

Let's Put Together Your 2021 Marketing Strategy!

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RI Small Business Development Center

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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.



THE
UNIVERSITY
OF RHODE ISLAND
DIVISION OF RESEARCH
AND ECONOMIC
DEVELOPMENT

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What Is A Marketing Strategy?

Create Goals, example:

Attract new visitors to the Roger Williams Zoo and make X dollars in revenue

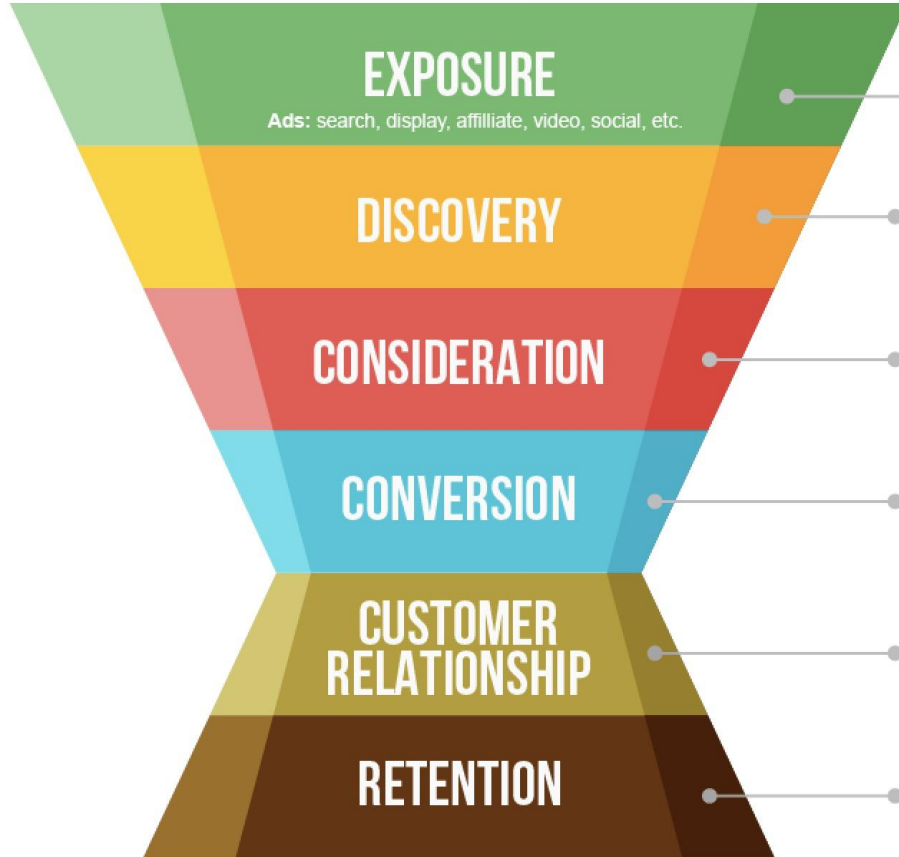
How To Achieve Goal

Email visitors who haven't been in the past six months and give them a free pass

THE DIGITAL MARKETING FUNNEL



DIGGITY
marketing



Inbound: organic search, social media, content, communitiy, press, blogosphere, forums, referring links, email, direct, word of mouth etc.

