

Marketing Basics Overview

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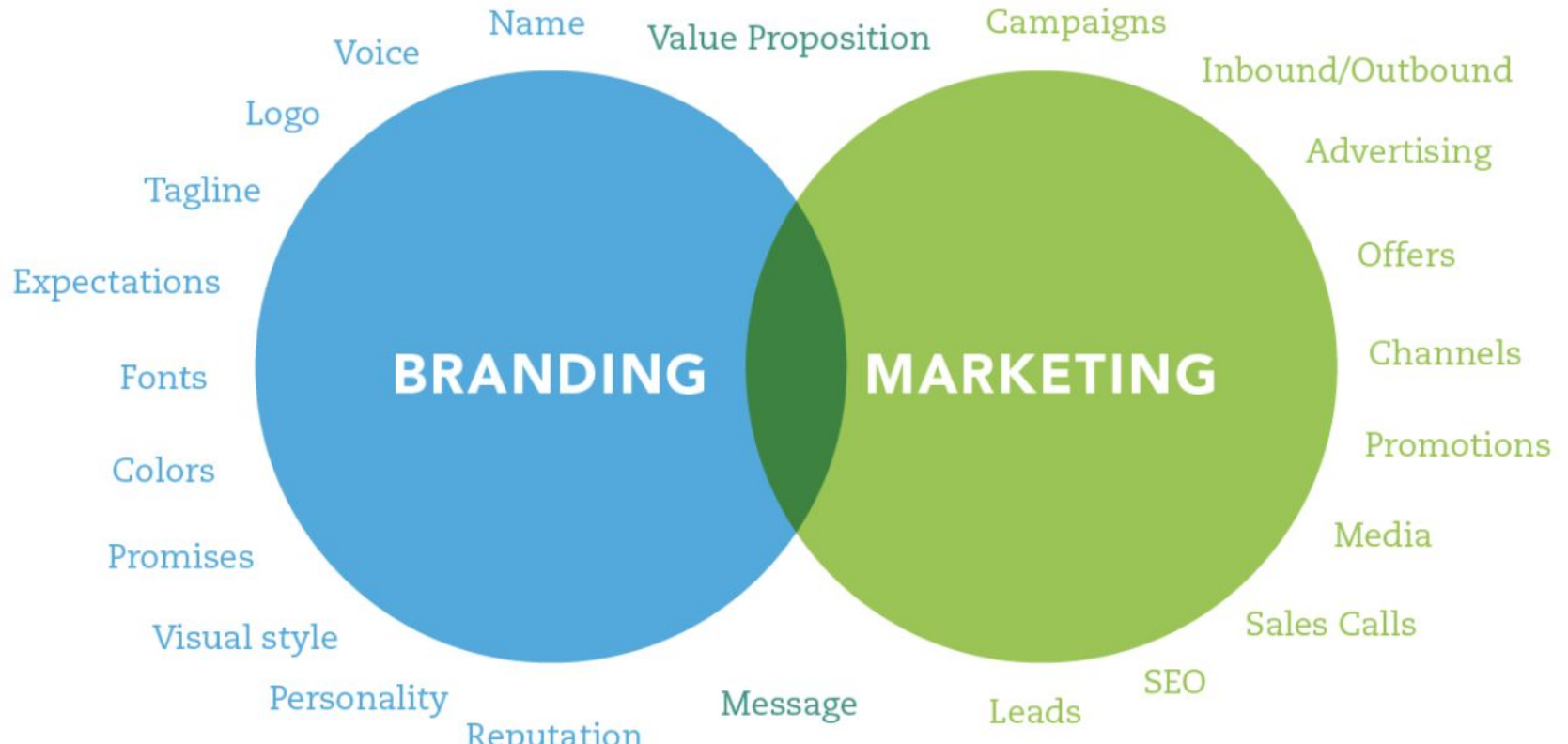
Marketing Counselor



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

Source: BrandingCompass



Know The Difference: Strategy vs. Tactics

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](https://www.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)
- User-friendly functional website. Google analytics.
- 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.

