

Digital Marketing Strategies for Measurable Results

David Mitroff, Ph.D.



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David Mitroff, Ph.D. dmitroff@smallbizla.org



Economic Development Collaborative (EDC)

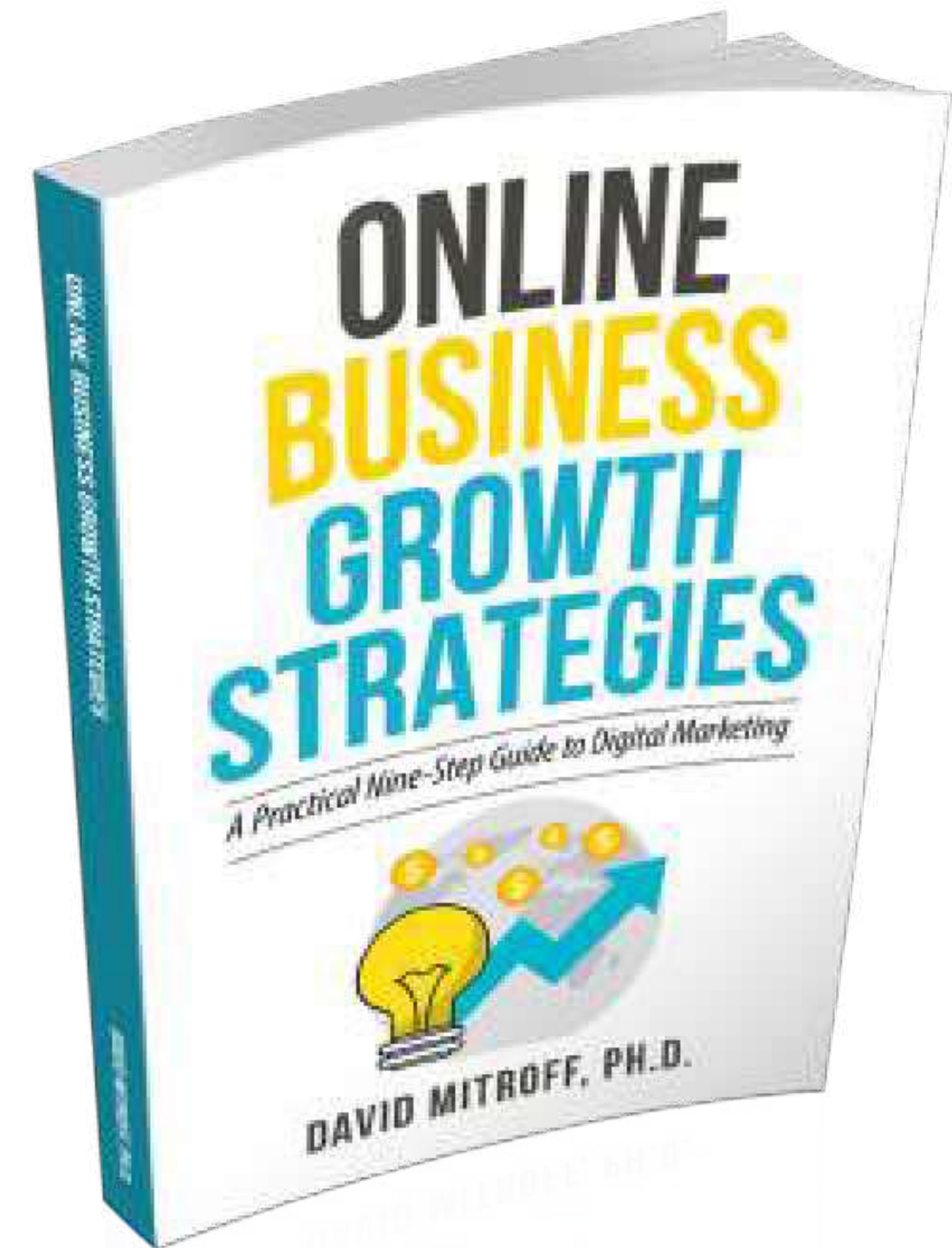
The Economic Development Collaborative (EDC) is a private nonprofit regional asset for economic vitality in Ventura, Santa Barbara and Los Angeles counties, giving businesses, community partners and civic leaders the resources they need to succeed. Through hosting the region's Small Business Development Center (SBDC) and securing public and private partnerships across the region, the EDC has become a key player in delivering business consulting, funding and strategic initiatives that support local jobs and economic growth.

The SBDC offers programs designed to assist businesses in key areas with one on one technical advising and training. Entrepreneurs work hands on with the SBDC's 30+ expert business consultants at no-cost. Providing assistance through start-up, growth, recovery and more, the SBDC is committed to walking with businesses through today's complex business environment.

Please contact us at 805-384-1800 or visit www.EDCcollaborative.com to schedule your appointment.

What We Will Cover

- **Ways to Grow Your Business Today**
- **How to Attract Customers**
- **Active / Passive Marketing**
- **Data Driven Marketing**
- **Website & Social Media Ecosystem:
9 Key Areas of Online Presence**
- **LinkedIn Connections**
- **Next Steps**



David Mitroff, Ph.D.

My Background

- Founder and Chief Consultant of Piedmont Avenue Consulting, Inc. (www.PiedmontAve.com)
- Hosts over 50+ SF Bay Area events each year for last 9 years (www.ProfessionalConnector.com)
- Founder of 7+ Companies including recruiting and staffing firm, consulting and marketing firm, event planning, hotel and restaurant collective, and more
- College Instructor at University of California Berkeley
- Google Mentor for Google Startup Accelerator Program
- TEDx Speaker, Keynote speaker at conferences and events all over the world
- Doctorate in Clinical Psychology with coursework in Business Administration, Legal Studies, Marketing and Culinary Arts
- Featured Media Expert for television (NBC Bay Area, Reality Check), radio (KGO), newspapers (San Francisco Chronicle, SF Business Times, Oakland Business Review) and magazines (San Francisco Magazine, California Lawyer, The Meeting Professional).

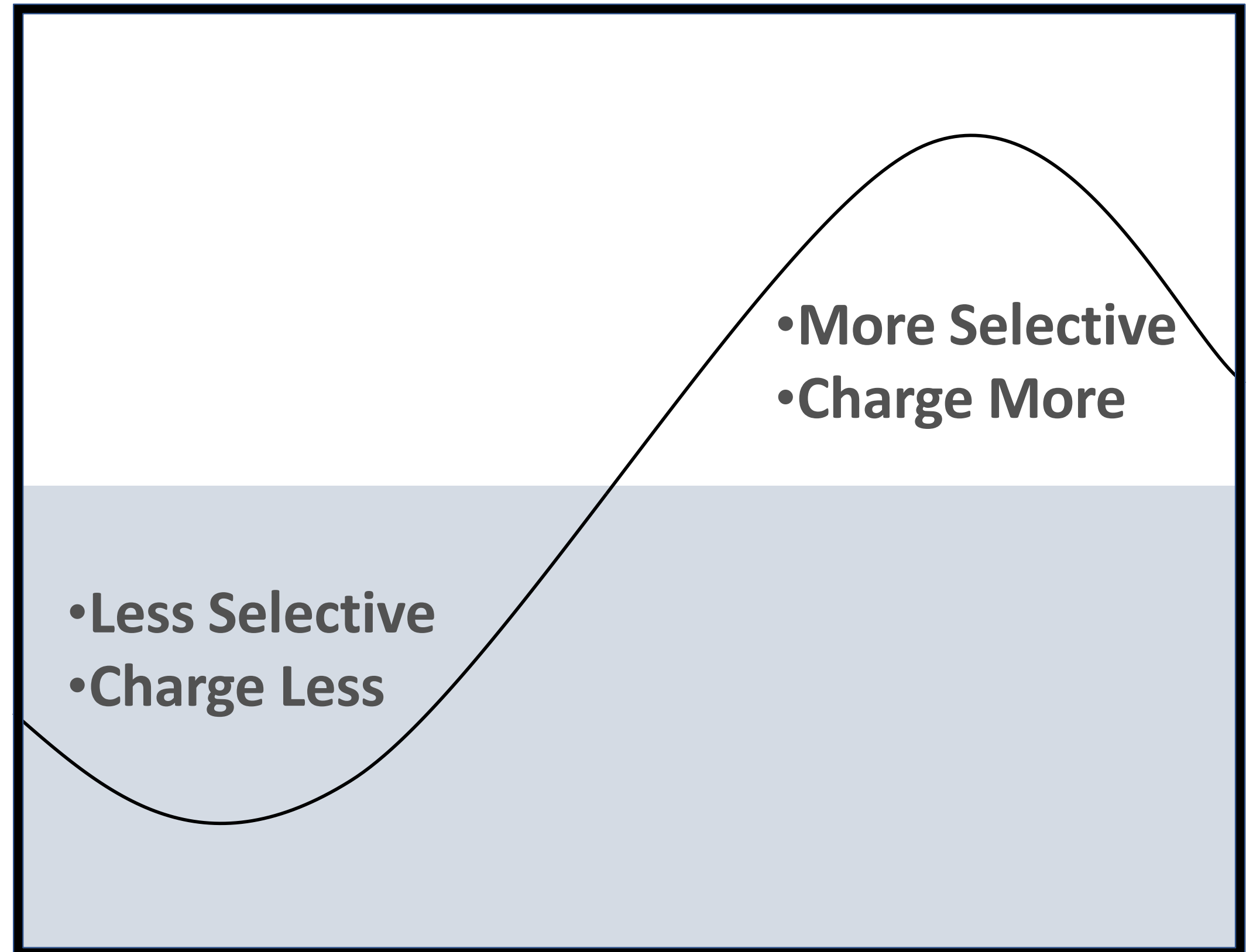


Right Now

Grow Your Business

- Focus: List of 10 Things You Can Control
- Consistency: 3 Lunch Meetings per month x 12 months = 36 Lunches
- Top of Mind: Monthly Newsletter (now 1 a week)
- The Event Effect: Firm Events and Workshops (now virtual events)

