

Marketing Part 2: Promoting Your Business

SMALL BUSINESS ESSENTIALS WEBINAR SERIES

About SCORE

As a resource partner of the SBA, we help small businesses by:



Providing free business advice and mentoring



Offering low or no-cost business training



Sharing free business templates and resources

SCORE's Small Business Essentials Webinar Series

Small Business Startup Task	Planning Activity	Webinar Name	Mentor Meeting
<ul style="list-style-type: none"> Understand the importance of business planning and the planning process. Create an "Value Proposition." Create a "Lean Canvas." 	Basic Planning	Creating a Quick Business Plan	Mentor Review & Feedback
<ul style="list-style-type: none"> Choose your business entity. Make state/local business license applications. Determine your business insurance needs. 	Creating a Business Structure	Setting Up a New Business Entity	Mentor Review & Feedback
<ul style="list-style-type: none"> Define your target market. (Part 1) Create your product or service descriptions. (Part 1) Decide on your pricing strategy. (Part 1) Write your marketing message: value prop, benefits & features. (Part 1) Create a promotional plan for your business. (Part 2) 	Creating a Marketing Plan	Marketing Part 1 Marketing Part 2	Today's Webinar Mentor Review & Feedback
<ul style="list-style-type: none"> Calculate your startup costs. Project your sales for your first year of business. Create a projected P/L statement for the first year in business. 	Creating a Financial Plan	Developing Financial Projections	Mentor Review & Feedback

- Webinars are focused on helping you complete the SB tasks; Mentoring provides advice and guidance to make the most out of the SB tasks
- Request a SCORE mentor at www.score.org/find-mentor

Your Presenter



- **Christopher A. Taylor** enjoyed a 40+ year career in the insurance industry in a variety of leadership, strategic, and management roles, retiring from Zurich as Head of Healthcare and Financial Institutions. As a SCORE Mentor he uses his experience in working with entry level staff up through senior executives, to help entrepreneurs with all aspects of their journey including business planning, strategy, marketing, sales, and creative thinking.

Webinar Objectives

- Learn how to create a Promotional Plan for your business:
 - Recognize which promotional methods are most likely to place you in contact with your Targeted Customers
 - Develop an understanding of digital marketing, including SEO, Social Media advertising and more
 - Know the steps to create a promotional plan
- When you leave today's webinar, you'll be able to complete your next promotional plan

“Profiting” from the Webinar

- Ask questions as we go along using the Q&A icon!
- Use these resources*
 - PDF of the workshop presentation
 - Do your homework using the worksheet -- your planning guide to support you in making your decisions and plans
- We will not have time to fully resolve every issue so consider getting a mentor!



*Links to workshop materials are posted on the webinar event page. A link to this web page was included in your registration confirmation email.

Meet “The Dude!”



We will use fictitious companies to illustrate how typical clients make decisions and create plans.



Marketing Part 1 Recap

Today's webinar builds on the SBE Tasks covered in Marketing Part 1: Developing Your Marketing Plan

- ✓ Identify your best potential customers (Target Customer)
- ✓ Develop a Value Proposition that resonates with your Target Customer
- ✓ Deconstruct your Competitions' business models to understand what they do well that could apply to your business and incorporate it
- ✓ Price appropriately to your Target Customer and Value Proposition.
- ✓ View your business through the eyes of your Targeted Customer. Continuously test & adjust to do more of what they value & less of what annoys them
- ✓ Continuously test and refine for the life of your business

Agenda

1. Introduction
- 2. What is Promotion?**
3. Reaching Your Targeted Customers
4. Creating Your Next Promotion
5. Closing

Promotion

- Promotion includes anything you do to help your Targeted Customers get to Know, Like and Trust you and your business
- There are many methods to promote a business
- The challenge is to discover the most effective methods to attract your Targeted Customers



There are Many Ways to Promote a Business

- At the start, all businesses need a **basic website**, **business cards**, an **elevator pitch** and should be talking to everyone they know... but where do you go from there?
 - Website
 - Search Engine Optimization (SEO)
 - Search Engine Advertising
 - Social Media
 - Email Campaigns
 - B2B Networking
 - Events
 - Referral Programs
 - Business Signage
 - In Store Displays
 - Direct Mail
 - Specialized Publications
 - Content Marketing
 - Sponsorships
 - Public Relations
 - Paid Advertisement



Focus on your Targeted Customers' Behavior



- Do They Expect to Meet and Interact with You before Buying?
- Do They Appreciate Recognition and Communication from You?
- Will They Find Your Business via Search?
- Will They Find Your Business via Social Media?
- Will They Buy from You at a Physical Location?

