**NextGen retail, Integrating On and Offline for the Perfect Customer Experience**

Hello everybody, I am so glad you can take time to join us today. This is Angel Cicerone and today we are going to have a great time talking about what might be a confusing topic. I am sure that you have been bombarded with stories about store closings , the doom and gloom, confusion about the retail industry, or perhaps you have seen the other side of the coin, about rebirth and renaissance of the industry as well. Whatever you believe, one fact remains the same, retail is changing . In my opinion it is for the better. It was definitely needed. With this change comes new and exciting opportunity. It is just coming in a different package. So today we will talk about NextGen retail, successfully integrating the physical and digital worlds. If you found this to be confusing I hope at the end of the day that you are going to have some clarity on the subject.

What we will discuss today are some of the facts about the future of retail. We will review exactly what a NextGen retailer is . How you can become one, and some cool ideas to dip your toe in the water work two things that I want you to know from the onset, the first is that everything I will talk about today is geared toward small, independent retailers. That is what I do and that's what I know. And the second thing you need to understand is that with this retail evolutional , revolution old whatever you want to call it, we all have to change. The times are changing and the way the shoppers are shopping is changing as well.

Let me take a minute to give you a background about me and why I am involved in small retail. I am a small business junkie. I am proud to say I founded to small businesses and was the recipient of the SBA Florida small business of the year award. About 10 years ago I started Tenant Mentorship and dipped my toe into a new kind of locally owned retailing. And discovered a void in the marketplace for local owners to create more holistically healthy businesses . I have gotten to know so many owners just like you, as we create new improving strategies for cash and time strapped donors. I wrote a book called Growing SMALL, and then a way to measure your growth in 90 days. Teaching small real tellers the process I go through in helping my clients. We created the retail master class which is the most comprehensive online training for retailers available . And I'm very excited to say this year we started the retail, easy retail tech podcast , about all this amazing technology available for small shops, getting to you and easy to understand format. It will let you know how you can use this retail to run technology, to run a much more efficient business. That's a little bit about me. Today in order to understand how to move forward in today's retail environment, it is important to understand the real facts. As you know through the media, there has been, there is a lot of fear in people. Understand first of all the majority of sales, retail sales, still take place in stores. But online retailers are moving very quickly. Secondly, understand online retailers are actually understanding the value . They are reversing trends to open their own physical , retail stores, because they understand the need for customers to feel and see and touch the merchandise. You want to understand the online search is a key differentiator for both Rick and mortar and online stores. That reviews are critically important whether you take them or not that people look at them the same way as they do a referral from a trusted friend. And almost 5 dollars is spent in store for every dollar spent online following online research. What we know for sure , as a fact, is that this evolution/revolution is playing out the future of retail in the successful integration of the on and off-line world.

That leads us to the discussion of Omni-Channel, or NextGen . You hear the word Omni-Channel a lot . It simply means the integration of online and off-line. A lot of people confuse Omni-Channel , they think it's synonymous with online selling but it is not. It is really a about being able to deliver customer experience across multiple channels. Even if you are not selling anything online, or selling a limited amount of goods online, then you would use all of your physical and digital assets to become a Omni-Channel marketer . There are two goals in that Omni-Channel world . And whichever you choose , the goal of the Omni-Channel retailer or marketer, is to create a single branded experience across every product, from physical to digital to your customers and prospects need to have the same seamless, path to purchase at every touch point between your digital world and your brick-and-mortar world. In other words one brand to one experience. That is without friction and without obstacles. I just went into a Panera the other day and tried to use their tablet in order to order my lunch instead of going up to the checkout counter . It was perhaps one of the most frustrating experiences of my life . It took me nearly 10 minutes to order. Even when I ordered I had no idea if I actually got the order placed. That is another, one of the assets they didn't use correctly. You want to make sure everywhere you meet your customer they are getting the same experience. And the second thing about the Omni channel world, the most exciting I think, is the data. Because everywhere you are bringing people in , this is where the big online retailers really excel and you as a small store have the exact same opportunities. That is to collect and analyze and measure data. The equivalent of retail goals . When properly collected and analyzed the data allows you to know so much about your customers and their buying habits, so you don't have to guess anymore. Which I think is really one of the key things about being in the retail business, always trying to guess what to do. You really don't have to do that. So you will be able to make better purchasing decisions, by more efficiently and plus you can task. This is what is such a great opportunity in the Omni channel world.

