**The 5 Step Marketing Strategy During a Pandemic**

As Alexa say, I am, Cheri Bales, Founder and Owner of Hannah/Gold Communications, but also a but also a non-profit kind of marketing Specialist I have been in e ducation, entertainment industry, business organizations, and throughout all of this working with education and with non-profit and with small business I have kind of developed a strategy that seems to really help my clients both from SCORE and my original business clients as well to to get through this marketing quagmire, as we sometimes want to call it. Here is what we will what we will talk about today. What's your strategy for marketing? Notice some of these are showing in red or orange color. These are additions I I have made to apply this to marketing during a pandemic, because it is different, it's very different. We are going to talk about about how you are doing implementing your new strategy, how to know what you are doing right now is working or not working, what working or not working, what is the most important thing you need to consider right now and moving forward to keep your marketing fresh for the holidays. What your strategy for marketing? Do you really have one? Why do any marketing right now? Because people need to know that your business is still in business. That you our there for them. You are creating an awareness, a brand awareness. I see we are not seeing the screen. Do I have to do something else? Alexa?

Cheri, we are just fine. It could be a one-off issue and I will and I will be sure to assist those folks. Carry right along. We are good.

When he marketing to let me pull just let people know we are still in business top to create awareness awareness and continue to create awareness of your brand and product to stay in touch with their customers. Right now we may want to hunker want to hunker down and stay out of the way of people, but I think your customers really do want to want to hear from you. Number four, marketing to generate leads. For sure, this is never changed. Number five, strategy is to determine our ROI, or return on investment in your marketing investments. It is what you are doing -- is what you are doing paying off? Real quickly, let me, I lost my poll. Alexa, can you launch a poll for m e? I think I have a full-screen view is what going on.

I just launched the poll, poll one to the audience. That one should be reaching the audience here audience here in just a second to begin answering. If you use a minimize, there is a minimize icon on your screen and you will be able to go into the surveys tab and we can see the results coming through coming through right now.

I think it is hidden behind the video bridge. I am so sorry. I keep clicking on things and then I keep losing you.

No problem.

You can see me and you can hear me. On the pole: How many of you are responsible for doing your own marketing doing your own marketing for your business?

You might do it all. You might have paid help doing it with you. You may pay someone to do it. Again, I cannot see that break d own, I am sorry.

Cheri?