The Dude's Customer Behaviors – Examples



The Dude's Online World of Chili

Product/Service:

Chili and hot sauce products, information and recipes.

Target Customer:

People who love chili, hot sauces and Tex-Mex foods.

The Dude's Customers ..

- ✓ Will find via Social Media
- ✓ Will find via Search
- ✓ Appreciate recognition



The Dude's IT Cyber Solutions

Product/Service:

The Dude's – an IT Security Consulting firm servicing the DoD market

Target Customer:

Prime contractors in the Washington, DC area who work on Dept of the Army projects and can not fully staff their cyber security needs internally.

The Dude's Customers ..

- ✓ Expect to meet and interact
- ✓ Appreciate recognition



The Dude's Cowboy Chili Parlor

Product/Service:

The Dude's – A Cowboy Chili Parlor and Old Time Saloon.

Target Customer:

Families in the Charlottesville, VA area who are Tex-Mex fans and dine out regularly.

The Dude's Customers ..

- ✓ Will buy at a physical location
- ✓ Will find via Search
- ✓ Appreciate recognition

The Dude's Customer Behaviors – More Examples!



The Dude's Local Landscaping

Product/Service:

Landscaping services for local homeowners, specializing in maintenance contracts.

Target Customer:

Homeowners in Bergen and Passaic Counties NJ who don't have the time and energy to maintain their own lawn.

The Dude's Customers ..

- ✓ Will find via Search
- ✓ Appreciate recognition



The Dude's School of Roping & Riding

Product/Service:

One on one training on your horse at your stable.

Target Customer:

People who own and ride horses within 25 miles of Devon, PA.

The Dude's Customers ..

- ✓ Expect to meet and interact
- ✓ Appreciate recognition
- ✓ Will find via Search

Where do
Your Targeted
Customers
Fit?

POLL



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How to Best Reach Your Targeted Customers?

If your targeted customers:

The most effective promotional methods are:

Today's
Primary
Focus

Expect to Meet and Interact with You

- Networking, Events and content marketing

Appreciate Recognition & Communication

- Reviews, Referrals and Email Marketing

Will Find You via Social Media

- Social media, paid social media, content marketing (includes posts on social media)

Will Find You Via Search

- SEO, content marketing (may include blog), Search Engine Advertising

Other

- Signage & in store promotion (physical location)
- Sponsorships, public relations

Customers Who:

Expect to Meet and
Interact with You

Typical Promotional Methods

- Networking
- Events
- Content Marketing

Customers Who Expect to Meet and Interact With You

- Make buying decisions based on personal knowledge
- Most common among business, government and organization clients, who generally:
 - Meet vendors many times before buying
 - Work within a structure that requires multiple steps before purchase
 - Have much longer purchasing cycles than for small business or consumer purchases



Business, Gov't & Organization Penetration Strategy

- Develop a list of Targeted Prospects and a plan achieve “warm” introductions to key players.
- Takes time to develop and nurture paths and relationships.
- For many entrepreneurs, this will be their most important promotional method.



Event Marketing – What Events will you Target?

- Pick Events your Targeted Customers attend.
- Get to know what the organizers look for in speakers so you can work to become one.
- Build a game plan before the Event. Who do you want to meet and why?
- During the Event:
 - Keep meetings short. Your Targeted Customers want to meet others too
 - Focus on the customer not you
- After the Event – follow up, especially on action items



Content Marketing – Two Types with Different Purposes

Long Form

Positions Author as an “authority”

Designed to be “timeless” and search relevant for many months or years

- 1-2K word articles or 5 min+ videos; may include text writeup with embedded video
- Requires deep research and is time consuming
- Published infrequently
- Published to your blog, email list and other websites with backlinks
- Can be posted to social media

Short Form

Reinforces the Know, Like and Trust value chain

Designed to be “timely” and to appeal to targeted audience’s short attention spans

- Very short articles with photos or very short videos
- Requires little research and can be created quickly
- Published frequently (often 2-3x+/week)
- Can sometimes be reused in Long Form content
- Generally posted to social media

Businesses targeting B2B, B2G and organizations can use well researched and well written Long Form content to position themselves as authorities in their field

Customers Who:

Appreciate
Communications &
Recognition

What customer doesn't?

