve for her so she could get her visits to a healthy spot was that aside from Facebook Shampooches was nearly impossible to find online. We knew that within the drivable radius of Alton that there were thousands and thousands of dogs. We could tell that by the veterinarian database. It was important that we make sure she was findable people are searching for dog grooming in her area. There were several competitive -- competitors in the dog grooming category including local businesses, but she also had a Petco nearby as well, which was buying up a lot of those keywords. We wanted to help her with that. To help her compete in the online search our team outlined a plan to increase the entire online footprint. First and foremost, it was really about putting together a website strategy that helped Shampooches rank higher for not only dog grooming, but some of the other services like Pet Taxi and all cart services that she was offering as well. We wanted to think through how people were searching for different grooming categories to make sure she was showing up. She was almost invisible online.

Well the design for her new website was fun and well organized, this is a pitcher of her new website . The is beautiful. We found a new logo for her as well. We utilized real photography of her real clients so her customers can tell the difference between stock and real photography. We highly recommend not only real photography on your site. This is all well organized for all line just for online visitors and we wanted to optimize it for search engines with use relevant keywords. With a little research using Google's steward planning tool and a little common sense insight about her customers we could identify keywords and this is something you should be able to tackle as well using the keyword planning tool . Thinking through how your customers would search for your

 business. They don't always search for it the way you name your products or services or categories. Sometimes they search for it a little bit differently. When we think about where to optimize your site one of the most important places is the page title. You can see that they are. It appears in the browser tab and ends up being that search result that you see when you're searching for products as well. The description below the page title, well that isn't used by search engines, it helps your online visitors understand what they will find if they click on that link. What your website is about. If you don't control a copy here search engines will pull whatever they think is best from your site for the first few lines. You really want to make sure they were helping them understand what they will find on your website. If it's well-written this can really improve the clicks to your site because they know they will get and they know that this is what they are truly searching for.

 Another important element is where keywords should appear or another important element is where they should appear , the page URL. IF YOU THINK about the primary headlines , the headline is the second most important element beyond the page title. Body copy as you see below there , is one more place to add relevant keywords. As long as you don't overdo it. You can see in this case we did as a dog grooming twice in a row. We also included animal grooming, which is a first keywords that. We didn't want TO SAY dog grooming too many times. You want to think through the page URL, primary headlines, and the body copy. There are places where you can actually have keywords that people might be searching for appearing on your site.

It is important that you list specific services. In this particular case on this dog grooming page it has allowed Shampooches to alert online visitors and search engines, which is important, that she offers more than just dog grooming. Again, when you're building up the site is important to think through not only the usability and what users are looking for but also --

The SO we implemented on the dog grooming page is then repeated for the Pet Taxi service page. We got to the page title, the URLs, headline, and the body content. Really thinking through how people would search for this and making sure that Pet Taxi and various keywords around how people would search are listed throughout the page.

It is also important to think through your frequently asked question pages. A perfect place to think through those kinds of phrases that people use. People aren't always just typing in overarching terms. Sometimes they are asking questions like do you bathe the dog before you take them to the groomer? What a better way for you to show up as the authority on that. Our team added the frequently asked questions page on the Shampooches website. This accomplishment two important objectives. One, it helped answer the most important questions up front. And not only builds trust and reduces time

 for the staff having to answer those questions, but it also, again, helps them think through or helps the client feel like there is that trust as well as signature time. The second one is the page is a resource for highly searched questions for connecting potential new clients to her business.

In just under three months time the online strategy has truly paid off for Shampooches. Her client base has tripled. Her

 visit -- her website has had over 2600 clicks. Her new website has attracted thousands of visits and appointment calls. Also new clients, call clients has been reduced things to the FAQ page. As a business owner you want to think about where your time can be best spent. If you can answer questions on the website instead of the phone that saves you time you can work on other aspects of running your business.