We may have it included in a contract with someone else with the vendors or somebody you were working with. I do you implement this marketing plan? A lot of us of us are really functioning by seat-of-the-pants right now, because this is all we have. We are planning month-to-month. Some are planning week to week. If you are lucky you have a short-term plan, six months to 11 months if you are sort of really lucky have have a long-term plan. 5-year Plan is really out of the question right now I think for right now I think for most small business. Wanted to you quickly about the marketing funnel in funnel in my relatable story to this to help you know what each of these these levels is truly four. The marketing funnel has been called sales funnel, leads funnel, Legion funnel, lots of different things. It basically boils down to what does your customer do to get to you? I like to start with this casual engagement. These two areas up here are tied to public called sales funnel, leads funnel, Legion funnel, lots of different things. It basically boils down to what does your customer do to get to you? I like to start with this casual engagement. These two areas up here are tied to public relations activity. They're relatively inexpensive if not free to accomplish. If we start with casual engagement, this is like you driving through a neighborhood that you think you might want to buy a house in. You are we start with casual engagement, this is like you driving through a neighborhood that you think you might want to buy a house in. You are not ready to commit. You are not ready to buy but your kind of browsing around. So what is too with buyers, a casual engagement buyer might just be browsing your Facebook page or come across your blog and look at it and thing, that's nice. Same with you driving through a neighborhood. The intention engagement is where you write down the number of the realtor because you want to intentionally reach out to that person about that house. This is the same with our buyers and marketing. Intentional engagement is when someone clicks through to your website to learn more, or might click on the contact button to get in touch with you. The decision process is decision process is where any advertising budget or sales functions come into play. That decision is when you decide to actually call the the realtor on the phone whose number you wrote down, or as a buyer, you decide to actually look for the for your product, search it out online, find out how it is available, or if you have to visit in person to buy. After that the purchase decision is made. When you or as a buyer, you decide to actually look for the for your product, search it out online, find out how it is available, or if you have to visit in person to buy. After that the purchase decision is made. When you make the purchase decision that is you inviting your neighbors over to your house over to your house on the front porch for lemonade. You want to be friends. When someone makes a purchase from you the want to be your friend. What happens so often is we forget from you the want to be your friend. What happens so often is we forget about them after they make that purchase. It's really important that we continue to treat those customers well because those are the neighborhood people that you are going to invite to your back porch for a barbecue. Those are your closest friends. We need to stay in touch touch with them continually. So what the most important things to consider in your marketing? Number one is true. You need to know your customer and customer and we will talk about that. Number two is, what. That as to do what is the critical need, especially right now that your service or your product can provide for your customers? Third on the list is where, which is that your service or your product can provide for your customers? Third on the list is where, which is how can people actually receive your offer, take advantage of your offer? To the visit the store? To the order online? Number four is when. Where following who what when where why and how process and and when are they going to be able, willing, available to use or purchase your product? What do they need or or want your service? Right now we are really addressing more people in the needs category then we are in the want category. Although heading into the holidays that tends to switch. Do they actually need this? The how is, can you actually meet the need? Can you meet the demand? If you go out end market your product can you fulfill those orders for orders for the customers coming in X number seven I always that is CTA known as the Call to Action. That is what you are asking people to do when they see your messaging. I will explain that further in just a bit. Let's look at the five steps in the marketing strategy. Number one is to define your goal. You will see that it's a a new marketing goal. I have a lot of clients to say, clients to say, I want to increase traffic to my website or I want to grow my mailing list, or I want to have an effect. Those are all wonderful goals to have a marketing, but as a marketing person I am having a hard time measuring goals goals because it doesn't really tell me what will make what will make that goal a success. When you are talking about a marketing goal it's got to be measurable. It's got to be measurable in time, in quantity, in number of products call -- so. Your products most identify the existing or possible opportunities out there. Right now I'm seeing a lot of wonderful business collaborations, and if you have not thought about maybe partnering with of wonderful business collaborations, and if you have not thought about maybe partnering with another area business to put together some sort of a holiday package, you might want to think about that. Then identify your challenges. In Michigan we are facing 12 more days of not indoor dining, and so, I have a couple of restaurant clients. They are really pivoting to be able to be able to stay open and function during this time. Step two of my five-step marketing strategy is, always determine existing target audience. This may have changed. You may have had a beautiful target audience that you were marketing to, and everything was going along fine and then the virus. What may have happened is your current audience demographics may have changed, which is why it is in orange because in orange because it's reminding you this is related to COVID. You need to look for to look for new or functional audience behaviors with which you can market and find the people who have a problem that you may be able to solve for them. Stepthree, planning your approach. This one has really changed a lot. Your basic gold marketing Your basic gold marketing plan may not work the same way now. We need to know, what services, products or businesses are legally allowed to be be opened and to be serving clients? What capacity do capacity do I have? Remember, I mentioned if you don't have enough yellow rubber ducky widgets to build in order for the widgets then you probably shouldn't market yellow rubber ducky widgets Rick and then, what is my competitive edge? This one is top. I will give an example. This has to do with what makes you different? Why should I buy from you instead of from the other guy? Let me give an example. I had a lawn care client, and there's not a whole lot lot different in lawn care in snow-removal, except after discovery session in two or three hours later he he comes up with, I do these all electric equipment in my longer service. To die, competitive edge. That is something we can sell from, that we can tell people, hey on this electric power is is so quiet you can mow a lawn at 7:00 in the morning and not bother the neighbors but we found a but we found a competitive edge, something that we were doing know one else was doing and we went with that. Step four, craft a message. Todo this you need to stay true stay true to your brands style and your voice, but you are also going to need to adjust a little bit little bit for current needs that may be with your COVID statement on your website. It to It to be how you mentioned masks are required if you visit the in-store locations. But that style and that message is going to need to be crafted for each one of the marketing goals. one of the marketing goals. If