WEBVTT

00:00:08.057 --> 00:00:28.067

00:00:28.067 --> 00:00:48.067

00:00:50.257 --> 00:00:53.567
Thank you everyone

00:00:53.567 --> 00:00:56.737
for joining today's webinar identifying your

00:00:56.737 --> 00:01:00.177
target market will just give it a couple minutes to get everyone situated

00:01:00.177 --> 00:01:02.307
and into the event and we'll get started shortly.

00:01:22.307 --> 00:01:42.317

00:01:42.317 --> 00:02:02.317

00:02:02.317 --> 00:02:22.317

00:02:27.257 --> 00:02:30.587
Alright, well go ahead and get this thing kicked off to

00:02:30.587 --> 00:02:33.597
be respectful of everyone's time. Again, thank you

00:02:33.597 --> 00:02:36.267
for joining us. Let's go ahead dear. Let's get this going.

00:02:38.567 --> 00:02:42.347
So

00:02:42.347 --> 00:02:45.397
as we start off the event, the event we would like to get

00:02:45.397 --> 00:02:48.537
in a fill of where everyone is in our audience

00:02:48.537 --> 00:02:51.837
today. So we're going to post two different statements into the

00:02:51.837 --> 00:02:52.117
live feed.

00:02:52.657 --> 00:02:55.927

The first statement being, I believe that I

00:02:55.927 --> 00:02:59.067
have identified my target market, the second statement

00:02:59.067 --> 00:03:02.217
being I feel that my product slash service is for

00:03:02.217 --> 00:03:05.647
everyone and not as specific target market. So what

00:03:05.647 --> 00:03:08.657
we want you to do is like which of these two statements

00:03:08.657 --> 00:03:11.867
is most applicable to your business in your situation.

00:03:12.877 --> 00:03:13.837
You will find this.

00:03:14.387 --> 00:03:17.667
These statements in the feature feed which is on

00:03:17.667 --> 00:03:19.117
the right hand side of your screen.

00:03:49.147 --> 00:03:50.537
Alright, let's move along.

00:03:54.217 --> 00:03:58.217
We were going to have Miss Adriana Cruz, our executive director

00:03:58.217 --> 00:04:01.377
speak in open this event. However, she got called

00:04:01.377 --> 00:04:04.447
away as she is extremely busy so I will fill in

00:04:04.447 --> 00:04:04.907
her place.

00:04:05.897 --> 00:04:09.287
Good morning slash afternoon

00:04:09.287 --> 00:04:12.387
everyone. My name is Jarvis Brian, the small business advocate here in the

00:04:12.387 --> 00:04:15.767
office of the governor and we'd like to welcome you all for

00:04:15.767 --> 00:04:19.137
once again another small business webinar we want

00:04:19.137 --> 00:04:19.537
t to be very.

00:04:20.067 --> 00:04:23.257
Transparent and very open to the needs of

00:04:23.257 --> 00:04:26.687
our small business community across the state of Texas and

00:04:26.687 --> 00:04:30.607
marketing was at the top of everyone's list about things they wanted to
hear about

00:04:30.607 --> 00:04:34.087
so we have a great panel today to provide the most

00:04:34.087 --> 00:04:36.007
up to date and the most relevant information.

00:04:38.627 --> 00:04:41.857
Next we have another set of

00:04:41.857 --> 00:04:43.317
questions we'd like to ask everyone.

00:04:50.527 --> 00:04:53.627
So the most applicable question know

00:04:53.627 --> 00:04:56.687
ow who my target market is, but I could use some new techniques on

00:04:56.687 --> 00:04:57.267
how to reach my market.

00:04:57.807 --> 00:05:00.477
Or I have not identified my target market.

00:05:29.507 --> 00:05:32.557
Let's see where we are getting more and more people

00:05:32.557 --> 00:05:35.637
logging into the event and continue to like these questions. I can

00:05:35.637 --> 00:05:38.817
see the division between the statements and we have a great.

00:05:39.407 --> 00:05:42.447
Great participation in each of these

00:05:42.447 --> 00:05:46.447
statements. See that we have a good amount of people who

00:05:46.447 --> 00:05:49.717

are have identified their target market as well as some people who want to

00:05:49.717 --> 00:05:52.767
know some new techniques. Both of these things will be addressed

00:05:52.767 --> 00:05:55.837
today, so let's go forward to our panel.

00:05:57.107 --> 00:06:00.817
Today we have missed Tamala Austin

00:06:00.817 --> 00:06:04.037
the owner of job juice she will provide

00:06:04.037 --> 00:06:07.297
e that intro entrepreneurial perspective on today's topic

00:06:07.297 --> 00:06:10.367
Also, we have Mr Ben Benson from the

00:06:10.367 --> 00:06:13.447
McCombs School of Business at the University of Texas at

00:06:13.447 --> 00:06:16.557
Austin. He also is the CEO of Interactive Health Technologies.

00:06:17.257 --> 00:06:20.657
Additionally, we have Mr. Eric Gilbertson who's the chief

00:06:20.657 --> 00:06:24.227
client officer at REQREQ is a digital marketing

00:06:24.227 --> 00:06:25.837
firm who can help businesses with their needs.

00:06:26.677 --> 00:06:30.157
And lastly, but definitely not least, we have Miss Diana Ducas

00:06:30.157 --> 00:06:33.397
who is a U.S. policy programs manager with Facebook

00:06:33.397 --> 00:06:33.577
slash Instagram.

00:06:35.017 --> 00:06:38.137
So we're gonna get this kicked off with some FA cues

00:06:38.137 --> 00:06:41.627
that are panels our panelists received from their businesses

00:06:41.627 --> 00:06:41.967
and organizations.

00:06:44.997 --> 00:06:46.437
We'll start with you, Miss Tamela.

00:06:48.007 --> 00:06:51.247
What are the demographics of the consumer that would

00:06:51.247 --> 00:06:53.537
be most likely to use your product or service?

00:06:54.677 --> 00:06:58.297
And let's say good evening

00:06:58.297 --> 00:07:01.827
everyone definitely want to say that identifying

00:07:01.827 --> 00:07:05.097
your demographics is where you want to want to

00:07:05.097 --> 00:07:08.167
start in analyzing your

00:07:08.167 --> 00:07:11.387
business. And I like to call what I call it and you want

00:07:11.387 --> 00:07:14.517
t to create your customer avatar and this

00:07:14.517 --> 00:07:18.127
s is where you want to look at the personal information

00:07:18.127 --> 00:07:21.207
background, demographics and key identifiers

00:07:21.207 --> 00:07:24.707
that will help you solidify your target

00:07:24.707 --> 00:07:26.557
audience. And when you think about the demographics.

00:07:26.557 --> 00:07:29.567
This is the first thing that comes to mind

00:07:29.567 --> 00:07:32.677
when developing your target market

00:07:32.677 --> 00:07:35.707
Different demographics will help you point out base give you

00:07:35.707 --> 00:07:38.777
a basic picture of your customer and

00:07:38.777 --> 00:07:41.957
reveal some of the major indicators that are important

00:07:41.957 --> 00:07:45.067
in key to identifying your

00:07:45.067 --> 00:07:47.827
target audience. Whether you're looking to do.

00:07:47.987 --> 00:07:51.587
Business to come with your consumers

00:07:51.587 --> 00:07:55.137
which we call the B to CB business to

00:07:55.137 --> 00:07:58.557
consumer. Or you're looking to do business with

00:07:58.557 --> 00:08:01.987
companies which are B to B business to business you can identify

00:08:01.987 --> 00:08:05.037
y those specific

00:08:05.037 --> 00:08:08.347
target audience within those demographics which will

00:08:08.347 --> 00:08:11.477
you pivot where you need to focus your

00:08:11.477 --> 00:08:11.607
business on.

00:08:17.457 --> 00:08:20.497
That is great. Tim Lee. I forgot to give you an opportunity

00:08:20.497 --> 00:08:23.597
to introduce yourself and tell us more about job too. So I

00:08:23.597 --> 00:08:26.907
like for you to do that as well so that our audience base

00:08:26.907 --> 00:08:30.237
knows exactly what you do in your business and your own

00:08:30.237 --> 00:08:33.167
experiences with identifying your demographics.

00:08:34.077 --> 00:08:37.127
Yes, definitely we are a juice

00:08:37.127 --> 00:08:40.547
company. Cold pressed juice company here in

00:08:40.547 --> 00:08:43.977
Houston are major retailers or Whole Foods Market

00:08:43.977 --> 00:08:47.087
and H-E-B. We've been with Whole Foods since

00:08:47.087 --> 00:08:50.697
2018 and small

00:08:50.697 --> 00:08:53.747
business that started out of my kitchen about 7

00:08:53.747 --> 00:08:56.967
even years ago. But since then we have been able to lunch with two

00:08:56.967 --> 00:09:00.257
major retail growing companies and we

00:09:00.257 --> 00:09:03.177
are excited about the future for Jive Juice Company.

00:09:04.817 --> 00:09:05.557
Perfect.

00:09:06.107 --> 00:09:09.187
And that's a follow up to that question. So now that

00:09:09.187 --> 00:09:09.607
you have.

00:09:10.437 --> 00:09:13.517
I didn't fight that demographic you

00:09:13.517 --> 00:09:17.107
u want to know what the challenges are for that demographic

00:09:17.107 --> 00:09:20.167
correct? Could you explain that yes, I

00:09:20.167 --> 00:09:23.347
mean, you know one of the key things in our businesses early

00:09:23.347 --> 00:09:26.927
y on, we identified our target audience

00:09:26.927 --> 00:09:30.507
In most cases during the years in the

00:09:30.507 --> 00:09:34.087
past, our audience focused around those that

00:09:34.087 --> 00:09:37.257
were athletic. Those that were into sports and activities

00:09:37.257 --> 00:09:40.517
and different things. But since the pandemic has happened.

00:09:40.517 --> 00:09:41.687
We've had to pivot.

00:09:42.257 --> 00:09:45.267
And be more creative and think out of

00:09:45.267 --> 00:09:48.287
the box. As far as our demographics and which

00:09:48.287 --> 00:09:51.377
has allowed us to expand our business because now

00:09:51.377 --> 00:09:54.477
w we're we're more focused on the entire

00:09:54.477 --> 00:09:57.627
family and not just those who are physically active

00:09:57.627 --> 00:10:00.727
but we have been able to capture a

00:10:00.727 --> 00:10:03.887
whole rim of audience. When you think about the entire family

00:10:03.887 --> 00:10:07.187
mom, dad, the children, grandmother, Gran father

00:10:07.187 --> 00:10:10.387
the whole target market. So whether we're doing business with

00:10:10.387 --> 00:10:12.267
consumers or other businesses.

00:10:12.267 --> 00:10:15.387
We have been able to pivot our business during

00:10:15.387 --> 00:10:17.957
this pandemic, which has allowed us to expand our business.

00:10:22.327 --> 00:10:24.957
Wonderful, wonderful and I know that we're going to.

00:10:25.647 --> 00:10:29.627
We're going to revisit this issue as far as your

00:10:29.627 --> 00:10:32.917
demographics not only just targeting him, what kind of challenges do

00:10:32.917 --> 00:10:36.017
they face? I can see just from the polling that we've

00:10:36.017 --> 00:10:39.587
put into the chat. 2/3 of our audience is that they believe

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00:10:39.587 --> 00:10:43.157
they have identified their target market or their

00:10:43.157 --> 00:10:46.597
demographics, but that other third is saying that I feel that my product

00:10:46.597 --> 00:10:50.347
or services for everyone and not a specific target markets. So we're
going to address

00:10:50.347 --> 00:10:53.577
some of those things about, you know what? If you have something

00:10:53.577 --> 00:10:56.007
that you believe it's for everyone.

