Small Business Marketing Webinar

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We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.
Marketing vs. Branding

Marketing is building your awareness and delivering your message.

Branding is who you are.

Source: BrandingCompass
A marketing strategy is all of a company’s marketing goals and objectives combined into a single comprehensive plan. Business executives draw a successful marketing strategy from market research. They also focus on the right product mix so that they can get the most profit.

Put simply; a marketing strategy is a strategy designed to promote a good or service and make a profit. In this context, the word ‘good’ means the same as ‘product.’

Source: Marketbusinessnews.com
Know The Difference: Marketing Tactics

- SEO (Getting your website more visible by search engines)
- Content Marketing
- Social Media Marketing (Facebook, Instagram, LinkedIn, Tik Tok)
- Pay Per Click Marketing
- Mobile Marketing
- Advertising (Television, Radio, Print, Direct Mail)
- Email Marketing
- Media Marketing
Basic Marketing Must-Haves

- Clear understanding of your brand and audience
- Understand how customers find you (Example: referrals vs. searching online)
- Current Google My Business listing. Update this.
- Accurate social media listings
- Understand paid digital ads, email campaigns
- Keep tabs on competitors, trends
- Best ways to get attention (press, social posts, email blasts, advertising, loyalty program)
Common Challenges for Small Businesses

Money

Resources

Staff

Focus and Strategy (going too wide and high)

Evaluating Success (what is working, what isn’t)

Time (what you may have right now)
COVID-19 Unprecedented Challenges

- Forced to temporarily close or change business model
- Cash flow, financial uncertainty
- Adapt to new customer behaviors
- Restructure or adapt to new technologies
- Market new services or maintain existing customers
- Work/life/health issues for owners and employees

Communicating and marketing through the noise (What you can control)
Take this time to better communicate.

Rather than focusing on how bad it is, focus on how you can use this time to connect with your future customers.
We're here for you.

With our community and team members in mind, we're temporarily adjusting our store hours (including special store hours for senior customers) to bring you the best experience we can.

Find your store
If you can stream it, Do it.

Continue to communicate and interact with customers, even if your business is closed.
Virtual tours

Finding new ways to present what you are offering.
LaSalle Bakery
4 hrs ·
Our cupcake kits have been such a big hit we can’t thank our customers enough! We need an extra day to get caught up kits will be back in store on Friday, call us to order. Keep sharing your photos with us! 😊 #lasallebakery #cupcakekit

Half of our bikes are delivered, the rest are out for delivery today! We are excited to get going with some live classes! Comment below on the times you want! We are currently figuring that out❤️ Thank you for sticking with us! We love you all and our community! Thanks to our instructors for agreeing to teach from their homes! We love you guys!
Email the local news and send pictures and videos
Distillers Turn Whiskey and Gin Into Hand Sanitizer

As supply dwindles amid coronavirus, spirits makers get clearance to make and sell the cleaner

Virus Cleanup: Disinfecting Cruises, Nursing Homes, and Hospitals
Crisis Marketing: What Can You Do Today That Will Matter Tomorrow?
Smart Marketing: Understanding The Funnel

1. Lead Generation
2. Qualify Leads
3. Sell to Qualified Leads
4. Achieve a Sale or Deal
5. Contact and Client Support Post-Sale
Example of Top Funnel Marketing Campaign

**Problem:** I started a tofu delivery businesses and no one knows about it.

**Strategy:** I’m going to fix it by creating a marketing campaign to increase delivery orders.

**Audience:** Everyone who lives in my city whether they like tofu or not.

**Tactic:** Send a direct mail postcard with a coupon to everyone in my city zip code ($1000).

**Measurement:** How many people use the coupon

**After:** Then, I’m going to get customer’s email and send them future emails. Then, I’m going to upload that email list to Facebook and Instagram and send them digital ads to remind them about ordering. Then, I’m going to send them an incentive to get their friends and family to order too.
Problem: I started a tofu delivery business and no one knows about it.

