**Developing Your Overall Marketing Strategy**

Thank you, to everyone who has been able to join today. I am really excited to be here. I have a lot of years in marketing and event management and I am a passionate supporter of small businesses. I am excited to be able to share with you, today, about marketing strategy. I know your time is valuable so I want to just get started. Throughout my career I have had the opportunity to talk with many small business owners and nonprofits. All of them have a great passion and love for the unique products and services they offer. One consistent message that I have heard is that they are trying to be found by customers while competing with competition for a variety of other businesses. And they also mentioned that marketing was not fun. It did not get them excited to get up every morning. Which is why I do what I do because it does get me excited. They knew that developing a plan was important to be successful. They were so overwhelmed to add this to their days that were already filled with running their businesses and caring for their families. I hope that you would share a similar message if you are new in business, have been in business a long time or just considering starting a business. What I am excited most about today is that I will share with you some questions that, when answered, specific to your business will help you create your marketing strategy. When you write these down you will have a document that is like a roadmap for your business and I like the concept of a roadmap. When you think about a roadmap you need this to get anywhere. Sometimes the roadmap is in our heads and that is because it is a familiar place. I know how to get to and from the grocery store or work. But other times there is a new location and Google maps becomes our best friend. There is one difference between a marketing strategy and a roadmap. Strategy answers will not be predefined for you like a map is. Each step requires you to think about what is right for your business. It helps to write down key points. So feel free to grab the worksheet that Alexa was referencing in the lower left or grab a notepad or today just grab your cell phone to jot down ideas as we go through this together. I know you will find it helpful as we reflect after the webinar if you have taken the time to jot down concepts and thoughts that have come to mind. By the end of our time together, our goal is to make sure you have the tools to develop your own marketing strategy. We also hope that through taking the time to complete the answers to the questions, that will ultimately create your marketing strategy or your business roadmap. I will help you identify immediate to do items whether it is to start or stop them and allow you to find more time to do what you love to do. One thing to remember with marketing, is that today is the father of tomorrow. You may have a store full of customers today but if you don't do anything to attract new customers, they may move on and tomorrow your cash register will not be ringing. To do this there will be three sections we will cover. We will start with you and your business. Next we will move to your target customer and third we will talk about your branding and how all of this pools together. At time I will take a minute to pause and that is just to give you a chance to write down or jot down the last few notes. I have found that to be helpful so you are not trying to hear me and write a note at the same time. So let's get started. When someone says marketing to me, my head immediately goes to the visual out puts like you see on your screen. A logo, a website, printed materials, branded products, packaging. Social media, email, apparel and promotional items. I love this stuff. It is visual, fun and exciting. But before we get started with the visuals we need to answer some important questions. First, why did you start your business in the first place? Or, why are you getting ready to do so? What do you want to accomplish in the next month or 12 months. Who is your competition? And why do your customers choose your business? And how do you identify the potential customers who will be the most profitable for your business and then how do you attract them? Visual outputs are the things that business owners often start with because they do get people in the door. You should answer the questions you have listed because they influence your visual output and help determine the right combination of activities for your business that get the right customers in the door. I hope by the end you will see how this all ties together. To bring this to life, at each stop I will incorporate insights into businesses including those that have been part of the small business revolutionary makeover. It does not matter if you have seen their stories online or if you have a different type of business. The specific examples help make the concepts more real. I know and you know that your situation is unique to you but you are not facing this alone and we believe that these steps are the key to developing a roadmap that will help your business thrive. So let's get started on the first section. We want to talk about your review and your business. Let's begin by what gets you excited to get up every morning. This is where your roadmap begins. For today's presentation, I will use one of the small business revolution makeovers in Alton, Illinois. That is Morrison's Irish Pub. The three owners that you see on the screen started there business to share their love of Ireland and everything Irish. This included great food, live music and a wide variety of Irish whiskey. So think, why did you start your business? This is your story. Do love to create on trend hairstyles? Do you love to brew unique and delicious beers. It is the passion and talent for what you do that got you excited about sharing that with others and starting your business. When I stepped inside Morrison's Irish Pub I believed that I had been magically