you have a standardized brand, that will help a lot. I'm a big fan of testing messages with sample audience is, so I will put it into put Scott put Scott for example on Facebook, see which one gets the most interest, make another one like that then get rid of the the one that did not perform well. Stepfive then, always to evaluate your results. One more. Todo that you need to look at your analytics and insights. If you do not know where to find those just search Facebook for insights and search Google analytics for website analytics. I will show a quick picture. What the analytics are telling you quite frequently is what content is most engaging, you quite frequently is what content is most engaging, number one. Number two, who is visiting your website, when, and what are they doing, and what pages pages are most popular? We can identify the time of of day. We can identify region. There is a lot of details that you can get from your results if you know where to find them, and if you details that you can get from your results if you know where to find them, and if you look at them. If you have them and never look at them you will not know if if you were successful in achieving that marketing goal. Let's dig a little deeper. In defining your goal you need to be measurable, and that your goal is what you want to accomplish doing customer engagement, meaning people who see your stuff actually do what you want them to do. A measurable goal like I mentioned earlier might be be to send a weekly e-mail blast, or to add 25 new people to the mailing list, or reduce my response time to five minutes on Facebook, or to increase are curbside or pickup sales by 1 0%. I can measure that. At the end of this when all of the dust settles and say, how do say, how do I do, I can tell you that I had 25 new people on my mailing list. This makes it measurable. If it it cannot be quantified you are going to have a a hard time knowing whether you were successful at it or not. Stepone goal, Step Number two, audience. We already talked about this. Your ideal customer may be limited now by geographic Scott by demographics. You may have adopted a whole whole new demographic you did not have before the COVID pandemic. These may be COVID pandemic. These may be people who did not shop online but who are now adapting beginning adapting beginning to shop online. They are -- these may be people who never ordered carry out but all of a sudden that is the only option. I like to include non-profit organizations in here to this may be a time when your audience, believe it or not, is willing of a sudden that is the only option. I like to include non-profit organizations in here to this may be a time when your audience, believe it or not, is willing to donate. This is the holiday giving period. We are going into tax season so, nonprofits, do not forget about that. We need to know where the nonprofits, do not forget about that. We need to know where the customers are. Of where geographically found when he too only advertise to the GEO region and not spend money on Google ads that cover 52 states. Most importantly, how can you get those customers to where you are whether it's virtually, whether it's curbside, whether it's contact how can you get those customers to where you are whether it's virtually, whether it's curbside, whether it's contact list, pick up. I do these people spend their time? When you start advertising on Facebook or Google you are going or Google you are going to be able to select demographics that really describe people's behaviors and their interests and their jobs. Think about, what does that ideal customer look like? Do they need by-product or do they just want my product? If anyone has a, I don't has a, I don't know, 16-year old to 20-year-old child the product is PS five. They are double and triple the retail price because of they are having having trouble producing them. To my son that is definitely a need, but to me it's more of a w ant. It may not take priority, that purchase may not take priority. Let's also think about how all of these people who our customers have things in common. It's our challenge, our challenge, if you will, too determine what it is they have in common. Do they all have a degree? Let's say an academic degree and you are looking for someone in that area. Are they all man? Are they all women? Are they the same age? Do they describe Are they all man? Are they all women? Are they the same age? Do they describe two magazines doesn't magazines? Do they have tattoos? Yes, I use that is for just about every geographic ad I run because it's a very huge, use that is for just about every geographic ad I run because it's a very huge, very loyal audience, but trying to determine what they have in common together allows you to to more specifically target, market to your audience. And then always at the last, who else is looking for that customer's attention? There is a couple of different business models I will mention mention real quickly, and if you want to learn more we can talk later. You have the business business to consumer, which is I am thinking where a lot of folks today on the call reside. They are selling directly to the consumer. Again, as these questions, if this is your business model. To have Product/Service? Can I get it to them? Is a critical? Is it necessary? And what the attitude towards my product? We are We are seeing a lot of advertisers, even what do they call them, Hershey kisses. Hershey kisses commercial was changed this year and people are unhappy because they they really like the little jingle bells for their attitude towards the product may -- may have changed, maybe for the better, maybe not we will find a. Second category, business-to-business. A lump non-profit in here as well because you are actually asking other people, other businesses and other people to other people to donate to you. One of the business -- biggest problem is finding out how they are still working, where and how and how to reach them. If I am If I am selling to a business close down working remotely, how do I reach the decision-maker? How do I get a hold of them? How do I fund out who they are first of all? What is the process? Again, attitudes toward your product. You might be sailing along thinking thinking everything is great and you get an e-mail saying, gosh, did your intern do this? I got one of those today. It did not make me very happy but I need to address need to address it. Then there is the direct to consumer, the two sick I think purple mattress, Apple products before they had the phone. Again, this is going to depend on potentially the geo-location of your customers or your I think purple mattress, Apple products before they had the phone. Again, this is going to depend on potentially the geo-location of your customers or your remote workers. Always the availability, always critical necessity. If you are a non-profit will non-profit will come to the attractiveness of your calls. Right now, right here, right when I have my check the candy. And then, of course, that follows buying habits. If you are not a person that buys online without ever driving a car like my husband did, none of the namebrand places either, know the buying habit about your audience. Stepone, goal. Step two, audience. Stepthree is, plan your approach. Everything I do as a marketer is based on some sort do as a marketer is based on some sort of information, whether it's firsthand, secondhand, primary, secondary, and you can do this too. You can do some primary market research that is day-to-day collect for yourself. You primary market research that is day-to-day collect for yourself. You ask people. There is a program by some gate called, demographics now. It's available in a lot of our public libraries and online. You can send surveys and questionnaires out to your clients or out to potential clients or out to your mailing list or out on Facebook just a lot of our public libraries and online. You can send surveys and questionnaires out to your clients or out to potential clients or out to your mailing list or out on Facebook just for fun. And you can always ask for customer feedback as a form of primary market research that is data getting to your cell. Next secondary mark it research which is from trusted resources like SCORE ISBA, [Inaudible], pretty