00:10:56.007 --> 00:10:59.227
However, it may be perceived as

00:10:59.227 --> 00:11:02.437
being forest select demographic or a select target market

00:11:02.437 --> 00:11:04.847
so that's great information. Let's move along to our next panelist.

00:11:05.817 --> 00:11:07.347
How are you doing today, Ben?

00:11:07.947 --> 00:11:10.977
I can now good afternoon 'cause

00:11:10.977 --> 00:11:14.227
even our Texans in El Paso. It is afternoon for them

00:11:14.227 --> 00:11:17.487
So good afternoon everyone and my name is Ben Benson

00:11:17.487 --> 00:11:20.637
I am a lecturer in the Department of Marketing

00:11:20.637 --> 00:11:24.227
at the University of Texas at Austin McCombs School of

00:11:24.227 --> 00:11:27.427
Business, and in addition to teaching in the classroom

00:11:27.427 --> 00:11:31.017
I'm also a practitioner. I am CEO of interactive health technologies

00:11:31.017 --> 00:11:35.097
which is an Austin based education technology

00:11:35.097 --> 00:11:38.067
company, so I am teaching some of these concepts in the classroom.
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00:11:38.067 --> 00:11:41.397
And also practicing

00:11:41.397 --> 00:11:44.757
them in a business to business and business to

00:11:44.757 --> 00:11:48.277
government based company and should I just jump

00:11:48.277 --> 00:11:51.337
to these questions absolutely? And I think that you're going

00:11:51.337 --> 00:11:54.597
to provide a very unique and helpful perspective

00:11:54.597 --> 00:11:58.107
by having those two perspectives

00:11:58.107 --> 00:12:01.257
being in academia as well as practicing as well. So let's just

00:12:01.257 --> 00:12:04.317
hop into this first question for you. What are the benefits

00:12:04.317 --> 00:12:07.407
of choosing a narrow target market? Is it better

00:12:07.407 --> 00:12:08.217
for my business if we target?

00:12:08.217 --> 00:12:11.307
As many potential customers as possible

00:12:11.307 --> 00:12:12.857
or should I have a select target?

00:12:13.577 --> 00:12:17.017
When I talked to entrepreneurs who

00:12:17.017 --> 00:12:20.327
are starting their own businesses, they

00:12:20.327 --> 00:12:22.017
are facing.

00:12:22.157 --> 00:12:25.707
Having made a significant investment of

00:12:25.707 --> 00:12:28.997
time and money to build develop this

00:12:28.997 --> 00:12:32.107
business, this product or this service and then they

00:12:32.107 --> 00:12:35.287
have to have these operating expenses these

00:12:35.287 --> 00:12:38.507
e honest, ongoing, overhead to cover these expenses and they want to turn
a profit and

00:12:38.507 --> 00:12:41.677
the idea is don't want to get as many customers

00:12:41.677 --> 00:12:45.517
as I can for my product or service and

00:12:45.517 --> 00:12:48.647
d that oftentimes leads business

00:12:48.647 --> 00:12:50.847
owners to cast 2 broad of a target.

00:12:51.507 --> 00:12:54.587
And the reason that this is important is that

00:12:54.587 --> 00:12:57.597
I have found that the biggest

00:12:57.597 --> 00:13:01.017
cause of failure in startups is failing to

00:13:01.017 --> 00:13:03.497
become a leader in a target segment.

00:13:04.467 --> 00:13:07.817
Customers want to do business with winners customers want

00:13:07.817 --> 00:13:10.867
t to do business with leaders and if I

00:13:10.867 --> 00:13:14.467
try to be the biggest in the world right up

00:13:14.467 --> 00:13:17.567
front, I wind up with such a small amount of

00:13:17.567 --> 00:13:20.607
voice within such an incredibly big world that nobody

00:13:20.607 --> 00:13:23.677
knows what I stand for and nobody thinks of me

00:13:23.677 --> 00:13:26.997
as a leader for my company were focused on a very narrow

00:13:26.997 --> 00:13:30.777

segment of fitness for kids and education

00:13:30.777 --> 00:13:34.077
our customers or school districts, and we market software and

00:13:34.077 --> 00:13:34.877
a wrist based heart rate monitor.

00:13:34.877 --> 00:13:38.207
That allows kids to track their heart rate

00:13:38.207 --> 00:13:39.437
in PE everyday.

00:13:40.297 --> 00:13:43.147
In the world of fitness in America.

00:13:44.067 --> 00:13:47.367
My company is not in the rounding error

00:13:47.367 --> 00:13:49.797
of fitness products and fitness software in America.

00:13:50.487 --> 00:13:53.697
Yet according to go spin.com in

00:13:53.697 --> 00:13:57.657
n the very specific space of education we are the market

00:13:57.657 --> 00:14:00.867
leader. We are by far bigger than our competition in

00:14:00.867 --> 00:14:04.077
sales 2 schools. So for us we're

00:14:04.077 --> 00:14:07.537
perceived as a leader because in our target segment

00:14:07.537 --> 00:14:10.737
of fitness for kids in school we are the leader even

00:14:10.737 --> 00:14:14.117
though in comparison to big companies like Apple and Fitbit we

00:14:14.117 --> 00:14:17.657
e wouldn't even be found in the top ten list

00:14:17.657 --> 00:14:20.937
in comparison to those companies. So by narrowing your focus it allows
you to.

00:14:20.937 --> 00:14:24.087
Become perceives a leader

00:14:24.087 --> 00:14:27.907
your customers in that Target segment understand what you stand

00:14:27.907 --> 00:14:30.917
for and are more likely to consider you as

00:14:30.917 --> 00:14:32.817
a result. So how do you decide?

00:14:33.417 --> 00:14:36.777
You have to think about which

00:14:36.777 --> 00:14:39.377
customers are the best fit for what you have to offer now.

00:14:39.947 --> 00:14:43.317
Think about the customers that are the most fun to serve

00:14:43.317 --> 00:14:46.907
How do you find more customers like those which

00:14:46.907 --> 00:14:48.607
h customers are the most profitable for you?

00:14:49.177 --> 00:14:52.367
And where is your compet competition maybe

00:14:52.367 --> 00:14:55.527
e not doing as good a job as you are in terms of serving

00:14:55.527 --> 00:14:58.857
those customers. This is some of the factors to think about and deciding
how to

00:14:58.857 --> 00:14:59.867
target your product or service.

00:15:00.567 --> 00:15:03.697
Wonderful and you even went into

00:15:03.697 --> 00:15:06.727
the second part, which is how do I choose that best

00:15:06.727 --> 00:15:09.777
target market for my business? I just want to sum up

00:15:09.777 --> 00:15:12.787
kind of what you said on the first question as

00:15:12.787 --> 00:15:15.897
s a cliche came to mind, Jack of all trades

00:15:15.897 --> 00:15:19.557
master of none. Basically find what you do and do that well.

00:15:20.087 --> 00:15:23.567
Exactly would you sum it up that way? Get known for

00:15:23.567 --> 00:15:24.917
doing one thing really well?

00:15:25.557 --> 00:15:28.597
Fair enough, thank you so much Ben and I know

00:15:28.597 --> 00:15:31.707
we're going to be revisiting this from you as well. Let's

00:15:31.707 --> 00:15:32.947
move along to our next panelist.

00:15:34.767 --> 00:15:37.947
And before we do that, I would like to announce

00:15:37.947 --> 00:15:41.677
that the live Q&A is now open, so this is

00:15:41.677 --> 00:15:45.307
your opportunity to have your questions submitted to

00:15:45.307 --> 00:15:48.487
us and our panel to be asked and answered again

00:15:48.487 --> 00:15:51.747
Pay attention to your fellow attendees questions because just to

00:15:51.747 --> 00:15:55.217
reduce the amount of duplicate questions

00:15:55.217 --> 00:15:58.757
Also, like your fellow attendee questions. That's how we will

00:15:58.757 --> 00:15:59.897
prioritize which questions are asked.

00:16:01.907 --> 00:16:05.137
So let's move forward to Eric. How are

00:16:05.137 --> 00:16:09.477
you doing this afternoon? I'm good. Jarvis, thanks wonderful

00:16:09.477 --> 00:16:12.607
tell us a little bit about yourself. Yeah, happy

00:16:12.607 --> 00:16:16.037
too nice to be here with everyone. I'm Eric gilbertson. I'm the

00:16:16.037 --> 00:16:19.237
chief client officer at REQ, and we're a

00:16:19.237 --> 00:16:22.597
brand and digital marketing agency headquartered in DC

00:16:22.597 --> 00:16:26.167
Got folks all over the country, including Texas

00:16:26.167 --> 00:16:29.717
and I'm particularly excited for the Q&A

00:16:29.717 --> 00:16:32.357
But coming from the agency point of view we work with.

00:16:32.357 --> 00:16:35.497
Wide range of clients. I've been in this business

00:16:35.497 --> 00:16:38.577
about 22 years and one of the clients I've worked with, the

00:16:38.577 --> 00:16:41.677
most is eBay which is a great platform for small

00:16:41.677 --> 00:16:45.027
businesses, particularly those who are looking

00:16:45.027 --> 00:16:48.287
to reach new markets online. Lots of

00:16:48.287 --> 00:16:52.637
small businesses operating out of their Home Office basements

00:16:52.637 --> 00:16:56.197
s, warehouses down the street are using the Internet to

00:16:56.197 --> 00:16:59.747
reach customers really all over the world. Cross border is not

00:16:59.747 --> 00:17:01.277
just in their own home city or state.

00:17:01.847 --> 00:17:04.907
So that's a little

00:17:04.907 --> 00:17:09.037
about me. We we've helped a number of small companies

00:17:09.037 --> 00:17:12.437
launch, grow, maybe eventually get acquired. And of course

00:17:12.437 --> 00:17:15.527
we work with some big clients as like Amazon, eBay and

00:17:15.527 --> 00:17:18.497
le. And some of those names that you.

00:17:19.967 --> 00:17:23.137
Perfect thank you so much and we're glad to have you

00:17:23.137 --> 00:17:26.277
here today. Eric. I know that yourself as well as Facebook

00:17:26.277 --> 00:17:29.557
Instagram or going probably be pretty popular as far as the questions
that get

00:17:29.557 --> 00:17:32.597
asked today because over the last year plus

00:17:32.597 --> 00:17:35.627
s with the pandemic, we've seen a lot of things go digital

00:17:35.627 --> 00:17:38.637
A lot of things go virtual and using the use of

00:17:38.637 --> 00:17:39.747
Internet and different.

00:17:40.277 --> 00:17:43.547
He weighs e-commerce

00:17:43.547 --> 00:17:46.767
is extremely popular today, so I can just imagine that.

00:17:47.377 --> 00:17:51.207
What your expertise as well as others

00:17:51.207 --> 00:17:54.347
here can share will be vitally important to our audience, so

00:17:54.347 --> 00:17:55.297
let's get to this first question.

00:17:55.847 --> 00:17:58.917
How can I build a digital media plan on

00:17:58.917 --> 00:18:02.057
a small business budget? Very

00:18:02.057 --> 00:18:05.157
important. We get that question a lot. Yeah, I noticed in

00:18:05.157 --> 00:18:09.127
the poll that about 2/3 of you said you've identified your target

00:18:09.127 --> 00:18:13.167
audience and about 3/4 or really here for new techniques

00:18:13.167 --> 00:18:16.697

so I hope I can contribute to that. We're a Google

00:18:16.697 --> 00:18:19.817
premier partner Facebook marketing partner and

00:18:19.817 --> 00:18:23.147
d so you know, we're very focused on that point of transaction

00:18:23.147 --> 00:18:25.977
And I think one thing I would I would start with to build off of what?

00:18:25.977 --> 00:18:29.547
Ben said is that you typically think of your

00:18:29.547 --> 00:18:32.067
marketing funnel as building awareness.