transported to the Emerald Isle. And the owners need me feel so welcome. I was actually envisioning little leprechauns would pop out that although they didn't, I thought the code. Morrison had been in business for two years and before I got there they had developed a friendly staff, authentic Irish bruise. A broad selection of whiskey and live music but unfortunately they also had issues such as inconsistent foot traffic, a generic feeling logo, a poor website experience, an inner accurate Google listing and sadly they had to eliminate their marketing budget. They needed help. Businesses, regardless of size, usually identified their one or two most important marketing goals such as targeting the right audience to drive revenue. Maybe being found online or updating their look. For Morrison they needed to find a way to find more customers and generate more revenue. Think about what your specific 1-2 business and marketing goals might be in 2020. I am going to pause just a moment to give you a chance to think and write a note. After the owners thought about why they started their business and identified their goal to drive more revenue they had to figure out, what did their competition do that was similar or different. Competition for their restaurant came from other sitdown pubs and restaurants, as we might expect. They also face competition from anywhere else that prepared food was available. Like grocery stores, convenience stores, movie theaters and coffee shops. What all of these types of businesses had in common was it was a pool of potential customers that wanted to eat a meal but did not want to cook it themselves. Considered the competitors that your business faces. They might not always be obvious. Did not stop at the first glare of those that might offer the same products or services but also those businesses who have substitute products or services. Inc. about a local grocery store, like the one that my husband runs. They have faced competition from grocery stores and other businesses were perfect prepared foods might be purchased. But over the last 5-10 years they have started facing competition from big-box stores, hardware stores and online retailers like hello fresh and Amazon. Think about it. If you have ever visited a home improvement store you go in for a gallon of paint, you might go leave with that gallon of paint as well as a 12 pack of soda and a bag of Cheetos. I am sure when Cheetos came into the market, they were not on a hardware store delivery list. Once Morrison understood the competition they could begin to identify what value they provided to their customers. This came back to the delicious Irish meal. In a venue that enhanced that experience through the decor, music and beverage selection. Their friendly staff made this experience enjoyable. Now think, how do you add value to the lives of your customers? This should be a key message in your marketing. If you own a hair salon you don't just cut hair. You make your customers look and feel great. Now, what set Morrison apart from the competition as it was real Irish food with real Irish ingredients right down to the butter. It seems small but important. They have a large assortment of Irish beer and whiskey and wonderful Irish use it. That is why people liked their pub and still do. Now ask yourself, why would a customer choose you? Based on the answers to all of these questions Morrison was able to articulate their unique selling proposition. They provided a unique experience for their customers. I am sure you have identified what makes your business special. Take those things and fine-tune the one or two sentence statement that helps your customers understand what you do and why you are different from the competition. We call it a unique selling proposition or USP. You might have heard it called on Mike Elevator Pitch or a selling point. I am going to pause for a moment before we shift to the next section. The next section is all about you and your target customer. Now that you have considered the questions about you and your business it is now time to focus on the characteristics of your most important customer. Do you need to know -- are they a certain age? Gender? Does their income influence the purchase? Are they passionate about the product or service that you sell? Narrowing the focus of the profile of the person most likely to make a purchase may sound counterintuitive to some business owners. Agreed question is how are fewer customers better? What we do know is that by trying to cater to an audience that is too broad, it can cause your marketing to be generic and cost prohibitive. So for Morrison they figured out who their best customers are. One was local customers who wanted a fasting casual dinner. The second was Torres. The third was anybody that loved everything Irish and the fourth was Irish musicians. When you review their USP, providing a unique dining experience, the last customers, they wanted that fun taste of Ireland. They did not need to change their offering or modify their brand. But they knew there was a fifth group they were interested in. Families with younger children. It would have brought in the audience but it would have ended up requiring additional work. The menus would have needed to add more kid friendly options. Their unique product, the Irish whiskey collection, would not have made as much sense at times. It would also have made it harder to stand out from the competition. Think carefully about who the most important customers are that generate the most revenue for their business. I want to make it clear that this was not that Morrison turned away people or families with children. What it meant was that the marketing dollars they were spending are the marketing dollars you are going to spend, they need to be spent in the proper customers. You can attract other customers but they are not the customers that are most important to you the success of your business. Once their audience was identified it was important to