Typical Promotional Methods:

- Reviews & Referrals
- Regular Communication (generally email marketing)

Do You Ask for Reviews, Testimonials and Referrals?

Do You Ask for
Reviews,
Testimonials and
Referrals?



Reviews & Referrals - After Product/Service Delivery

- Ask for a review on your preferred site. Personalize your request
- Build testimonials and put them on your site
 - Can extract from reviews
 - Better yet, ask for a short video testimonials
- Ask (gently) for referrals
 - Who they might know who could use your product/service
 - To pass your name on to others
 - Include “light ask” in email marketing and other communications
 - Build a referral program



Regular Communication - Email Marketing

- Keep in touch with existing customers & people who have visited your website
- Provide useful information
- Expand the reach of blogs
- Raise awareness of products/services/specials
- Include links that readers can access to read more
- Track open rates to assess which emails are working
- Must comply with legal opt out provisions



Customers Who:
Will Find Your
Business via Search

Typical Promotion Methods

- Search Engine Optimization (SEO)
- Search Engine Advertising
- Content Marketing

Search Engine Optimization (SEO)

- Makes it easy for customers who are seeking services that you provide to find your website
- Helps filter out prospects who are not in your Targeted Market
- Requires that your website be optimized for the search terms you wish to rank highly on
- Where you rank is a function of how well your website “resonates” in a search.
- Improve your ranking by tightly targeting search terms and ensuring that your website, blogs, links/backlinks and content resonate with these terms



Increasing Your Site's Visibility (SEO)

- Make it easy for search engines to understand what you do:
 - Use clear descriptions in Site, SEO, Page, Blog & Heading Titles.
 - If you have photos, use alt text
 - Include terms that you wish to rank for.
- Keep your Google Business Profile up to Date
- Use Google Search Console, Google Analytics, Semrush, Ubersuggest, etc. to track how you rank for key words that are important to you
- Become an Authority
 - Post high-quality, in-depth content that is of interest to your Targeted Customers
- Encourage quality sites to link to your content



Search Engine Advertising (aka Search Engine Marketing)

- Buy ads on search engines to display your business on page one.
- You pay when customers click on your ads
- The more popular the search term you wish to rank for, the more expensive the price per click, so be selective
- Track results in Google Analytics to ensure your ads are cost effective



Content Marketing (Long Form) for SEO

- Long Form Content is more effective than Short Form in driving SEO (short form is more effective for keeping top of mind)
- Articles must answer questions asked, in search, by your targeted customers
- Pick topics that are not well covered by others
- It can take time for an individual article to gain traction. Do not expect overnight results
- The most effective Long Form Articles include embedded links to other relevant long form articles

Long Form

Positions Author as an “authority”

Designed to be “timeless” and search relevant for many months or years

- 1-2K word articles or 5 min+ videos; may include text writeup with embedded video
- Requires deep research and is time consuming
- Published infrequently
- Published to your blog, email list and other websites with backlinks
- Can be posted to social media

Customers Who:

Will Find Your Business via Social Media

Which social media platform?

Determine which social media platform(s) are most used by your targeted clients. If more than one, pick one to start

Typical Promotional Methods

- Content Marketing
- Social Media
- Social Media Advertising



Content Marketing (Short Form) for Social Media

- Short Form Content is (generally) more effective than Long Form for Social Media
- Content must be fresh, short & easy to quickly consume
- Pick timely topics that are relevant to your targeted customers
- Content is “perishable” and needs to be refreshed
- Effective Short Form social media postings helps customers get to Know, Like and Trust you

Short Form

Reinforces the Know, Like and Trust value chain

Designed to be “timely” and to appeal to targeted audience’s short attention spans

- Very short articles with photos or very short videos
- Requires little research and can be created quickly
- Published frequently (often 2-3x+/week)
- Can sometimes be reused in Long Form content
- Generally posted to social media