So Omni-Channel spreads across all of your platforms as a collective as I said. That should by , provide a branded experience. The first thing you want is to make sure that your physical store and all the things that go with it, whether customer service, merchandising, pricing, your branding is all in good order. And what you do you can dip your toe in the Omni-Channel world . Omni-Channel is an ecosystem . These of the elements that go into it. You are not going to use all of the elements, I didn't think you will , but you want to make sure the ones you use are synchronized to bring this total brand experience. At this point you might be asking, why am I doing all of this . I just wanted to go into a retail business, open my doors and have people come in. And the reason you are doing it is because today's customer is always shopping. 24/7, in person, on the computer, and now on their phones.

As a successful Omni-Channel marketer , you need to be exactly where they are, whenever they want you. Even when you are physically closed . So think about the people, think about yourself, sitting at the computer. With a glass of wine, researching , you want to make sure people can find you. As a result , as a successful Omni-Channel marketer , you want to be ubiquitous . You want to be everywhere they are. You also want to make sure you are relevant. If you open a store a while back, you want to make sure your store and all of your digital access are really speaking to today's customer. To understand relevance is always going to have to change, and change quickly these days. I could do a complete to our webinar just on this topic itself. Just remember today's customers changing at lightning speed and you need to change with them. As a successful Omni eternal marketer you have to , that Omni-Channel marketer you have to provide the customer the ability to connect on-demand. 24/7, we will talk about ways to do that. And to understand that it is about building relationship , ongoing relationship and trusted with customers and prospects and not just transactional . The final key to this is you become obsessed with measurement. Because of the data that you are getting, like I said before, you are going to be able to measure everything and run a much better business because of it.

I hope everybody understands that. We will continue on with the first step in this. To start with your digital doorway. >> But you're welcome mat out in your digital world as well as your physical. The reason we want to do that is to get involved, we want to better get better search results. Google goals. We want to be in this pack , the top three. Not just the first page , because that is where you get the most results. This is a good time for us to do a very quick Internet 101 review. To know how all of these dots connect. Remember the ultimate goal is to come up high in a search. Why is that? Particularly when people search

 the near me. Shoes near me. Liquored near me, whatever it is. It implies an intent to buy . When somebody is looking for something near them, they are not looking to buy something online, they are looking to buy something and in fact Google says for every near me search, they think 50% of those people actually go to a physical store within 48 hours work that is a really powerful statistic. That means all of your pieces, in your digital world , have to work. How it works is basically your search engine ranking is based on the totality of all your digital content . Your website, your social media, review sites, powerhouse social media, digital ads, that includes posts, photos, blogs, anything you put online. The Google gods I call them, behind the scene all of the content when someone puts in that search inquiry for example shoes near me, Google responds with the most relevant, and the most recent content.

 So it's not enough to have even great content, you need to consistently be updating it .

Getting new reviews on yelp, putting up new posts, new photos, new social media. It is very important to understand that the quality and the relevance of your content is what Google looks for. And they call it dynamic content, which is always changing. Dynamic content, you get dynamic results.

 In order to achieve these kind of result, the next step is to get your online presence in order. In the Omni-Channel world we have to make sure everything is working as it is intended. Most of this is free, which is exciting. You have to start with your website. Which is the same as your own line front door. Opening the front door of your store and putting out the welcome mat. >> And you want to make sure the couple of key things. It needs to be welcoming, and needs to have all the information, correct hours. Phone number. Putting an email in there for contact information. If somebody walked into your store, you would certainly want them to talk to you, correct ? The same goes for the website . Make it easy for people to contact you. Put an email in there that people think is actually going to a person. >> Consider using an auto chat, auto responder that lets people know at 3 AM that you actually have gotten the email and you will get back to them.

It is important that you communicate and give people an idea of what is going on in your store. And the personality of your store. What the brand stands for no matter what time of day or night they might be contacting you. And the other really important thing I wanted to mention about your website, make sure it is mobile responsive . If you don't know, look it up on the phone, to see if you get a great experience. If you had your website built a few years ago it might not be mobile responsive. Take a look and if it is not you might need another platform. Most people now are actually accessing information from their phone. So you have to move along with them. At the very least start adding product. Even if you don't sell it online let people know what you are selling so they know it's available. When they search they will get an idea of what you've got.