MARK CUBAN

Billionaire entrepreneur



We are taking extended measures to ensure the safety and wellness of our communities, including adjusting store hours. Check your local store page for new hours. Customers 60+ are welcome to shop beginning one hour before stores open to the general public. [Learn more.](#)

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.



**BECOME A SUSTAINING MEMBER
FIRST WEEK for \$5**

Get unlimited access to all our virtual classes, plus our members-only video library.
Auto-renews at \$50/ month after your first week. No minimum commitment.

SIGN UP NOW

Virtual tours

Finding new ways to present what you are offering.

Brokered by Link Real Estate

NEW - 19 HOURS AGO



House for Sale

\$567,000 Est. \$2K/mo

5 bed 2 bath 2,080 sqft 3,938 sqft lot

17 1/2 Riverview Dr,
Barrington, RI 02806

Email Agent



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

DUE TO THE HIGH DEMAND OF OUR
CUPCAKE KIT WE WON'T HAVE THEM
AVAILABLE UNTIL FRIDAY! CALL TO
PRE-ORDER AND KEEP SHARING YOUR
PHOTOS WITH US!



CYCLEBAR (Providence)

Yesterday at 12:38 PM · 🌐

Half of our bikes are delivered , the rest our 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 !



Weaverville restaurant offering side of toilet paper amid coronavirus shortage

by Meaghan Mackey | Sunday, March 22nd 2020

AA



Amber Elizabeth got a roll of toilet paper because he ordered two pizzas (Photo Courtesy: Amber Elizabeth)

Email the local news and send pictures and videos

[www.courant.com > breaking-news > hc-coronavirus-helping-pizza-a...](#) ▼

[An unusual special in Watertown: Free toilet paper with every ...](#)

4 days ago - With every large **pizza**, the restaurant is handing out a free roll of **toilet paper**. Hawked with a Facebook post, the offer started Wednesday and ...

[www.chicagotribune.com > suburbs > libertyville > ct-lbr-restaurants-...](#) ▼

[Free toilet paper with your pizza? North suburban restaurants ...](#)

2 days ago - As people scrambled at the start of the coronavirus pandemic to gobble up **toilet paper** and other household items, John Durning was ...

[www.cleveland.com > community > 2020/03 > buy-an-extra-large-piz-...](#) ▼

[Buy an extra-large pizza, get a roll of toilet paper and another ...](#)

4 days ago - Compola's Tasty **Pizza**, 5101 Mayfield Road, is offering a free roll of **toilet paper** with the purchase of one extra-large **pizza**. But, that's not all.

[katu.com > news > local > gallery > portland-pizza-shop-offers-free-to...](#) ▼

[Portland pizza shop offers free toilet paper with pizza order ...](#)

Pizza with a side of **toilet paper**? Desperate times call for desperate sides and Schmizza Pub & Grub by PSU has the menu item everyone's craving right now ...

[www.kiro7.com > news > trending > coronavirus-combo-oregon-restaur...](#)

[Coronavirus combo: Oregon restaurant offers pizza, toilet ...](#)

Mar 18, 2020 - **Pizza** Schmizza, of Portland, announced a \$15 special at one of its restaurants that includes an exclusive deal – a **pizza** and a roll of **toilet paper**, ...

[www.wwweek.com > restaurants > 2020/03/18 > a-portland-pizzeria-is-...](#) ▼

[A Portland Pizzeria Gives Out Free Toilet Paper With Deliveries](#)

Mar 18, 2020 - A few people have called in needing **toilet paper** more than **pizza**. "One guy said, 'How many **pizzas** can I buy?'" says Jehan. "And I said, 'I tell ...

BUSINESS

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



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.

Example of Lower 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 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.