Social Media Marketing – Organic Reach



- Establish a business account on the platform that is most used by your Targeted Market
- Invite current and prospective customers to “like” your site
- Begin posting items that will be of interest to your Targeted Market. Posts of greatest interest will be ones that they will “Like”, comment on and will share. Posts can originate from your website blog or other social media sites.
- Actively engage with comments
- Optionally share your posts with your personal site
- Posts that get high organic engagement are likely to receive high engagement as advertisements

Social Media Marketing – Paid Advertising



- Begin trialing your first ads. You do not need to spend a lot of money to get going or to achieve success
- Ads Manager (FB) allows you to target prospects that fit your Targeted Market Profile
- The job of your ad is to entice people to click through to your website landing page
- The job of your landing page is to entice people to take action
- Begin A/B testing to optimize the effectiveness of your advertisements
- Consider offering Content downloads (free or paid) in exchange for a prospects email. You can add them to your email list
- Keep track of costs and customer conversions. Promotions that “work” have low costs relative to sales.

Search Engine vs Social Media Paid Advertising



- Search Engine Advertising is successful in attracting people who do not know you but have a specific need they wish to fulfill
- Social Media Advertising focusses on your Targeted Market (could be actual customers and look-alikes) who may or may not have a need at the time you advertise to them.
- Both are useful in different ways.
- One will typically be more useful for your business than the other.

Other Promotional Methods

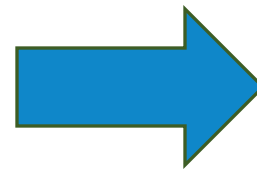
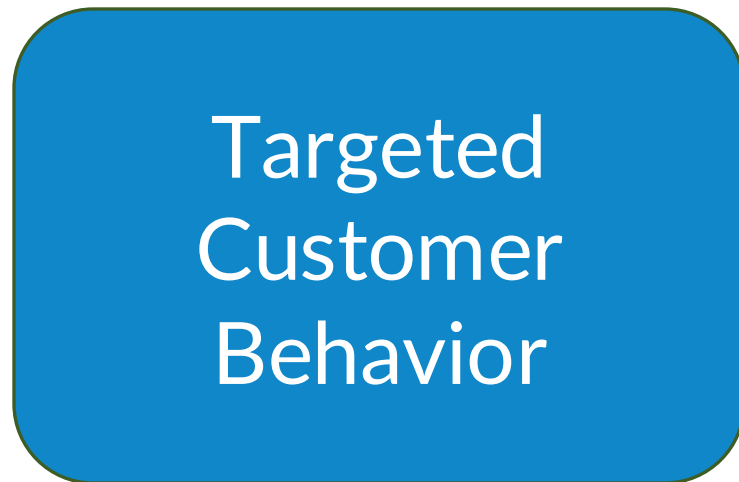
Depending on the nature of your business, you may also need / want to incorporate other promotional methods in your promotion plan

- Signage and in store promotions
 - E.g., Building or vehicle signage, in store samples, etc.
- Retail “point of sale” materials
 - E.g., brochures, flyers
- Sponsorship
- Public Relations

Traditional advertising (TV, Radio, “Print” Ads) is NOT for Small Business!

Observe and Act Accordingly

Behavior you Observe



How to Reach these Customers



Examples →

Example: The Dude's Promotional Methods

The Dude's
Online World of
Chili



Target Customers:

People who love chili, hot sauces and Tex-Mex foods.

The Dude's Customers ..

- ✓ Appreciate recognition
- ✓ Will find via Search
- ✓ Will find via social media

Promotional Methods:

- Website
- Social Media Organic Search
- Social Media Advertising
- Content (short form)
- Email
- Search Engine Advertising

1. Create eCommerce website with:
 - Product listing with photos and complete descriptions (using SEO techniques) and videos (as appropriate).
 - Manufacturer's videos telling about their product.
 - Bi-weekly blog
2. Bring up Facebook business page:
 - Actively participate in FB groups related to spicy foods and chili.
 - Create a FB group around our products and spicy foods in general.
3. Sell "Tasting Packs" on Amazon and in Dude's branded boxes.

Next:

- Email campaign to market to existing customers and prospects
- Purchase search engine "sponsored ads" on Google (and Bing).
- Purchase FB ads based on specific budget.