It's all pretty easy but I want to make sure you understand that. The next thing I would talk about is all of the other digital platform. You don't need to use all of these. I just noticed on my slide, I don't have twitter because I don't use it. Whatever you are using, YouTube, Insta Graham, LinkedIn. We want to make sure all information is accurate, that you claim the sites. And strategy for which ever one you are using. Pick one and do it well. Analyze the results, continue to do it and make sure you are consistent. That is the most important part . And that it reflects your personality of your business.

I want to introduce you all at this time to a site called park bench. Is a network of hyper local websites , specifically for a neighborhood within a ZIP Code. I love this platform because it gets advertise for free. They have lots of fun and interesting ways to drive traffic to the platform you get more information on that on my pad, podcast. One of the new types of platforms invented that are really designed for the small business owner. Again it is totally free and it's hyper local .

Now that you have gotten your online presence in order for the platforms you have decided to use. I want to talk about this, sorry. I want to tell you the truth about social media . The same way people ask about all the other platforms, what they need to be doing, here is the truth about particularly Facebook . Engagement is the key. It's not how often you post but how much engagement you get, so it will serve it to more people through Facebook. You need to pay to play. And organic reach , it's very difficult on Facebook . There was a time when you could go in and do your social media by yourself and get pretty good results. Now I will suggest , if you don't use a professional, at the very least get trained in doing it yourself. It can make a world of difference. It is going to be the platform that you use, if that is going to be your singular course of exposure to the public, you need to make a commitment to do it as well as you can.

Okay, let's keep going. Now that you have gotten all your digital accidents in order,

 your digital assets in order to use them to build trust and build relationship. In other words it's time to become a real Omni-Channel marketer .

What I like to do is liken it to a funnel. People go in a stranger and they come out as loyal customers. Instead of thinking about your business as a cash register ringing you think about getting people the prospects into your funnel at the beginning and working them through building trust and relationships . The first thing you want to do is find a preferred method or multiple methods to connect with them on an ongoing basis. Whether you collect their email, cell phone number, when you get them to follow you on social media to fight, sign up for loyalty programs. A website program that pops up with a free newsletter or an in-store survey with people as a way of finding out what they know and need and like. The way to get the contact information . Just think of it as a funnel you need to get them in at the top so you can get them out of the bottom. I hope that made sense to everybody.

And once you get them in, your job to market to them on your digital assets, is to simply think about your ideal customer avatar and started authentic conversation with them using words and photos. The more real you can be the less polished, the more authentic, the more your personality comes out, the better engagement you are going to have with them. Whether email, or social media. And you can start that conversation and communicate with them. And think of the 3 Es, entice them whether new customers, new prospects, how you will get them to sign up or to come in. That is to entice them, with gifts, discounts, free purchases , free consultation. You have an opportunity to get them involved in your final and get them through the first step. The second part is to educate them. I think sometimes the small retailer, we tend to keep all of the things that we do is a very big secret. So educate them on the benefit of their service. How it works , how to, show the action, compare it to the competitor. Before and after. These are ways to educate people on a more organic level about why they should consider using your service. How you do it that makes it better than somebody else. And I think you really going to get a tremendous amount of trust built when you start to educate them. And the final thing you can do in communication is to elevate them. That is easier to sign them up with loyalty knowing they will be a more frequent customer, or to try to talk to them on a very specific level about for example, if you bought this I think you would like this. Very personalized . Or hey you bought this top when you like these pants to go with it. This is where online retailers are genius and you have the ability to do this as well. We can talk about it a little later on in the webinar.

All right, now you started building trust, getting people in your funnel. I want you to think about experimenting, dipping your toe into the water . Things you can do that will start you on this Omni-Channel journey .

The first, let's start a video. If you have a phone, I want you to start talking to people, in your words, with your face about your business.

 This is really one of the most powerful things that is going on in the world of marketing right now. All you need is a phone, and it is free. It is really a great way for you to submit your relationship with people. Use your cell phone and start talking, tour your store, do how to create a flower arrangement . It doesn't have to be perfect but it needs to be authentic. Video is really great for increasing social media engagement. Facebook loves videos. It's also going to accelerate your Google search. You can use your videos to send an email to welcome a new customer. Or asked that customer to record a review. In person while they are in your store. It is really powerful, it is free . So get the phone out and start recording. It's one of the things I find, that's working amazingly well.