00:18:32.687 --> 00:18:36.407
Working your way down through consideration

00:18:36.407 --> 00:18:39.417
intent and finally a purchase. One thing I would

00:18:39.417 --> 00:18:42.707
suggest is flipping that funnel upside down and starting

00:18:42.707 --> 00:18:46.097
with those people who are in

00:18:46.097 --> 00:18:49.357
market looking for the product or the service that you

00:18:49.357 --> 00:18:52.797
offer and a fantastic way to do that is through

00:18:52.797 --> 00:18:56.037
insights from search engines, whether it's a

00:18:56.037 --> 00:18:59.157
product or service. Whether you're ready to buy now or you're just

00:18:59.157 --> 00:19:02.697
researching for the future, many people start with Google.

00:19:02.697 --> 00:19:05.767
And Google is nice enough to give us

00:19:05.767 --> 00:19:09.047
some free tools that provide insight

00:19:09.047 --> 00:19:12.547
into what people are looking for and how they're

00:19:12.547 --> 00:19:16.067

thinking and whether it's through voice search or type search.

00:19:16.577 --> 00:19:19.957
It's probably the best data set in

00:19:19.957 --> 00:19:23.037
the history of the world to perfect provides insight into

00:19:23.037 --> 00:19:26.397
exactly how people think and

00:19:26.397 --> 00:19:29.647
speak so you we would suggest using tools like

00:19:29.647 --> 00:19:32.687
gle's Google trends. Google has a keyword

00:19:32.687 --> 00:19:35.807
planning tool and these are available to

00:19:35.807 --> 00:19:38.947
you and you can put

00:19:38.947 --> 00:19:42.237
in. You can kind of search throughput in the product or the service or the

00:19:42.237 --> 00:19:45.347
category that you operate in and see the wide

00:19:45.347 --> 00:19:46.647
range of ways that people are searching.

00:19:46.647 --> 00:19:49.707
For that, I think it can really give you insight

00:19:49.707 --> 00:19:53.247
into how people may speak about your category.

00:19:53.247 --> 00:19:56.357
What kind of pain points your customer

00:19:56.357 --> 00:19:58.897
s trying to solve with your product or service?

00:19:59.417 --> 00:20:02.447
If you wanna if you wanna go to pay drought, there's a

00:20:02.447 --> 00:20:06.937
tool that we use. It already queued called SCM Rush.

00:20:06.937 --> 00:20:11.107
Yeah, I'm standing for search engine marketing

00:20:11.107 --> 00:20:14.277
rush and they've got a keyword magic tool that we use quite

00:20:14.277 --> 00:20:17.677
a bit and it provides really great insight, good ideas into

00:20:17.677 --> 00:20:22.117
how people are searching. So once you have that insight

00:20:22.117 --> 00:20:25.507
we always recommend considering looking at

00:20:25.507 --> 00:20:28.627
Google search ads. Do you want your business to

00:20:28.627 --> 00:20:31.797
be present when somebody is in market? Looking for what

00:20:31.797 --> 00:20:35.817
you offer? And that's a great way to do it and get immediate

00:20:35.817 --> 00:20:37.197
real time access into.

00:20:37.197 --> 00:20:40.717
The demand is it higher on weekends or weekdays

00:20:40.717 --> 00:20:44.827
How much do I need to pay for that click compared to my competitor

00:20:44.827 --> 00:20:47.127
and it's a good way to start driving folks to your website.

00:20:47.877 --> 00:20:50.997
And from there, once you've

00:20:50.997 --> 00:20:53.797
got these highly qualified visitors to your website.

00:20:54.317 --> 00:20:57.347
Not a shotgun approach you can leverage

00:20:57.347 --> 00:21:00.417
e tools like Facebook's Re marketing

00:21:00.417 --> 00:21:04.037
Google, Twitter Facebook, LinkedIn. You know they

00:21:04.037 --> 00:21:07.067
have basically a simple tag or pixel that you'll

00:21:07.067 --> 00:21:10.537
put on your website and it allows you to go back out to those

00:21:10.537 --> 00:21:13.747
people who visited and start to unfold

00:21:13.747 --> 00:21:16.827
your story a bit. Maybe give them some

00:21:16.827 --> 00:21:20.077
new reasons to come back, some different angles about

00:21:20.077 --> 00:21:24.447
your product or service, maybe some different features. Customer
testimonials

00:21:24.447 --> 00:21:25.237
whatever it might be.

00:21:25.237 --> 00:21:28.307
So when you're a small business need don't have a

00:21:28.307 --> 00:21:31.947
ton of money to spend, I think it it's a

00:21:31.947 --> 00:21:35.037
good starting point to look at those

00:21:35.037 --> 00:21:38.117
people who are in market and then implement

00:21:38.117 --> 00:21:41.467
those ways to stay connected with them

00:21:41.467 --> 00:21:43.697
They may not be ready to buy now, but they might be two months from now.

00:21:44.237 --> 00:21:47.297
And then finally Jarvis. I would just suggest

00:21:47.297 --> 00:21:51.377
that you know simple tools like email, text messaging

00:21:51.377 --> 00:21:54.927
g, your own social media channels are really

00:21:54.927 --> 00:21:57.937
great low cost ways to build a connection with

00:21:57.937 --> 00:22:02.147
those customers. Keep them coming back as repeat buyers.

00:22:02.147 --> 00:22:03.387
Maybe?

00:22:03.897 --> 00:22:06.157
Featuring other parts of your marketing program.

00:22:07.287 --> 00:22:10.967
Absolutely, I'm from what you just described

00:22:10.967 --> 00:22:14.197
there. You actually went into another area, which up until this point I

00:22:14.197 --> 00:22:17.397
hadn't considered is not only

00:22:17.397 --> 00:22:20.487
you. How can you identify your target market, but have your

00:22:20.487 --> 00:22:23.767
target market identified themselves to you

00:22:23.767 --> 00:22:26.937
So by almost casting a wide net, I'm

00:22:26.937 --> 00:22:30.217
having people know that you exist at your product what

00:22:30.217 --> 00:22:33.567
t it is by just being out there. So that's a

00:22:33.567 --> 00:22:36.797
great set of insight. Let's go into your second question there

00:22:36.797 --> 00:22:37.437
I'm getting cells.

00:22:37.437 --> 00:22:40.927
But how can I understand my customer and grow from here?

00:22:42.147 --> 00:22:46.377
Absolutely, I think this one for me is a nod to

00:22:46.377 --> 00:22:49.707
research, and I think it's maybe more so bigger

00:22:49.707 --> 00:22:52.847
r companies that I've worked with, but I've found in my career

00:22:52.847 --> 00:22:56.387
that a lot of businesses really don't know their customers

00:22:56.387 --> 00:22:59.977
quite as well as they could and should and so

00:22:59.977 --> 00:23:03.177
o I think the point, well, how I typically answer this question

00:23:03.177 --> 00:23:06.657
is go that extra mile to really meet your customers

00:23:06.657 --> 00:23:10.237
face to face. Surveys are fine, they can be

00:23:10.237 --> 00:23:13.267
a little impersonal, but if you can go a step further

00:23:13.267 --> 00:23:13.277
and do induct.

00:23:13.277 --> 00:23:16.367
Customer interviews trying to get to the

00:23:16.367 --> 00:23:19.677
heart of not just a functional

00:23:19.677 --> 00:23:23.597
benefit of your product or service, but once that emotional

00:23:23.597 --> 00:23:26.847
benefit you know what's the problem that you're solving, is there

00:23:26.847 --> 00:23:29.907
a challenge in their life? Is there? Are they at a particular

00:23:29.907 --> 00:23:32.977
moment in life where they need what you offer and

00:23:32.977 --> 00:23:36.877
d I think that can provide some great insight to

00:23:36.877 --> 00:23:40.067
fuel everything you do. It might be how you evolve the business

00:23:40.067 --> 00:23:43.197
It might be how you market the business

00:23:43.197 --> 00:23:43.907
could be a number of different.

00:23:43.907 --> 00:23:46.957
Things, but I was encouraged small

00:23:46.957 --> 00:23:50.267
businesses to never lose that hunger

00:23:50.267 --> 00:23:51.587
to really understand the customer.

00:23:53.467 --> 00:23:56.497
Understand your customer. I believe tamela

00:23:56.497 --> 00:23:59.537
hit on that as well. Alright, thank you

00:23:59.537 --> 00:24:03.737
so much again Eric for that will move to our final panelist

00:24:03.737 --> 00:24:05.627
today. Diana, how are you doing this afternoon?

00:24:07.107 --> 00:24:10.417
I'm fine, how are I'm doing wonderful

00:24:10.417 --> 00:24:13.647
derful tell us a little bit about yourself in your

00:24:13.647 --> 00:24:17.437
organization, sure, so Diana Ducas I manage our

00:24:17.437 --> 00:24:21.037
r economic impact at Facebook. I said when are U.S. policy

00:24:21.037 --> 00:24:24.167
team? Basically what that means is that we try to figure

00:24:24.167 --> 00:24:27.697
out how we best as a service can show up

00:24:27.697 --> 00:24:31.257
and support the small business community and the local economy

00:24:31.257 --> 00:24:35.037
and especially since we have seen

00:24:35.037 --> 00:24:37.277
especially through COVID in expedited transition.

00:24:37.277 --> 00:24:40.347
From offline to online, how can platforms

00:24:40.347 --> 00:24:44.257
like ours really show up and support the small business

00:24:44.257 --> 00:24:47.617
community? We are very fortunate to have about 2

00:24:47.617 --> 00:24:50.787
00,000,000 businesses that use our platforms every

00:24:50.787 --> 00:24:53.997
month. And with that it we knew that

00:24:53.997 --> 00:24:57.047
and feel that it is our responsibility

00:24:57.047 --> 00:25:00.217
to intern show up support, make it easier

00:25:00.217 --> 00:25:03.607
for those businesses to conduct commerce

00:25:03.607 --> 00:25:06.637
online, and to really bolster the economy

00:25:06.637 --> 00:25:07.567
The best way that they can.

00:25:07.567 --> 00:25:11.157
So I'm very fortunate to have this

00:25:11.157 --> 00:25:14.567
role, especially during this time, so it's great to be here and thanks again

00:25:14.567 --> 00:25:17.667
n, Jarvis into your team for always hosting such informative and

00:25:17.667 --> 00:25:21.237
really engaging panels that I know that I'm in that

00:25:21.237 --> 00:25:23.537
the audience is really thankful to experience.

00:25:24.317 --> 00:25:27.347
Absolutely, and we're grateful to have you here as

00:25:27.347 --> 00:25:30.577
well, Diana, so we'll hop right on into

00:25:30.577 --> 00:25:32.717
our questions. So for Facebook.

00:25:33.237 --> 00:25:36.327
How can I identify my audience on

00:25:36.327 --> 00:25:36.947
or using Facebook?

00:25:37.777 --> 00:25:40.927
So this is a question that we received quite often

00:25:40.927 --> 00:25:44.217
and to be honest it's very important one

00:25:44.217 --> 00:25:47.807
right? We have what we call our Facebook audience Insights

00:25:47.807 --> 00:25:51.547
for anyone that has a Facebook page. It's a tool that gives you

00:25:51.547 --> 00:25:54.567

aggregate information about groups of people

00:25:54.567 --> 00:25:57.757
Two groups of people, people connected to your page and

00:25:57.757 --> 00:26:01.197
people on Facebook. So you can create content

00:26:01.197 --> 00:26:04.377
that resonates and easily find more people

00:26:04.377 --> 00:26:07.717
like the ones in your current audience and the

00:26:07.717 --> 00:26:09.617
insights tools specifically provides demographics.