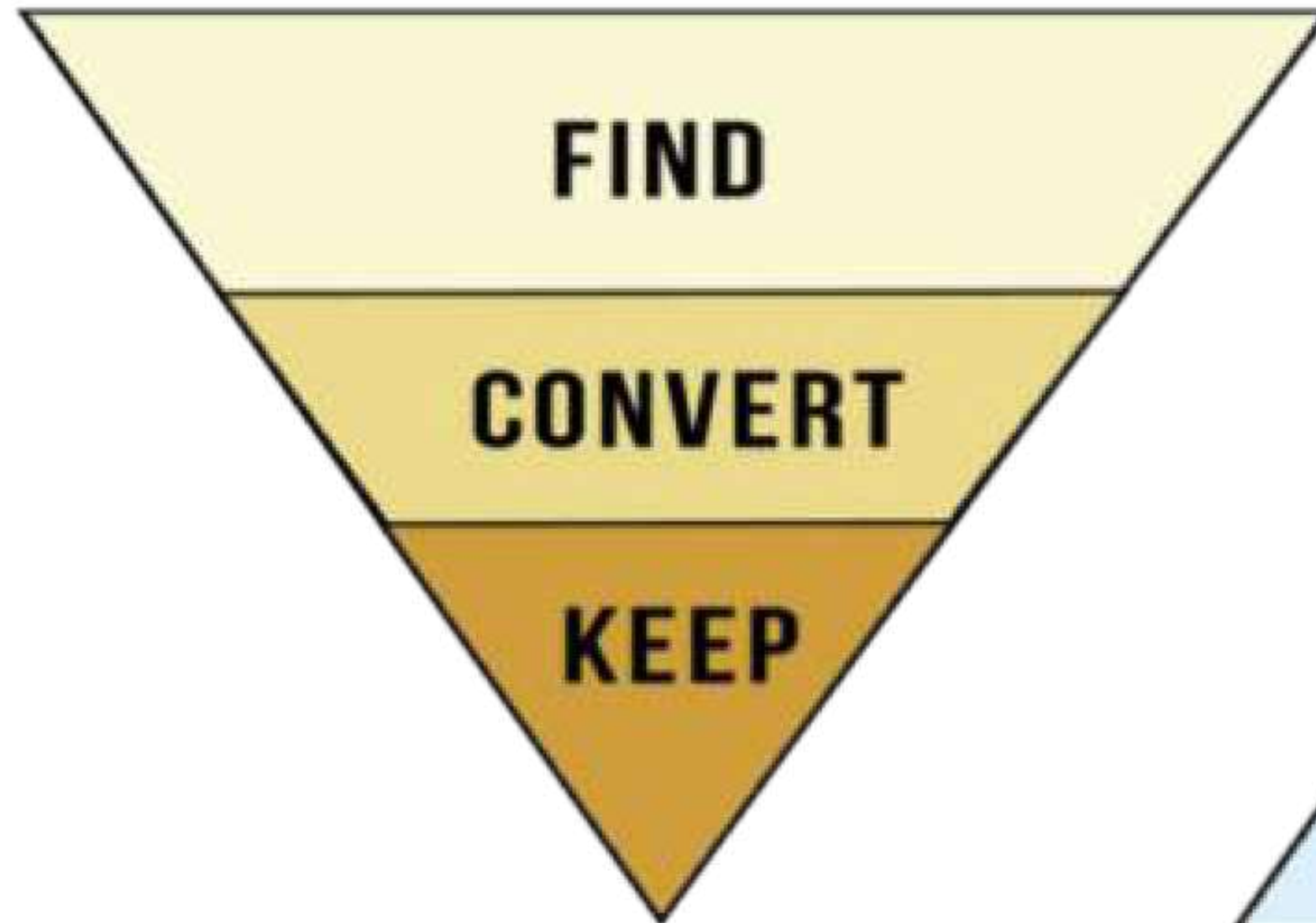
New Business Growth Cycle



Two Approaches to Growth

TRADITIONAL

marketing - selling - networking

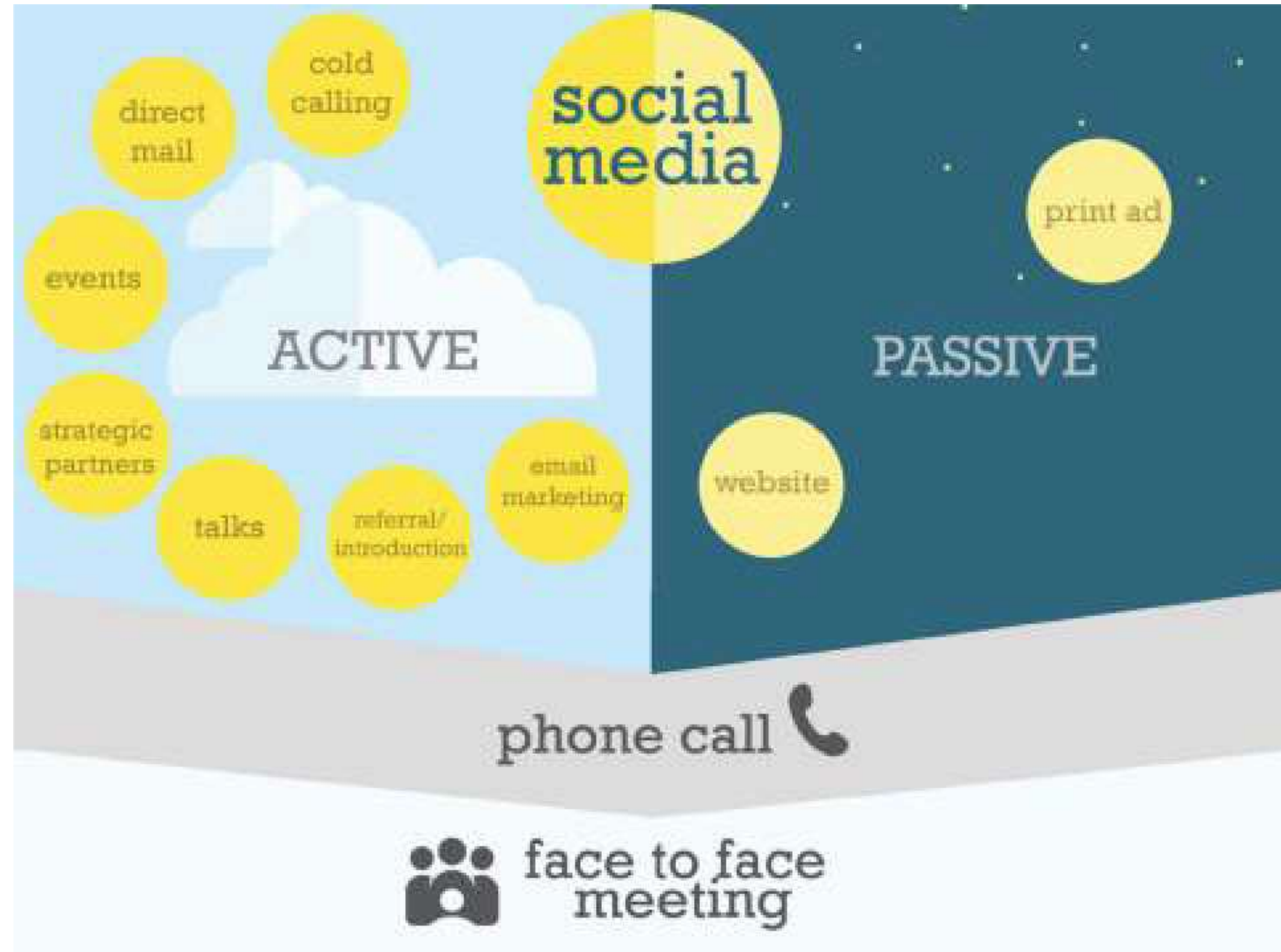


ENGAGEMENT

marketing - selling - networking



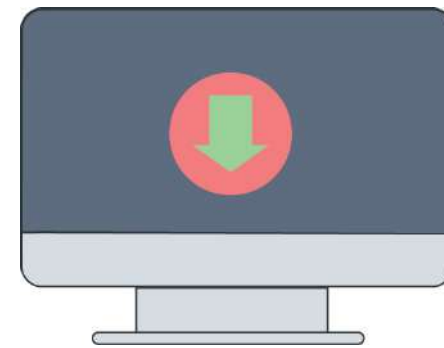
WHAT ARE YOUR CURRENT MARKETING EFFORTS?



CALLS TO ACTION: WHAT DO YOU OFFER?



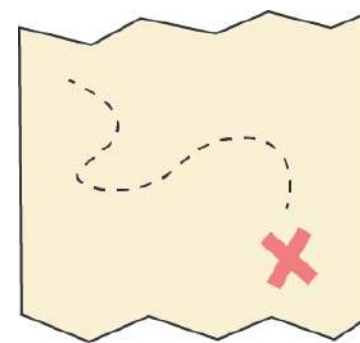
Discounts



Downloads



B2B Services



Hints + Tips



Support a Cause



Events

DATA-DRIVEN MARKETING

MARK JEFFERY

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15 Essential Marketing Metrics

- Brand Awareness
- Test-drive
- Churn
- Customer Satisfaction (CSAT)
- Take Rate
- Profit
- Net present value (NPV)
- Internal Rate of Return (IRR)
- Payback
- Customer Lifetime Value (CLTV)
- Cost per Click (CPC)
- Transaction Conversion Rate (TCR)
- Return on Ad Dollars Spent (ROA)
- Bounce Rate
- Word of Mouth (WOM)

Non Financial Metrics



- Brand Awareness
- Test-drive
- Churn
- Customer Satisfaction (CSAT)
- Take Rate

Non Financial Metrics



Financial Metrics



- Brand Awareness
- Test-drive
- Churn
- Customer Satisfaction (CSAT)
- Take Rate
- Profit
- Net present value (NPV)
- Internal Rate of Return (IRR)
- Payback
- Customer Lifetime Value (CLTV)

Non Financial Metrics



Financial Metrics



"New Age Marketing Metrics"



- Brand Awareness
- Test-drive
- Churn
- Customer Satisfaction (CSAT)
- Take Rate

- Profit
- Net present value (NPV)
- Internal Rate of Return (IRR)
- Payback
- Customer Lifetime Value (CLTV)

- Cost per Click (CPC)
- Transaction Conversion Rate (TCR)
- Return on Ad Dollars Spent (ROA)
- Bounce Rate
- Word of Mouth (WOM)

Tracking & Analysis

The Key Benefit of Online Marketing and Technology is the ability to track and analyze results, then quickly iterate and adjust for optimal performance



9 Key Areas of your Online Presence

- 1 Website & Blog
- 2 Online Directories
- 3 Review Sites
- 4 Social Networks
- 5 Micro Blogging
- 6 Rich Media
- 7 Mobile Apps
- 8 Industry Specific
- 9 Event Promotion