<input type="checkbox"/>	<input type="star"/>	<input type="chevron"/>	Ann Taylor	Inbox	So Cute. So Comfortable. (And A SALE!) - Ann Taylor The Tops & Sweaters You Want F
<input type="checkbox"/>	<input type="star"/>	<input type="chevron"/>	Ann Taylor	Inbox	The Perfect WFH Cardigan (& It's 40% Off) - Ann Taylor We Love It http://l.mail.anntaylor.com
<input type="checkbox"/>	<input type="star"/>	<input type="chevron"/>	Ann Taylor	Inbox	5 HOURS ONLY: Styles Starting At \$15 - Ann Taylor Wine, TV & You Time Starts Now h
<input type="checkbox"/>	<input type="star"/>	<input type="chevron"/>	Ann Taylor	Inbox	New Arrivals Are Here - Ann Taylor This Will Brighten Your Day http://l.mail.anntaylor.com
<input type="checkbox"/>	<input type="star"/>	<input type="chevron"/>	Ann Taylor	Inbox	What You're Wearing At Home - Ann Taylor Plus, \$50 Off Every \$100 You Spend Ends S
<input type="checkbox"/>	<input type="star"/>	<input type="chevron"/>	Ann Taylor	Inbox	A Little Sunshine For You... - Ann Taylor Don't Miss \$50 Off Every \$100 You Spend (Ex
<input type="checkbox"/>	<input type="star"/>	<input type="chevron"/>	Ann Taylor	Inbox	Want \$50 Off Every \$100 You Spend (Exclusions Apply)? - Ann Taylor Stay Comfy At H
<input type="checkbox"/>	<input type="star"/>	<input type="chevron"/>	Ann Taylor	Inbox	We Miss You (And You're Missing Out) - Ann Taylor Come Back & Shop With This Spec
<input type="checkbox"/>	<input type="star"/>	<input type="chevron"/>	Ann Taylor	Inbox	TODAY ONLY: 60-70% Off All Sale Styles - Ann Taylor And New Markdowns, Too http://l.mail.anntaylor.com
<input type="checkbox"/>	<input type="star"/>	<input type="chevron"/>	Ann Taylor	Inbox	This FLASH Ends Soon - Ann Taylor Spring Picks You Can't Miss http://l.mail.anntaylor.com
<input type="checkbox"/>	<input type="star"/>	<input type="chevron"/>	Ann Taylor	Inbox	Last Day! Extra 60% Off Sale & 60% Off Spring Picks - Ann Taylor Getting Dressed Is S
<input type="checkbox"/>	<input type="star"/>	<input type="chevron"/>	Ann Taylor	Inbox	FLASH! Let's Do Some Shopping - Ann Taylor It's The 60/60 Sale http://l.mail.anntaylor.com
<input type="checkbox"/>	<input type="star"/>	<input type="chevron"/>	Ann Taylor	Inbox	Make Home Make Home with FLASH - Ann Taylor Get Make to Go Sale Now http://l.mail.anntaylor.com

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

Inbox **Now taking reservations for Stock-Up Boxes** - Schedule your restock and shipping is

Inbox **Help someone be prepared.** - Fill a freezer of someone special and save big

Inbox **Last call on Free Shipping.** - Save BIG on all your grilling favorites

Inbox **Share your thoughts...** - and you could win a \$250 Omaha Steaks Gift Card + You'll als

Inbox **Comfort Food Classics Ship Free** - Fill your freezer with family-friendly meals

Inbox **Freezer full? Schedule your re-stock today!** - Get Free Shipping when you order Stock-

Inbox **Cold Hard Facts: Frozen is Fresher** - Fill your freezer & get Free Shipping

Inbox **Shop frozen & feel good.** - The highest quality & safety standards go into every order

Inbox **DIY Steakhouse at YOUR house** - Order now and get FREE SHIPPING

Inbox **Enjoy steakhouse classics at home!** - And get Free Shipping! Order today.