understand why they decided to eat at Morrison . Was it convenience? A better product that the customer wanted? They could have tried to please everyone by offering a variety of food at different price points. I am sure you have been to a restaurant where the selection wasn't broad but the food was just average. I had one just this last week. However, Morrison did not do that. Instead they stayed true to their USP. The casual atmosphere and delicious Irish food helped them gain the number one pub rating in the greater St. Louis area in just one year. The final question for this section is to identify what is going to get your target customer to purchase from you? For Morrison , the trigger is typically that the person is hungry for a meal. In addition, Morrison had the unique attribute of providing an authentic Irish experience. Customers probably went online searching for a local place to eat from their computer but much more likely, a mobile device. Even for people living and working in the area, it is easy to be overwhelmed by the options. Morrison needed to make sure that people know their location, the hours they were open, the food and drink menu, any music or events happening and the business ratings because no one wants to go to a one star restaurant. Providing this information creates a greater opportunity for people to choose to dine at Morrison . It is important to take some time to answer the question, what is the prompt that gets your customers to buy your products or service. If you are a plumber in the Midwest and it is winter, you want people to know that you have fast, friendly 24 hour service for a frozen pipe that might burst. Or a hot water heater that is leaking on the floor. The plumbers customer is buying from them because of their service first as an their technical capability second. I might even suggest that I am not really going to question if they are a plumber. What I am going to want to know is are they a good one? Will they show up and do what they said they were going to do. Think about that and jot down some ideas of how you can make sure that your customers purchase from you. I am going to pause for just a moment. Think about the section. You have now taken some time to think about your target customers as well as you and your business. Now we start to figure out actual steps that will take you on your marketing roadmap. But, just like a roadmap, there are lots of different routes to get from one starting place to your final destination. You want to make sure that the customers know that your brand is consistent and that your brand can be found. We also know that your small business marketing is limited. The markets must convey what you do and the way that you do that to your target customers. Carefully consider where you are spending your hardened dollars. The first place to start is with your logo. This is at least important to consider logos build confidence. Your brand is how you make your customers feel about you and your business over and over and over again. You can see on this slide the before and after images of Morrison's Irish Pub. For Morrison , the logo did not show their business in the best way. The business was anything but generic. Of the logo did not showcase its uniqueness. So same with another business, Bluff City. They had multiple logos from over the years and this created challenges in getting customers online. Make sure you have one logo that communicates clearly what you do. It should be easy to use online but don't forget about printed business cards and flyers. Promotional items and business apparel. Store signage. Bear in mind, as cool as a complicated logo is, and Bluff City had a cool logo, it can be expensive to put on other items and difficult to read. It did not reflect what they were known for and that was their fishing. They were located on a river. They have tournaments there. It just did not reflect that. Going back to the Morrison example, their updated logo reflected the Irish tradition and used an icon that represented the owners rather than the frequently used Irish font that did not set them apart. They then took this logo and put it on the things you can see on your screen. Their menu, business cards, a sticker for their eco-friendly to go boxes. Logos on their bags and promotional products like whiteboards and glasses. As well as apparel like T-shirts and sweatshirts. Not only did this refreshed look create a fresh experience but it motivated customers to purchase apparel items as a memento of their visit. Okay, so you were not a restaurant. It's okay. Many of these examples still work for your business. Perhaps you are a service business and you are not giving them a to go bag. Maybe you have a sticker or a pen. Or a magnet like what I have on my furnace that my provider gave me years ago. If the repurchasing time is longer, you want these customers to be a referral source for new customers. One of the most important things is consistency. Be consistent and use the same logo on everything that your customers see from physical to digital. It is not just those. Inc. about how your phone is answered. If you are Bob's tire store, picture you answer it every time. Not Bob's or tire store or hey or hello but Bob's tire store. It seems like a small thing but it speaks to your attention to detail and a level of professionalism. Once the logo is finalized, the next step is knowing where do your customers spend time? I am certain there is almost no business that does not need to be found on line. That can be online searching, websites, email, paid online advertising. From the basic information that people need to know, it is your current hours. And if they change for the holidays. And what type of business you have. What we know is that over 70% of people search for businesses on a mobile device and that number is continuing to grow. Don't let customers move on to your competitors if they can't find you online. We also found an interesting statistic. Digital