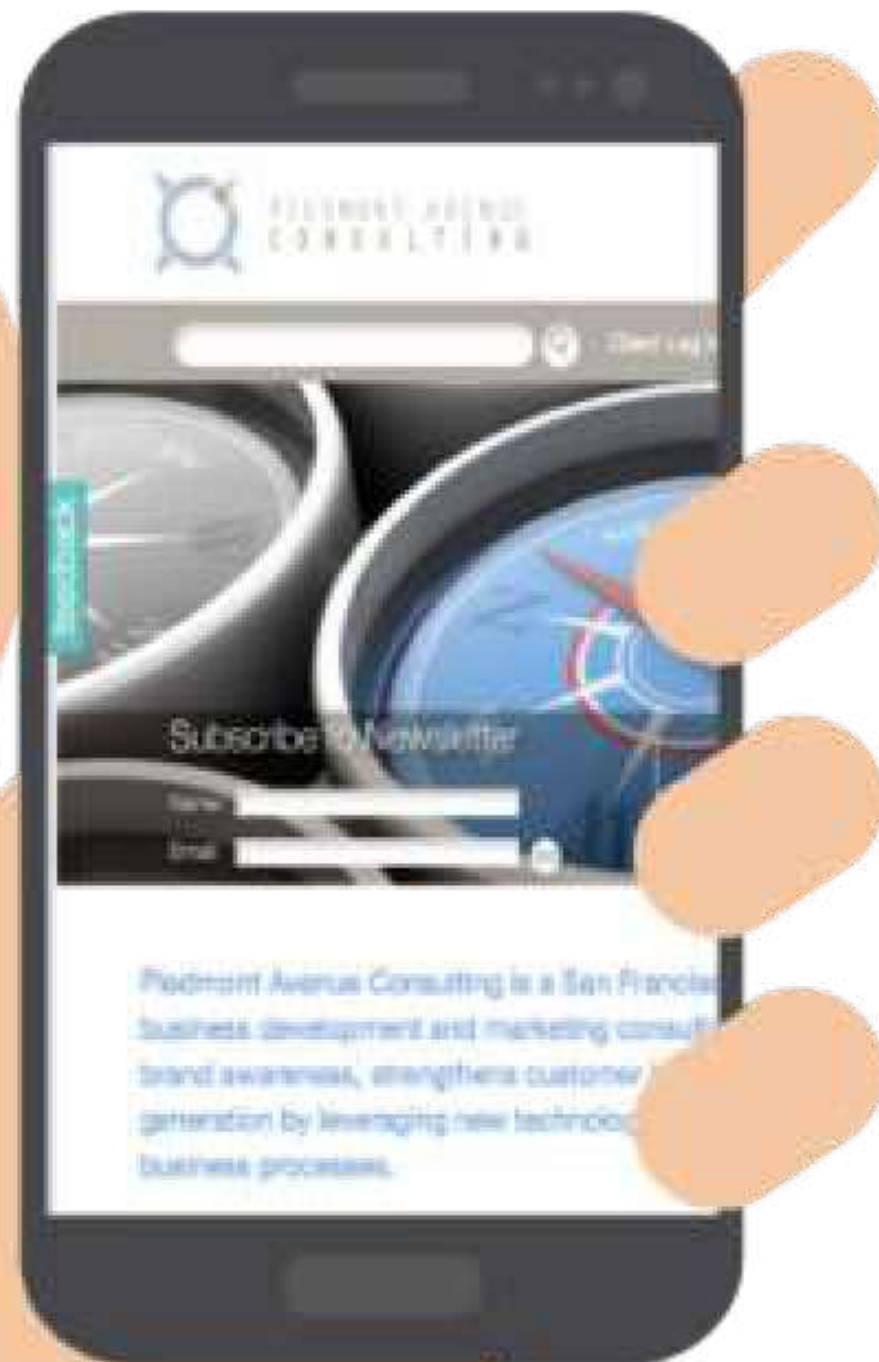
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1

Website & Blog

Google Ranking, SEO/CRO, Blogger, Wix, Squarespace, Instapage, WordPress



- ▶ **Control the content**
A chance to tell your story.
- ▶ **Define a clear message**
What do you offer?
- ▶ **Create a medium for contact**
Invite feedback, questions...
- ▶ **Provide links to other pages**
Share your FB, Twitter...
- ▶ **Update your content**
Consistency in theme and info.

1

Website

The hub of your Online Strategy

- ▶ **Most important area**
- ▶ **Definition of you and your message**
- ▶ **Central hub with links to other sites**
- ▶ **You control it**



1

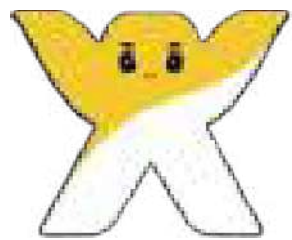
Website - Wix.com

Build your Website Today

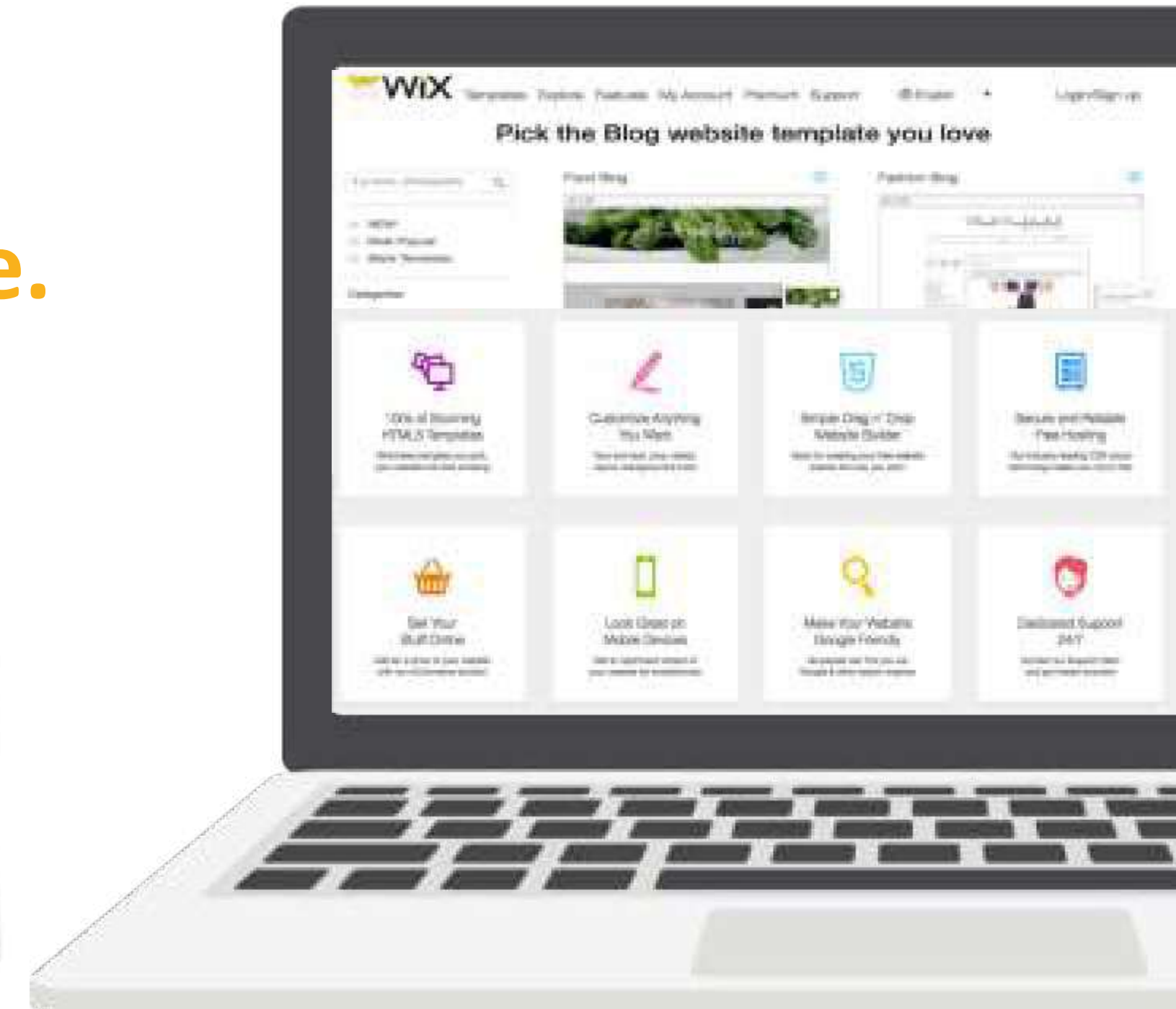
Create

Your Stunning Website.

It's Free



Wix enables everyone to design, publish and host stunning HTML5 websites.



Website – Pitfalls

Overall

- Not having full control of content or website - Do you have the Login???
- All Content moderated and vetted - who writes content and what is checked.
- Security Issues
- Contact forms without disclaimers



1

SEO / CRO

Search Engine Optimization / Conversion Rate Optimization

Helps drive traffic to your site

Hot Leads

Opportunities

Proposals

New Customers

Work that takes place separate from your website

Off-page SEO

Website changes to increase rank

On-page SEO



Online Directories

2

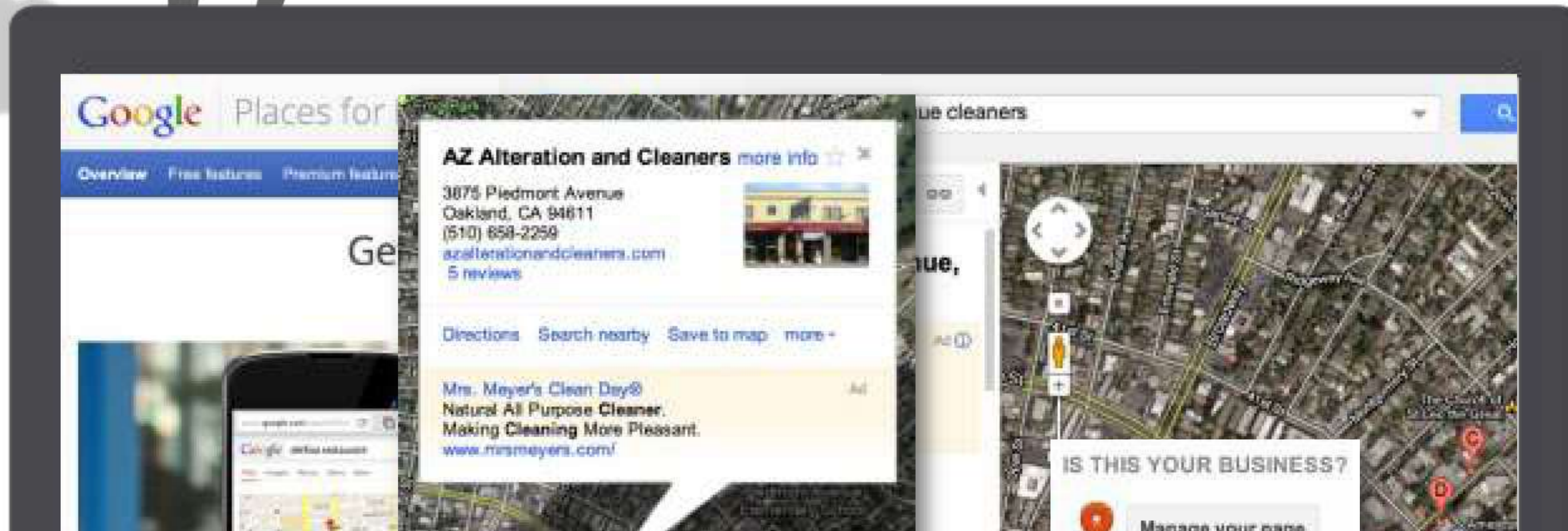
Google Local/Maps, Yahoo Local, Bing

▶ **Search yourself**
The power of Google!