Example: The Dude's Promotional Methods

**The Dude's
Cowboy Chili
Parlor**



Target Customers:

Families in the Charlottesville, VA area who are Tex-Mex fans and dine out regularly.

The Dude's Customers ..

- ✓ Appreciate recognition
- ✓ Will find via Search
- ✓ Buy at a physical location

Promotional Methods:

- Website
- Signage
- Retail POS materials
- Reviews & Referrals
- Search Engine Advertising

1. Invest in signage and instore promotional materials

- Cowboy themed sign
- Menus, branded staff uniforms
- Special "Grand Opening" signage and specials

2. Create website

- Highlight "TO GO" business with food ordering system integration and Open Table reservation system.

3. Setup local business accounts and manage reviews actively on Google, Yelp & Open Table

Next:

- Paid Advertising: Yelp and Open Table search advertisements targeting people who are seeking low cost, casual dining in Charlottesville. Will offer coupons to test which source is the most effective

More Examples: The Dude's Promotional Methods



Targeted Customers	Behavior Profiles	Promotional Methods	Planned Promotional Methods (to start)
<p>People who own and ride horses within 25 miles of Devon, PA.</p> <p>The Dude's School of Roping and Riding</p>	<ul style="list-style-type: none"> ✓ Expect to meet and interact ✓ Appreciate recognition ✓ Will find via Search 	<ul style="list-style-type: none"> • Networking • Reviews & Referrals • Retail POS materials • Other 	<ol style="list-style-type: none"> 1. Solicit recommendations and referrals from contacts, colleagues and current students, with discounts for new referred customers 2. Network at local equestrian events: Attend local horse shows and events to demonstrate and sell service. 3. Place flyers at local tack shops, restaurants and other retail shops (as allowed).
<p>Homeowners in Bergen and Passaic Counties NJ who don't have the time and energy to maintain their own lawn.</p> <p>The Dude's Local Landscaping</p>	<ul style="list-style-type: none"> ✓ Appreciate recognition ✓ Will find via Search 	<ul style="list-style-type: none"> • Networking • Reviews & Referrals • Retail POS materials • Other 	<ol style="list-style-type: none"> 1. Invest in lawn signage, with discounts for customers who agree to post signage on their lawns 2. Door-to-door mailbox campaign, with flyers to houses within ¼ mile radius of secured customers 3. Solicit referrals from contacts.

Recap: Reaching Your Targeted Customers

- Your Targeted Customers' behavior drives what promotional methods will be most effective in reaching them.
- Start by identifying which behavior profile(s) best fit your targeted customers.
- Then deep dive into the related Promotional Methods for each profile and identify where you will focus your promotional efforts.
- If you are just starting out, limit the number of promotional methods you plan to use to three or fewer.



Complete the My Targeted Customers and My Promotional Methods sections of your Marketing Part 2 worksheet.



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1. Introduction
2. What is Promotion?
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Creating your Next Promotion

1. Pick an audience in your Targeted Market for your promotion (past customers, known prospects or unknown prospects)
2. If yours is a new business, you might start with known prospects
3. Decide what you wish them to do in reaction to the promotion
4. Craft language to effect this result
5. Run the promotion and evaluate the result
6. Adapt the promotion to improve results
7. Rerun the Promotion



Creating your Next Promotion



1. Promotional Plans typically involve a number of steps from launch to completion
2. Your next action with regards to a prospect will be driven by how they reacted to prior steps
3. Plans can be fully automated (in the case of social media & email), fully manual (business networking) or some combination

Creating your Next Promotion

Targeted Audience

Direct

- Customers
- Referrals
- Warm Leads
- Cold Leads

Indirect

- Influencers
- Third Party

Desired Result

Move the Target further along the “Know, Like, Trust, Try, Buy, Repeat, Refer” OR you want to eliminate them as prospects

Message/Content

Emotional Impact desired varies based on Target Stage

Content varies based on Method

Method

Targeted Customers’ behavior drives what Methods will be most effective



Example: B2B Service

The Dude's IT Cyber Solutions

A new small IT Cyber Security Consulting firm that wishes to break into the DoD market.

The Dude identifies his highest priority Targeted Audience

The Dude's Customers ..

- ✓ Expect to meet and interact
- ✓ Appreciate recognition

Targeted Audience

Key Contacts in DC Area prime contractors who are bidding on Department of the Army contracts in the IT Security Consulting space and lack depth of expertise and/or staff.