 Again, some of the top tips here are start by conducting the keyword research. The site is listed there. Again, incorporating the right words into your website content can improve your search rankings. Determine which keywords -- determine which keywords you should use. Google offers a great tool for free or deluxe can help you navigate this work as well. I cannot stress how important it is to make sure you're building these keywords in. Searches the name of the game. The second one is making sure you optimize your webpages with these five top tips I showed you. The page title is the most important . Your page URL, again, is not required, but this can be extremely helpful . Your meta-description copy. While this is not necessarily an SCO technique that can convince clickers to click on your link, it is extremely important . The primary headline is the second most important page SCO tactic.

 Thinking through your body content. That page title, page URL, meta-description copy , so people want to click through and know what they will find . The primary headline. And then the body content.

 The third thing is consider adding helpful content like an FAQ page. Position yourself not only --

 these are the major steps listed here to optimize your webpage. You can do things like link search structures and scheme and markup. That is probably for a more advanced webinar just on SCO. We will move on to the next lesson.

Number three is make sure that you list your business accurately -- accurately online. In addition to a working site businesses have an opportunity to connect with people virtually online for products and services . It is another way to bring in more quality in Billings to your website. A great way to build trust. It can truly be a game changer when you're trying to attract local business. While all the businesses that we helped in Alton needed help cleaning and optimizing their listings one in particular would benefit from it the most. It was a place we happened to really enjoy spending time, which was more since Irish pub. We will share with you how we helped them increase their odds of getting found online. First, let me tell you a little bit more about the more since.

 This is such a cool place. It is a family owned business. It is Mary and Lisa and Katie who do an incredible job providing this rich, wonderful atmosphere to their customers. It has been family owned for over three years now, since 2014. The owners really wanted the pub to stay true to their Irish roots, including the cuisine, atmosphere, culture. Their business is struggling and they were jampacked. . Weekday evening and lunch hours and thinking about the warmer summer season . A pint of Guinness and a cottage pie isn't the first thing you think of on a hot July evening. We really worked with him on keeping that piece of the business. If they couldn't. Up their business we realized after we started working with him this year in season three that if we wouldn't have helped them they would have to shut their doors in a few months. They have for three straight years been unveiling the pub with their personal finances. We see this quite a bit across the country where you are using your retirement savings , personal savings to rescue your business. We couldn't wait to help them and get started with how marketing could get them in the black so they could start bleeding that healthy business.

 In addition to refreshing their brand and building their website the team at deluxe found opportunities to strengthen their online game by cleaning and optimizing their online presence.

This phase is crucial for small business to prominently list in our multiple online directories. Four out of five consumers and the U.S. now use search engines to find local businesses. Perhaps, more importantly, half of those conducting local searches are doing it by smart phone. 18% move forward with the purchase that day. That can be extremely important to your business. While our team at deluxe identified , clean, and optimized more since business listing we focused primarily on Google. Since it is the Goliath of search engines accounting firm

 nearly 8 billion searches a day we wanted to really start there. Google my business is Google's free tool that allows you to manage how your local business appears across Google products like search and map. Many businesses are already listed there. Most owners don't realize they can take control of the information Google displays. Things like your hours, location, website , and menu links as well as business category descriptions. It also opens the door to allow you to respond . A lot of people feel like if they do a search of their business and they show up but they have seen the listing and they see some information there they feel like I have checked that box, Google has found my business. If you haven't cleaned the business they are making assumptions about all of these categories. We want to be able to control all of these elements to make sure that you are as findable online as possible for all the right reasons. Let me show you a little footage of Mary, Lisa, and Katie and you will see how our online marketing team spotted a simple, but impactful fix, on the pub's category description within their Google business listings.

 >> Speaking of bringing people in, we talked about how important cleaning your Google listing was. You relisted only as a bar. You are losing all of that search traffic around the category restaurant.

 The thing we are trying to PICK up.

 You wanted to go in and make sure that you relisted as an Irish pub. An Irish restaurant. And a lunch restaurant. Since we claim your listing just a month ago YOU HAVE HAD 4000 visits to your listing.