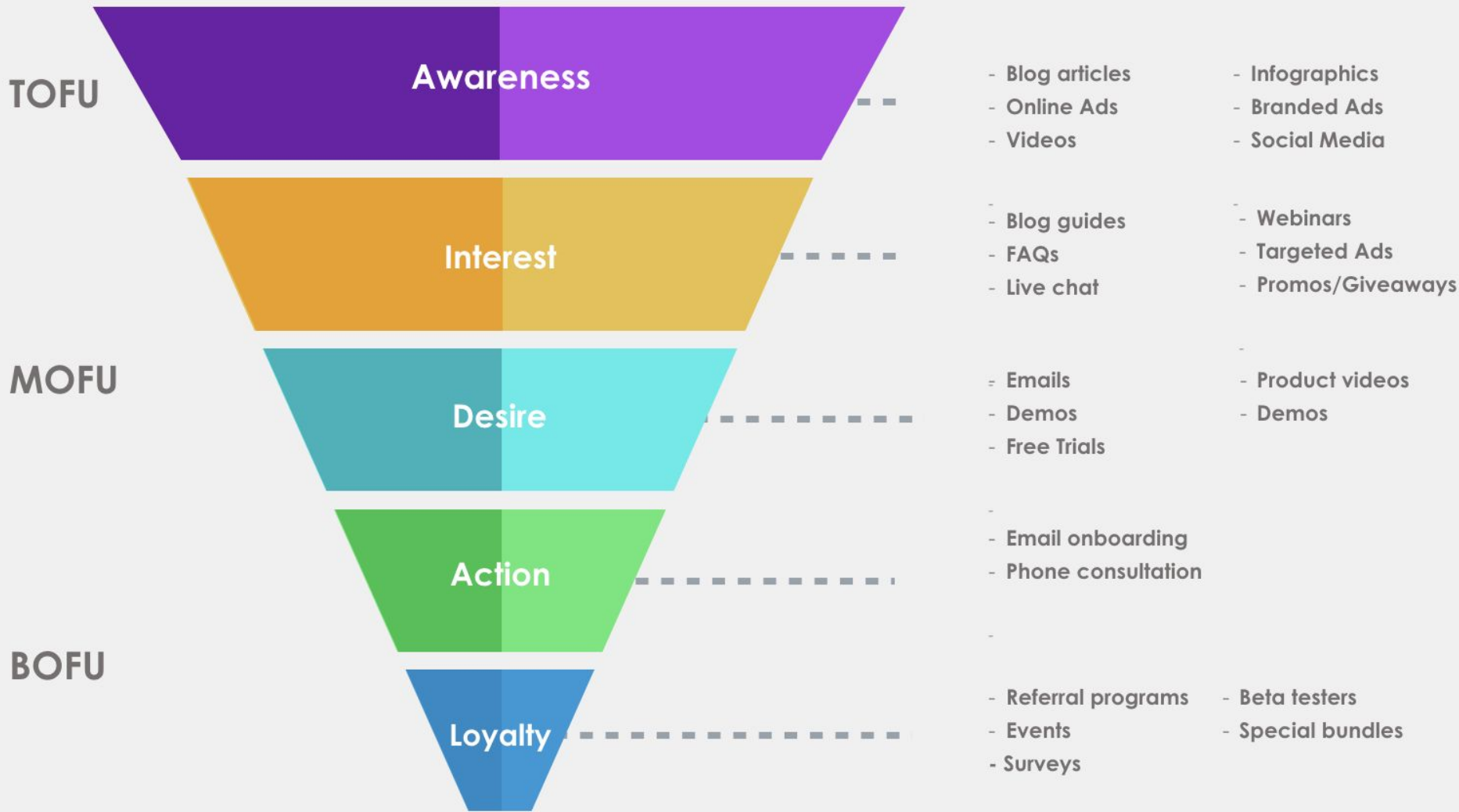
The first few visits to the websites are often focused on consuming content and learning more about the company and product/services.

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The completion of an action on the side convert visitors to the customers.

Customer service, fulfillment, communication and happiness with the product all play into the post-conversion experience.

If customers have experiences, they often return/stay



TOFU

Awareness

- Blog articles
- Online Ads
- Videos
- Infographics
- Branded Ads
- Social Media

Interest

- Blog guides
- FAQs
- Live chat
- Webinars
- Targeted Ads
- Promos/Giveaways

MOFU

Desire

- Emails
- Demos
- Free Trials
- Product videos
- Demos

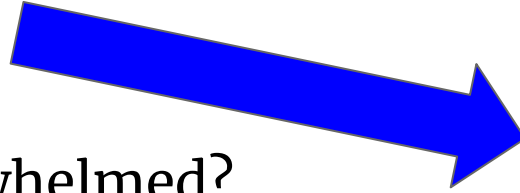
Action

- Email onboarding
- Phone consultation

BOFU

Loyalty

- Referral programs
- Events
- Surveys
- Beta testers
- Special bundles



Feeling Overwhelmed?