The next thing, your email . I know a lot of people say I am not crazy about email. People don't want to give me their addresses. You have to work through that and understand email is still hugely powerful for marketing . It gives you the ability to address customers. But if I have you take away one really important fact from the webinar, it is that you have through your email database the ability to submit your customer and actually send different messages to different people that are much more personalized to their buying habits. Depending on how your POS is set up, how you been inputting your data, you may already have the information in a way to do this immediately, or hope you will make the commitment today to start inputting process and get the information you need. One of the ways you can segment. Depending on what you sell, segments are what is important to you. Is there an age differential, are you selling different things to people of different ages. Is there a gender differentiation you want to segment , men from women. You can segment by purchase type. For example some people by one versus the other. Send them a different message. Items they buy. If someone is buying tops wouldn't it be great if you could send them emails and say, here are some complementary items to the item you just bought .

You can segment your top 20% of your customers, and send them very different messages because you know they are loyal. The point is, by sending personalized messages, you're going to get a better open and better response rate. In this one slide if you take nothing away, here is the freeway to use the existing information you have , to become a better Omni-Channel marketer .

Let's keep going. And that is with customer loyalty hopefully you have a customer loyalty program . I want to give you a few tips on this. I will go through these all but they are powerful because you can see it's easier to sell to an existing customer than a new customer. To get somebody in the store that's already a buyer, we want to be able to sell them more. One of the keys you can do with a loyalty program, is make sure you are getting people creating the behaviors you want. So instead of putting people in your loyalty program and given them points for dollars, you want to make sure you're creating behaviors that are more important to you. For example, if you want people to come in more often, make sure your loyalty rewards reward that. If you want people, if you want to increase your average purchase, make sure your loyalty program rewards that. Another thing I want you to look at in your loyalty program, creating benefits that change all the time. The benefits don't have to be a discount at your store. They could be a gift certificate to the restaurant in your shopping center. They could be an invitation to a VIP event. The more you change your benefit, the better you're going to, the better the interest rate, and it keeps customers really involved and engaged in your loyalty program. Which is exactly what you want.

All right, now we are going to go to taking it to another level. That is testing BOPIS . If you don't know what that means, by online pickup in store. This is a way to get people engaged in buying your product online, even if you don't want to offer delivery, which is an obstacle for the small, smaller business. A couple of things to know here, 50% of adults surveyed, this was a survey just done last month, use what they call clicked to collect . 67% of them made additional purchases once they were in store. So again this is a hybrid of the future. Even if people don't want to offer e-commerce , they certainly want to offer the ability for people to easily know that product is available, and they purchased it so they can pick it up at their convenience. I will not go through this slide, the top categories right now. When you get the replay you can take a look and say okay I fall in the top category or I don't. Either way it's a great opportunity for you. Put your product online, which is going to create better search opportunities for people to find you. And then be able to buy it whether they do it through a phone call, or PayPal, giving them your credit card, however you want to set it up. It adds one more element of convenience to shopping with you. And it makes it more seamless which we talked about earlier.

All right. If you really want to test some online purchasing, you might consider eBay. A lot of people seem to have put on the back burner. They have 180 million users. And you can test up to 50 products for free . Absolutely no charge except the percentage they take. A great way to see if your products will resonate online and what prices they will sell at. Instead of setting up your own e-commerce which you will have to pay for. To get digital advertising out there, you can take advantage of their search engine power. A great testing ground for you. It's easy to use and it doesn't cost anything.

Again it puts you one more step into that Omni-Channel retailer world.

You can use email or social media to do a shopping campaign. I love this. I've had success with it. Here are the keys, number one. You purchase items or offer items that are not going to be available in store. You promote the heck out of it through your digital access. And you have a limited time and limited quantity special. You can send it out via email or on Facebook or Insta Graham . First come first serve, only available today, tomorrow, next week but not longer than that. And people can buy either through PayPal or they can buy by calling you. Once those items are done, they are done. But it makes people feel like they are getting something special. It allows you to test new items. And it creates a buzz in the community because they know if they are participating with you as a social media follower or email follower, that they are going to get the benefit of the new and unique item. Again this is a program I could talk about another 40 minutes. I don't have time. I want to make sure you understand , lots and lots of options that are hybrid, e-commerce/physical world opportunities. To create new ways for your customers to buy from you.