The Dude has narrowed this to Key Contacts at ten Ideal Customers, none of whom he knows.

Desired Result

???

Message

???

Methods

???



Example: B2B Service

The Dude's IT Cyber Solutions

A new small IT Cyber Security Consulting firm that wishes to break into the DoD market.

The Dude identifies his highest priority Targeted Audience, Desired Result

Targeted Audience	<p>Key Contacts in DC Area prime contractors who are bidding on Department of the Army contracts in the IT Security Consulting space and lack depth of expertise and/or staff.</p> <p>The Dude has narrowed this to Key Contacts at ten Ideal Customers, none of whom he knows.</p>
Desired Result	<p>Gain introductions and set up face to face meetings and begin to establish a relationship with the Key Contacts.</p> <p>Gain introductions to their teams.</p> <p>Get added to their list of preferred sub-contractors.</p>
Message	???
Methods	???



Example: B2B Service

The Dude's IT Cyber Solutions

A new small IT Cyber Security Consulting firm that wishes to break into the DoD market.

The Dude identifies his highest priority Targeted Audience, Desired Result, what his Message needs to convey



Target Customer	<p>Key Contacts in DC Area prime contractors who are bidding on Department of the Army contracts in the IT Security Consulting space and lack depth of expertise and/or staff.</p> <p>The Dude has narrowed this to Key Contacts at ten Ideal Customers, none of whom he knows.</p>
Desired Result	<p>Gain introductions and set up face to face meetings and begin to establish a relationship with the Key Contacts.</p> <p>Gain introductions to their teams.</p> <p>Get added to their list of preferred sub-contractors.</p>
Message	<p>Subtle, but: We know our stuff, we can help you win business, we can help you deliver results, we can help you look like a rock star</p>
Methods	<p>???</p>



Example: B2B Service

The Dude's IT Cyber Solutions

A new small IT Cyber Security Consulting firm that wishes to break into the DoD market.

The Dude identifies his highest priority Targeted Audience, Desired Result, Message and best promotional Methods to use to convey this message



Target Customer	<p>Key Contacts in DC Area prime contractors who are bidding on Department of the Army contracts in the IT Security Consulting space and lack depth of expertise and/or staff.</p> <p>The Dude has narrowed this to Key Contacts at ten Ideal Customers, none of whom he knows.</p>
Desired Result	<p>Gain introductions and set up face to face meetings and begin to establish a relationship with the Key Contacts.</p> <p>Gain introductions to their teams.</p> <p>Get added to their list of preferred sub-contractors.</p>
Message	<p>Subtle, but: We know our stuff, we can help you win business, we can help you deliver results, we can help you look like a rock star</p>
Methods	<p>Networking to gain warm introductions (vs cold calling) using current contacts and LinkedIn intros. Expect that it will take multiple interactions and time before gaining introduction to Key Contacts. It may take months to complete this promotion with the first prospect.</p>

Creating your Next Promotion

- Your promotional plans at launch do not need to be perfect.
- This is a process. Do not overthink it.
- Just start and start simple
- Don't know where to begin?
 - What are your competitors doing that seems to be working for them? Have you tried this?
- Still stuck or not getting the results you expect? Schedule time with a SCORE mentor. That is what we are here for.



Measuring Promotional Success

- Define success before you invest a lot of time or \$\$ in a promotion.
 - Calculate the Cost
 - Know how you will measure results (e.g., sales \$, # new customers, referral volume, etc.) and set specific targets that constitute success
- Get ready for the promotion.
 - Make sure you're ready to execute and follow up
- Assess results of the promotion.
 - Evaluate the results relative to your targets.
 - Keep the results for future reference when planning promotions.



Complete the Creating Your Next Promotion section of your Marketing Part 2 worksheet.