▶ **Look for similar businesses**
If you're not listed, someone else is

▶ **Display correct contact info**
Location, phone #, hours, directions MUST be correct.

▶ **Take a photos**
If they know what to look for, they'll find it.



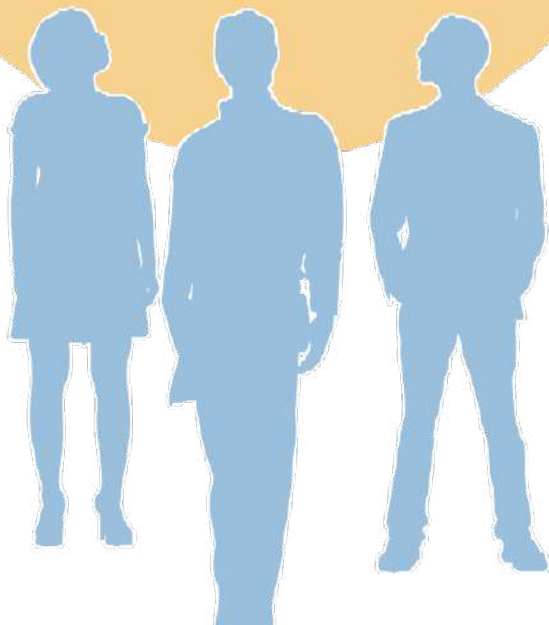
3

Review Sites

We have reached a point where:


14% of people **trust ads**

78% of people **trust consumer recommendations**



 **\$95 for \$125 Deal at Verbeck Law**
\$95 Buy now

 **Buy Gift Certificate**
Buy Now

 **Request a Consultation**

2 hours Response Time	100% Response Rate
---------------------------------	------------------------------

Request a Consultation

▶ **Rely on word of mouth**

People trust personal accounts more than ads.

▶ **Offer additional information**

Yelp is a mobile tour guide.

▶ **Respond to reviews**

Thank those who provide feedback.

▶ **Learn from your reviews**

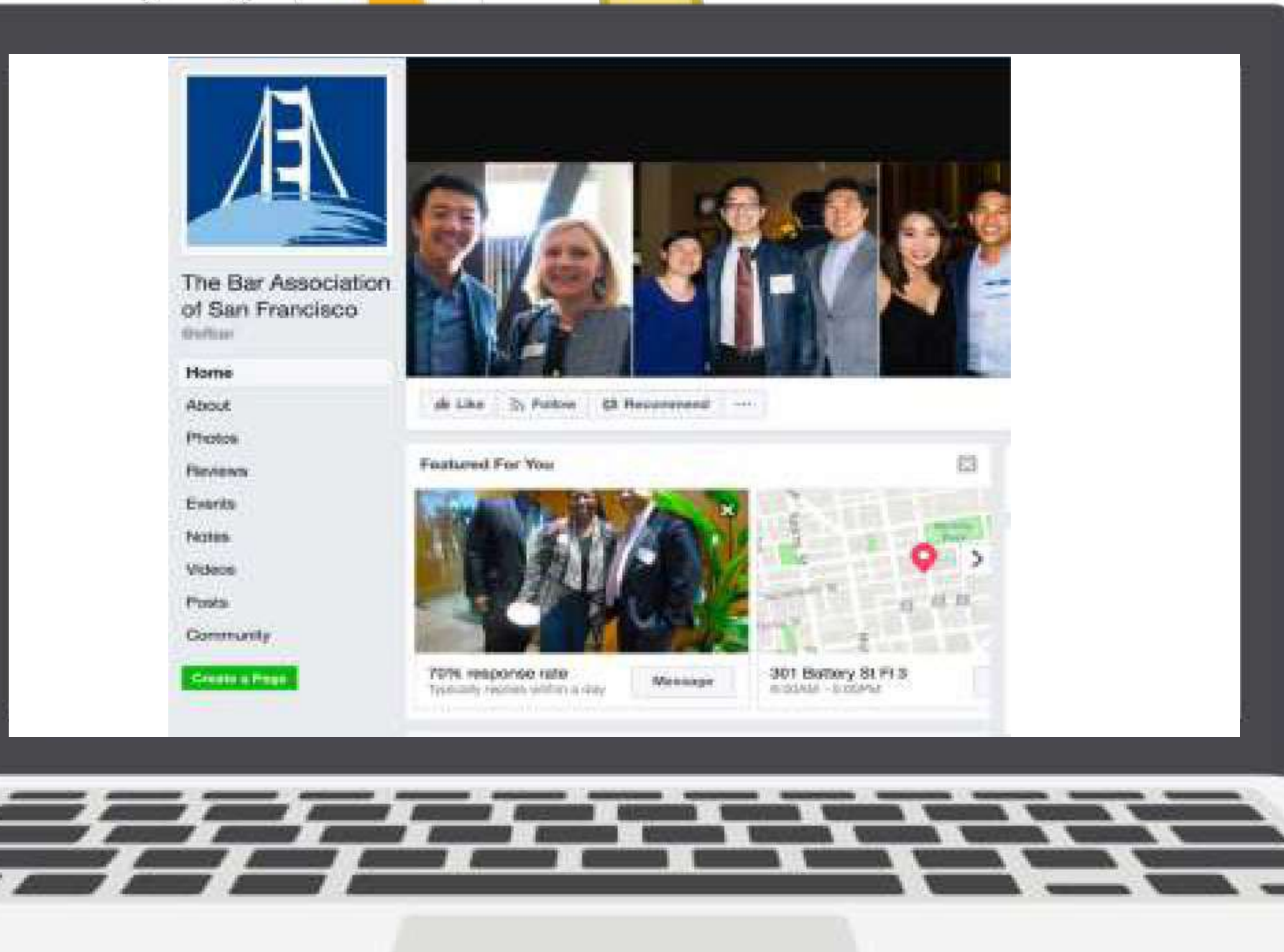
Don't make the same mistake twice!



Social Networks

4

Facebook, LinkedIn



► **Communicate with clients**
Be involved with the conversation.

► **Connect**
Associate your business with related pages and people.

► **Establish a following**
Invite past clients/customers to view

Personal Profile

4



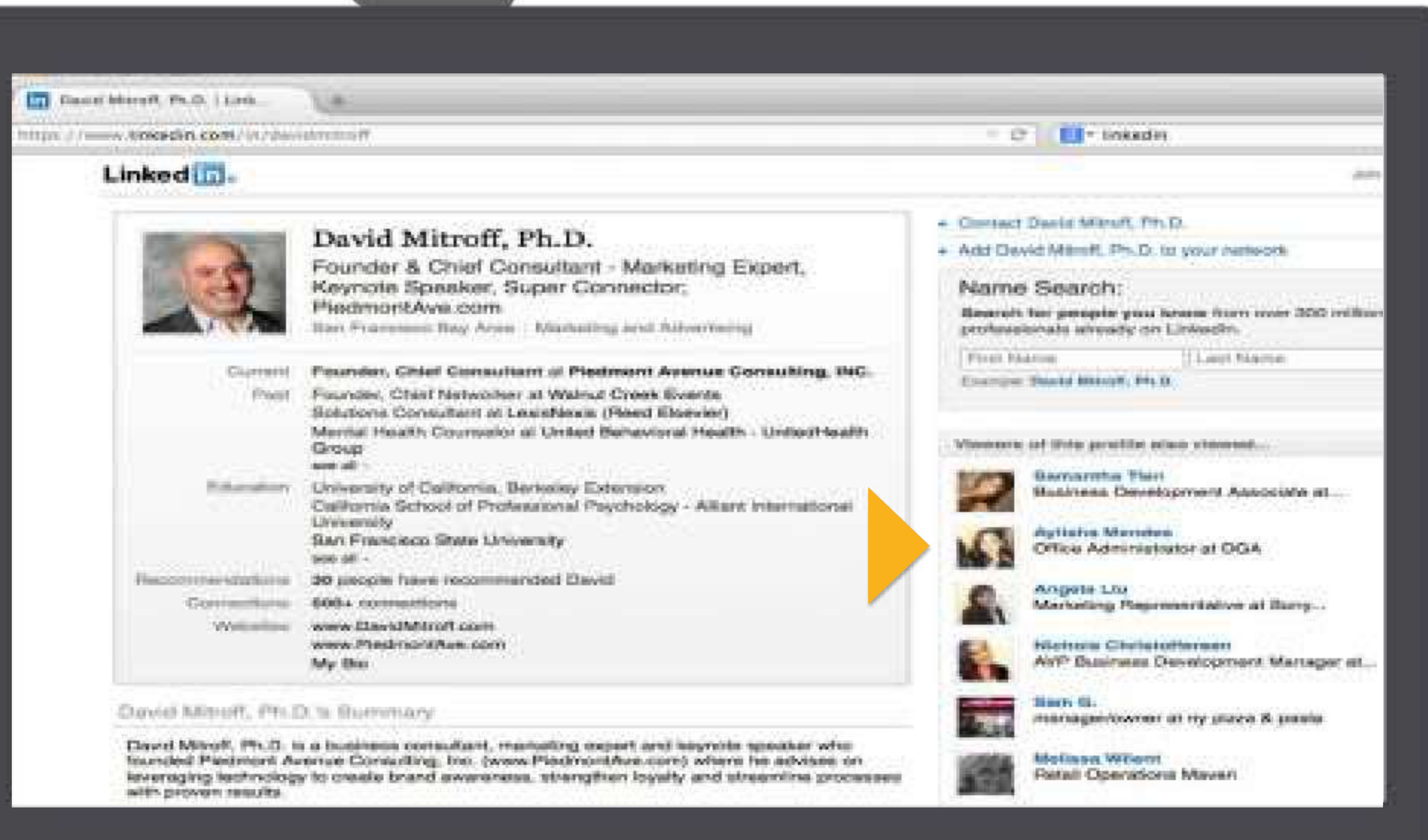
▶ Custom URL

▶ Title = Story

▶ Privacy Settings

▶ Photo

↑ Include Contact info



Personal Profile - **LinkedIn**

- Custom URL
- Title = Story
- Websites
- Summary
 - Keywords
 - Include Contact info
- LION
- Join Groups
- Up to 50 of them!
- Increase Your 3rd Level Connections!