Start With A Simple Checklist

AN EXAMPLE OF A

Marketing Plan Checklist

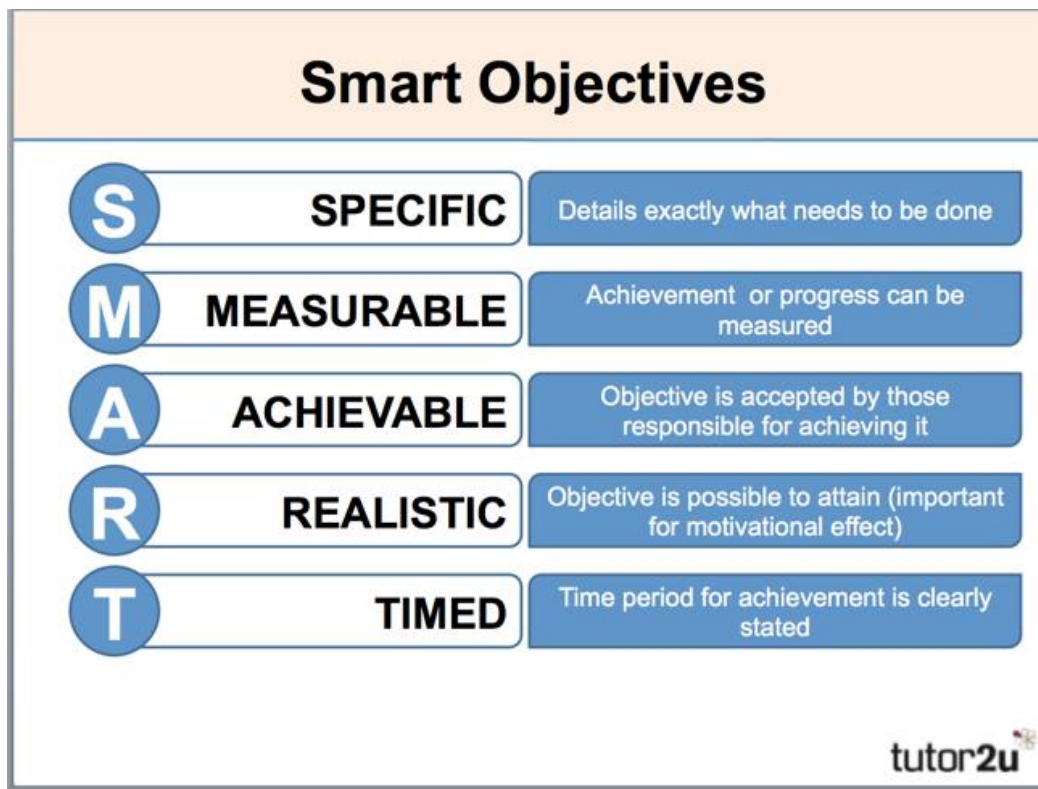
*Developed by the Agricultural Development Center
At The University of Tennessee*

MONTH ONE	MONTH TWO
<input checked="" type="checkbox"/> Direct mailing to all within the Hometown city limits	<input type="checkbox"/> Newspaper advertisement
<input checked="" type="checkbox"/> Media Day celebration	<input type="checkbox"/> Continue frequent buyer program
<input checked="" type="checkbox"/> Billboard rental	<input type="checkbox"/> Billboard rental
<input type="checkbox"/> Newspaper advertisement	<input type="checkbox"/> Direct mailing to specific orgs
<input type="checkbox"/> Product sampling	<input type="checkbox"/> Product sampling
<input type="checkbox"/> Begin frequent buyer program	<input type="checkbox"/> Discount coupons

MONTH THREE	MONTH FOUR
<input type="checkbox"/> Newspaper advertisement	<input type="checkbox"/> Newspaper advertisement
<input type="checkbox"/> Billboard rental	<input type="checkbox"/> Billboard rental
<input type="checkbox"/> Sponsorship of community little league	<input type="checkbox"/> Continue frequent buyer program
<input type="checkbox"/> Continue frequent buyer program	<input type="checkbox"/> Product sampling
<input type="checkbox"/> Product sampling	<input type="checkbox"/> Discount coupons
<input type="checkbox"/> Discount coupons	<input type="checkbox"/> Host AARP meeting

CoSchedule

Step 1: What Is Your Goal



Step 2: What's Your Brand Message?

