



Marketing Your Small Business



Marketing Your Small Business



Let's start from the beginning.
What is your ONE unique selling proposition?

Marketing Your Small Business

NEW

Need to Influence

- *Reviews
- *Forums
- *Research

1-3 years

Need Discovery

- *Why Buy?
- *Educate
- *Search



Marketing Your Small Business

Established

Need to Maintain

- *Why Buy Now?
 - *Who
 - *When
 - *What

Over Peak

*Need New or Re-Establish
Market Share*

- *Why Buy From Us?
 - *Trust
 - *Capability
 - *Capacity



Marketing Your Small Business

Let's Talk About Creating Good Content:



Custom

Sourced

Social

- *Experts
- *Trends
- *Reviews

- *Client-producing
- *Customer interaction
- *Events



Why Do I Need to Build and Create Good Content for my Brand?

Every single day ...

There's been a fundamental shift in the way we create, consume, and share content.

4.75 billion = pieces of content shared
1.8 billion = photos uploaded & shared
500 million = tweets posted
700 million = snapchats sent

#thinkcontent



Why Do I Need to Build and Create Good Content for my Brand?

“Content creates trust, and this has always been true.”

- Jay Baer

New York Times best-selling author and
renowned business strategist



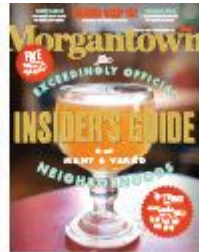
Why Do I Need to Build and Create Good Content for my Brand?

Sponsored Content: defined

Stories already produced that you can sponsor - either business-specific or -centric

Native Advertising: defined

Content developed just for your business, customized to your needs and timeline



Why Do I Need to Build & Create Good Content for my Brand?

Good content will...

“Stop interrupting what people are interested in and BE what people are interested in.”

- Craig Davis

entrepreneur, keynote speaker, adjunct professor,
certified Google professional development teacher



Why Do I Need to Build & Create Good Content for my Brand?

32% of all consumers were likely to engage with and share a native/sponsored content ad vs. 19% for a display ad alone.



- IPG Media Labs Study 2017

Why Does Good Content Thwart Ad Blocking?

Digital consumers are learning to ignore banner ads, which is why they have decreased in popularity over the years. However, **users aren't able to disregard native ads as easily** because they blend so well with the content. Native ads appear to be a part of the actual publication. Which is one of the biggest reasons to use native advertising.



Source: IAB and Native Advertising Institute May 2017

Why Does Good Content Thwart Ad Blocking?

Native ads are viewed 53 percent more frequently than display ads alone ...

... providing a higher CTR (60 percent lift over digital display ads alone).

Source: IAB and Native Advertising Institute May 2017



Let's Pause A Moment and Reflect...



How Do I Build a Measurable CALL TO ACTION?

USE THE WORD “Because” right after the Call To Action.

“...Harvard research isolated and identified the word 'because' as a compliance trigger, so **when we see or hear the word 'because,' we are so used to what follows being a good, logical, legitimate reason that we just say 'yes' without fully processing what comes next.**”

Source: Insanely Effective Email Tactics: Nancy Harhut on Marketing Smarts [Podcast]

Hosted By: Kerry O'Shea Gorgone (has won more than 200 awards for direct marketing effectiveness.)

She's worked with clients such as Dell, IBM, Novartis, Bank of America, AT&T, American Express, Sheraton, and GM, among others)

Broadcast: Wednesday, September 27, 2017



How Do I Build a Measurable CALL TO ACTION?

USE THE Principles of Scarcity ... Urgency and Exclusivity

Urgency = it's only available in limited quantities or for a limited amount of time.

Exclusivity = it's only available to certain people.



How Do I Build a Measurable CALL TO ACTION?

How successful can the use of Scarcity be?

“The same study [previous page] revealed a **22% lift in engagement** with the use of urgency or exclusivity in your call to action. And a 39% lift if you use it in the headline, opening line or prominently featured.”



Source: Insanely Effective Email Tactics: Nancy Harhut on Marketing Smarts [Podcast]
Hosted By: Kerry O'Shea Gorgone (has won more than 200 awards for direct marketing effectiveness.
She's worked with clients such as Dell, IBM, Novartis, Bank of America, AT&T,
American Express, Sheraton, and GM, among others)
Broadcast: Wednesday, September 27, 2017

Call To Action ... Show it in Pictures, Pictures, Pictures

(and
graphics)

SPONSORED CONTENT



GREATER MORGANTOWN, WEST VIRGINIA HAS MORE!

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Breakfast at Iron Horse
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Hit the Trail
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Lunch at Terra Café
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Shopping in Suncroest
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Dinner at Mountain State
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This is where your story begins.

For now, this forest belongs to you.
For as long as you stand still, the smell of moss, the sounds of bird calls and water spilling over rocks are all yours. But there's more, just beyond the trees.