much anything that is with .org, .EDU could be considered relatively stable secondary market research. And then there are webinars, recording calls, industry recording calls, industry publications also depending on the source that could be very valuable in terms of gaining you some market research. Stepthree, plan the approach. Price product, place promotion. It's the same song every time pick if you had any marketing class ever this is what they tell you. These are are questions you've got to think about before you go pushing you go pushing or product or service out there. What's the price point the market will bear for your product or service right now? If the price point the market will bear for your product or service right now? If selling hand sanitizer or toilet tissue, I'm guessing the market will bear a higher price top just simply because of demand Rick I have noticed food prices have increased, but there are things people are spending money on that may need to be decreased in order to match what the market will bear. What is your price point for your product or service? Do they want they want or need the product? Is it allowed? Is it okay to do this in your industry? If you are an indoor movie theater or bowling center in Michigan right now, no one has a need for your your product. Them I want it but they are not able to get to it. So, when planning or coaching think about if those kind of hurdles exists. Where will people know about you? You need to know where you have a presence. Is there a website? Is there a Facebook page? Do you do e-mail marketing marketing to get in touch with clients on a regular basis, or potential clients on a regular basis? What is your plan for getting your name in front of them? Again, your competitive advantage, really think about this, because this is this is the differentiator that says, by my product instead of their product. That might be just as simple as simple as free shipping. When you're looking at a competitive advantage in -- and start A charges eight dollars for shipping whereas start to drop will charge you nothing for shipping, I for shipping, I would probably go with stored B and check to make sure they are not raising the price. The competitive advantage to be something as simple as something as simple as free shipping. Now that you have all of this what you do with it? Step four, craft a message. This is very intentional, very important, and something that you really need to need to spend some time w ith. Simon [Inaudible] is a really, really motivational motivational speaker, and he always asked the question, why. He says when you are marketing you want to get to the want to get to the why. Some of the things we work on in crafting messages is, what is this going this going to do for me? Will it save me time? Will it save me money? Now, will provide me safety? Remember back in April/made, you cannot buy masks. You cannot buy a facemask. Now, every at-sea, red bubble site has their own inventors and designers and creators of these facemasks. And so the why is to provide safety for people who are looking for a mask. When you are looking at the philanthropic to provide safety for people who are looking for a mask. When you are looking at the philanthropic point of why, get to the why, what's it going to do not going to do not only for me, the donor, and give me a warm, fuzzy feeling, but what is it going to accomplish in my community? My world, in my sphere, or my realm of reality? We need to tell people why it is important for them. But we also need to think about how we are going to get it out there as we craft the message. What channels are we going to use? The things you post on Twitter and Instagram may we are going to get it out there as we craft the message. What channels are we going to use? The things you post on Twitter and Instagram may or may not be as full on LinkedIn and Facebook. And then vice-versa. We need to consider how many to consider how many touches or how many communications someone will need to see before they can make a decision about, a buying decision about our our product or service. And that could take up to 20 times now, so people who say, I already posted that I already posted that on my Facebook page, and I say, yeah, but out of 2000 followers only 20 people may have seen it. Maybe it's okay to do it okay to do it again, the change of the wording a little little bit. People are going to recognize and respond on the very first call. I think that the bottom-line. On the very first Call to Action Call to Action when I tell us one, click here to order, they are probably not going too. Part of the how also in crafting the messages, who is going to do also in crafting the messages, who is going to do this work? Who is going to write this? It's a real struggle for a lot for a lot of small businesses to have strong writers and to understand how to put their words and their brands into sentences. Here is some tips for how to craft a message. Number one, again, we for this in any marketing class Rick we had them to [Inaudible]. Instead of of a new client consult for a credit card processing system, and instead of and instead of telling me all of the things the system does, it integrates with POS, it records this, print out this. Instead with that particular, particular, we talked about, what's in it for me? What's the benefit? If I had no had no my point-of-sales see some is faster than anyone else's and we'll get me in and out quicker, that's a benefit. If I know that I can turn on and turned off features of this credit card processing system, that's a benefit. If I sold cars in the 90s and cruise control was still an option then, but the benefit was not that you could go the same speed. The benefit was but the benefit was not that you could go the same speed. The benefit was you could take your foot off the gas and reach back reach back and smacked the kids in the backseat misbehaving and misbehaving and still go the same speed. So, look for your benefits. Don't just tell me what it does tell me what it does for your benefits. Don't just tell me what it does tell me what it does for me. Find your personal voice. This This one is hard. It's very, very carefully processed to find a voice with an industry or a business and a brand. Maybe you are the boys maybe as the Owner of the business you are the voice, but maybe you are not pick you got to consider that all emotional feelings aside, your website maybe -- may not be doing you any favors. So, if your voice is not consistent with your brand, and it's not getting the message getting the message across in a way that readers understand you may want to source that out. You may want to work with others on the Team to you may want to source that out. You may want to work with others on the Team to say, hey, what are some messages here that you you think our important? Whatever you do be true true to the brand. Not to go off and make purple arches if you are McDonald's. Make sure that you are repeating i t. You repeated multiple times because we know repetition is repetition is the key. And then test and retest and change things. If you have a post that doesn't really well one time, maybe kind of emulate that message whether it's a blog story or an event or something on your Facebook or doesn't really well one time, maybe kind of emulate that message whether it's a blog story or an event or something on your Facebook or Twitter. Retest it to do it again. See if if it works a second time. If it does you might be onto onto some sort of formula here. And then don't be afraid to to pivot right now because there is just so much out there. I mentioned A Call to Action. That's kind of an abstract term. Wanted to go Wanted to go into that a little bit deeper. A Call to Action is, what do what do you want me to do as the reader, once I have seen your content? If we take French consulting here as an e-mail, are call-to-action to make a sale include language like, order yours today, or they are going fast, get yours, or donate now. That is asking, me, the reader, to actually do something. So, if I sent this post without, schedule your free consultation in it, it would just be a pretty picture. You are not asking me too actually commit. Remember that final, we are men that decision-making. You are not asking me to