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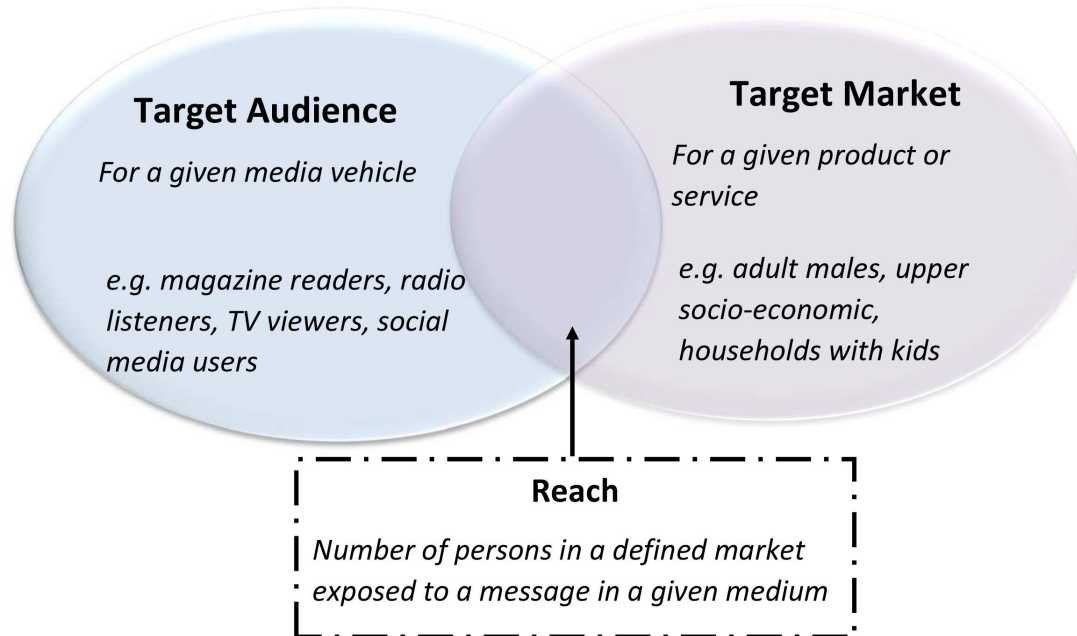
Nominated *Torch* 2012
BBB Torch AWARD
Customer Excellence

VOTED BY 2012, 2014 & 2015
SuperLawyers
Award for "Excellence in Practice"

2012-2016
Tucson's Top Filing Bankruptcy Attorney

Step 3: Target Audience

Target Audience & Target Market



Step 3: Create Personas



Step 4: Set Your Marketing Budget



Step 4: Set Your Marketing Budget

Klara's Nail Shop — Marketing Budget 2021

Booking software with email and texting \$50/month

Service to help gain reviews \$100/month

Yelp! Membership \$75/month

Website updates \$25/month

Photos and videos for social media \$100/month

Instagram and Facebook ads \$50/month

Ad in local newspaper \$500/year

Small billboard \$500/year

Step 4: Common Marketing Tools

Email Service

Text Service

Review Service

Social Media Planner

SEO Analyzer

Press Release Distribution

Influencer Database

Digital Ad Company

Step 5: How To Achieve Your Goal



Step 5: How To Achieve Your Goal

NORDSTROM

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FREE SHIPPING
FREE RETURNS
ALL THE TIME.

Step 6: How To Evaluate What's Working

METHODS (HOW)		METRICS (WHAT)	
SEO tools	Coupon Code	Average transaction value	Visitors to website
CRM	Google Analytics	Engagement on social media	Reach
Different phone number	Landing page	Bounce rate	Data collection
Survey tool eg Survey Monkey	Unique URL	Dwell time on website	Enquiries
Event page Eg Eventbrite/Merlin	Different email address	Sales	Number of referrals
Platform insights/results	Promotional code	Sign ups	Number of followers/views
Website tools Eg Lead Forensics		Click through rate	Open rate
		Registrations/bookings	Complete a form
			Resource download

Start Your *Marketing Plan*

1. Identify Goal
2. Identify Your Brand Message
3. Target Audience
4. Set Budget
5. Try New Tactics
6. Measure Results

Questions?

Type your question to the chat box

Contact Us:

401-874-7232

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