And here is another, very simple, to create a e-catalog you can use throughout all your digital assets, email, allowing people to download from social media, have it on your website as a download . Create a very simple catalog, you can go to FIVERR.com , and have somebody created for about $20. You can create it yourself. With a graphic program you can use for free. Can for , short descriptions and pricing . Converted to a PDF and distribute. You can do it four times a year, seasonally for almost no money. It gives people a great idea of what you are about.

For those of you that sell gift cards, this is a great opportunity as well. For you to sell digital gift cards.

 If you sell nothing else off your website, allow people the opportunity to buy gift cards. They are growing like crazy. You can do it yourself or you can use an app like giftfly that allows people to buy and redeem all-in-one platform.

So those are some ways you can do. Toe in the water. And all of them have one thing in common. And that is they are measurable. Peter Drucker said what gets measured gets managed. This is the key to small business success in my opinion. Whether you are a physical store or some type of hybrid. All of these ideas have the opportunity for measurement, and everything, from Google analytics , website, to email metrics, to social media insight, needs to be measured so you can test and tweak and repeat .

This is what's going to make the difference between a successful small business in the future, and the people

 who aren't doing anything. I want to make that really clear, the measurement tools are free, so use them.

And please embrace technology. There is so much out there that is either free or low-cost. These are some of the platforms you will find. Podcast. Easy retail tech podcast, that are literally there to enhance your business and allow you to make a much more effective and efficient business. And let you go be the CEO of your business so that you don't have to worry about worrying about what to order. It is a marvelous marvel , a way to enhance your business. I hope that you will not be scared of it, and understand these were designed for small businesses. It makes it so powerful.

So the key to all this, is there is no failure. There is nothing you can do wrong in this world. It was meant to be measured. You tried, you failed, you tweaked , you tried, you failed you tweaked, there is no shame. It can be changed instantly so that you can understand, and build upon the things you know and measure, and move on to the next thing. The only wrong you can do in today's retail environment is by not doing anything.

 So if we recap what is going on. We talked about today , starting with a sound, physical business so you have all of that in order. Getting your online presence in order. Experimenting with the various channels to find out what is going to work with you. And then dipping your toe into the water to create a new, hybrid version of retail, that is going to work for your business . Not for everybody else's, but for you. And in operating a successful, multichannel business, you will be a successful NextGen retailer keeping up with the time. It means getting your head out of the cash register I call it. Stop thinking transactionally, that thinking the only way to success, the only measurement of success is when that cash register rings . Building trust, building relationships with people, are going to build sales in the short and long-term. The focus has to be on building trust, and helping people create new habits of shopping with you, in new ways that work for them. >> So that is kind of the presentation for today. I wanted to offer you an opportunity before we get into questions, to register to win a free copy of my book , and a free one hour consultation with me. All you need to do is send an email to success at Angel Cicerone .com by midnight tonight. Right SCORE in the subject line and I will announce the winner on June first. I hope you will register, if you have any questions you can send them as well. Success at Angel Cicerone .com . To win a free copy of the book, and a free one hour consultation.

Alexa I will leave it up to you to hit us with some questions.

Sounds great, we will go ahead and start the Q&A portion of the webinar. While we do our best to address as many questions as possible in the time remaining, we do typically have more questions asked than time allows us to answer. If we do not get a chance to address your question during the live webinar, this session, if you're not already working with a score mentor I would like to encourage you to connect with the score mentor, mentors are available to assist you further with your business needs, applying the strategies that have been put on as well as today. As a reminder we will send out a link to this presentation slide deck of this visitation slide deck that does contain Angel's contact information as well . Or you can go to Kimco realty.com. With that let's go ahead and jump into these questions. Angel the first question, actually a two-part question that comes to us from Candace. Asking if you can claim your Google yelp listing, if you do not yet have a brick-and-mortar shop?

I honestly don't know. If you go onto Google and your business is there, of course claim it. I don't think you need a brick-and-mortar shop to claim a listing. But it may not be there for you to claim. You will have to get online and it will see, see if it is there if it is not I believe you can request you have it put their. Google is for all businesses. I will do a little research on that Candace, and if you want I will get back to you.

Okay. Candace has a second part. It makes sense to have a POS system, if you are not yet selling ?