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3. How to Best Reach your Targeted Customers
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5. **Closing**

Promoting Your Business Recap



- Trial the promotional methods that are most likely to place you in contact with your Targeted Customers.
- Successful promotion takes effort and time
- Track your success and adapt actions to improve effectiveness

Webinar Go-Do's

- Using your SCORE Marketing Part 2 Worksheet, complete and review your promotion plan with your mentor.
- Recommended: Take this webinar next:
 - Developing Financial Projections for Your New Small Business
- If you do not have a SCORE mentor, request one at www.score.org/find-mentor

SCORE
FOR THE LIFE OF YOUR BUSINESS

MARKETING PART 2: PROMOTING YOUR BUSINESS WORKSHEET

NOTE THIS IS A FILLABLE FORM. USE THE TAB KEY TO MOVE FORWARD OR PLACE YOUR CURSOR DIRECTLY IN THE SECTION BOX.

MY TARGETED CUSTOMERS

MY TARGETED CUSTOMER IS:

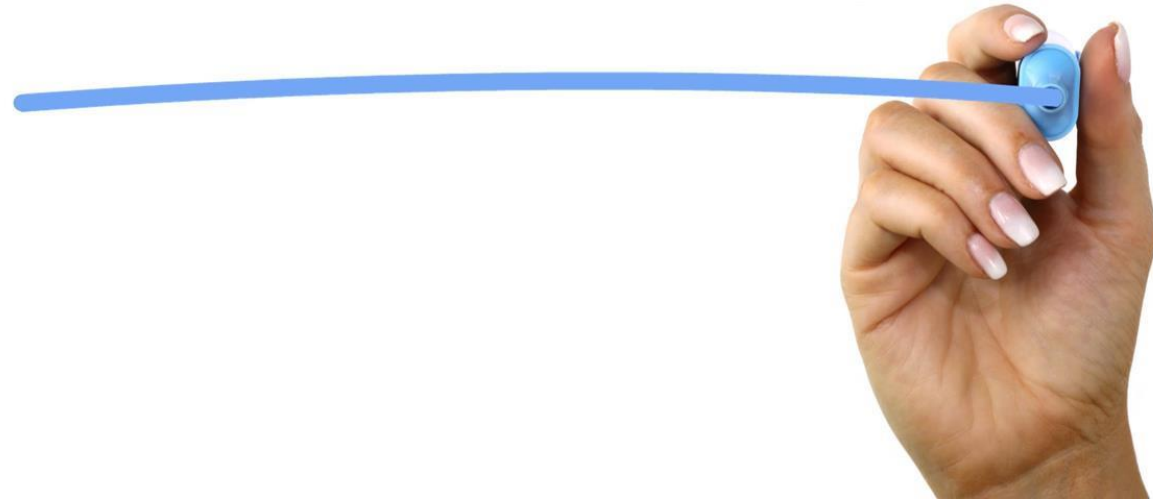
MY ELEVATOR PITCH IS:
Describe what you do in terms that will resonate with your targeted customer

- A first sentence describes who you are
- A second sentence describes why your targeted customers should care.

If you attended the SBE Marketing Part 2 webinar, transfer this information from your worksheet.

MY TARGETED CUSTOMER BEHAVIORS:	EXPLAIN / NOTES
<input type="checkbox"/> Will access your website	
<input type="checkbox"/> Expect to meet and interact with you	
<input type="checkbox"/> Appreciate recognition and communication	
<input type="checkbox"/> Will find you via social media	
<input type="checkbox"/> Will find you via search	
<input type="checkbox"/> Will buy from you at a physical location	
<input type="checkbox"/> Other	

QUESTIONS



Helpful Links

- Find SCORE resources for small businesses at www.score.org/templates-resources
- Find more SCORE live and recorded workshops and courses at www.score.org/get-business-training
- Book an appointment with a SCORE mentor at www.score.org/find-mentor





THANK YOU FOR YOUR PARTICIPATION



Funded in part through a cooperative agreement with the U.S. Small Business Administration.

All opinions, conclusions, and/or recommendations expressed herein are those of the author(s) and do not necessarily reflect the views of the SBA.

Appendix

- Creating an Effective Online Presence

An Effective Website is Essential for Your Business

- Your website must help your targeted customers begin to **Know, Like** and **Trust** you.
- An effective website will:
 - Highlight your **value proposition**
 - **Educate your Targeted Clients** to understand how you can help them
 - **Nurture your Targeted Clients** through their decision-making process
 - **Provide value** each time they visit -- quality content, downloads, newsletters, etc.