interactions influence $.56 of every dollar spend it at brick and mortar stores. A great example was when we searched online, Morris sends only searched up as a bar. So people searching for Irish whiskey or Irish food, live music, it would not have known about them. The website was also not easy to view on a mobile device. By making just a few changes they now show up in many more searches and the update to their website provided menus, events and more. Think about this. A storefront signage. Direct mail. Maybe even a community speaking opportunities. This depends on what type of business you are in. Your business USP, this will determine what number of communications you will select. As you start preparing for this coming year, we are just barely into 2020. We still have a long way to go. Which is great. Start thinking of ways that you share your business with your customers in the past. Where these your target customers? Did they create profitable revenue? If you're just thinking about it, think about the ways that you are starting to think about sharing her business. And ask your self those questions. Take a moment to write those down. It is really important. After you review what you did last year, think about what you are considering doing this year. It is time to put it in the context of a budget. I know that nobody likes to think about a budget. Think about what did you actually spend last year? How much do you need to spend this year to increase your visibility, number of visits and repeat customers. Now think back to the start of our conversation where I told you that Morrison was looking to generate more revenue. And I have been talking to you about things that they have done since that time. A sense they dialed up their marketing they have been operating in the black and recording weekday sales of more than $1000. They have sold out of their promotional and apparel items more than four times. This is a steady source of income and a promotes the business outside of the restaurant. They added whiskey Wednesdays, beer flight Thursdays and more. And then they added the ability on Tuesdays to donate a portion of their profits to charity event. They had 400 social media followers. Almost 1300 on Instagram. One month after they had updated their webpage and their Google listing, 87% of the Google searches now have a category search where they showed up rather than people having to type their name. Two years later, over 95% of the searches are based on food and dining. I cannot tell you how many times that people have asked me about the name of a place that I love and I can't think of it but I can Google by what I am thinking about and then they come up. That is what we mean by Google searches and how important that is. They also earned the trip advisor certificate of excellence and are the number one rated restaurant in Alton. And is somebody that likes to travel, that is an important reading for me and others. Focus, planning and consistency have made such a difference in their business. Your top goal for this year might be getting online. Updating your look and targeting the right audience. By taking the time to write down your marketing strategy or your roadmap you have a document to reference whenever you are doing some very important that deputies such as, what can you do versus what do you need help doing? When evaluating a new opportunity, does it match your plan. When you meet with somebody who holds you accountable, maybe even just someone in your business. And mentor from like someone from SCORE or a trusted advisor. One partnering with other people, look at that whenever you are reviewing your financials. And it is not just about the visual output that how you get there. Consider doing those things that you should keep doing, stop doing and start doing and answer a few questions about your business. First, what tasks do you do best that no one else can do? Keep doing this. These are your unique skills. When I think about the plumber example, a plumber needs to be licensed. You need to keep doing your plumbing. Next, what tasks take you away from those things you should keep doing? Stop doing those yourself. What do you need help with? To need somebody to answer the phones? Do you need help with peril? Whatever it is, think about those things that you should stop doing. And finally, what things should you start doing in this coming year to either begin your business or help your business grow. Whether or not you love marketing it should not feel like a necessary evil. It is important to help your business grow. And remember what we were talking about in the beginning. Today is the father of tomorrow. I know we have covered a lot of ground over this time. Deluxe Financial Services has some great resources for you to check out. If you go to Deluxe.com/score you will find that blog posts, how to guides and more. In the lower right of your screen, you will see three e-books. They are marketing fundamentals. This presentation complements that book. That book goes into a lot greater detail on specific things like email marketing, social media and also finance fundamentals. I know that nobody likes to think about finance and maybe you have a CPA or an accountant or bookkeeper that you work with. Whatever it is, this is designed to help you understand some of the basic concepts and terms. It is not meant to be a challenging thing. And then there are the startup fundamentals. All of these have checklists of things for you to consider as you go along. What I really want you to take from this presentation is that you have been answering a lot of steps, little by little. I did not tell you to go create your marketing strategy. You have little steps that you can take. And once you look up, you will see that you have a great start on your marketing plan. And the goal is that this is going to help you make good decisions that will help you and your business be successful. I am now going to turn this back over to Alexei.