It makes sense to have a POS, some kind of software that is going to allow you to track all the things I just talked about. How can you be a retailer without tracking your customer? It is whether you sell online, in-store, you have to be able to track not only sales, but contact information, purchasing information, so you can be the Omni-Channel retailer we are talking about. There was a time when this didn't matter, this is a huge portion of the way you set up your store, whether online or in person.

All right the next question, asking how do you get to the top three search on web two since web one is already overcrowded to any suggestions?

I am not a guru. I will tell you that right now. I do know that if I were somebody, if I owned a small business it would be very important for me to have that search engine ranking, for example a company restaurant, it is critical that they come up in that search engine. Because that's what the business is nowadays. If that's what your business is, you need to hire professionals to go with that. One thing we see on the digital access, and we think we can use it free, but the reality of it is, in the days when you did

 magazine and TV advertising you hired somebody to do that for you. Nowadays you have to make sure where ever it is you need to be, that you are doing the best, you are the best at it. I hope that answers your question. I don't think it does but we certainly can find somebody to help.

All right. Next question, this comes from Sandra . She said thank you for building my confidence in online shopping. I'd like to know if [indiscernible] is easy to add to the website or does she need a developer. We had another one saying that park bench.com is not available in their region.

So parkbench.com, if it is not available where you are, you need to email them and tell them you're interested in having your neighborhood open up. And then they will start working on it. They are in 14,000 cities, not everywhere but if you email them they will put that on their list of places to work on. And number two, it doesn't go on your website. I'm not sure I understand that question. You go on there's. They actually allow you to advertise for free, there is no upsell, 100% free. And they have multiple ways for you to use the platform, which is really fun and interesting. And you won't find in other places. They have a program called the review. Which is a way for you to ask customers for review by giving them an incentive which is an allowed on yelp. It's really kind of fun. So you go on their website , it is not the other way around.

Unless you want to do a back link, I'm sure you could do that.

Okay. The next question is from Sean asking when choose to incorporate a giveback component , like donating a percentage of a purchase to a charitable organization, is there a suggested or tested, and measurable number such as 10%, or five dollars, from every transaction etc..

That will make people, I assume the question is is there a number that is going to make the charity want to participate, or people come in and use the offer? I'm sorry, do you think you understand what that means?

It sounds like Sean is referring to the latter.

In order to get people, I think anytime you give people a bounce back or reason to come in, the offer has to be good. I assume he's making 10% back. So you are talking about wanting to get the charities to participate. And I don't know of a number but I do know, one very specific suggestion for working with charitable organizations. And that is they be a partner in promotion. As long as they are good partner and promote your giveback promotion , your situation, whatever it is going to be, that you need to make sure they are promoting on your behalf. If they are doing it, they are loyal people. If there promoting well enough that they are loyal people, that will come and support the charity , it is up to you at that point how you get them into the funnel to become a loyal customer. But I don't know if a number that is going to really work for people. In terms of getting the charity involved. Sorry about that .

 All right, the next question comes from Regina. Asking if opening up a mobile app for your business requires a business plan. In order to gain funding to get the investment .

So creating a mobile application , of course you need a business plan, you will need a very specific wireframe they call it, of how the app will work. So I think you may be , could work with an app developer to a certain degree. If you don't know anything about apps you will need to learn a lot. People come up with app ideas every day. By no means I mean this to be discouraging, but it truly has to have a purpose for people to use it . On a wide scale. So number one is it scalable. Is it just for your store or business or will it be used for people around the country? It could have a bigger, broader reach. Is it going to solve the problem? So everything should have a business plan in terms of who is the audience, how much will it cost to start up, and what is the revenue opportunity there. So those are yes, my answer to you is a resounding yes.

Okay. Next question, from DD, if you think business LinkedIn profiles help in promoting a business? Does it cost a lot to promote using LinkedIn?

I use LinkedIn. The B to B side of my business because I work with real estate developers. Depending on what type of retail you have, I don't know LinkedIn would be a great fit. However, it doesn't cost anything. You can buy LinkedIn ads, but LinkedIn post, they are very generous with the way their post feed. People will see you on LinkedIn that remember is a B2B platform, about providing information and knowledge to people. So I'm a little bit at a loss not knowing what kind of business you have. The platform is great. And if you are selling a service to people in the business world, it might be a great place for you to be.