 A month ago?

That's crazy.

 90% of them were searches for these three words. They were not searches for Morrison's Irish Pub. Goal number one is how to bring in more customers.

Had they stayed listed as just a bar, as you saw there, they would have missed out on 90% of the people

 searching. As we talked with him more about it in real life they thought that was crazy that they weren't showing up for those kinds of searches. It was really important, such an important part of making sure that they were showing up when people were searching for not only Irish pubs and Irish restaurants, lunch restaurants , the time they were struggling. According to Google you will be far more visible to the vast majority of users with both android and iPhone within a 5 km radius , promoting small local business over margin corporations. That is how Google even talks about making sure you are cleaning your listings. Google my business consistently shows up high and online searches . It boost your websites SCO rankings up in traffic. It post reviews from your customers and its analytics function also allows you to track who is searching for you and whatever just what other sites they visited. That can be important when you start talking about insights into your customer business space and who is looking for your business.

 Some of the results in three months, their Google listing has grown over 43,000 views in Google search and maps. 1300 visits to Morrison's website . The 400 requests for directions to the pub. And the Google my business query reports that the top five inquiries are related to food searches. We truly believe that optimizing more since Google listings made a huge factor in their pub reaching profitability for the first time in three years. That is the great news. They are finally having their first profitable month after we made these changes. Wonderful and rewarding.

 The tip recap on this particular tip is make sure you are listing your business accurately online. Number one, to see if your Google listing has been cleaned go to google.com\business. You can also tell if you are looking at the listing and down below it says claim this business or do you on this business? That's a good indicator have not claimed that yet. Be sure to select an accurate category for your business. You can also add photos , links to your website. You will see it. Pretty self-explanatory. The how you show up in online directories and search engines. We have a tool, a free tool, you can use called deluxe.com\scan. You will learn if you are listed , if your business name is spelled correctly by these social sites and search engines and online directories and if your business phone number and address is correct. Again, deluxe.com\scan. The more consistent and accurate your business information is listed across the web the more likely you will get ranked higher in local searches , which can make a huge difference to your business.

The fourth lesson is to really capture the connections another big difference local businesses have over online and big-box stores is the ability to make strong connections with customers. We saw this at play with this wonderful man named Benjamin Coley from Today's Beauty Supply. After spending several years in real estate he shifted his focus to providing duty supplies after seeing an opportunity to serve his local community in a more meaningful way. In addition to his retail shop which offers a variety of hair, skin, nail, and I products catering to the African American population in Alton he also opened a store giving local youth a great place to work and receive mentorship. He has a great partnership with the girls club their locally. After another competitor moved to town his sales dipped nearly 30% in just one year, which has impacted his ability to take those to pay himself. He and his sister have not paid themselves for the last couple of years since that competitor came to town. An area about the size of Alton doesn't have room for both. We had to make sure his business stayed open. While Benjamin excelled at providing personalized service he was not really taking steps to stay connected with his customers visiting his store. That's producing just reducing his chance for repeat visit -- repeat visitors. When we went in store with him it was great but he didn't have a way to keep in contact with his customers regularly. Likewise, they did not have a web presence aside from a somewhat dormant Facebook page that had not been updated in years. That can be a bad sign to customers potentially searching for and finding social sites. Local search activity was hopper products in the haircare and cosmetic categories. He was missing out on connecting online with beauty minded residents of Alton. Knowing that his marketing website was down we advise for a more coordinated plan to make every dollar work harder for him and make sure it aligns with the same message, which is all about how he makes people feel. Built him a new website which is pictured here. Utilizing real customers . Shall on white owns a great salon in Alton and comes into Benjamin's store. A big supporter of his. Instantly communicates the feeling that his clients have when they stepped through the door, which is really an invitation to visit the shop . He wants to make everyone feel beautiful and special and honor them. He does such a great job . The website is a perfect place to tell that story. >> His online visitors scroll and they will find entries from today's new Instagram feed that supports the connection integration that is at the shop. We wanted to make that automatic. Who has time to be updating that in multiple places? We want to make sure , they work really hard on their social media, let's make sure his Instagram is instantly feeding so is not having to update the website repeatedly with the imagery as well. As visitors continue to explore the site you will find an opportunity to stay connected to today's by subscriber to their email newsletter. We encouraged Benjamin to place a notebook at the register to encourage clients to stay in touch . This can be a great idea if you have a brick-and-mortar store. Just having something on the cash