 So we will go ahead and move into the Q and a portion of this webinar. In the time remaining we will do our best to answer as many questions as we possibly can. If we do not get the opportunity to address your question, we recommend that you connect with your mentor after the session today to go over the questions that you may have. They can assist you further with business needs and applying the strategies and as a reminder, we will be down we will be emailing everyone the slide deck that contains all of the contact information for Deluxe Financial Services. So with that let's move into the questions. Deb, our first question is from Edith. She is asking about if your target audience, can you have more than one target audience? And we have also received questions from several participants today who are getting ready to start a business. Wanting to know how do you even begin to identify your target audience before you begin. Can you have more than one? How do you go about this from the perspective of a new business?

 Those are some really great questions. First of all, absolutely you can have more than one target audience. In our example, Morrison's had four different target audiences and they all linked back to the unique selling propositions. So just make sure, one of the points to have in your target audience is to understand who is your most profitable customer. And so how, for a new business, do you define that? That is a really fantastic question. It is not one that you sit down and answer in just a few seconds. You probably want to run past your SCORE advisor or anybody else that might be trusted in that respect. But think through. If you are running a day care, you are probably going to want to target people who are maybe even getting married and thinking about having kids but especially people who have kids. So I will try to get some generic answers to help. It could be other people but if you are targeting grandparents, they are probably not your primary audience. You might run into a grandparent who has a significant influence on where there grandchildren go but that would not be the usual. So when you are thinking about your target audience, there is a universe of people out there. But try to think about what are you going to provide. What service or product are you providing and to is going to benefit the most from it and how are they going to do that? In the daycare example, perhaps it is a center. You should know the range. You don't want to just reach anybody in your town. I live in a large city. People are not going to typically drive 20 miles or 50 miles to a day care unless it is close to their work. So you might nail it down by geography. So there is criteria and I hope that helps at least hopes to start thinking about how do you narrow it down. That is a great question and often times businesses think that any revenue is better than one. So when you think about spending your marketing dollars, advertising that reaches a broad audience, you want to make sure it is targeted. Otherwise you will have a lot of people that just don't care about it.

 It Deb, the next question comes from a few different folks in the audience today. They want to know with the content covered today, does this also apply to service based businesses. With softer subjective skills and does not apply, and if so, how?