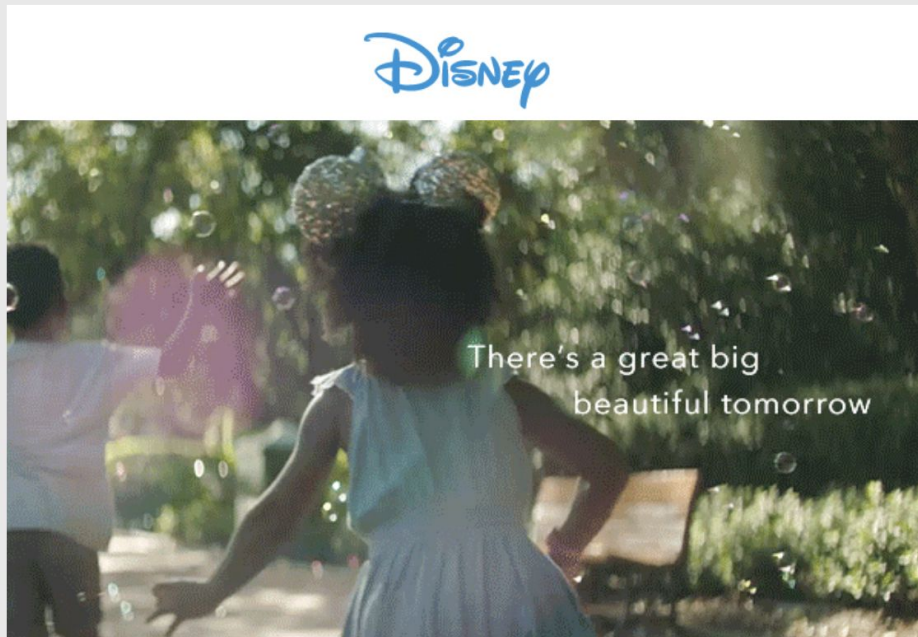
Inbox **Turn your house into a Steakhouse** - end steaks, sides & desserts shipped FREE to yo

Inbox **Show you care by sending a care package** - Help them stock up and stay prepared

Email Marketing: Uplifting Message

*There's a great,
big, beautiful
tomorrow
and tomorrow's
just a dream away.*

[VIEW](#) in your browser



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



Categories ▾

Collections ▾

🔍 Search

Shopify.com ▾

Log in

Search results for:

🔍 shopify

☐ See only compatible apps

- ☒ All (2402)
- ☐ Store design (958) ▾
- ☐ Sales and conversion (588) ▾
- ☐ Marketing (540) ▾
- ☐ Orders and shipping (469) ▾
- ☐ Inventory management (199)
- ☐ Customer support (198) ▾
- ☐ Reporting (175)
- ☐ Finding products (150) ▾

25 - 48 of 2402 results

Sort by
Most installed ▾



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)



Geolocation

Free

Boost global sales with language and currency recommendations

★ 3.3 (36)



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.



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?



Gary Vaynerchuk 

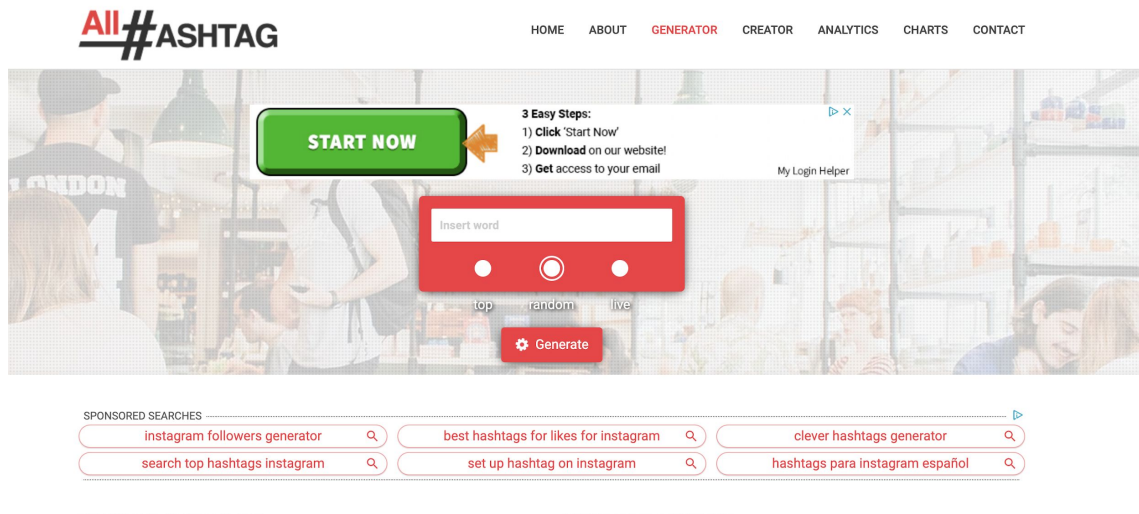
@garyvee

212-931-5731

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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