 wrap can be a great way for people to sign up as well as on the website. Make sure you have it on both places.

 While Benjamin was on board with the idea a lot of retailers have initial concerns about bothering loyal customers for email marketing. It's one of the most common misconceptions about email marketing. Industry research shows that 72% of consumers not only prefer email over other marketing touch points, but they purposely sign up in order to stay in touch with the companies that they love. It is truly one of the most cost-effective and often times overlooked components to a strong marketing strategy. Just like any other marketing strategy, it is important to make it more effective by working together as part of the larger plan and making sure it is working with everything else you're doing. For Benjamin we made sure his email strategy did not stand alone and it was integrated with is various monthly looks. Making sure that as well as a significant events at his store. You really, thinking through that promo calendar

 it is making sure it lines up with all of those things so you're being consistent throughout. You can also think about all the channels at once rather than individually and being last -- less scattered about your time.

 The good news is that Benjamin has gone from 0 to 90 subscribers in just a few short weeks, which is remarkable. The opening click through rates of his emails are tracking higher than industry standards. That's another signal that the connections have provided a strong base for online interactions. It is an example of the emails there to the left, you can see the new logo up top as well as the fonts we chose for him.

 It is really exciting to see it work so well for him.

Again, the summary of this particular tip is really thinking about how you capture the connection. Consider adding email to your marketing efforts. Again, nearly 3/4 of consumers prefer email over other marketing touch points. We offer at selects a free email marketing tool if you're just starting out and want to try it out. Make it easy for your customers to sign up with a sign up sheet at your store or an online sign-up on your website and social media profiles. Be sure to include a clear explanation of what they will be receiving by providing their information. Like other marketing strategies, you want to track the effectiveness of your emails. SOME OF THE, metrics that we look at our delivery rate. Make sure you have the right open rate. How compelling is your email within the inbox? Are people compelled by the content and moving through to your website? Again, ultimately, you want to make sure that you are sending emails that appeal to your target audience . It will feel that they are being annoyed by the emails. They will welcome them.