00:26:09.617 --> 00:26:12.807
Overview So age and gender

00:26:12.807 --> 00:26:15.827
breakdown education levels, job titles relationship status

00:26:15.827 --> 00:26:19.047
s and more. Your interest in hobbies, and

00:26:19.047 --> 00:26:22.217
it combines. You know the relationship status and location to

00:26:22.217 --> 00:26:25.927
tell you the types of people that are interested in your

00:26:25.927 --> 00:26:29.687
in your business. So really helps you hone and

00:26:29.687 --> 00:26:32.827
get really specific with your audience and of

00:26:32.827 --> 00:26:36.507
f course, one way to help inform your audience insights is by posting

00:26:36.507 --> 00:26:39.727
regularly and see what types of content is

00:26:39.727 --> 00:26:40.057
resonating best with your.

00:26:40.057 --> 00:26:40.577
Audience.

00:26:41.857 --> 00:26:42.797
So activity.

00:26:43.417 --> 00:26:46.467

Must be active, yes. Would you say that? Yeah

00:26:46.467 --> 00:26:49.887
uld say that it certainly doesn't

00:26:49.887 --> 00:26:53.147
hurt. Diana. You might also mention look alikes and how

00:26:53.147 --> 00:26:54.957
those are used in customer acquisition on Facebook.

00:26:56.307 --> 00:26:58.497
I do you explain look alikes?

00:26:59.097 --> 00:27:02.137
To be honest, I am not the best person to answer

00:27:02.137 --> 00:27:05.347
that question, but if you

00:27:05.347 --> 00:27:09.037
have Eric and take it away, go ahead. Yeah, I can actually take that one

00:27:09.037 --> 00:27:12.427
It's a fantastic piece of technology

00:27:12.427 --> 00:27:15.537
that Facebook is built, but essentially what you

00:27:15.537 --> 00:27:18.557
can do is you can take your email list and

00:27:18.557 --> 00:27:22.017
that's not the only way, but it could be an email list

00:27:22.017 --> 00:27:25.297
It could be people that have interacted with your Facebook

00:27:25.297 --> 00:27:28.587
ad. Maybe people that have visited your website

00:27:28.587 --> 00:27:30.567
and with a pretty high degree of.

00:27:30.567 --> 00:27:33.757
Of certainty Facebook can help you reach people

00:27:33.757 --> 00:27:37.077
that have similar characteristics on

00:27:37.077 --> 00:27:40.387
line behaviors, maybe demographic

00:27:40.387 --> 00:27:43.827

characteristics, location, and we've found it repeatedly

00:27:43.827 --> 00:27:46.867
across any category to be an

00:27:46.867 --> 00:27:50.117
extremely successful way to expand reach

00:27:50.117 --> 00:27:53.367
without wasting our money. I mean, we know we're going to people that are right

00:27:53.367 --> 00:27:53.767
in our target audience.

00:27:54.737 --> 00:27:58.457
It's a great tool that we use very effectively to find new customers.

00:27:59.337 --> 00:28:02.507
I'm so I'm so glad to hear that, and especially I think that this

00:28:02.507 --> 00:28:05.627
just like broadens the conversation right of how to

00:28:05.627 --> 00:28:09.387
make it easier for small businesses to economically and efficiently

00:28:09.387 --> 00:28:12.607
use their you're limited business and marketing

00:28:12.607 --> 00:28:15.827
dollars, right? There's an old adage that I butcher all of

00:28:15.827 --> 00:28:19.067
the time, but I think everyone in Mark who has

00:28:19.067 --> 00:28:22.197
any background in marketing at all kind of understands. It's like I

00:28:22.197 --> 00:28:25.597
spend 50% of

00:28:25.597 --> 00:28:28.677
my marketing budget really efficiently and it meets my audience

00:28:28.677 --> 00:28:29.347
exactly where it needs to be.

00:28:29.347 --> 00:28:32.557
And then 50% of it goes nowhere

00:28:32.557 --> 00:28:35.597
Don't understand exactly where it's going. The problem is I don't know which

00:28:35.597 --> 00:28:39.367
one is which right, and so really trying to

00:28:39.367 --> 00:28:42.777
o better understand and use the tools that we've built that

00:28:42.777 --> 00:28:46.437
other platforms have built to really be able to stretch that

00:28:46.437 --> 00:28:49.887
dollar. So exactly where it's

00:28:49.887 --> 00:28:53.127
going, you can adjust one of the great things about Facebook and

00:28:53.127 --> 00:28:56.187
other platforms is that it's all trial and error too

00:28:56.187 --> 00:28:59.317
right? Like obviously there are there are there are tricks and tips and

00:28:59.317 --> 00:29:00.777
things like that to really hone in.

00:29:00.777 --> 00:29:03.817
But what's great is that you can try something, see if

00:29:03.817 --> 00:29:07.257
it works. If it doesn't, change it, right? You can be nimble

00:29:07.257 --> 00:29:10.317
with the platform, so I'm

00:29:10.317 --> 00:29:13.347
so glad that our panelists were able to bring their

00:29:13.347 --> 00:29:16.387
expertise into it and how they use the platform to allow

00:29:16.387 --> 00:29:17.617
for this broader conversation on it.

00:29:18.867 --> 00:29:22.377
Absolutely, and we'll get more into

00:29:22.377 --> 00:29:25.657
what I call success stories of using platforms

00:29:25.657 --> 00:29:28.937
such as Facebook later on. I know Tammy and Ben

00:29:28.937 --> 00:29:32.027
both have their own experiences with using marketing

00:29:32.027 --> 00:29:35.637
strategies, so we'll go on to your next and final question

00:29:35.637 --> 00:29:39.177
Diana. So once I have identified my audience, what tools are

00:29:39.177 --> 00:29:40.817
products can I use to target them?

00:29:41.387 --> 00:29:44.447
Sure, and I again would love to open it up to

00:29:44.447 --> 00:29:47.497
my Co panelists here from their personal

00:29:47.497 --> 00:29:51.477
experiences on using the platform, but something that we

00:29:51.477 --> 00:29:54.957
certainly see that helps businesses optimize their audience is the

00:29:54.957 --> 00:29:58.117
Facebook pixel. It works kind of like

00:29:58.117 --> 00:30:01.237
this if you're not familiar. Someone visits your

00:30:01.237 --> 00:30:05.287
website, takes an action by something, exam for

00:30:05.287 --> 00:30:08.337
example. Facebook Pixel helps report this action

00:30:08.337 --> 00:30:11.637
and this way you'll know exactly when a customer took the action.

00:30:11.637 --> 00:30:14.687
Especially as it relates to your Facebook ad

00:30:14.687 --> 00:30:18.537
you'll be able to reach this customer again and really kind of

00:30:18.537 --> 00:30:21.867
help use that as a conversion. You know to your

00:30:21.867 --> 00:30:25.707
site. And of course, as that happens, we of course get

00:30:25.707 --> 00:30:29.057
better in helping you deliver your adds to the

00:30:29.057 --> 00:30:32.077
right audience. Of course, it's conversion optimization for

00:30:32.077 --> 00:30:35.187
all of that. For those of you who are

00:30:35.187 --> 00:30:38.477
familiar and also the Pixel also kind of allows you to measure

00:30:38.477 --> 00:30:41.647
the cross device conversions too, which I think is a really.

00:30:41.647 --> 00:30:44.737
Helpful opportunities since we're

00:30:44.737 --> 00:30:46.337
all on 8000 different screens.

00:30:48.147 --> 00:30:51.237
You're absolutely right on the digital

00:30:51.237 --> 00:30:54.407
age is definitely present today post

00:30:54.407 --> 00:30:57.847
t can't. I don't know if I can save post pandemic throughout

00:30:57.847 --> 00:31:00.947
the pandemic. So anyways, we're going to move right

00:31:00.947 --> 00:31:04.077
along where about halfway through and we have a ton

00:31:04.077 --> 00:31:07.387
of information to get to over this last half

00:31:07.387 --> 00:31:10.617
hour. So this is the part again. Continue to submit

00:31:10.617 --> 00:31:14.347
your questions. We want to get as many questions as you can to

00:31:14.347 --> 00:31:17.437
this wonderful panel. The great thing about this panel

00:31:17.437 --> 00:31:18.217
is we have multiple perspectives.

00:31:18.217 --> 00:31:21.597
On this one topic we have people who are practicing

00:31:21.597 --> 00:31:24.867
it. People who may teach it, people who help people in

00:31:24.867 --> 00:31:28.607
this scenario and people who operate platforms for

00:31:28.607 --> 00:31:33.587
this topic so continues to submit your questions. Continue to like your

00:31:33.587 --> 00:31:36.647
fellow attendees questions as well. We're going to jump right

00:31:36.647 --> 00:31:39.867
on the end and as I figure Eric, you are going to be

00:31:39.867 --> 00:31:43.107
popular today. This first question comes from Brian and

00:31:43.107 --> 00:31:46.267
it's specifically addresses you the question

00:31:46.267 --> 00:31:48.427
n is Eric, do you have any suggestions?

00:31:48.427 --> 00:31:51.817
On how to select a digital marketing

00:31:51.817 --> 00:31:54.977
agency. They all promised so much, how can you

00:31:54.977 --> 00:31:58.017
distinguish one from another? How can I find

00:31:58.017 --> 00:32:00.087
the right one for me in my business?

00:32:01.117 --> 00:32:04.317
I love that question. It's a really

00:32:04.317 --> 00:32:05.677
good one.

00:32:06.277 --> 00:32:09.447
A lot of times we'll see clients issue in

00:32:09.447 --> 00:32:13.327
RFP and request

00:32:13.327 --> 00:32:16.597
for proposal and a lot of times decisions are made with in my opinion

00:32:16.597 --> 00:32:19.187
n, without nearly enough information.

00:32:19.227 --> 00:32:22.297
I think one thing to remember is that

00:32:22.297 --> 00:32:25.917
agencies have very low overhead. We are people in

00:32:25.917 --> 00:32:29.637
time, and so if you're seeing wildly different

00:32:29.637 --> 00:32:33.697
bids or quotes on pricing from an agency

00:32:33.697 --> 00:32:36.817
chances are they're bidding on two different things. It may not be

00:32:36.817 --> 00:32:38.937
an apples to apples comparison.

00:32:38.937 --> 00:32:42.007
There's going to be differences, of course, but I think

00:32:42.007 --> 00:32:43.117
that's one thing to be aware of.

00:32:43.627 --> 00:32:46.797
I would also say agencies like

00:32:46.797 --> 00:32:50.477
the kind of show off their creativity, so I don't think it's out of

00:32:50.477 --> 00:32:53.747
bounds to have a

00:32:53.747 --> 00:32:57.087
meeting. Have a brainstorm. Have a discussion, see if you're

00:32:57.087 --> 00:33:00.267
connecting on an intellectual level, see if they see if they

00:33:00.267 --> 00:33:02.317
get your business.

00:33:02.317 --> 00:33:05.567
A lot of times you also want to

00:33:05.567 --> 00:33:08.707
know that your agency partners going to go that extra

00:33:08.707 --> 00:33:12.357
mile, and so if you're considering a handful of different

00:33:12.357 --> 00:33:15.807
agencies, you may find that some went through

00:33:15.807 --> 00:33:19.267
the effort to mystery shop your product or category. Visit a

00:33:19.267 --> 00:33:23.027
location, visit a competitor. I think those are some

00:33:23.027 --> 00:33:26.187
good cues that you that you're choosing a good partner

00:33:26.187 --> 00:33:29.467
and then finally you know case studies, I think

00:33:29.467 --> 00:33:32.687
asking for case studies at the end of the day you want

00:33:32.687 --> 00:33:33.187
results so.

00:33:33.187 --> 00:33:36.987
Choosing a partner and seeing the breadth of their

00:33:36.987 --> 00:33:38.847
results for different types of clients is important.