commit to anything. You are throwing it out their hoping I well do something. If you do not ask I will not do, more than likely. Here is another idea. If you have the ability to coupon or give something away is ideal, If you do not ask I will not do, more than likely. Here is another idea. If you have the ability to coupon or give something away is ideal, 50% matching donation. Throughout the elections I receive texts from both parties because it kind of a social kind of a social experiment for me. I know one candidate had gotten up to where they were at 1000 matching donation. I am not sure any of us could offer that, but you can offer that, but you can certainly offer by now get 10% off, or get a coupon to enjoy later. I am buying some things from calls in if I know until December 102 place another order I can can use my Kohl's cash. That's giving me a deal bringing may back to purchase another product or service from that same location. Another idea is to promote your social channels. How many of us post in our newsletters or on other social channels that we have other social channels so we can ask people to like us? We can ask people to follow us. We can ask people to do things. Share a picture with us on Instagram. Share your feedback on our Facebook page. We want people to get used to clicking, because the more times they click, the more times more times they are going to be exposed to what you want to dose them to see what to many case items on many case items on your website, or blank story does blog story or buy something now. Hear something for a review. Those of us in the service industry I think we have a little a little more trouble asking for reviews. I know that I do. We can, because they can't tell us how we did. The tip I have for you here is if you here is if you are going to send one of these out, make sure that sure that you have a link to go too wherever you want them them to leave you the review, whether it's Google or Facebook or Google or Facebook or YELP or trip advisor. But asking people to do that will definitely help get you a response. That's amazing. I just had a pop-up for 1000% match for my test. Thank goodness. Step one, two, three, four. Remember Step five measurable goals. We will look amazing. I just had a pop-up for 1000% match for my test. Thank goodness. Step one, two, three, four. Remember Step five measurable goals. We will look for a weekly blast with a special offer. It doesn't have to be long pick you saw be long pick you saw by previous examples of can be just one thing. Don't think of the e-mail as being a report from the Executive Director, update for marketing, for marketing, update from events, update from Fundraising. The 15, let's be short, sweet, get something out there and ask people to do something. Again, increase by 10%. I can I can actually measure these results. It's the only way you are going to are going to know if it's working. If you cannot track some measurable goal and say, I did, A, which resulted in, B, which made me, amount of C money, no marketer in the world will make you happy. I had planned to drive people into the funnel. They I had planned to drive people into the funnel. They get calls. They get leads. They get clients, but they never ask people where they came from and we had no way of knowing how they actually got there and made the sale. When you are looking to evaluate, it's the only way you are going to be able to clients, but they never ask people where they came from and we had no way of knowing how they actually got there and made the sale. When you are looking to evaluate, it's the only way you are going to be able to tell if you are getting a return on investment. The number one which of the people is, how how much money can you make me? It depends, how much can you track the efforts I am providing an turn those into a return on investment? How often are you going often are you going to look at your results? I am a data geek and I look at them all the time but once a the time but once a month would be really beneficial, I think, to look at 30-day or 90-day activity for each of your platforms how are you measuring success? If it's by likes for the Facebook page, that might not be my first toys, because that's kind of a vanity metric and I am much more and I am much more excited by the people who click or comment or share a post. That's called engagement. If I am measuring engagement success it's going to be by the number of clicks, likes, comments and shares on my posts, shares on my posts, not by number of followers, number of likes, or by reach. REIT is basically driving by it on the highway, and that's all it is. Reach is like the local newspaper saying, we have distribution of 2.5 million. Reach is 2.5 million but do they care? Two they read it? How are you you going to be measured success? Based on quantity, quality and intangible. Figure out some way. Then determine what is going to satisfy that goal. Do I need to attend need to attend of these this month? 2% three new products on my e-commerce website to sell? Too need to host, is the newsletter once a month or twice a month this twice a month this month because we are selling so much? How is budget going to be a factor? A lot of businesses neglect to advertise because they think it's very expensive, and it can be. But it also can be very inexpensive if you are using the right platforms to reach the right p it also can be very inexpensive if you are using the right platforms to reach the right p eople. I have clients with as little as six dollars a day on Google ads and they are getting return on investment. They are tracking clients coming into them. That is really kind of nice to to know, but think about budget and a smaller sense in that it doesn't have to be hundreds and hundreds of dollars to get some exposure for you. And then to evaluate this always look at smaller sense in that it doesn't have to be hundreds and hundreds of dollars to get some exposure for you. And then to evaluate this always look at your analytics. Our people clicking where you want them to click? Are they reading the content you want them want them to read? Are you getting contact us messages in your inbox? Are you getting comments on you getting comments on your blog stories? Are you getting shares from the content from the content you have on Facebook, Instagram or Twitter? How are those analytics showing you that that you should keep doing what you are doing? And if they are not, how do do you know if you are not looking at t hem? A couple of ideas here is to is to learn to read your numbers, okay. If you have a website, you need Google analytics attached to that website. Having a website without analytics its like driving a car without any website. Having a website without analytics its like driving a car without any dashboard gauges. You can, you can drive all over the place but you really do not know over the place but you really do not know how fast you are going to what direction you are going, whether you were out of oil, so analytics for your website is critical for a marketing person to were out of oil, so analytics for your website is critical for a marketing person to know so we can tell you what you need to do more of what to stop doing. Facebook, if if you have a Facebook page you have ability to click on a button called insight. We'll tell you everything from what time of day to wear those people went when they click. Of using an e-mail marketing platform, I don't know if you have consequent tech but we Partner with SCORE another Partner with constant contact. I'm looking at Europe and then click rates. Of nobody opened your e-mail then there's probably something wrong with your with constant contact. I'm looking at Europe and then click rates. Of nobody opened your e-mail then there's probably something wrong with your header, or your spammer and the never signed up for it. Of nobody is clicking it could be because you don't have A Call to Action or to Action or you have a week Call to Action or an unidentifiable unidentifiable Call to Action. I'm looking at that data saying, what can we do better? And then Google ads, you can set those up too and leads funneled read to you. read to you. You can track calls through Google. You can actually here, this is a Google verified call, and take the call