

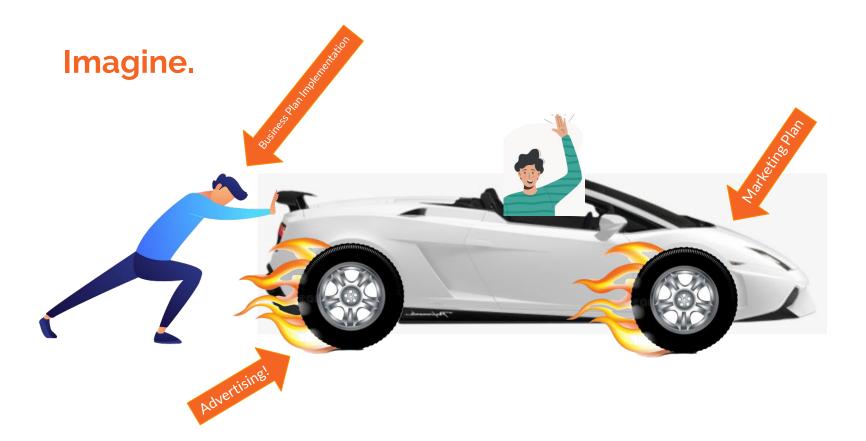
Marketing to Modern Consumers:

Who are they, what do they want and where do I start?

Agenda

- Introduction
- Exercise
- Marketing then and now
- Consumer journey
- What consumers expect
- Websites = Hub
- Where to start
- Questions







Marketing has changed a lot in the last 2 - 40 years!



The year was 1995...



Typical advertising channels:

Newspaper

Yellow Pages

Magazines

Direct mail

Billboards

In-store signage

PR/publicity

Events

Sponsorship

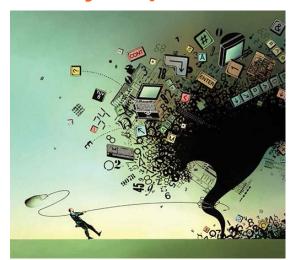
Flyers

Radio

TV

Etc.

Today's options.



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Programmatic
                    Search marketing
                   Content marketing
                       Social media
                 Local online directories
                     Smart websites
                       Other stuff
                        Direct mail
                        Billboards
                     In-store signage
                       PR/publicity
                          Events
                       Sponsorship
                          Flyers
                          Radio
                            TV
                           Etc.
(Meant to resemble a tornado.)
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Consumers have changed.



How businesses drive business is different.



Websites begin relationships.

Most of your customer relationships started (or ended) before you ever met them.



What does a website need to include?





Must have:

- / Fast page load speed (under 2 seconds)
- ✓ Hosting + security
- ✓ Search Engine Optimization (SEO)
- ✓ Mobile optimization
- ✓ Familiar & complete navigation
- ✓ Visual appeal
- ✓ Visitor data capture (form fill)
- ✓ ADA compliance
- ✓ Social buttons
- ✓ Multiple communication channels (IM, email, phone, etc.)
- ✓ Appointment scheduler (if applicable)
- ✓ Universal payment feature
- ✓ Google Analytics
- ✓ Regular updates
- Digital marketing

Pro tip: You cannot expect to attract modern consumers if you don't have a modern operation. Your website works 24/7 and is your #1 employee -- treat it (and its visitors) well!



"Where do I start?"

Start here.

- Research your idea. Seek advice from professionals you trust
- Write and commit to a business plan
 (Pro Tip: If you plan on expanding your business someday, write a bank or investor standard business plan)
- Update your marketing plan annually (Pro Tip: Allocate 5-10% gross annual revenue toward marketing)
- Build a website that aligns with your business goals and core marketing strategy
- Create and maintain all online directories (i.e. Google for Business)
- Learn Google Analytics' basics
- Learn to effectively collect and manage customer data
- Find a mentor

The hardest thing about getting started, is getting started.

~ Guy Kawasaki, American Marketing Specialist



Build a foundation.

Pro tip: Your business and marketing plan should direct all of your fundamental marketing decisions, including the following:

✓ Website design

- Why is this important? (trick question)
- Low-budget vs. custom build

✓ Online directories

- Why is this important?
- Do not pay a company to do this

✓ Social media choices

- Don't use your personal page for business
- Design a posting calendar. Use my "Rule of 3" content creation model
- Use dashboards to organize and deploy your posts
- Leverage analytics
- Don't purchase social media advertising unless you know what you're doing



- ✓ Networking options
 - Attend events, related networking groups and sit on boards
 - Advocate for others
- ✓ Unpaid advertising
 - Examples
- ✓ Paid Advertising
 - How to budget, where to start

Pro tip: Acceptance that you can't do it all will keep you sane. Owning a business is a messy, exciting "project". Ask for help. Develop a circle of trusted (free) advisors for each section of your business plan that you can give back to. Knowledge = power.



You can do it!