The screenshot shows a LinkedIn profile for David Mitroff, Ph.D. The browser address bar displays the URL <https://www.linkedin.com/in/davidmitroff>. The profile header includes a profile picture, the name "David Mitroff, Ph.D.", and his title "Founder & Chief Consultant - Marketing Expert, Keynote Speaker, Super Connector; PiedmontAve.com". Below this, his location "San Francisco Bay Area" and industry "Marketing and Advertising" are listed. The profile is divided into sections: "Current" (Founder, Chief Consultant at Piedmont Avenue Consulting, INC.), "Past" (Founder, Chief Networker at Walnut Creek Events Solutions Consultant at LexisNexis (Reed Elsevier) Mental Health Counselor at United Behavioral Health - UnitedHealth Group), "Education" (University of California, Berkeley Extension; California School of Professional Psychology - Alliant International University; San Francisco State University), "Recommendations" (30 people have recommended David), "Connections" (500+ connections), and "Websites" (www.DavidMitroff.com, www.PiedmontAve.com, My Bio). On the right side, there are options to "Contact David Mitroff, Ph.D." and "Add David Mitroff, Ph.D. to your network". Below these is a "Name Search" box with fields for "First Name" and "Last Name", and an example "David Mitroff, Ph.D.". At the bottom right, a section titled "Viewers of this profile also viewed..." lists four other profiles: Samantha Tien, Aylisha Mendes, Angela Liu, and Nichole Christoffersen. A red arrow points from the "Connections" section to the "Viewers of this profile also viewed..." section.

Company Profile -

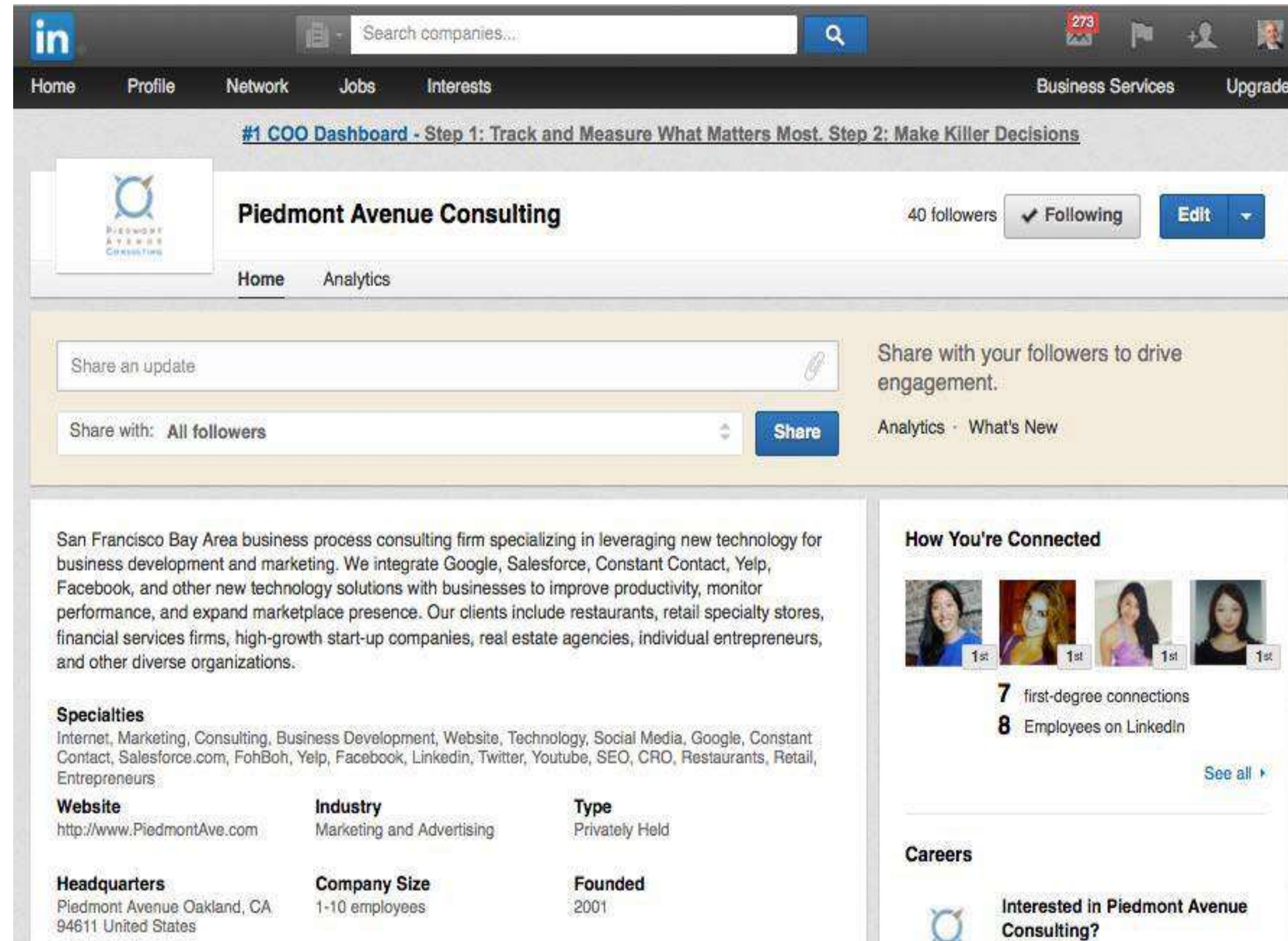
Find individuals you know
in a professional capacity

Company Profile

Participate in discussions

Recruit attendees to your
events

Invite people to join your
mailing list



The screenshot shows the LinkedIn profile for Piedmont Avenue Consulting. At the top, there's a navigation bar with 'Home', 'Profile', 'Network', 'Jobs', and 'Interests'. Below that is a search bar and a notification for 273 updates. The main header features the company logo, name 'Piedmont Avenue Consulting', '40 followers', and a 'Following' button. A 'Share an update' box is present with a 'Share' button. The company description states: 'San Francisco Bay Area business process consulting firm specializing in leveraging new technology for business development and marketing. We integrate Google, Salesforce, Constant Contact, Yelp, Facebook, and other new technology solutions with businesses to improve productivity, monitor performance, and expand marketplace presence. Our clients include restaurants, retail specialty stores, financial services firms, high-growth start-up companies, real estate agencies, individual entrepreneurs, and other diverse organizations.' Below this is a 'Specialties' section listing various services. A table provides details on Website, Industry, Type, Headquarters, Company Size, and Founded. The 'How You're Connected' section shows 7 first-degree connections and 8 employees on LinkedIn. A 'Careers' section at the bottom asks if the user is interested in Piedmont Avenue Consulting.

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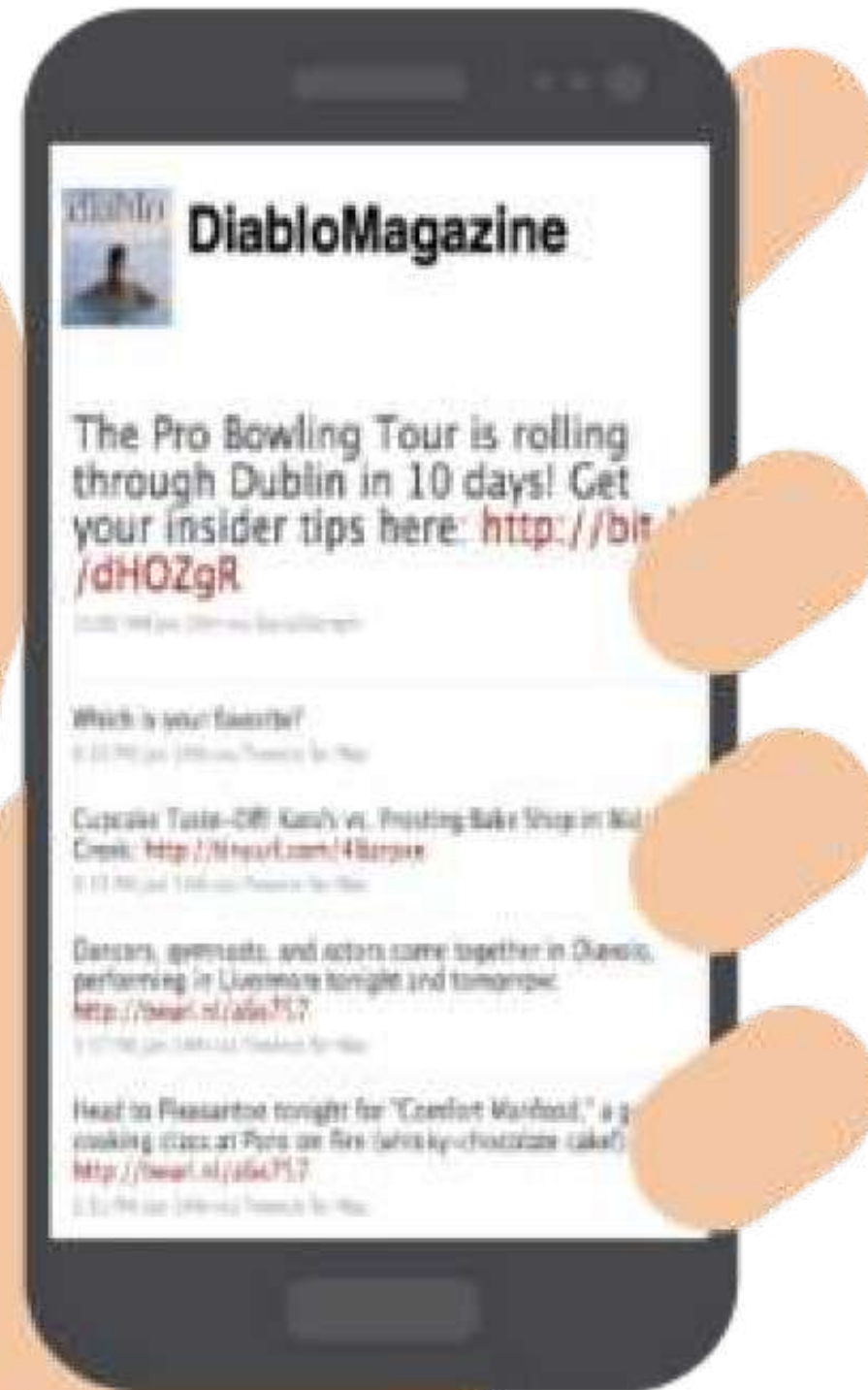
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5

Micro Blogging

Twitter, Tumblr



- ▶ **Interact with daily events**
How can you relate to what's happening?
- ▶ **Remind everyone about events**
Update information leading up to the event.
- ▶ **Invite new customers**
Friend of a friend of a friend..