in your business. But if you do not have Google verified call, and take the call in your business. But if you do not have that turned on and measuring whether or not it's working for you, it's probably not going to be something that will happen to you. not going to be something that will happen to you. On Facebook you can boost a post or run an ad. A run an ad. A boost shows currently existing content to more people. And add let you create brand new unit content and target to a specific audience. You also have the ability to measure the messages that are sent to you through Facebook, and you through Facebook, and the calls are the clicks on your call-to-action buttons on Facebook. The restaurant client I mentioned is doing outdoor dining now by reservation, and they are reservation, and they are taking reservations on their Facebook p age. Wow, that does require a lot of monitoring, but it seems to be working out working out well for them. And then any other tools that you are using out there, Hootsuite, for example, buffer, [Inaudible]. Many of these things have analytics or insights that can tell can tell you if, how, whether they are working or not. How do you know if it's working or not working? I love this campaign. Again, I'm kind of falling back I'm kind of falling back to my non-profit friends here but the animal animal protection Association of Missouri had an over abundance of adult pets the needed to adopt out. Grant it they had a budget here, and most of and most of us will not have that much of a budget budget but the idea was to really talk to the audience. This says, and in case it very small on your screen, I understand the value of listening and the value of the new light fixture, because I am a adult grown-ass. How did they track that? They knew when someone click that click came from the sun. They are using their CRM or Customer Relationship Management platform known as as an e-mail platform for some folks, works just fine, and they were sending things things out to not just people they wanted to donate, but things people who had already donated to keep them in the loop. They were using the proper c hannels. This was across the website. It was across there It was across there social media platforms. It went out and e-mails, so they so they had it in front of people everywhere they could be, and that they were able to calculate the return on investment because they know could be, and that they were able to calculate the return on investment because they know what people did when they clicked on their links. And here are some results. This is, I like to sleep through the the night. I bet you do to, because I am a adult. Grown-ass here it is, 30,000 years in 10 days. I had a post go to 22,000 but I have never gotten to the 30,000. The reach, which I said is not that important in the big picture, but half a million people in 10 days with a budget, the increased Facebook page follow used by over 250%, and the percentage of dogs adopted faster was 35% increase. They had to know what their measurable goal was going to be in order to come up with these n umbers. All right, by last couple of slides of slides are going to show you what the heck to look for if you you go into these analytics or of these insights. What makes sense for you to look at? These are some of the key things. You will the key things. You will notice a drop-down, and this is Google analytics and it's four for your website. Notice the drop-down. The default is seven default is seven days which is really discouraging when you click seven days you seeing three visitors, so I just go with 30 days or 90 days. In so I just go with 30 days or 90 days. In this case, four items her interest to me as a marketer. One is number of users, that is number of users that visited my website. It is up 36.8% which is great. That means over the last 90-day period. The number of sessions is higher than the number of users. That implies to me that these people came back again because they would not be recorded as a new u ser. That would be recorded as a return user, and that number is up 25%, also a new u ser. That would be recorded as a return user, and that number is up 25%, also a good indicator. The bounce rate is an indicator of when people come to your website and they go, this is nice, but there is nothing here I want. Or they get discredited and they click out click out while the pages loading and go do something else for the bounce rate simply means that they did means that they did not do anything. They visited, they just bounced off the site. Mind is that 64 which seems I first glance, but it's really not that out of range, because people are searching for something very, very specific when they land on a website. If you don't find that you are not going to stay. That is up a little bit, but I'm not too worried worried about it. Then this is the duration, the session duration. This is how long people spent people spent on our website. Two minutes and 18 seconds doesn't seem like a lot of time but you can certainly click and certainly click and fill out a cap contact us button in that amount of time, publicly can read 300 word blog just as well. So, don't be discouraged if your session duration looks a little amount of time, publicly can read 300 word blog just as well. So, don't be discouraged if your session duration looks a little bit low, but just work on getting more content that people are going to want to read. That will keep them will keep them engaged for longer. Taking a look at Facebook insight, okay. You want to know, remember I know, remember I said engagement is our friend. The types of posts that perform the best on Facebook, video is always above and beyond anybody here. About photos, above sharing links, but what I am excited about here about here is this engagement. The reach, remember driving by them on the highway doesn't mean they did anything. When they clicked or reacted with a smiley face, or they commented or shared, now I have people in my final. I have got them in the top of the final, and I can remarket to these people using the information that I have from these insights. I have from these insights. What they found most interesting, what they visited the most, whether a video, a photo, I can use this data to really make my next steps. And by last one to talk about with evaluation is Google ads. Again, it may not be out of your reach. It really may not be. Here is an example, and I I have given you a formula here to calculate CPC, which stands for cost per click. It's pretty straightforward. How much did you spend divided by how many clicks you get is how much it cost you cost you per click. On this the cost per click was $1.95. We call that the customer acquisition costs. That is not a bad amount of money to pay for someone to get on your website to bad amount of money to pay for someone to get on your website to look at your staff, and to actually start to to engage with you. Check those out. In recap, were talking about our strategy. If you don't have one you might want one, and how you are trying to get from what it was six, eight, 10, 12 months ago. How are you doing? Are you using the touch points? Are you planning ahead? Are you targeting to you targeting to your audience members right where they are? Or have you just been trying trying to keep your head above water?I understand that, and that is a true struggle. How do you know what you are doing is doing is working or not working? Are you looking at your analytics? If not, maybe ask your website person or social your website person or social media person or someone to get a grasp of that analytics to come back and back and give you some feedback. And, obviously, you're going to need to consider what is the most important for you thing need to consider what is the most important for you thing that is important victory to do right now. Is a is a more website? More social? More ads? More point-of-sale? Honestly, you can do it. You can do as little or as much, but know that it's very, very, very possible that any marketing actions you take will result in you take will result in an increase in revenues for your business. I have some questions here. Alexa, if you have some from the audience I would love to answer those as well, or we can run through some of these. It's up to you.