00:33:39.397 --> 00:33:42.467
And then one last thought

00:33:42.467 --> 00:33:45.957
is that by nature, agencies are going to work with a range of

00:33:45.957 --> 00:33:49.507
businesses, and they may not work with

00:33:49.507 --> 00:33:53.217
the company exactly like yours. But try to zoom out a bit

00:33:53.217 --> 00:33:57.297
and see. Look at the breadth of

00:33:57.297 --> 00:34:00.347
their experience and perspective. They may be able to take

00:34:00.347 --> 00:34:03.447
lessons from categories that don't seem like they're directly related

00:34:03.447 --> 00:34:06.547
to your business, but they might make all the difference because

00:34:06.547 --> 00:34:09.577
at the end of the day, you probably don't want to be

00:34:09.577 --> 00:34:09.857
exactly like your competitors.

00:34:09.857 --> 00:34:13.117
So if you choose an agency that only works in

00:34:13.117 --> 00:34:15.857
that vertical, you may get cookie cutter solutions.

```
00:34:16.477 --> 00:34:19.507
I'll add there's three

00:34:19.507 --> 00:34:23.197
considerations that I have in selecting a digital marketing agency, the
1st

00:34:23.197 --> 00:34:26.717
st is do they have prior experience with my market, do they

00:34:26.717 --> 00:34:30.007
under or are they going to be learning my market just which is going to
be

00:34:30.007 --> 00:34:33.197
more expensive and time consuming? The second is to think about

00:34:33.197 --> 00:34:36.397
the size of my budget relative to the size of that agency I

00:34:36.397 --> 00:34:39.427
I don't want to be the biggest account in an agency, and I don't want

00:34:39.427 --> 00:34:43.527
to be a tiny little speck in a really enormous agency either. I'd like to
know that

00:34:43.527 --> 00:34:46.717
I'm a reasonable account, but not this agency is

00:34:46.717 --> 00:34:47.667
n't too dependent upon me.

00:34:47.667 --> 00:34:50.997
And I tend to actually propose

00:34:50.997 --> 00:34:54.347
doing things at least at the beginning on a project basis. Pick a

00:34:54.347 --> 00:34:57.867
specific project that has a beginning, middle, and end as opposed to just

00:34:57.867 --> 00:35:01.997
some ongoing annual retainer type deal

00:35:01.997 --> 00:35:05.057
where you're not really sure what you need until you complete that first

00:35:05.057 --> 00:35:08.297
project. So those are some things I've learned from experience or
important in

00:35:08.297 --> 00:35:09.107
```

selecting a digital agency.

00:35:10.777 --> 00:35:13.847
Those are great perspectives and thank you so much

00:35:13.847 --> 00:35:17.597
for reading that Ben that's equally important, you know

00:35:17.597 --> 00:35:21.247
maybe having a firm that has worked with in your

00:35:21.247 --> 00:35:24.607
case children are in the medical field, so you know having that

00:35:24.607 --> 00:35:27.687
expertise behind your client or your

00:35:27.687 --> 00:35:30.917
business that you're partnering with could definitely

00:35:30.917 --> 00:35:33.897
be beneficial. So let's move forward this next question.

00:35:35.277 --> 00:35:38.517
I'm trying to figure out who would be the

00:35:38.517 --> 00:35:41.607
best panel is for this question and

00:35:41.607 --> 00:35:44.987
anytime similar to what we just had with Eric question, any panelists can

00:35:44.987 --> 00:35:48.447
jump on and add to any question that's been or

00:35:48.447 --> 00:35:52.527
any question that's been assigned to a different panelist, the

00:35:52.527 --> 00:35:55.617
question is with Google search ads, what recommendations do

00:35:55.617 --> 00:35:58.987
you have for a micro business to stay on top of all the

00:35:58.987 --> 00:36:02.087
Google search algorithm changes? I'm thinking this is

00:36:02.087 --> 00:36:05.287
a great question for Eric again, but by

00:36:05.287 --> 00:36:05.917
all means.

00:36:05.917 --> 00:36:09.447

Any other panelists? If you have additional comments or a

00:36:09.447 --> 00:36:12.647
perspective to provide on this, feel free to do so. Let's start with you

00:36:12.647 --> 00:36:16.077
Eric. Again, the question is what Google search ads

00:36:16.077 --> 00:36:19.127
What recommendations do you have for a micro business to stay on top of all

00:36:19.127 --> 00:36:22.417
the Google search algorithm changes? If I bought ads?

00:36:22.947 --> 00:36:25.957
Good question

00:36:25.957 --> 00:36:29.657
There's two sides of the search, those paid and organic

00:36:29.657 --> 00:36:32.347
and the questions about paid.

00:36:32.347 --> 00:36:35.367
A little more complicated on the organic side where

00:36:35.367 --> 00:36:38.937
e Google has it's not documented

00:36:38.937 --> 00:36:42.057
but somewhere in the neighborhood of 200 plus factors that

00:36:42.057 --> 00:36:45.527
go into the search algorithm on the paid side

00:36:45.527 --> 00:36:49.427
I would say that there's some great trade

00:36:49.427 --> 00:36:52.467
publications that have popped up around this industry like

00:36:52.467 --> 00:36:55.857
search engine, land search engine journal

00:36:55.857 --> 00:36:59.937
Quite a bit of content online that you can use to learn about Google

00:36:59.937 --> 00:37:03.647
e itself maintains a very good set of training

00:37:03.647 --> 00:37:03.697
videos certification.

00:37:03.697 --> 00:37:06.977
Programs we have. All of our staff go

00:37:06.977 --> 00:37:10.237
through Google Analytics and Google Ads training and

00:37:10.237 --> 00:37:12.727
get certified so they can talk the talk.

00:37:13.237 --> 00:37:16.287
And really, really understand it fresh

00:37:16.287 --> 00:37:20.677
h out of school. So I would recommend those

00:37:20.677 --> 00:37:24.147
tools, but at the end of the day

00:37:24.147 --> 00:37:27.177
I think buying the right keywords being

00:37:27.177 --> 00:37:31.087
focused on your market focused on your

00:37:31.087 --> 00:37:34.497
geography to the point Diana made about testing make

00:37:34.497 --> 00:37:37.577
e sure you're always testing if you're not. If you're not comparing

00:37:37.577 --> 00:37:40.997
something to something else and it's just a metric with

00:37:40.997 --> 00:37:43.387
no context, so those are a couple thoughts.

00:37:43.387 --> 00:37:46.427
I'll add that our experience has been

00:37:46.427 --> 00:37:51.087
that while the nuances of search engine

00:37:51.087 --> 00:37:54.197
optimization change over time, the fundamental stay the same

00:37:54.197 --> 00:37:57.227
and the fundamentals are. How often are

00:37:57.227 --> 00:38:00.367
you visited? How often are you visited by people that didn't find

00:38:00.367 --> 00:38:03.807
your content compelling? How often do other people linked to you? Those
are

00:38:03.807 --> 00:38:06.817
things that don't change even as the nuances

00:38:06.817 --> 00:38:09.997
change and building good search engine

00:38:09.997 --> 00:38:13.317
optimization is a multi year effort. There's no silver bullet

00:38:13.317 --> 00:38:13.677
that suddenly means.

00:38:13.677 --> 00:38:17.237
You're going to be at the top of every organic

00:38:17.237 --> 00:38:21.007
search we tracked for interactive health technologies over 50 keywords

00:38:21.007 --> 00:38:24.287
s that we track and we are in the top three

00:38:24.287 --> 00:38:27.607
of those keywords, but it took us three years to

00:38:27.607 --> 00:38:30.867
get there. We didn't just get there overnight, it was conscious

00:38:30.867 --> 00:38:31.747
effort over a long period of time.

00:38:33.427 --> 00:38:36.437
Wonderful information and actually this next question that

00:38:36.437 --> 00:38:39.617
I'm about to ask. I think it follows up with what

00:38:39.617 --> 00:38:42.807
you just mentioned. Then as far as the tracking

00:38:42.807 --> 00:38:46.247
So I'm gonna first direct this question to Diana

00:38:46.247 --> 00:38:50.307
However, I do believe that any other panelists, including

00:38:50.307 --> 00:38:53.627
been in tamela may have some additional items for

00:38:53.627 --> 00:38:54.587
this question. So the question is.

00:38:55.137 --> 00:38:58.317
If information is the new

00:38:58.317 --> 00:39:01.397
currency, how can we guarantee that the information we put out there is

00:39:01.397 --> 00:39:04.507
able to be tracked to influence the currency in our bank accounts so

00:39:04.507 --> 00:39:06.317
o I'm summarizing this question that mean.

00:39:07.147 --> 00:39:10.607
How can I ensure what my

00:39:10.607 --> 00:39:13.987
strategy is actually having

00:39:13.987 --> 00:39:17.327
a return Diana asked earlier about the

00:39:17.327 --> 00:39:20.527
50% versus 50%. How can I actually

00:39:20.527 --> 00:39:22.857
track my strategy to see if it's effective or not?

00:39:23.817 --> 00:39:27.087
I'll throw that to you, Diana

00:39:27.087 --> 00:39:27.817
to begin.

00:39:31.787 --> 00:39:33.147
I maybe mute it.

00:39:43.567 --> 00:39:47.517
We can hear you can hear me, yes

00:39:47.517 --> 00:39:50.617
OK thanks. Sorry about that so again

00:39:50.617 --> 00:39:53.887
n it kind of goes back to this trial and error piece of it

00:39:53.887 --> 00:39:57.247
But one thing especially for Facebook. I want to make make sure everyone is aware

00:39:57.247 --> 00:40:00.327
of is our ADS manager interface and

00:40:00.327 --> 00:40:03.437
that's where you can view and change and see the results

00:40:03.437 --> 00:40:07.177

of all of your ad campaigns. And it's all in one

00:40:07.177 --> 00:40:10.997
place, so it enables you to manage and control

00:40:10.997 --> 00:40:13.867
the and change app and customize the multiple.

00:40:13.867 --> 00:40:16.887
Ads that you're probably having all at once

00:40:16.887 --> 00:40:20.657
and it also allows you to make sure that you're

00:40:20.657 --> 00:40:24.287
editing to fit your audience and budget

00:40:24.287 --> 00:40:27.317
You can also use the ad manager to

00:40:27.317 --> 00:40:31.537
evaluate the performance by viewing the up-to-date

00:40:31.537 --> 00:40:34.867
data. It's also on the quality of ads and your scheduling reports

00:40:34.867 --> 00:40:38.117
and things like that, so the results

00:40:38.117 --> 00:40:41.497
metrics that come along with the ads manager

00:40:41.497 --> 00:40:44.087
It really allows for you to see how many people.

00:40:44.087 --> 00:40:47.127
An ad campaign has reached in the different results

00:40:47.127 --> 00:40:50.327
It's achieved, uhm, you know, thinking about

00:40:50.327 --> 00:40:53.487
those results, it's the number of times you know an ad has

00:40:53.487 --> 00:40:57.157
achieved an actual outcome based on the delivery optimization

00:40:57.157 --> 00:41:00.797
that's been selected. You know the

00:41:00.797 --> 00:41:03.847
reach. Also it's you know, looking at it, we all know what this is, but

00:41:03.847 --> 00:41:06.987

like if it reaches, you know the number of people who saw the

00:41:06.987 --> 00:41:10.217
ads at least once right? And so this is how we're defining it

00:41:10.217 --> 00:41:13.777
when you're looking to use the ad managers tool.

00:41:13.777 --> 00:41:17.027
Also making sure that everyone is

00:41:17.027 --> 00:41:20.557
you, how we approach it reaches different than impressions

00:41:20.557 --> 00:41:23.727
right? So impressions which may include multiple views

00:41:23.727 --> 00:41:26.757
by the same people were really trying to

00:41:26.757 --> 00:41:30.637
define that unique reach for

00:41:30.637 --> 00:41:35.147
you and it also allows for you to understand the cost

00:41:35.147 --> 00:41:38.897
metrics so it really shows us

00:41:38.897 --> 00:41:42.597
kind of the ADS manager allows for a cost per result

00:41:42.597 --> 00:41:43.807
So this is also really allows for you to like.