Rich Media

6

YouTube, Podcast, Flickr, Instagram

- ▶ **Appeal to the senses**

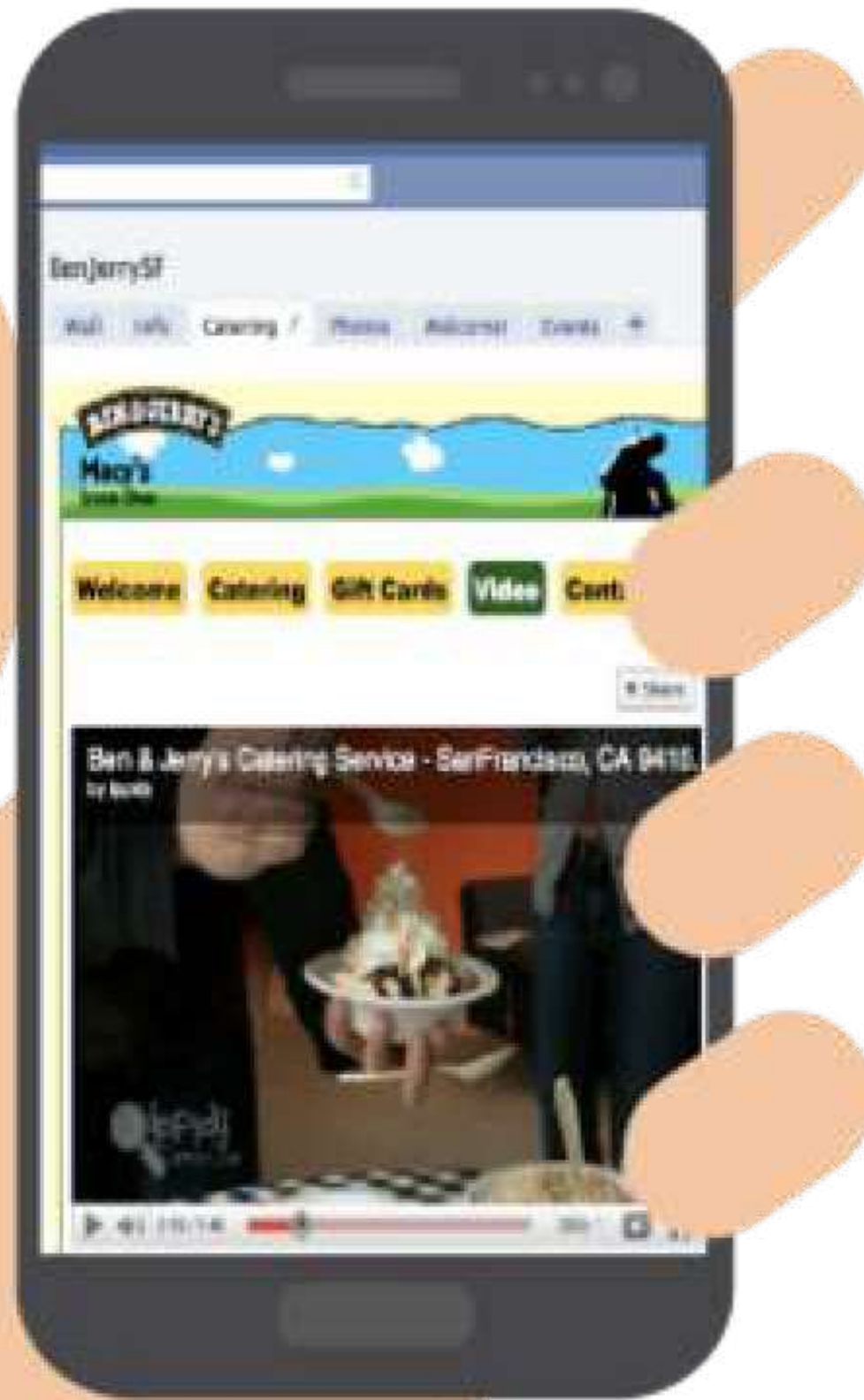
The eyes are drawn to an image/video first!

- ▶ **Attract new customers**

If the website quality is great, then people assume the business quality is great, as well.

- ▶ **Entertain your audience**

Get creative with images and videos.



Rich Media– Pitfalls

- Getty Images
- Using others video content
- Posting photos to Facebook



Social media has vast and fast-growing potential in the meetings world, but planners should proceed with a healthy dose of caution -- and some good legal advice. The very nature of sharing online messages, images and videos can lead to serious problems, says Terrence Canela, Esq., associate general counsel to the American Institute of

Architects.

"They're fixed, fast and unforgiving. Once you post it, it's just out there where millions of people can see it immediately."



Terrence Canela, Esq.,
American Institute of Architects

Following are common pitfalls for planners and how to avoid them.

Copyright/Trademark Infringement Copyright

IMAGE FINDER

One surefire way to avoid copyright or trademark infringement is to use **Creative Commons** (search.creativecommons.org), where hundreds of millions of videos, songs, images and more are uploaded by license-holding users around the world and can be then downloaded at no cost. Planners can use these materials without fear of violation; however, some works require accreditation, while others stipulate that they cannot be altered or changed. Before using works from the site, read the licensing agreements for each specific item.

7

Mobile Apps

iPhone, SMS Text

- ▶ **Stay in contact**

People are ALWAYS on their smart phones

- ▶ **Solidify your relationship**

Make the client feel special for receiving extra attention.

- ▶ **Go the extra mile**

This shows that you're following through.



Industry Specific

8

East Bay Express, San Francisco Chronicle, DiabloMag.com



▶ **Network within your group**
Get the scoop on what's the latest and greatest.

▶ **Surround yourself with what you want to become**

Hang out with like-minded businesses.

▶ **Help those who help you**

You never know when you'll need something.

Industry Specific Example “Best of...” Sites

8



9

Event Promotion

Eventbrite, Meetup, FullCalendar.com

- ▶ **Promote what you've got**
An event can attract more business.

- ▶ **Collaborate with others**
Get other businesses involved.

- ▶ **Feature your calendar**
The internet is a great way to publicize!



SET UP A MARKETING CALENDAR



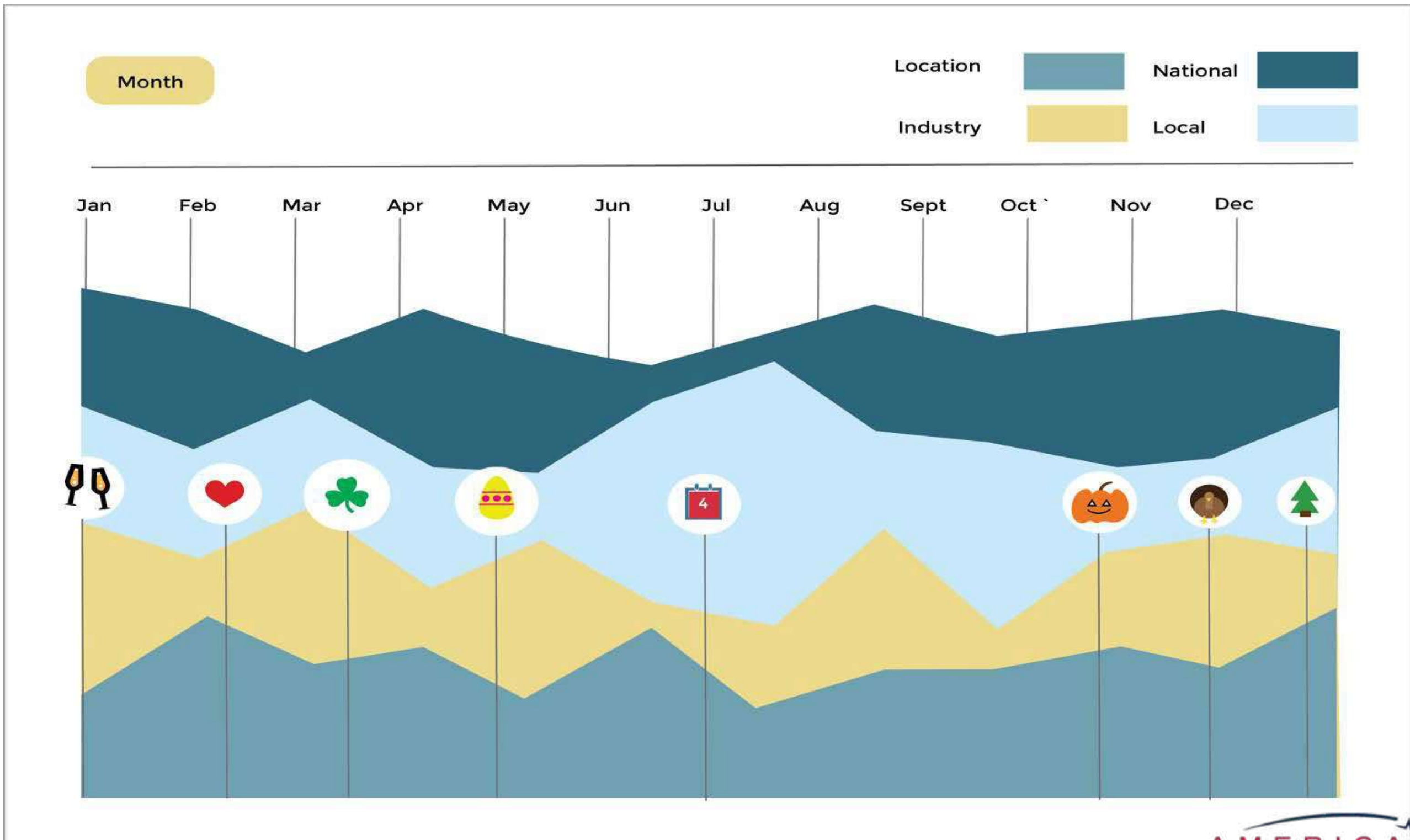
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12 Month Marketing Calendar