Strategy: I'm going to fix it by creating a marketing campaign to increase delivery orders.

Audience: Everyone in my county who is a vegetarian.

Tactic: Create digital and display ads for everyone in county who likes Vegetarian Magazine on Facebook and reads articles online about Tofu. Ads will prompt them to sign up for a discount.

Measurement: How many people click and sign up.

After: Then, I'm going to get customer's email and send them future emails. Then, I'm going to upload that email list to Facebook and Instagram and send them digital ads to remind them about ordering. Then, I'm going to send them an incentive to get their friends and family to order too. And, then I'm going to start sponsoring local vegetarian clubs meet ups. I also found a local vegetarian restaurant, so I'm offering my Tofu there for sale.
Email Marketing 101

Etiquette

DOs and DON'Ts
- how not to be a spammer

Using/picking a software platform
- basics of different services
Email Marketing 101 (cont.)

- Developing content
- Audience first. short & sweet, interesting, funny, helpful, etc.
- Start with a hook (questions, tips, lists, "pain" words)
- Ways to build and engage your list
- Promise, deliver, then ask
- Incentivize/give something in return
- Partner
Email Marketing: Adjusting Tone

3 Tips On Working From Home With Kids from Rose & Rex

1. Find your very own “office”.
2. Take a family lunch break to connect and catch up.
Email Marketing: Adjusting Tone

STAY AT HOME SPECIAL

STOCK-UP SALE
PRE-PACKED & READY TO SHIP.

These freezer-filling packages deliver ALL your favorites and they’re ready to go right away!

SHOP NOW
Email Marketing: Uplifting Message

There's a great, big, beautiful tomorrow and tomorrow's just a dream away.
Let’s Talk eCommerce

- Basic considerations (audience, cost, functions)
- Different options (open source vs out-of-the-box)
- The back end (connecting to your website and accounting)
- EBay "Up & Running" program
Use Shopify? Browse Marketing Apps

- **Tapcart - Mobile App**
  - 7-day free trial
  - Launch a world-class mobile app for your Shopify store.
  - **☆ 4.8 (234)**

- **Shopcodes**
  - Free
  - Market products and link to checkout with Shopify QR codes.
  - **☆ 4.2 (26)**

- **eBay Connect**
  - Free to install
  - Import, export or sync your Shopify products with eBay.
  - **☆ 4.1 (377)**

- **Tabs by Station**
  - Free plan available
  - Shopify's best tabs app. Free and easy tabs for your products.

- **Geolocation**
  - Free
  - Boost global sales with language and currency recommendations
  - **☆ 3.3 (36)**

- **BookThatApp**
  - Free plan available
  - The seamless Shopify booking calendar
  - **☆ 4.6 (210)**
Start A Small Marketing Campaign Today

What is your problem?
How are you going to fix it?
Who is your target audience?
What tactic are you going to try?
How will you measure if it works or not?
What will you do with those new leads?
Will can you learn?

Don’t think the strategy, do the strategy
Tools And Free Resources Can Help

- MailChimp
- HubSpot
- Hootsuite
- Google Analytics
- KISSMetrics
- SimilarWeb
- Followerwonk
- Yoast SEO
- Crazy Egg
- AllHashtag
What You Can Do Today

● Add a COVID-19 message on your homepage
● Set up a ZOOM, Webex, Skype, or other video conferencing account
● Send out “Like My Page” reminders to your friends on Facebook
● Create a video tutorial and fresh content
● Recirculate older content on your social media if you don’t have new content, engage with your audience
● Start your personal Linkedin profile
● Learn more about SEO. Run a MOZ local test
● Tell your story (linkedin and new channels)
● Start collaborating with an influencer
● Help the community and your business neighbors (donating supplies, sending food)
● Send email out to all your customers
● Figure out your website analytics, clean up your website
● Google your competitors
● Create a “dream” marketing plan (ex. If I gave you $5000 what would you do?)
Questions?

Type your question to the chat box

Contact Us:

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