00:41:43.807 --> 00:41:47.067
Make sure you're spending your dollars well

00:41:47.067 --> 00:41:50.177
metric is calculated, uhm, I think by

00:41:50.177 --> 00:41:53.977
the total amount spent and then by the number of

00:41:53.977 --> 00:41:57.977
results. So it's really again kind of showing you how efficiently

00:41:57.977 --> 00:42:01.437
your using the campaign for your objectives

00:42:01.437 --> 00:42:05.057
and so that's a huge that's

00:42:05.057 --> 00:42:08.267

s something that we value in terms of being able to get you to your goals of

00:42:08.267 --> 00:42:11.657
king sure that you're maximizing

00:42:11.657 --> 00:42:13.817
the outcome for all of your ads.

00:42:13.817 --> 00:42:17.467
I'd love to hear what other people think and what they do to yeah

00:42:17.467 --> 00:42:20.757
love to hear what our other panelists to think about

00:42:20.757 --> 00:42:24.157
this. I just want to throw an example out here for more

00:42:24.157 --> 00:42:25.197
clarification. Let's say that I have.

00:42:25.947 --> 00:42:26.357
I've.

00:42:26.887 --> 00:42:30.287
I'm paying Eric for $1000

00:42:30.287 --> 00:42:33.727
marketing campaign. I'm just making this out completely and I've

00:42:33.727 --> 00:42:36.657
sold one of my products, which costs $10, obviously.

00:42:37.437 --> 00:42:40.547
My campaign that I've created is

00:42:40.547 --> 00:42:43.667
ineffective, but how can I insure or

00:42:43.667 --> 00:42:46.687
better my strategy so that it's profitable

00:42:46.687 --> 00:42:50.107
I'm sure that's a idea that behind this question and what many of

00:42:50.107 --> 00:42:53.267
our small businesses or thinking, so Ben, I'll start with you

00:42:53.267 --> 00:42:57.197
and I'm going to pull into this one of the other questions that's in the Q&A because it

00:42:57.197 --> 00:43:00.637
relates to this on my company is

00:43:00.637 --> 00:43:03.707
B to B business to business, selling in a lot of cases business

00:43:03.707 --> 00:43:06.777
BG business to government. There's a question here about LinkedIn and

00:43:06.777 --> 00:43:08.157
d so I'm going to kind of wrap into that.

00:43:08.157 --> 00:43:12.817
Jarvis, to my experience with B to B

00:43:12.817 --> 00:43:16.387
and what we have found for our market and this different

00:43:16.387 --> 00:43:19.627
companies need to test different platforms to see

00:43:19.627 --> 00:43:23.217
what's best for your target audience. We have found with

00:43:23.217 --> 00:43:26.377
our B2B product that Facebook and

00:43:26.377 --> 00:43:29.547
Google Adwords are still the most effective tools for

00:43:29.547 --> 00:43:32.747
each work. Working at a B to B context

00:43:32.747 --> 00:43:35.837
and we repeatedly work with LinkedIn, but what

00:43:35.837 --> 00:43:38.407
makes LinkedIn not as effective for us is?

00:43:38.407 --> 00:43:41.707
Their tools don't offer the

00:43:41.707 --> 00:43:45.037
same precision targeting that we see with Google Adwords and with

00:43:45.037 --> 00:43:48.097
Facebook, and so it's that lack of targeting that in turn

00:43:48.097 --> 00:43:51.397
n makes it more expensive to use LinkedIn

00:43:51.397 --> 00:43:54.867
effectively. So we like to use LinkedIn on a person to person sales

00:43:54.867 --> 00:43:58.537
basis where we with a paid account you can message somebody

00:43:58.537 --> 00:44:01.997
directly, and that's where linked is most effective for us

00:44:01.997 --> 00:44:05.047
We use Facebook to build awareness we use

00:44:05.047 --> 00:44:08.257
e Google Adwords to close people at the time when they're ready to make a
purchase

00:44:08.257 --> 00:44:08.427
and we.

00:44:08.427 --> 00:44:12.977
Use LinkedIn to facilitate

00:44:12.977 --> 00:44:16.427
a person to person interaction. How did we wind up there? It

00:44:16.427 --> 00:44:19.457
was trial and error over multiple years of just testing

00:44:19.457 --> 00:44:22.557
Lots of different platforms without lots of different approaches to find
what

00:44:22.557 --> 00:44:25.937
worked for us and that's what will work for you all as well

00:44:25.937 --> 00:44:29.087
Is just get started and run test some different

00:44:29.087 --> 00:44:32.247
t approaches on LinkedIn on Google Adwords on Facebook

00:44:32.247 --> 00:44:35.637
on Instagram. Whatever platforms you think your customers are

00:44:35.637 --> 00:44:38.717
on and see what generates not just

00:44:38.717 --> 00:44:38.737
direct sales.

00:44:38.737 --> 00:44:40.037
But also awareness.

00:44:41.777 --> 00:44:44.847
Wonderful, Eric or Tamil? Would you like

00:44:44.847 --> 00:44:47.997
to provide some perspective on that

00:44:47.997 --> 00:44:51.087
as well? Yes, I'd like to share their coming

00:44:51.087 --> 00:44:54.207
from the small business aspect of it

00:44:54.207 --> 00:44:58.087
How using the platform of Facebook and

00:44:58.087 --> 00:45:01.117
Instagram helped to pivot my point. My business being

00:45:01.117 --> 00:45:04.447
g able to share my own journey. I'm a

00:45:04.447 --> 00:45:07.707
product of my business and my juices and

00:45:07.707 --> 00:45:10.787
how it helped shape my health issues

00:45:10.787 --> 00:45:12.227
and challenges that I was facing.

00:45:12.227 --> 00:45:14.237
And so I use Facebook.

00:45:14.747 --> 00:45:17.847
Daily being consistent on it from

00:45:17.847 --> 00:45:21.407
sharing my videos to being transparent to using

00:45:21.407 --> 00:45:24.577
Facebook ads and I slowly built myself there

00:45:24.577 --> 00:45:28.077
I started basic, just sharing daily

00:45:28.077 --> 00:45:31.507
being consistent. Then I graduated into the Facebook ads as my

00:45:31.507 --> 00:45:34.607
budget group. I think as a small business you don't try to

00:45:34.607 --> 00:45:37.677
take on so much in the beginning because yeah, you will get

00:45:37.677 --> 00:45:40.707
overwhelmed. You'll find out you'll run out of resources more so

00:45:40.707 --> 00:45:43.877
than you do products. So you want to start small and

```
00:45:43.877 --> 00:45:44.967
take advantage of the platforms.

00:45:44.987 --> 00:45:48.387
Social media such as Facebook and

00:45:48.387 --> 00:45:51.487
Instagram that are allowed you. That free space just in the

00:45:51.487 --> 00:45:54.517
beginning and then as you grow your consumer which

00:45:54.517 --> 00:45:57.727
h my business is built on solely

00:45:57.727 --> 00:45:58.527
is business to consumer.

00:45:59.147 --> 00:46:02.257
And that's how I built my following. That's how I got my

00:46:02.257 --> 00:46:05.357
customers by just being transparent using

00:46:05.357 --> 00:46:08.367
Facebook and social media, not knowing that one

00:46:08.367 --> 00:46:11.547
of my key business partners would track me

00:46:11.547 --> 00:46:12.897
and find me on social media.

00:46:14.487 --> 00:46:17.797
Thank you so much and that was kind of the success

00:46:17.797 --> 00:46:21.737
story. I want it to be shared today about

00:46:21.737 --> 00:46:24.767
how Tamela has to use, you know, going from starting small

00:46:24.767 --> 00:46:28.147
and using the platforms that are available

00:46:28.147 --> 00:46:31.427
to her. So it's just Facebook and whatnot and being consistent that she
mentioned

00:46:31.427 --> 00:46:34.517
and just posting and then slowly over time building up

00:46:34.517 --> 00:46:37.617
her marketing strategy to where she's at today. So thank
```

00:46:37.617 --> 00:46:40.647
you so much for sharing that tamela Eric. Did you want to provide

00:46:40.647 --> 00:46:43.757
also some insight over this same kind of issue? Actually before you do

00:46:43.757 --> 00:46:45.477
o, I'm going to address the question that.

00:46:45.687 --> 00:46:49.497
Ben reference, which is in the queue as

00:46:49.497 --> 00:46:52.787
well. The question is, does LinkedIn have

00:46:52.787 --> 00:46:56.087
similar offerings to Facebook? We sell B2

00:46:56.087 --> 00:46:59.147
B, so relationship status, geographical

00:46:59.147 --> 00:47:02.697
location and hobbies isn't useful data for marketing for

00:47:02.697 --> 00:47:06.937
us. Where do we go for similar tools to do look alikes

00:47:06.937 --> 00:47:10.077
And I remember you spoke about the look alikes a little bit earlier. Eric
as well.

00:47:11.017 --> 00:47:14.077
I did and I answered that question in the chat

00:47:14.077 --> 00:47:17.127
with a link, but in short, yes

00:47:17.127 --> 00:47:20.227
Lincoln has very sophisticated tools. The dimensions are

00:47:20.227 --> 00:47:23.807
a bit different. If you are interested in targeting people

00:47:23.807 --> 00:47:27.267
that are employed by a particular company or working in

00:47:27.267 --> 00:47:30.687
particular vertical, maybe they have a certain level of

00:47:30.687 --> 00:47:33.827
seniority within their company. Those are all

00:47:33.827 --> 00:47:38.117

dimensions that you can use and they also have custom targeting options

00:47:38.117 --> 00:47:41.137
where you have some first party data that you own, like an email.

00:47:41.137 --> 00:47:45.247
West remarketed

00:47:45.247 --> 00:47:48.367
tag. In your website those are all tools that you can leverage to

00:47:48.367 --> 00:47:51.937
reach people on LinkedIn and LinkedIn is owned

00:47:51.937 --> 00:47:55.017
by Microsoft now. So Bing as a

00:47:55.017 --> 00:47:58.077
secondary search engine and LinkedIn. There's some synergies there

00:47:58.077 --> 00:47:58.987
too, to be aware of.

00:48:01.087 --> 00:48:02.917
Thank you so much, Sir.

00:48:04.247 --> 00:48:07.287
Alright, this next question is been sitting in the queue for

00:48:07.287 --> 00:48:09.197
awhile and I'm going to go ahead and ask it.

00:48:09.777 --> 00:48:12.997
We are a 40 plus year old business with a

00:48:12.997 --> 00:48:16.017
loyal client base across industries. How do

00:48:16.017 --> 00:48:19.097
I find out what language to put in our digital advertising to

00:48:19.097 --> 00:48:22.327
attract new customers? We struggled to produce marketing

00:48:22.327 --> 00:48:24.127
content that gets traction so.

00:48:25.037 --> 00:48:28.567
I'm thinking of whether this is a question of

00:48:28.567 --> 00:48:29.867
marketing strategy or reach.

00:48:30.697 --> 00:48:34.307

Uhm, I will actually start this

00:48:34.307 --> 00:48:37.587
question eight over you too, Sir. But Eric, I'll start with you

00:48:37.587 --> 00:48:40.737
I'll repeat the question 40 year old

00:48:40.737 --> 00:48:44.577
company. I want to find out what kind of language. What should be my

00:48:44.577 --> 00:48:47.927
strategy to attract new customers we struggled to

00:48:47.927 --> 00:48:50.287
o produce marketing content that gets traction.

00:48:53.297 --> 00:48:56.687
It's a good question come to

00:48:56.687 --> 00:48:59.847
me. I hear the question and I think insight

00:48:59.847 --> 00:49:00.737
What is the?