Okay . Here is another social media related question, asking what your recommendation is for getting more viewers on a histogram for your product. >> I think that's a great question, I will tell you right now, I just recently hired someone new. To do my Insta Graham. She is using a Ripley video, you can create them in PowerPoint quadruple. On Instagram . So by getting somebody to do it the way it needs to be done, with the strategy, I am finding I'm always researching people that do this affordably. I think if that is what you want, is that a priority for your business, you will need to invest in it either and time to learn how to do it , or to hire somebody to do it for you.

Okay. We have received several questions today around service faced business. How applicable are the strategies

 to a service-based business such as hairdresser, chiropractor. How do you maximize the power .

There is nothing different. I have to be honest. It is the exact same philosophy. Even though you may not sell anything online, you might be booking appointments online. If you want to drive people to the website, appointment booking is kind of the gold standard right now . You want to be promoting your people online, you want to be promoting your customers online, before and after the services, the availability, the reviews. All of those things, it all works exactly the same. So don't think because you don't have an actual physical product to sell that any of these are different.

Okay, Angel the next question is from Catherine . You have any suggestions for good resources for creating an ADA compliant website?

 That is such a good, timely question. I in fact, will be posting next week a webinar on that topic itself. I don't actually have a resource but there are rules. Basically it is the ability, I don't even know the rules. That is not my area of expertise. You guys are killing me today with the areas of expertise. But I am sure if you look online, there would be a list of the rules, which include I believe being able to click through and navigate for people difficulty seeing. You don't need to complete a new website, but you can adjust your existing website to make a few tweaks so it is ADA compliant . I very much suggest that you do. There are lawsuits starting to fly in this regard about websites not being ADA compliant . It is something we will hear a lot about in the next 12 months.

Okay. In the next question, asking between Google my business, and the basic website . Which one would you recommend?

You have to have a website. Not having a website in today's world is saying essentially I am not in business . So you must have a website, not a web page. It can't just be a place for hours. And logo . It needs to be a real website that people can go through and get information from. You must have a website. Google my business is great, all the other assets are great. Your website is your digital front door.

Okay . We have time for one or maybe two questions.

New to Facebook, she wants to know why is Facebook not organic. Is it still a good place to advertise? How would a small service business use Facebook ?

I think 2 billion million, 2 billion users on Facebook . Very much a valid resource. What has happened, now because they are revenue producing company. They have some very odd algorithms. If you are, they like organic content. Things that say here is a tip for you today. That doesn't link back to anything else, it doesn't try to sell anybody anything. So it is really about creating relationship . You have to understand if you don't have a good engagement of people. Not liking or commenting, there is a chance your post could be served to as little as 1% of the people actually following you. Because they want you to pay for the ads. Pending on what you are doing, questions are very general. Depending on what you are doing, if you are in a ZIP Code, if there's something that can do a general add in your ZIP Code, and draw people so you have a more broad-based business, I would say go for it. Absolutely. I have to answer generally because I don't have specifics. But at this point in time, unless your posting content that's getting 20 or 30% of your followers to engage, it is probably not doing you a whole lot of good.

Okay. So those are all the questions we have time for today.

I am sorry to hear that.

It went by so fast , we received such great questions, which we didn't have time to get to them all. If we did not address your question during the slide segment, just a reminder, to connect after today's session with a SCORE mentor. SCORE mentors are available online or in a local chapter near you. And can help you with your business needs and help you apply the strategies , that has been presented today, as a reminder, the presentation was recorded. We will be sending out a link to the recording, as well as the slide deck. In a postevent email going out in just a little bit. The slide deck does contain Angel's contact information. Reach out for further assistance there. Or to Kimco realty.com . With that, I want to thank you all so much for attending today on behalf of SCORE and Kimco realty. And a big thank you to Angel Cicerone for for designing with us today .

Thank you for having me and thank you everyone. I really enjoyed it. Doing webinars you are probably out of the black hole but I hope you enjoyed it and look forward to your feedback. I have gotten so many emails already. The free book and consultation thank you for that. If you need anything at all don't hesitate to get in touch.

Okay, we hope you can join us for the next life webinar held next Thursday, June six's. You can go to www.tran01.org to register. SCORE.org . Attend this webinar to learn about the resources available to minority entrepreneurs and how to launch, grow and innovate your business. Thank you everyone and we look forward to next time. Take care. >>[Event concluded]