



# 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



Imagine.



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**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.



- Programmatic
- Search marketing
- Content marketing
- Social media
- Local online directories
- Email marketing
- Smart websites
- Artificial Intelligence
- Other stuff
- Newspaper
- Yellow Pages
- Magazines
- Direct mail
- Billboards
- In-store signage
- PR/publicity
- Events
- Sponsorship
- Flyers
- Radio
- TV
- Etc.

(Meant to resemble a tornado.)



# Consumers have changed.



# How businesses drive business is different.





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# 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?”**

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# 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.



Questions



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**You can do it!**

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