00:49:01.347 --> 00:49:04.377
What's going to be the hook? The emotional trigger, whatever it

00:49:04.377 --> 00:49:07.387
might be, that attract somebody into

00:49:07.387 --> 00:49:10.897
this well established and successful business and

00:49:10.897 --> 00:49:15.557
d I do think that's an area to look both qualitative and

00:49:15.557 --> 00:49:18.777
quantitative qualitative meaning you know, could you do? Could you do a focus group

00:49:18.777 --> 00:49:22.077
p? Could you talk to customers? Could you talk to people

00:49:22.077 --> 00:49:25.097
that were prospects but didn't choose you

00:49:25.097 --> 00:49:28.497
and gain some insight into what it was that

00:49:28.497 --> 00:49:29.997
made the difference?

00:49:29.997 --> 00:49:33.377
You can also leverage some of the digital tools

00:49:33.377 --> 00:49:36.667
were talking about for testing, so you may

00:49:36.667 --> 00:49:39.857
think up a range of messaging that's kind of

00:49:39.857 --> 00:49:43.357
all over the board and you might

00:49:43.357 --> 00:49:46.857
run pit those against each other keep

00:49:46.857 --> 00:49:49.927
p all the other dimensions the same, but see in real time

00:49:49.927 --> 00:49:53.207
which one of those messaging angles drives the most

00:49:53.207 --> 00:49:56.237
clicks drives the most conversions on your

00:49:56.237 --> 00:49:59.427
website. That's a nice way to do testing, and then finally, there's some

00:49:59.427 --> 00:50:00.927
great tools like Google optimize.

00:50:00.927 --> 00:50:04.787
That even allow you to customize and test

00:50:04.787 --> 00:50:08.467
elements on your own website pretty easily

00:50:08.467 --> 00:50:13.987
Say you've got a big tagline or statement right on your homepage and
you're

00:50:13.987 --> 00:50:17.777
asking people to submit a form or buy something.

00:50:18.357 --> 00:50:21.427
You can use tools that to maybe try 3 different

00:50:21.427 --> 00:50:25.437
type lines and see if any of them changes the

00:50:25.437 --> 00:50:26.877
outcome, so those are a couple thoughts.

00:50:28.287 --> 00:50:31.987
And I'll jump in on the Facebook side, kind of

00:50:31.987 --> 00:50:35.057
what this may be a little intuitive, but it's

00:50:35.057 --> 00:50:38.207
really also kind of making sure that

00:50:38.207 --> 00:50:42.177
you're defining what your brand is

00:50:42.177 --> 00:50:45.437
It's what are the associations that people would have about

00:50:45.437 --> 00:50:48.667
your product or business. You have a

00:50:48.667 --> 00:50:51.767
personality you've been around for 40 plus years what

00:50:51.767 --> 00:50:55.537
t is that? What are you? What are you trying to

00:50:55.537 --> 00:50:58.647
communicate? And it's more than just your logo. It's not just.

00:50:58.647 --> 00:51:01.747
Know what people you know immediately see, but it's of course like

00:51:01.747 --> 00:51:05.217
the style and communication and the behavior of

00:51:05.217 --> 00:51:08.307
the account and the ads. So really

00:51:08.307 --> 00:51:11.587
kind of thinking through the kind of the

00:51:11.587 --> 00:51:14.637
framework for your brand which

00:51:14.637 --> 00:51:17.737
h is why does your business exist? What is the

00:51:17.737 --> 00:51:21.057
purpose? What is your business do and why

00:51:21.057 --> 00:51:24.157
the identity? So it's the look and feel of your

00:51:24.157 --> 00:51:27.597
business and then your brand voice. Like what is that

00:51:27.597 --> 00:51:28.817
connection that you're hoping to create?

```
00:51:28.817 --> 00:51:32.097
So as you're thinking about

00:51:32.097 --> 00:51:35.327
you, what does it look like to show up online? What does it mean to

00:51:35.327 --> 00:51:38.337
create that connection? Those are a couple of

00:51:38.337 --> 00:51:40.277
the tips that we would suggest.

00:51:42.817 --> 00:51:46.267
Thank you for that addition, Diana and

00:51:46.267 --> 00:51:49.327
Eric. Great responses swell, I mean

00:51:49.327 --> 00:51:52.447
before we move on, I just want to add a non digital

00:51:52.447 --> 00:51:55.567
technique that I think is often overlooked is

00:51:55.567 --> 00:51:58.627
to simply have a conversation with

00:51:58.627 --> 00:52:02.517
a recently acquired customer and just ask him

00:52:02.517 --> 00:52:05.527
you know how did you first hear about us and they're

00:52:05.527 --> 00:52:09.297
not always going to remember, but sometimes they will. And what were some
things that you should consider when you

00:52:09.297 --> 00:52:12.637
thought about making purchasing US and what finally

00:52:12.637 --> 00:52:13.887
kind of tipped you over the edge.

00:52:13.887 --> 00:52:17.497
To buy us just the answers to those

00:52:17.497 --> 00:52:20.527
simple questions, provide insights to the kinds

00:52:20.527 --> 00:52:23.727
of channels customers are paying attention to attention

00:52:23.727 --> 00:52:26.837
```

to, and what kind of content that they find

00:52:26.837 --> 00:52:29.897
appealing. So that's a technique that is

00:52:29.897 --> 00:52:30.717
within everyone's reach.

00:52:31.907 --> 00:52:35.217
And that's a great segue to what I was just about to

00:52:35.217 --> 00:52:36.667
mention and before.

00:52:37.337 --> 00:52:41.257
Again to it, in roughly 8 minutes, everyone who's

00:52:41.257 --> 00:52:44.757
a registered for this event will receive a survey, a survey

00:52:44.757 --> 00:52:48.247
asking you what you thought about this event and also

00:52:48.247 --> 00:52:51.267
including what are some potential topics for you. Free response

00:52:51.267 --> 00:52:54.407
that you would like to see done for our future

00:52:54.407 --> 00:52:57.527
webinars. That's our way of seeing what is relevant to

00:52:57.527 --> 00:53:01.047
you, what to use tamil's words what

00:53:01.047 --> 00:53:04.247
t is your concern? My demographic, what is, what do you

00:53:04.247 --> 00:53:07.467
want? What are your needs so

00:53:07.467 --> 00:53:08.367
o everyone loves surveys, right?

00:53:08.367 --> 00:53:11.417
That's sarcasm, however, that

00:53:11.417 --> 00:53:15.037
could be a great way for you to get that feedback to

00:53:15.037 --> 00:53:18.317
potentially direct your campaign. Your marketing campaign direct and see

00:53:18.317 --> 00:53:21.647

how you can get new. Get into a

00:53:21.647 --> 00:53:24.907
new customer base, or attract new customers to find out what their

00:53:24.907 --> 00:53:27.997
needs are, and then you can model your campaign based on

00:53:27.997 --> 00:53:28.937
those needs so.

00:53:29.537 --> 00:53:32.697
With that, please do fill out that survey that you'll receive at

00:53:32.697 --> 00:53:33.457
2:00 PM.

00:53:34.277 --> 00:53:35.667
Alright, moving right along.

00:53:36.857 --> 00:53:40.417
We have another question that was submitted anonymously

00:53:40.417 --> 00:53:43.487
How can we shift from a market that sells to

00:53:43.487 --> 00:53:43.997
a savvy market?

00:53:44.497 --> 00:53:47.537
To a new market that

00:53:47.537 --> 00:53:50.617
propagates changes to create long term loyalty so.

00:53:51.717 --> 00:53:54.787
I am going to start with Tamela I want

00:53:54.787 --> 00:53:58.277
t you to use your own experiences from your

00:53:58.277 --> 00:54:01.307
own juice friend. I have a product

00:54:01.307 --> 00:54:04.467
in my target market is to a savvy market. How

00:54:04.467 --> 00:54:07.527
can I switch from even the perception

00:54:07.527 --> 00:54:07.847
of being?

00:54:08.527 --> 00:54:10.777

A savvy product too.

00:54:11.407 --> 00:54:14.427
Something that is a long term loyalty

00:54:14.427 --> 00:54:16.127
to keep you coming back over a long term.

00:54:17.567 --> 00:54:20.587
Yes, and I can definitely say that

00:54:20.587 --> 00:54:23.717
with jive juice we do have some long term

00:54:23.717 --> 00:54:26.917
customers that have been with us since the beginning and

00:54:26.917 --> 00:54:30.437
one of the key things that we have been able to do

00:54:30.437 --> 00:54:33.917
to keep ourselves in good relationship with those

00:54:33.917 --> 00:54:37.867
customers is, you know, as being mentioned we interact with

00:54:37.867 --> 00:54:41.527
h our customers. My customers receive emails from me from

00:54:41.527 --> 00:54:44.897
those for those who are not technically savvy. You know, we still we send

00:54:44.897 --> 00:54:47.627
out mails, handwritten notes that I sent to my customers who have been.

00:54:47.627 --> 00:54:50.677
With me since the beginning and

00:54:50.677 --> 00:54:53.897
they love that they just loved, especially during the holiday times

00:54:53.897 --> 00:54:57.027
I'll send out personal handwritten cards that

00:54:57.027 --> 00:55:00.327
I've made for those customers that are

00:55:00.327 --> 00:55:03.817
not able to go to the store who are not

00:55:03.817 --> 00:55:06.917
able to get online who are not as savvy as

00:55:06.917 --> 00:55:10.427

some of our younger generations are younger demographics or that

00:55:10.427 --> 00:55:13.467
follow us on social media that

00:55:13.467 --> 00:55:16.747
see every post that go to the store that make their own videos that

00:55:16.747 --> 00:55:17.667
they want to share. I think.

00:55:17.667 --> 00:55:20.707
As a small business, you have to be

00:55:20.707 --> 00:55:23.917
versatel you have to be open and you have to be able to cater to

00:55:23.917 --> 00:55:27.277
all of your customers from all demographics

00:55:27.277 --> 00:55:31.007
We do a lot of things in the Community from farmers

00:55:31.007 --> 00:55:34.097
markets that we're there live on hand where people get to

00:55:34.097 --> 00:55:37.237
actually meet me. I still do door to door sales at

00:55:37.237 --> 00:55:40.337
going by and seeing customers. And then I interact

00:55:40.337 --> 00:55:44.017
with those through social media and

00:55:44.017 --> 00:55:47.267
email blasts who are able to receive those. So I believe

00:55:47.267 --> 00:55:48.317
that being versatile.

00:55:48.337 --> 00:55:51.367
Knowing who your target audience is

00:55:51.367 --> 00:55:54.637
d where you wanna go, being more open, so now

00:55:54.637 --> 00:55:57.797
as being mentioned to earlier, we are looking now to do more

00:55:57.797 --> 00:55:59.507
business to business with school districts now.

00:56:00.137 --> 00:56:03.547

And bringing our health and nutrition to

00:56:03.547 --> 00:56:05.067
schools. How can we keep our kids healthy?

00:56:05.947 --> 00:56:09.117
Goodness, you might wanna work alongside

00:56:09.117 --> 00:56:13.177
Ben here. You both have a similar target

00:56:13.177 --> 00:56:15.017
market. I look forward to that.

00:56:15.607 --> 00:56:17.477
Absolutely. So with that I'm.

00:56:18.417 --> 00:56:21.937
I am actually going to go to you Ben and not from

00:56:21.937 --> 00:56:25.627
the icy perspective, but OK, I have a

00:56:25.627 --> 00:56:29.207
market and what would you teach academia?

00:56:29.207 --> 00:56:32.377
About brand loyalty

00:56:32.377 --> 00:56:35.447
I think that loyalty investments

00:56:35.447 --> 00:56:39.377
in customer retention are by far had the greatest return

00:56:39.377 --> 00:56:42.547
on investment. It's a lot less work to retain

00:56:42.547 --> 00:56:45.727
a customer than it is to have to go off and

00:56:45.727 --> 00:56:48.897
acquire a whole new customer. But with that said, we

00:56:48.897 --> 00:56:52.027
should not be in the business of preserving and

00:56:52.027 --> 00:56:55.167
saving every customer at all costs not

00:56:55.167 --> 00:56:58.527
t every customer is profitable for us and even customers that are

00:56:58.527 --> 00:56:59.557

marginally profitable. They may not be.