National Holidays
Local Holidays / Events
Industry Related
Location Based



Reputation Management



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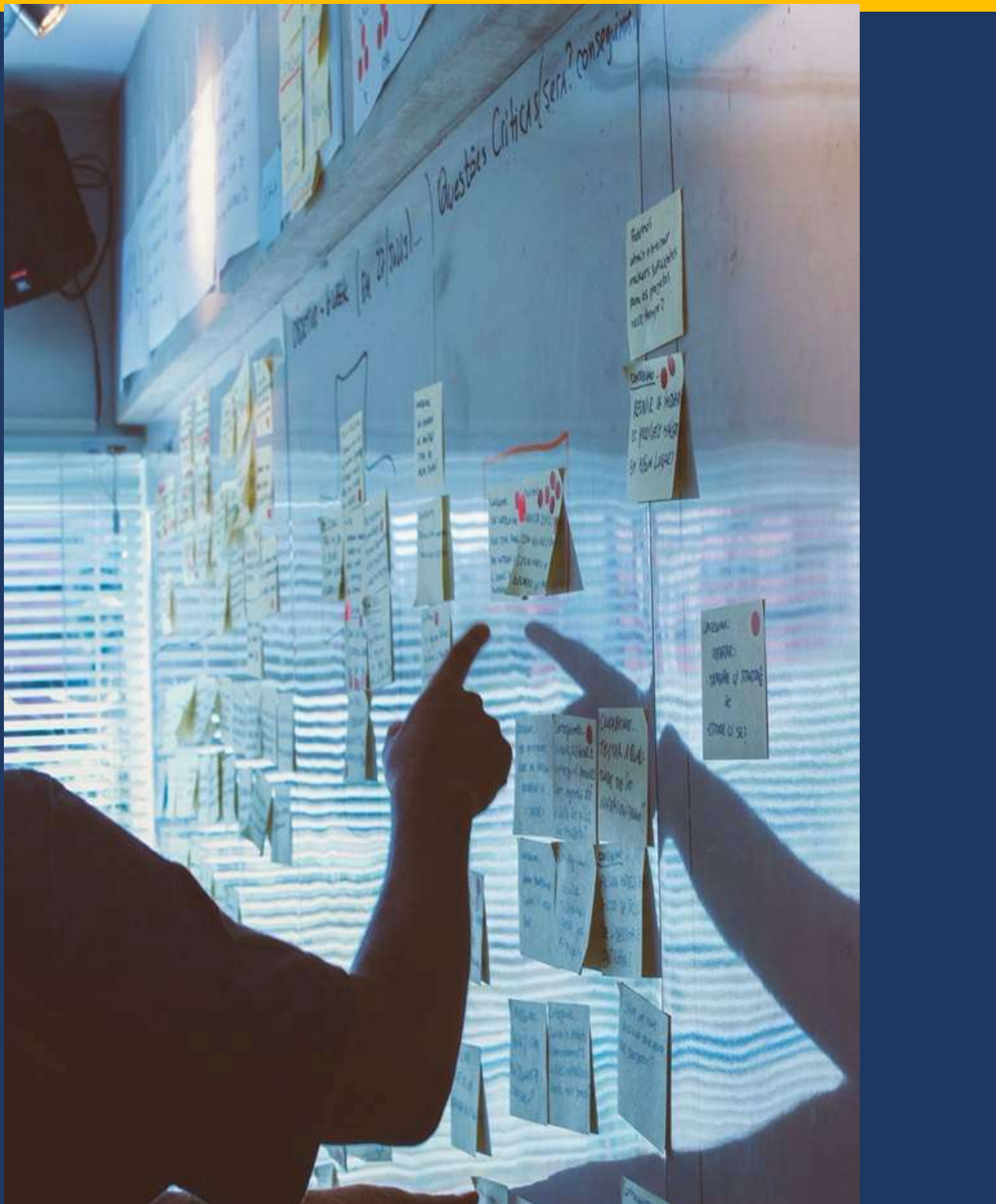
1. Assess Your Online Reputation

Start with simple searches

- Your name
- Company Name
- Brand
- Product
- High Profile Employees
- Handles and Usernames

Record results and determine if there are any problems

2. Identify Potential Problems



- If search results are not about you and your company
- Results are not relevant or positive to your business needs
 - Negative comments and responses
- Bad news coverage or false information

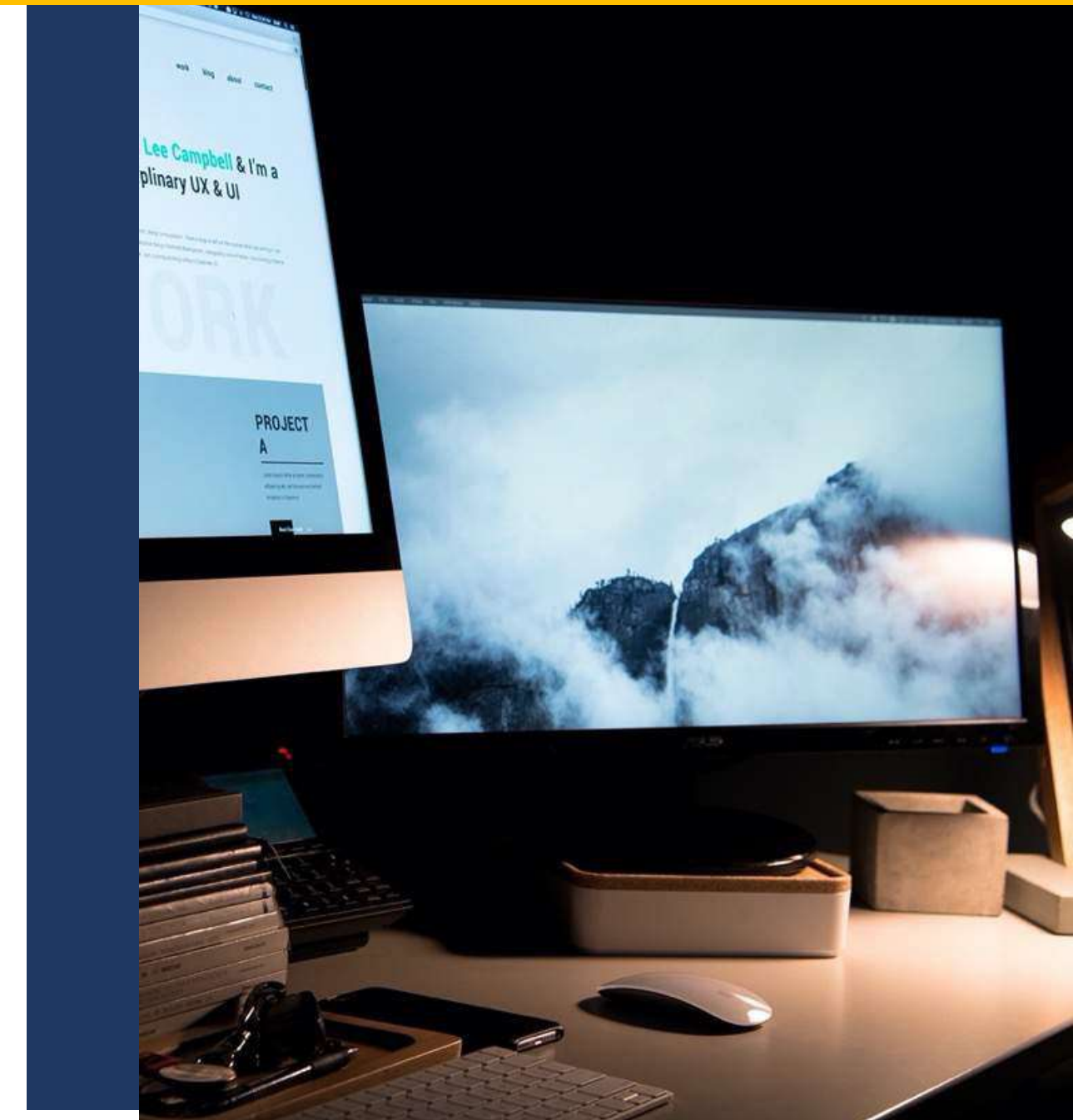
3. Build Your Reputation

Protect your name

Register your username and purchase all relevant domains as well as register on social networking sites

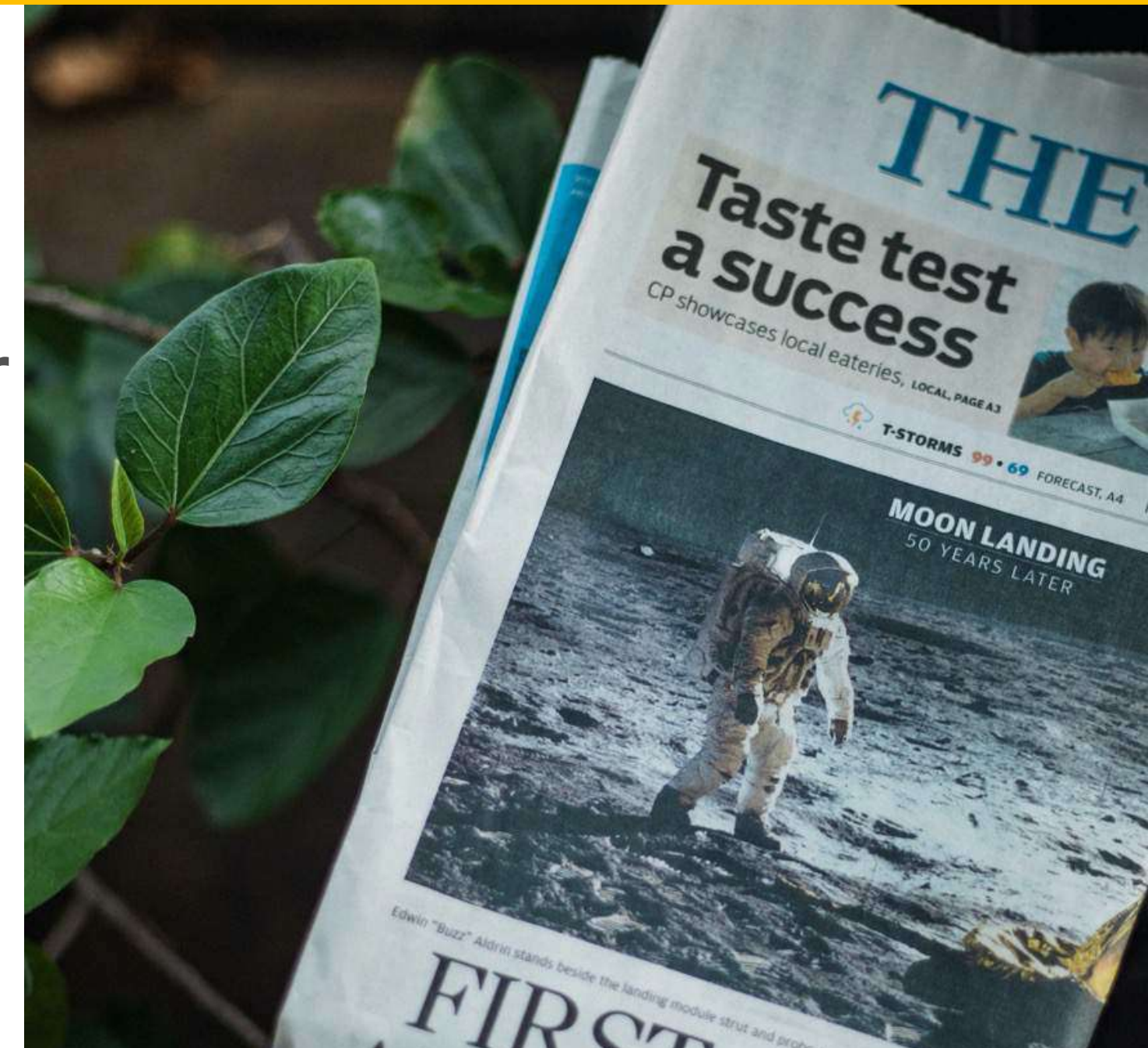
Set Privacy Settings

You can control whether your social network pages appear in search and what is on your page



4. Monitor Your Reputation

- Google Alerts to track results, news, blogs, video and groups
- Twitter Search— makes it easy to search twitter for any mentions of a particular keyword phrase
- Stay connected to coworkers, clients, business partners, etc. on networking sites.
 - Be accessible via email and social media
 - Respond to criticism



What to Monitor?