Sure, we have received so many fantastic questions from the audience. With the time remaining I would love to address those that have come in. Can you hear me, Cheri?

I cannot see you.

Or hear you.

Gosh.

All right.

I am going to message you.

I will lead to see a text from Alexa on some questions but but I am going to answer these because I am not sure where the not sure where the bridge went or what I have done to lose her. I'm going to answer these questions because of the is a want to get frequently. Question number one: What one thing should I be doing d ifferently?

You should be updating of the is a want to get frequently. Question number one: What one thing should I be doing d ifferently?

You should be updating your content regularly. It doesn't matter how much updating you do or how much you change things or how many pictures you a dd. But if you are not updating your content regularly then no one is going to know that you are out there and Google, are search God, isn't going to want to show your stuff to your stuff to as many people. Because it's out-of-date. If you can't do anything at all, anything beyond this make sure that you are updating content as often as you can and getting the good, right information on your channels.

Defining gaining overreach is obviously when someone when someone does something with your post or with your blog story or with your e-mail that e-mail that it becomes engagement. Reach is just a vanity metric that puts you out there in front of people, and it doesn't doesn't guarantee that you will get any kind of a result for that. Reach is not engagement.

The most effective content right now on social media is definitely video, and there is rules for that. You want to have a certain length of time, and I think it's it's two minutes and 41 seconds to three minutes and something. And understand that, right now, people are very forgiving. You do not have to have a fancy, high end expensive video for people to appreciate it. They are a lot more forgiving right now, and so, I think that if you do want to do want to take a chance at a Facebook Live or maybe a video you shot on your galaxy or cell phone and up loading loading it, I think now is the right time to do that. I think that it allows you to practice your skills and to get the message out there allows you to practice your skills and to get the message out there to people in a way that is maybe not as threatening as it could be at other times when people are a little less forgiving.