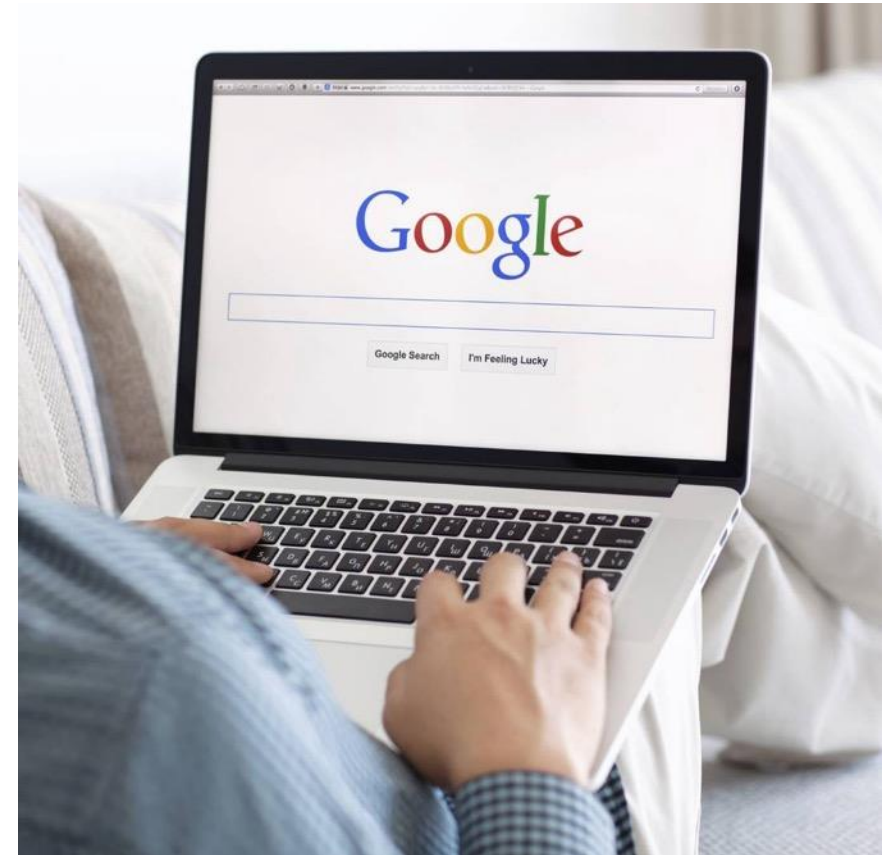
Your Online Presence at Business Launch

- You can launch with a single page website.
- Must contain a Home page (initial page) with your:
 - Business name and contact info
 - Value proposition, what you do and who you target
 - Location and hours of operation if applicable
- Design should be clean, modern, mobile friendly and responsive



Your Online Presence at Business Launch

- Include keywords you wish to be found for “naturally” in the text on your site
- Keywords should be driven by your value proposition and designed to attract your Targeted Customers
- Include these keywords in alt text and image description
- Search Engines will crawl your site and will show your site in searches for these terms



Your Online Presence – Next Steps



Expand your website

- More details including “About Us”, “Our Products”, “Contact Us.”
- Blogs, downloads, other resources
- Calls to Action (e.g., “Call for a Quote”, “Sign Up for Our Mailing List”)
- Social Media links and the Facebook Pixel if you plan to use Instagram or Facebook for promotion.

Your Online Presence – Next Steps

Add Social Proof

- Expand website to include client testimonials, ideally video or text with photos.
- Establish accounts on review sites (e.g., Yelp, Facebook Business, Google Local, Angie’s List) appropriate for your business and begin encouraging customers to leave reviews.



Your Website as a Promotional Tool



- Easy to navigate and makes it clear what you do
 - Highlights your value proposition
 - Focused on your Target customers
- Include keywords you wish to be found for “naturally” in the text on your site
 - Embedded in your text and tagged on all photos
 - Driven by your value proposition and designed to attract your Targeted Customers
- You can launch with a one-page site and build from there

Your Website as a Promotional Tool (cont'd)

- To take advantage of digital promotion methods, incorporate features such as:
 - Analytics Tracking
 - Calls to Action (e.g., “Call for a Quote”, “Sign Up for Our Mailing List”)
 - Social Media links and the Facebook Pixel if you plan to use Instagram or Facebook for promotion.
 - Email Capture
 - Unique Landing Pages per Social Media campaign