 Those are really great questions Alexa. This absolutely applies to service and B to B businesses. Everybody should be thinking about who is my audience and how do they overlap? So in the case of a services business, I consider a plumber a service business. You might have an I.T. technology group or maybe even an online group. Anyone of those, you are still only going to have limited marketing dollars. You really do have limited marketing dollars and you want to make sure that you are spending them in the most effective way possible. You need to look at results if you are sending out an email. Your email service can probably tell you if they are engaging in their email. If they are not opening their email, they can probably tell you you are not opening the right subject line. Start observing what matters to your customers and what is getting the right customers. I like Morrison's Irish Pub. I have been there. It is an awesome place. I am not going to go there every week but if I get back down there, it is great. And I am not going to be there target customer. And the same thing is true of services businesses. As it is with a B to B business. So everybody needs to know what their marketing strategy is.

 Okay. Next question. This is from Kenneth. He is asking, what are the key attributes that need to be included in your unique selling proposition or elevator pitch. Kenneth also wants to know if there is a difference between a tagline and an elevator pitch.

 Thank you, for those questions. The key attributes, let me work back to that first question. The first thing is you are asking about a unique selling proposition or a tagline. A tagline is something even more assisting than your neat your unique selling proposition or elevator pitch. So when I think about it, Deluxe Corporation has a much longer Elevator Pitch when we go to talk about things. Your tagline is probably just a couple of words and may or may not be used in conjunction with your logo. Your Elevator Pitch or Unique Selling Proposition are basically the same things. What I tell you is it should be a maximum of one or two sentences. I know a lot of people know, Kenneth, don't worry. Don't let this trip you up. I would encourage you to talk with your advisor or a trusted person to run this past. Let me tell you that Morrison did not appear out of thin air. They really thought about what is the unique selling proposition. What does that mean? The words do matter. You want them to be very specific. So there is was the unique and casual dining experience. And that was telling you what you could expect from their business. This was not going to be a fancy restaurant. And then it told you about the experience that you are going to feel like is authentic Irish. So if you had been to Ireland, maybe you had seen a lot of information. You would feel like you understood that is what you were going to experience. So it is about what they can expect from your business. And I hope that helps.

 Okay. Our next question is coming to us from Michelle. When you were discussing the logos within the presentation today, Michelle wanted to know if you could qualify that you were saying that you should not up dated after several years of use. Will you please talk about that a bit more.

 Logos should -- you don't need to update a logo every year. However, if you had a logo for a bit and your business has changed or you are feeling like, this does not look like you want it to look like, it is okay to consider refreshing your logo or updating it. You don't need to do this every year. But, there are times. The two examples that I provide, I know that there are a couple of blog posts on Deluxe.com/score that talk about logo changes. It is when you feel like you maybe have missed the mark or you started off with one and it is not exactly what you were looking for. The one that is the strongest for me is that Bluff City had several logos and the one that they were using most often, when I saw pictures of what their space used to look like, you would drive right past it because you would have no idea yet what it was or what they were doing. So even if you were looking for it, you couldn't find it. So if you are a brick and mortar, you need to think about if it is something that will catch your eye. Maybe you need a different color or a different font or the imagery is not exactly what you are looking for. So there is not a prescribed thing or timeline for this. It is merely one of the pieces that we tell people to at least consider especially as they are going through and looking at other pieces and realizing that their business has changed over time.

 All right. Next question is about social media. That came in from several participants asking what your recommendation is on how active you should be and how often should you post on social media.