I think the best marketing channels, I get this question a l ot. You can go online anywhere and look at these platforms, white papers, or annual reports and they will tell you, they have done a deep dive on tell you, they have done a deep dive on audience analysis. They are going to tell you exactly you exactly who their users are. So, if I pull up user data for Facebook, for Facebook, for example, this is probably still true but this is pre-COVID data. The fastest growing audience is women my age and a little older who are joining Facebook so that they can see pictures of are joining Facebook so that they can see pictures of their kids and their grandkids. If I am targeting preteens or t ween's or Jensee, Facebook may not be the best place for them. Are they on Facebook? Probably because they get millions and millions of new users, but they are also in Snapchat. They also left Facebook, and the left Twitter and drugs. Twitter has become more for entertainment industry, business news, immediate kind of newsfeed updates. I don't know anyone who is successfully selling on Twitter, but maybe that's where your target audience is. If you are a business-to-business, guarantee we want you to be on linked in because that is where business connections are made. Do you need to still be on Facebook? Maybe so, because, remember, we got that by is successfully selling on Twitter, but maybe that's where your target audience is. If you are a business-to-business, guarantee we want you to be on linked in because that is where business connections are made. Do you need to still be on Facebook? Maybe so, because, remember, we got that by getting decision-maker. Until we can find that person person if we cannot find them on linked in, maybe we can find them on we can find them on Facebook because they probably are on Facebook. We just don't know for sure until we know who we know who the buyer is. Be to be, with focus on more link in focus on more link in but they're certainly is an opportunity for it to be effective over Facebook or other channels. How do I fund marketing resources? I wish you could all raise your hand and I would say, how many you have a SCORE Mentor? That's been one of the most rewarding things I have been able to do as a resources? I wish you could all raise your hand and I would say, how many you have a SCORE Mentor? That's been one of the most rewarding things I have been able to do as a Mentor is to present this kind of material to my c lients, and then say, hey, let's go accomplish, A, let's get an e-mail news my does this letter ready to go out in production out in production for next month. They go into that and it works and they do it again and it works. A score Mentor, whether it's me or someone else can really help to keep you on track. And then you've got these other free marketing resources. I know SPDC just announced a whole series of free options for people in Michigan. The Michigan SPDC that I am assuming would carry into other states. Each State has their own small Business Administration and SBA M Business Administration and SBA M is a Michigan organization. But I think if you are looking for free advice on marketing, those are some of the some of the first places I would start. I would start looking at blogs that are relatable to what the topic is that I am trying to learn about. Do not read a blog on e-mail marketing if you need to learn how to make [Inaudible] happen on your website, for example. And then, how much do marketing services cost? This is a question I get a lot of the time and it's kind of one of those answers that starts with, it depends. So, if you are doing parts of your marketing yourself, you your marketing yourself, you are doing implementation and bringing someone in just to prepare the data, too prepare your content, to set your content, to set up your tools, too verify Google business, to set up your Google business business page, that's going to be one sort of platform or an hourly rate. But if you rate. But if you have someone who is strategizing writing out six-month calendars for you, editorial calendars to say focus on A on this month, B on to say focus on A on this month, B on this month, on this C month and generating a brand image, with a logo on it with something to say. This person happens to be doing engagement activities on your Facebook commenting and sharing, or LinkedIn trying to engage users or increase followers over their, that's going to be something to say. This person happens to be doing engagement activities on your Facebook commenting and sharing, or LinkedIn trying to engage users or increase followers over their, that's going to be a different price range. In general, you should not hire not hire your Cousins, nieces, nephews, brother to do your website or your social. You really should take the time if you are going to do it yourself to learn what to do. Or if not then hire someone like a professional, or someone who will be with you throughout the long haul. And that is really it. There is five steps. You can do it -- I appreciate you attending today. I will turn it back over to Alexa now.

All right, Cheri, thank you so much pick we are out of time for the Live Webinar portion today. If your pick we are out of time for the Live Webinar portion today. If your question was not addressed through Cheri's commonly asked questions portion, I would like to recommend a few different options. One, we will be sending out the slide deck after the webinar today. It does contain Cheri's contact information, her chapter information. You can reach out out to get your question addressed once you have that information on the deck. Also we recommend reaching out recommend reaching out to your score Mentor who can assist you in applying the strategies that were discussed today. If you are not already working already working with a score Mentor you can do so, this is a free service for the life of your business, and you can get further information and request to work with a Mentor by going to the score website pick to work with a Mentor by going to the score website pick that is w ww.score.org/find a Mentor. I want to share with you quickly before we close out today, just in case you are not already familiar with some of these available resources that can be accessed. They are respective links associated to each one of each one of these resources so the Mentor link, we offer weekly live webinar sessions. The webinar sessions are recorded and we have an on-demand library. And courses on-demand can be accessed 24/7 any time at your convenience. We also have a have a small business resiliency hub to help you, providing resources during a c risis, and the link is here on the slide. These-- this slide deck will be sent to all of you after the session and today. On behalf of SCORE, I would like to thank you also much for attending. We are so grateful to all of you after the session and today. On behalf of SCORE, I would like to thank you also much for attending. We are so grateful for your time. I would also like to give a very special thank you to, Cheri Bales, for presenting with us as well today. Cheri, thank you so much. I am not sure if you can hear me.

Good, good.

I can see the day.

Thank you for inviting me.

Yes, thank you so much for being here and breaking down these key marketing steps that are so important and provides a way to take action today to get results. Thank you cost so much. Thanks, again, everyone. We hope that you take really good care, and we look forward to seeing you back next time.

[Event Concluded]