1. **Your Brand.** Think about all its possible spellings/configurations.

For example: Far and Away Law Firm, Far&Away, etc.

2. **Your competitors.** Spot successful tactics being used by others in your industry (and the not-so-successful)

For example: Does the firm down the street tweet daily?
Do the other law firms in your area have company LinkedIn profiles?

3. **Categories, topics, and keywords** of your firm.
For example: Estates, Wills, Trusts, Immigration, Patents, Contracts, etc.

4. The established influencers in your business.



Next Steps

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NEXT STEPS

1

Build Your Brand & Take Action

Today

- ▶ Come up with your Growth Plan
- ▶ Create a Wix.com website and/or update your website to include:
 - ↑ Clear call to action
 - ↑ Integrate social media

2

Increase Brand Awareness

Next 30 days

- ▶ Make adjustments to your Online Business and Personal Presence (test and see what works)
- ▶ Work on increasing your brand awareness on Social Media

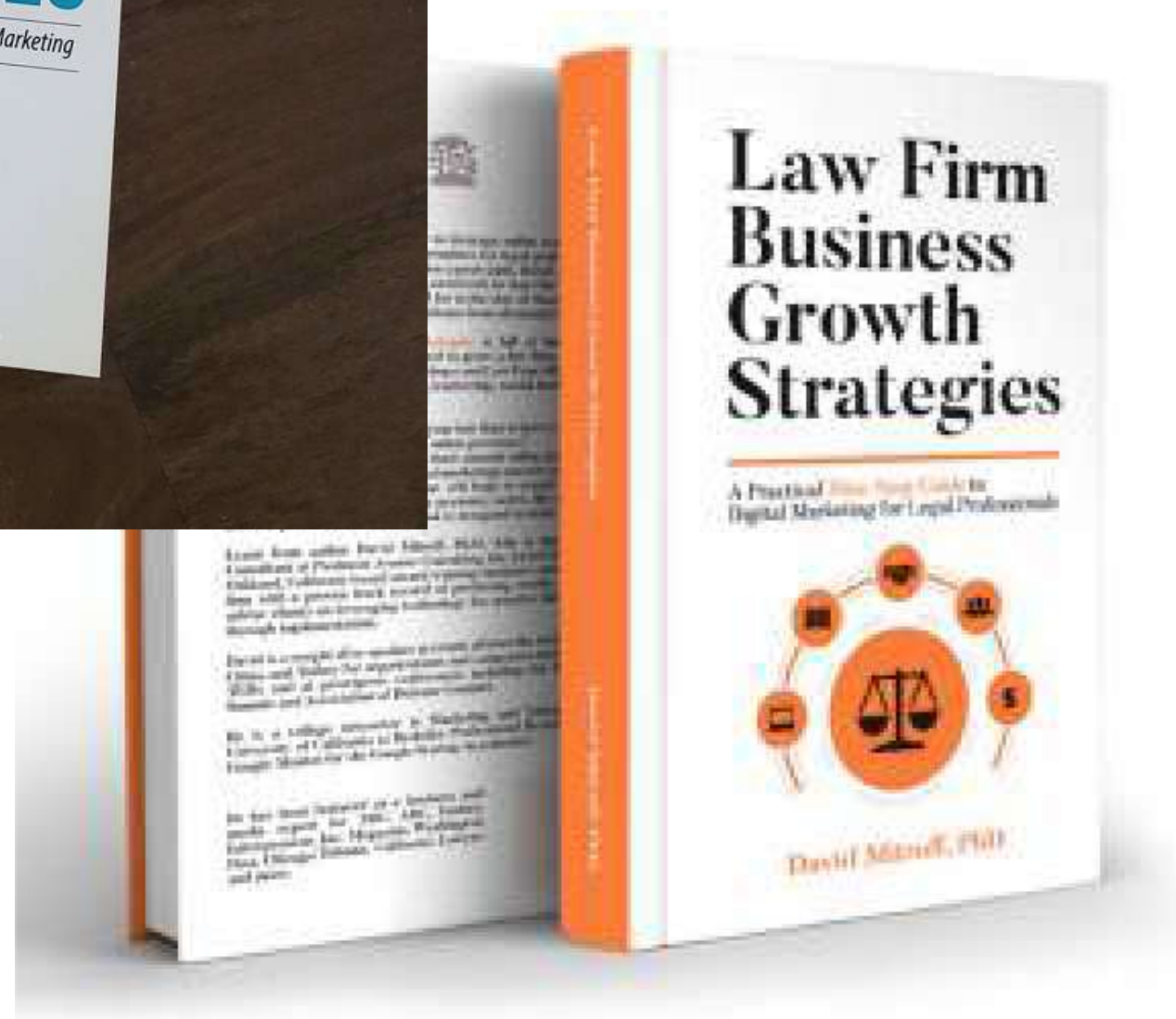
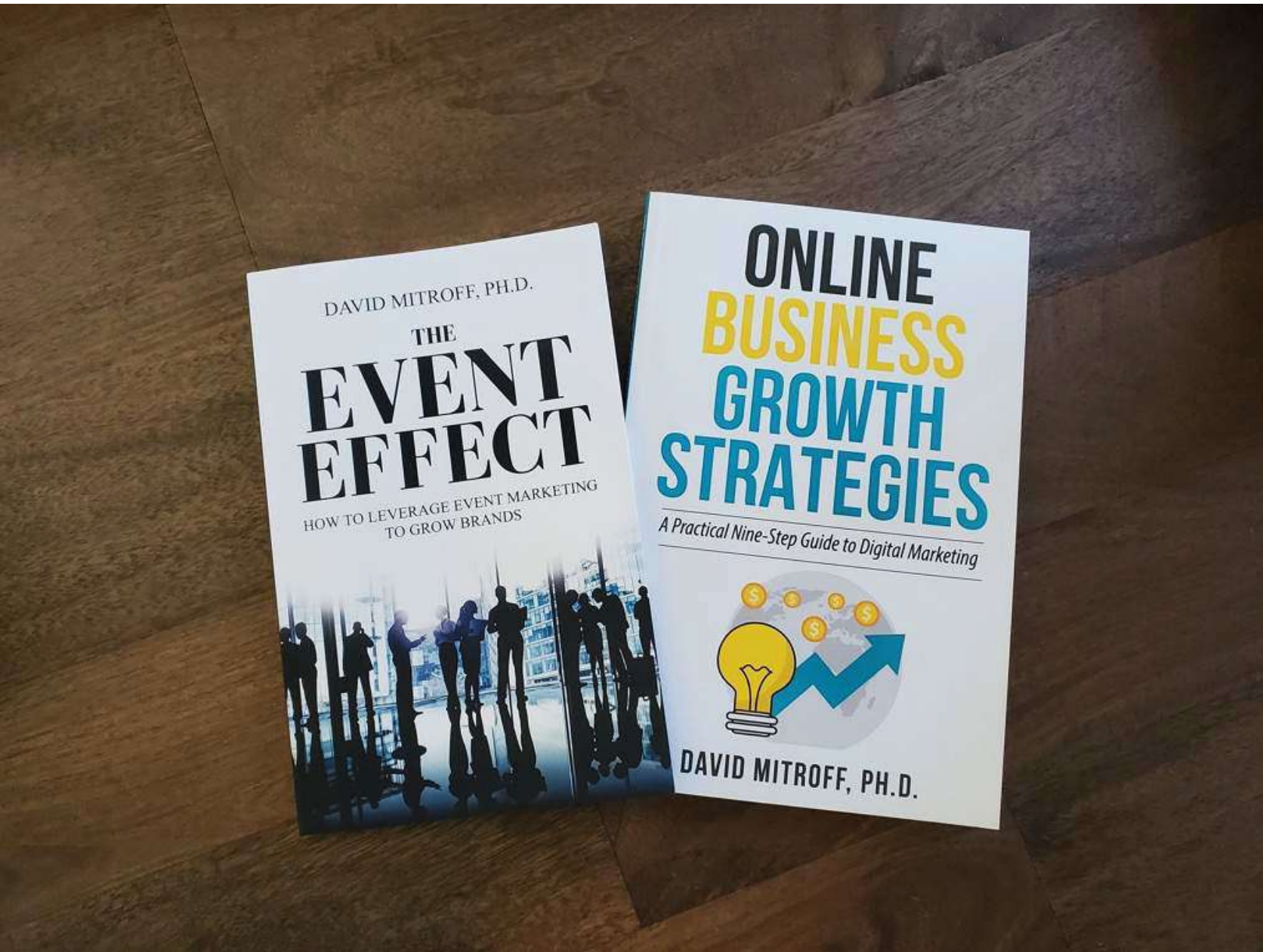


3

Keep Learning & Improving

Next 60 days

- ▶ Develop a more comprehensive marketing plan based on your initial tracking and experiments in social media.
- ▶ Attend another workshop or event



Available on Amazon!



510-761-5895



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www.PiedmontAve.com

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Find more at www.PiedmontAve.com/Resources

QUESTIONS



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ANSWERS



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Economic Development Collaborative (EDC)

EDC/ SBDC Advisors

how they can help



Schedule Free Advisory Session

The Economic Development Collaborative-Ventura County's Small Business Development Center of Ventura and Santa Barbara Counties has a robust roster of experienced business advisors to address every business need across a wide variety of industry sectors. As experts in their fields, our advisors are available to assist area businesses with free, confidential help. ***Please contact us at 805-384-1800 or visit www.EDCcollaborative.com to schedule your appointment.***