 Those are great questions. And let me tell you, my answer is just going to be the tip of the iceberg. One we have gone through presentations there is lots of information on this. But I do have some thoughts on this. This first comes back to your target audience and understanding where they are. If your business is, if it is a services business and you are an I.T. company, people are still on social media so your customers do play their but if it is not a visually appealing business. Then maybe Instagram is not the right place to go. If you are connecting with a different type of audience like Facebook, that could be helpful. Ask customers where they are of and observed that. How often you post, you don't want to post too often. I have had some businesses that I stopped following them because they clog up my newsfeed. Maybe it's every hour or every few hours. But if you have something good to share, you definitely want to share it. If you are a business like a restaurant or like Morrison , I was watching them and they have embraced social media without it being overwhelming. I enjoy seeing what they are posting and what they have going on. You can create events like on Facebook for that. You can also create a schedule. One of the things that we recommend is that people create a social media schedule. In my estimation, social media, even personally I can go down a rabbit hole really fast with social media where I spend way too much time scrolling and then I get distracted really easily. However, when I used to manage a social media blog, what I did is I looked at the upcoming events for the next week or two and I thought, what do I want to post about or share about. What imagery do I need? I will go down and think, this is what I wanted to do. And how you post depends on if you have any software use. Whatever that is, I would go through in thing, I am going to do this. Then I tried to schedule it. So I don't have to sit down and think about it every day. As long as you have this already laid out it only takes a few moments to go out there, copy, paste and you've got it done. I do think that it can vary by business. I know that sounds really clich&#233; because people like to know how many times or when to post but I have been, I have just found it to be, it varies by business and that will be unique to you. Ask your customers. Ask your family and friends what they do. Observe what other businesses do. There is no reason that you can't look at successful businesses and observe what they do. You can even use some ideas that they've got. Look at holidays that might match with what you do. We have a calendar here at work and every day has some fun holidays that come up and you can say that this one and this one tie into your business. So look ahead, create a strategy or a plan for how you will do that. For me, the bigger question is not the frequency. You want to be out there and active. And then you make sure that you monitor it. I have seen some great businesses where somebody has posted a negative comment and they immediately got a response out there on the respondent said they wanted to take this off-line and resolve the issue for them. That says volumes about the business. I hope that helps as you think through it. It always comes back to, what about your target customers matters to them. What spaces are they in? If your customers are not on twitter don't spend time there. If they are very active on Twitter, make sure that you are. It really depends on where your customers are at live. You need to have a strategy, think it through in advance and make sure you are monitoring things there.

 Deb, we have a couple of final questions. This comes from Holly. How would you suggest to draw customers to your website when it would be common for them to search a big website such as Amazon.

 That is a really great question Holly. I understand. You are right. You will be competing with Amazon. A lot of businesses do. My husband runs a grocery store and they compete with Amazon as well as many other businesses. The key thing for me is your website to make sure. And this is not just standing up some basic website. It is making sure you understand the content and the search words that your customers are looking for. In the Morrison's example, the way they described themselves was a bar. It is these behind-the-scenes things as well as the world words on your page, as Google finds your business as well as other businesses such as Amazon. What I think about is when they changed it from bar and added all of the things that they actually do, there were 15,000 searches per month and 95 % of them were for everything except for a bar. So it is no wondered they had trouble being found. So think about how your customers are looking for you. What do you do? And make sure you have those tagged on your site. And to ever works on your website should be able to help you up date that information but don't just put keywords out there. Google will know if you copy and paste the same thing everywhere. You also want it to be authentic. Customers don't want you to put, that you do this and this and this. So figure out a way to put it into your copy so that you rank higher on the Google search because you meet the criteria that your customer is looking for. There is lots of content on this and this is a key thing. So the reality is businesses are competing with a lot of other businesses. Amazon is probably going to buy, when you see Amazon they have probably paid to be up there. When I see something that says add, I look for the legitimate businesses. So I am constantly looking for something other than just Amazon to be able to do that. The key thing is to make sure that you have that meta-data supporting all of what you do and using key terms that your customers use to find you.

 Those are all of the questions that we have time for today. If we did not have a chance to answer your questions, please check in with your mentor find a mentor by going to www.score.org/find-mentor. The SCORE mentor program is a free service for the life of your business. A link to the recording of this session as well as the presentation slide deck will be sent in a post event email just after the webinar ends today. On behalf of SCORE and Deluxe Corporation , thank you, for attending and a very special thank you to Deb Staiger for being here and presenting for SCORE today.

 This was a very fun. I wish you all well.

 Thank you, everyone. We hope that you have a great rest of your day and we look forward to seeing you back here next time. Take care.

 [ Event Concluded ]