00:56:59.557 --> 00:57:02.887
Very fun to serve and isn't

00:57:02.887 --> 00:57:06.027
n't it be more fun business if we really focused on serving

00:57:06.027 --> 00:57:09.137
those customers who really liked us? Really valued

00:57:09.137 --> 00:57:12.517
us and we're just fun to deal with, and so I'm focus on

00:57:12.517 --> 00:57:15.527
retaining those customers that have the greatest value to

00:57:15.527 --> 00:57:18.867
us and an easy way to tell it. Who's the most fun to

00:57:18.867 --> 00:57:22.637
work with? Who's, who likes what we do? Those are generally our best

00:57:22.637 --> 00:57:25.887
customers and so think about

00:57:25.887 --> 00:57:28.907
you have your business is a bucket

00:57:28.907 --> 00:57:30.357
and your volume of business.

00:57:30.637 --> 00:57:33.617
Water in the bucket and there's some holes in the bucket.

00:57:34.147 --> 00:57:37.977
Is it easier to keep putting more water in the

00:57:37.977 --> 00:57:41.017
bucket or is it easier to identify a few of those holes that are

00:57:41.017 --> 00:57:44.467
causing your customers to leave and

00:57:44.467 --> 00:57:47.717
to close those gaps? That might be dis satisfiers for

00:57:47.717 --> 00:57:51.027
your customers, so think about when your

00:57:51.027 --> 00:57:51.437
customers leave.

00:57:51.967 --> 00:57:55.037

Are you happy they left you which

00:57:55.037 --> 00:57:58.157
h is great? Then you can take that capacity

00:57:58.157 --> 00:58:01.567
and acquired new, better customers

00:58:01.567 --> 00:58:04.887
Or were you unhappy that those customers left? Understand what

00:58:04.887 --> 00:58:07.927
it was? What can you change about your product or service delivery

00:58:07.927 --> 00:58:10.317
that's going to fill that hole in the bucket?

00:58:11.217 --> 00:58:13.097
That is a wonderful.

00:58:13.847 --> 00:58:17.427
Analogy, the holes in the bucket I like

00:58:17.427 --> 00:58:20.457
e that I may use that myself. I hope you don't have that copywriter or

00:58:20.457 --> 00:58:24.557
trademark. Definitely not wonderful

00:58:24.557 --> 00:58:28.887
Alright? Well, we're running out of time, but I'd like to ask you another
question or two.

00:58:28.887 --> 00:58:32.487
And I'm gonna do kind of a speed round just to get as many as I can

00:58:32.487 --> 00:58:35.517
hear. Can you define how choosing target

00:58:35.517 --> 00:58:38.677
market can apply to smaller retailers such as an independent

00:58:38.677 --> 00:58:40.607
bookstore on the bookstore? How can I?

00:58:41.297 --> 00:58:44.147
This is not really a product or service, that's for.

00:58:45.227 --> 00:58:48.917
In my opinion, a muscle like market

00:58:48.917 --> 00:58:52.077
I am gonna go to Eric on this how

00:58:52.077 --> 00:58:54.547
w can I have a small retail business?

00:58:55.107 --> 00:58:59.577
How can I define who my target market

00:58:59.577 --> 00:59:03.847
is? It's a good question. It makes me think about

00:59:03.847 --> 00:59:06.877
convenience locations gonna matter. I imagine that

00:59:06.877 --> 00:59:10.577
physical location is going to serve a

00:59:10.577 --> 00:59:13.797
limited radius around

00:59:13.797 --> 00:59:15.547
the bookstore.

00:59:16.107 --> 00:59:19.277
I'd like to think that there's probably a book

00:59:19.277 --> 00:59:22.407
in there for everybody, but there's certainly avid readers

00:59:22.407 --> 00:59:26.297
And then there's those who don't need quite as much, and there's ways

00:59:26.297 --> 00:59:29.487
to target those interest groups, platforms, Facebook

00:59:29.487 --> 00:59:32.667
or going to know who is following

00:59:32.667 --> 00:59:36.497
publishers Amazon Penguin

00:59:36.497 --> 00:59:39.637
n, etc. Maybe people that follow

00:59:39.637 --> 00:59:42.657
authors contextual targeting through platforms? Google

00:59:42.657 --> 00:59:45.707
ogle can allow you to build some awareness for

00:59:45.707 --> 00:59:46.217
that book store.

00:59:46.217 --> 00:59:49.737
With a content that's related

00:59:49.737 --> 00:59:52.867
to reading and books and authors and things that

00:59:52.867 --> 00:59:55.987
might be relevant to folks who are likely to come in

00:59:55.987 --> 00:59:59.187
and then finally, I'm also thinking about how critical bookstores

00:59:59.187 --> 01:00:02.727
are to local communities. They host events

01:00:02.727 --> 01:00:06.167
a lot of them expand and maybe offer

01:00:06.167 --> 01:00:09.907
r coffee and a lot of them will be kind of focal points for the community

01:00:09.907 --> 01:00:13.007
So thinking beyond the selling

01:00:13.007 --> 01:00:16.107
of books and brainstorming on ways to connect

01:00:16.107 --> 01:00:16.227
with more.

01:00:16.227 --> 01:00:19.277
People in the community could all be things to

01:00:19.277 --> 01:00:21.817
think about when you're considering your audience.

01:00:23.147 --> 01:00:26.487
Know what I thought about a number of things as you

01:00:26.487 --> 01:00:30.397
were answering that question. This Eric, I'm by no means AM

01:00:30.397 --> 01:00:32.607
I marketing guru but I.

01:00:33.257 --> 01:00:36.767
Just wanted to provide my perspective as well

01:00:36.767 --> 01:00:40.367
so some of the things I believe Tamil and I or maybe it was Ben and I
spoke about these

01:00:40.367 --> 01:00:42.177
things as well and it goes into demographics.

01:00:42.767 --> 01:00:46.347
The physical location which you hit upon

01:00:46.347 --> 01:00:49.577
Eric, thanks, that may be considered. What is the

01:00:49.577 --> 01:00:52.727
average salary in that range? If you're

01:00:52.727 --> 01:00:56.197
a, you have more books Taylor for children, what is

01:00:56.197 --> 01:00:59.937
the average age range? Is it families in that area?

01:01:01.057 --> 01:01:04.627
What is even the literacy in college graduation rate in

01:01:04.627 --> 01:01:07.697
that area? It's books, so just

01:01:07.697 --> 01:01:10.557
different demographics can help you identify.

01:01:11.057 --> 01:01:12.017
Your strategy.

01:01:13.027 --> 01:01:16.087
Anyone else have anything to add to be

01:01:16.087 --> 01:01:17.897
helpful to our audience member on that subject?

01:01:20.137 --> 01:01:23.187
Perfect will go onto our next one and this will probably be

01:01:23.187 --> 01:01:24.117
our final one as it's 2:00 o'clock.

01:01:24.857 --> 01:01:27.977
In the business planning process, how to identify and

01:01:27.977 --> 01:01:31.267
build my customer avatar for my business

01:01:31.267 --> 01:01:34.687
plan? So how do I go about my business plan, Ben?

01:01:35.247 --> 01:01:39.027
When you're thinking about your business

01:01:39.027 --> 01:01:42.437
plan, really focus on

01:01:42.437 --> 01:01:43.597
your key differentiation.

01:01:44.577 --> 01:01:46.687
Think about the market which you compete.

01:01:47.627 --> 01:01:50.687
When your customer buys you, why

01:01:50.687 --> 01:01:52.877
do they buy you over the competition?

01:01:53.547 --> 01:01:57.117
That is your core competence and it's

01:01:57.117 --> 01:02:00.387
the source of your competitive advantage in.

01:02:01.067 --> 01:02:02.617
Working with your customers.

01:02:03.147 --> 01:02:04.947
And attracting new customers.

01:02:05.517 --> 01:02:08.747
Think about when you win. Why do you win

01:02:08.747 --> 01:02:12.707
and build your marketing plan around emphasizing

01:02:12.707 --> 01:02:15.327
that moment that capability, that skill that allows you to win.

01:02:16.247 --> 01:02:19.487
I am signing up

01:02:19.487 --> 01:02:22.747
for your next class, it's done.

01:02:22.747 --> 01:02:25.757
Again, we're at 2/2, I mean

01:02:25.757 --> 01:02:28.927
there are several questions we weren't able to get to. Of course, we got as

01:02:28.927 --> 01:02:32.207
much information as we could in one hour, but again, I

01:02:32.207 --> 01:02:35.737
want to be respectful to our audience time. Our panelists, time, and we're

01:02:35.737 --> 01:02:38.757
going to go ahead and with the event there, I

01:02:38.757 --> 01:02:42.157
do want to mention this March. We launched our small business

01:02:42.157 --> 01:02:45.687
resource portal. This is a portal on our website

01:02:45.687 --> 01:02:48.877
where you just answer 5 simple questions and get tailored information.

01:02:49.457 --> 01:02:52.967
You to your business. There's information

01:02:52.967 --> 01:02:56.047
about funding. There's information about business

01:02:56.047 --> 01:02:59.187
networking, this information about licensing and

01:02:59.187 --> 01:03:02.297
permits. There's information about you name. It is on this portal, and

01:03:02.297 --> 01:03:05.717
we're continually adding more and more resources

01:03:05.717 --> 01:03:08.897
So definitely no matter where you're at in your business life cycle

01:03:08.897 --> 01:03:10.057
give our portal a try.

01:03:12.387 --> 01:03:15.407
Furthermore, here's the contact information for the office of the

01:03:15.407 --> 01:03:19.417
Governor to small Business assistance team myself jarvisburg the small
business

01:03:19.417 --> 01:03:22.997
s advocate as well as shared Cruz, who's behind the scene? Clicking the

01:03:22.997 --> 01:03:26.837
slides right now, he business assistance specialists he can reach us

01:03:26.837 --> 01:03:27.927
through our email addresses.

01:03:28.477 --> 01:03:31.507
As well as on our website which has a direct

01:03:31.507 --> 01:03:32.337
link to contact us.

01:03:33.737 --> 01:03:36.767
Lastly, we have contact information for each of our panelists

01:03:36.767 --> 01:03:38.507
and their organisations.

01:03:39.017 --> 01:03:42.367
I know a lot of this is hyperlinked and you can't click on

01:03:42.367 --> 01:03:45.607
it through this platform. However on our website

01:03:45.607 --> 01:03:48.777
e you will be able to download a copy of these slides as

01:03:48.777 --> 01:03:51.377
well as see the recording of this webinar.

01:03:52.757 --> 01:03:55.847
So finally I just want to thank you all. One last thank you

01:03:55.847 --> 01:04:00.297
to our panelists. Y'all brought great information over this last hour

01:04:00.297 --> 01:04:03.617
Thank you to our audience for being here that survey that

01:04:03.617 --> 01:04:06.727
you received possibly 3 minutes ago. Do you fill that out

01:04:06.727 --> 01:04:10.687
so we can continue to bring the most timely, relevant and actionable

01:04:10.687 --> 01:04:13.957
advice to you? Thank you. Once again you'll have a great rest

01:04:13.957 --> 01:04:17.437
of your afternoon. Thank you Jarvis

01:04:17.437 --> 01:04:20.537
Thank you thanks. Thanks Eric. Thank you. Nice meeting

01:04:20.537 --> 01:04:22.037
you all.

01:04:22.037 --> 01:04:23.277
I like that.

01:04:26.777 --> 01:04:37.767