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Call To Action ... Show it in

Pictures,

Pictures,

Pictures

(and a

testimonial!)

LOCAL BUSINESS ASSISTANCE



How We Did It

Made to Last

Joyce and Jerardo Reynolds used SBA support to succeed.

WRITTEN BY MICHELLE MORRISSETTE

COURTESY OF HARTFORD ENTREPRENEURIAL CENTER

Reynolds Welding & Fabrication has grown steadily, building a loyal customer base, since Jerardo Reynolds founded the company in 2005.

"At first the company was just Jerardo," recalls his wife and co-owner, Joyce Reynolds. "Then it was him and me part time." During the day she worked as a nurse and spent her evenings doing all the company's paperwork. The Reynolds sank everything they earned into the business—money, time, and energy. She remembers with pride helping Jerardo weld a stair railing at a local school. Her son later attended that same school, and she watched her child and others using the rail, benefiting from the hard work the couple did together. It was then Joyce decided as much as she loved her day job, she wanted to devote herself full-time to the family business in Windsor, Connecticut. She wanted to work side-by-side with her husband, fully focused on administration and business growth. As they both hoped, word of mouth spread, clients made referrals. Joyce was soon overwhelmed with paperwork. They brought on two employees—doubling up in the busy seasons. They were able to maintain four full-time employees by 2009. After this, Joyce says, they saw that "things were not moving." She wanted to scale up.

Challenge

The company wasn't growing in part because it wasn't certified with the state department of transportation or prequalified with the Connecticut State Department of Administration. Besides, Joyce says. She decided to tackle the certification problem full time, leaving her nursing career. This was the change she'd been wanting to make, but since her background was in health care, Joyce didn't feel fluent in the languages of construction or business. Joyce wanted to learn, and she had incentive: they needed the certifications to bid on bigger jobs. "Never be afraid to ask questions," she says. Joyce needed to find people with answers.

Solution

She and Jerardo connected with the University of Hartford Entrepreneurial Center & Women's Business Center, an



SBA Resource Partner, where "from day one it was, Eureka! Everyone wanted to see us win." Women entrepreneurs receive essential business counseling and training from this national network of community-based centers. Most helpful was the detailed personal attention available through free one-on-one business consulting. Joyce also learned about workshops offered by providers like the Metropolitan District, a Connecticut nonprofit municipal corporation offering water and sewer services. At a meet-and-greet, Joyce understood how much the SBA could help her business. An SBA professional walked Joyce through the extensive paperwork and, crucially, helped her register the company in the System for Award Management (sam.gov), positioning the company for new federal contracts.

"Resources like the Entrepreneurial Center and the SBA will train you from bottom to top," Joyce says. "They have finance classes that open your eyes regarding taxes. You'll learn how to register your business. They'll help with a contract or your website or accountability statements. Everything!" Before the SBA, Reynolds Welding attempted the DOT certification on five separate occasions, always falling short because the process was so complicated. Joyce secured the certification with SBA guidance on the first attempt.

Benefit

Reynolds Welding now employs more than 15 workers, constructing stairs, rails, structural beams, and columns throughout the region. Jerardo is working

LOCAL BUSINESS ASSISTANCE

5 Tips for Success

Find a great business mentor. To find your local SBA office visit sba.gov/localresources.

Have a healthy view of competition. We're not always competing. We're a competitor, but if a similar business has extra work, they'll send it to us and vice versa. That's the relationship to have.

Record everything you do. Navigating business relationships in this age means keeping an email record of everything you do. Leave a clear paper trail.

Sacrifice to ensure quality. We don't cut corners. Sometimes you have to lose money to do quality work—it's rough, but nothing is more important.

Seek SBA assistance to see if you qualify for business certifications. We used to look for jobs. Now that we're on the SBA Subcontracting Network Database, Sublet, and sam.gov, we have a continuous flow of contractors reaching out to us.

on two bridges—a lifelong dream. Joyce continues to move forward, getting Reynolds qualified for the SBA 8(a) Business Development Program, which provides free business development education to small businesses so they can better compete in the public sector. "When I came on full time, I set a goal for what I would like for the company, and I've achieved 80% of that," Joyce says. When she secures 8(a) certification for Reynolds, she'll have hit all her objectives. Then, she admits, she'll probably come up with some new ones. ■

NEW SOUTH MEDIA

And as Promised... Your R.O.I. Calculator

Businesses 3+ years

Dedicate 10% of your annual NET profits

Businesses >3 years

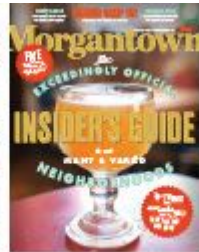
Plan 15% of your annual or projected NET profits

ANNUAL MARKETING BUDGET



And as Promised ... Your R.O.I. Calculator

3-5% Return On Investment [R.O.I.]
is industry standard for advertising





Questions?

See us today - Call us 304.413.0104

Thank You For Attending