 The last lesson I'm going to share with you here today before we move into some Q&A time is how to elevate your brand across the web. A brand is defined as a mark or a logo or a symbol that really establishes your business from others. Your brand is really more than that. Your unique brand should be the centerpiece of all of your marketing efforts from York color scheme to your communications style. Want to introduce you to another beloved business that we worked with in season three. This is Lovett's Soul Food. It is ran by a mother and sun duo , Mary and Brad. They started in 2014 as a take-out business. They have such a large family that really supports their business right there in Alton. Mary still has another full-time job because the restaurant won't support them both in a full-time salary capacity. Brad is really, truly a one-man show. He does the cooking, serving, delivery, everything. It is such an amazing place. Everything is driven by family recipes, including a soul food delicacy called Newt. That's where the entire restaurant started. If you are interested in what that is go ahead and watch Arab side to discover more. I even got to cook some. They moved into a larger space to accommodate more diners. While they are beloved within their community he really needed to attract more dining customers to start turning a profit. We met the love it and they had already built a really solid fan base with their existing customers. Again, we don't use the word beloved lightly. People loved eating there. Where we saw the opportunity was to build off the reputation by strengthening their brand online. It would be the perfect time to offer to refresh their brand identity and apply the new look across the web and the restaurant. This is a shot from inside the restaurant. We provided them with bags and bows and packaging. They have a drink display there that we gave them. Are drink carrier. You can see the new logo that we designed for them on the back wall. We repainted the interior and really elevated the soul food experience that you got within the space. >> These are the logos before and after. This is the original logo. This is the new logo that we worked with them on. When you think about the logo design , your logo is really your brands a cornerstone. When it is done really well it can convey your business is value and personality. This can create a great impression and communicate the kind of industry you are in. Their old logo, the really -- the original illustrated logo featured a pig that was very loved by the owners. They had named it the pig Al after their grandfather. The experience at deluxe really knew that the logo wasn't communicating quite the right message about the food or the family nature of the business. There were a lot of colors in a pattern, which can be more expensive one branding promotional items like apparel or printing . A lot of times businesses don't think through that the more colors you use in the logo the more cast you are adding to what it cost to put the logo on something. Initially, the restaurant original name was Lovett's Soul Food, fish, chicken, and more. That was quite a mouthful. With the new logo we brought in that new pig icon, because that was very important to them. The brand and logo is an emotional type or any business owner so we wanted to make sure we honored at that. We also added this font that feels a little rough to call out Levitz and the casual nature of it. We used casual script for soul food. We renamed it to soul food after discovering that was an extremely valuable search term . Plus, it is a very succinct way to talk about the kind of food they serve rather than listing it all out. We love this kind of ring around within the logo. It's communicates or emulates that look of the ring that a glass of water can have on a placemat. It's communicates that casual feeling . The website design, they didn't have a website when we started working with him on their marketing. They built their website to align with -- we built the website to align with their new brand. Conveying their story while focusing on the experience of dining at the restaurant. The hero image, most restaurants we have a food photos but we really wanted to lead with the image of love. Something that expressed the warmth and engagement, excitement and the feeling that you get when you are in their pixel food is prominently displayed . We talked about that earlier. It make sure it is easy for potential country -- customers to understand what's being offered at the restaurant right away. And then throughout the site there are mouthwatering images to give visitors a taste of the restaurant before they step inside. It is all real photography from their store. This is website that we built for them. The directory listings, similar to our experience with Morrison's Lovett's had not claimed any online listings for trip advisor, Google, yelp. Well cougar -- while Google and yelp were no-brainers to designate the category, trip advisor was an equally huge opportunity to list Lovett's to attract tourist attention. Once they were listed and claimed we were able to add photographs of the food, the interior of the restaurant, and the new Lovett's logo to stay consistent with how they showed up online .

For social media perspectives the Lovett's Facebook , infrequently as their only form of social media. To maximize their reach and entice first time and repeat diners deluxe recommended creating and Instagram account for the restaurant. We helped the Levitz understand the benefits of letting the industry tell their upcoming story instead of just posting about specials. It can be easy as a promotional vehicle. Showing the experience visually, a pitcher speaks louder than words. We wanted them to communicate the real story. Additionally, the customer that we created for them which you can see in the background of the photo, it has worked really well to further the fun attributes of the brand and has appeared repeatedly by customers taking food shots. People love to take pitches of the. . At deluxe we do custom pitches all the time and we felt like it was a great way to make sure when people take pitches of food we are getting that Levitz brand recognition in there one more time. And then off-line printing. It wasn't just limited to online, there were plenty of opportunities to further Levitz imprint to the off-line. We are including signage like you see behind Brad. Apparel that you saw Brad wearing. Their menus and the retail packaging. These are all very important aspects to how we added their brand. The biggest tips here are, again, elevate your brand across the web. Number one, be authentic. Your logo should reflect your business and your values. Two, keep it simple and scalable to create a local that is legible and even in the smallest sizes and in black and white coloring. Focus on a simple design using limited typography and no more than two colors for the reasons we talked about. Number three, be consistent. Apply your brand identity and other brand attributes across the web coherently and consistently. Your website should be a perfect demonstration of the core of your business. And don't forget about off-line. All of your marketing material should hang together nicely when side-by-side. You should be able to put all of your things together . Your pens, business cards, any printed materials you have . Your uniforms and every thing should hang together from the same company. Do a quick inventory to see if your business . We really hope you take a peek at the series. Again, you will learn something and be inspired at the same time. It is business on TV. If you don't have Hulu you can stream it on our website. . It talks about the things that we help businesses with in that episode. You can always dig into more.. I would love to connect with you and social media. You can follow me at Amanda K Brinkman . It is Amanda K Brinkman. I post a lot of marketing tips as well as behind the scenes from the show. We would love for you to follow the small business revolution on social media. Thank you for your time.

Okay. We will now go ahead and start the Q&A portion of our call. While we do our best to address as many questions as possible in the time remaining we typically do have more questions asked the time allows us to answer. If we do not get a chance to address your question in this webinar we encourage you to connect with the mentor today after the webinar ends who can assist you further with your business needs. We will be sending out the slide deck for today's presentation that contains the deluxe contact information there as well for further assistance. With that let's go ahead and jump into these questions. Amanda, our first question comes to us from Andrea. She would like to know how much should we establish for our marketing budget?

What a tricky question and one that we get all the time. It is a great question. It depends on the size of your business and the kind of business you are in. There are a few ways you can start to allocate your dollars in the social media advertising which can be extremely effective. Email marketing. We offer free tools. There are free tools out there. It allows you to kind of Devlin that and see if it works for you. The online , claiming your listing and making sure you are listed in directories, many of those are free like the ones I mentioned. It is really about, if budgets are limited, if that is part of the question, there are ways you can be doing things to improve your marketing right away that don't cost . The second piece I WOULD THINK about is while many businesses do what they can before you invest in marketing, often times you can't afford not to. What ever you do and whatever you decide to invest it is really about measuring it and seeing what an impact it makes . The five things I shared here today are things that we think are pretty vital. You want to make sure you have the website , consistent brand, think about how you are showing up online, and those are the basic building blocks and going from there and dabbling with social media advertising.

All right.

 It is different for everyone.

Okay. Our next question comes from Rex who says your examples have some great images of people. What can we suggest to clients to guide them through obtaining great images , especially, clients that are cash challenged?

A great thing you can do is a photography trade with a local photographer or just thinking about hiring a local photographer is a great way to invest in another local small business. Investing in photography is really a great investment for your brand and how it shows up. We have seen a lot of businesses do trades. If you are a restaurant you can easily do a trade for either discounted or free food. There are ways to do trades . We really encourage people to think beyond stock photography. When you are using images that are findable and free online other businesses are using them also. Not only does that mean you're not unique in your imagery, but it also, the people coming to your site can tell those are not real images of your real business. We encourage you to find the dollars to make that work or establish a trade.

All right. We have time for one last question today. This comes from Marcy who would like to know how much does a -- does appearance matter with marketing?

Very much. So much. The greatest thing is that you could have been in business for two days and if you have a sophisticated looking brand and a sophisticated logo you can show up as a sophisticated business that has been around for years. We all do it. We all make subconscious decisions about brands or companies and their sophistication or legitimacy based on their visual identity. I really encourage all businesses to think through their logo and their branding first and foremost. That is communicating so much about who you are and it is one of the easiest ways to appear more established and as professional as you are. As a business.

All right. Those are all the questions that we have time for today. We did not have a chance to address your question? We do encourage you to connect with a score mentor who can assist you further with your business needs. As a reminder, the presentation slide deck will be sent and posted in an email. It does contain the deluxe contact information that you can contact for further assistance as well. And a link to the recording of this session will be included in that post event me email. On behalf of score and Deluxe Corporation I would like to thank you all for attending today. I would like to give a very big thank you to Amanda Brinkman for presenting with us as well. Amanda, thank you so much.

Thank you. [ Event concluded .

 Our next score webinar will be held on November 29 . The small business I do too managing employees. Being sponsored by paycheck. Thanks again, everyone. Have a happy holiday week ahead.

[ Event concluded ]