

WEBVTT

00:02:44.267 --> 00:02:47.297

Good afternoon and welcome to the Governor's Office of

00:02:47.297 --> 00:02:51.097

f Small Business Assistance Webinar series titled What's Hot, What's Not

00:02:51.097 --> 00:02:53.297

marketing tools for small businesses.

00:02:54.807 --> 00:02:58.017

Small business assistance team

00:02:58.017 --> 00:03:01.617

is here to help Texas entrepreneurs and business owners connect with

00:03:01.617 --> 00:03:04.677

subject matter matter experts and to support our small

00:03:04.677 --> 00:03:08.377

businesses here in the state of Texas who make up

00:03:08.377 --> 00:03:11.717

a good portion of our.

00:03:13.667 --> 00:03:17.047

State business expertise and

00:03:17.047 --> 00:03:20.227

so thank you all for being here as we're

00:03:20.227 --> 00:03:23.457

re waiting, we're going to post a couple of interactive questions

00:03:23.457 --> 00:03:24.557

in the Q&A.

00:03:25.267 --> 00:03:28.777

Field to get a feel for where our audience is

00:03:28.777 --> 00:03:30.297

in their entrepreneurial journey.

00:03:35.167 --> 00:03:38.707

In the Q&A field, if you will, please

00:03:38.707 --> 00:03:41.777

like the question that best represents you and your business journey. So

00:03:41.777 --> 00:03:44.827

o there's 22 statements here. One i'm

00:03:44.827 --> 00:03:48.097

thinking about starting a business or I have recently within two years started

00:03:48.097 --> 00:03:51.507
a business, or two, I started a business more than two

00:03:51.507 --> 00:03:51.667
years ago.

00:04:49.877 --> 00:04:53.037
We have people trickling in, so we'll give them a minute or

00:04:53.037 --> 00:04:54.897
so more to get in here and then we will.

00:04:55.947 --> 00:04:57.417
Take off today's webinar.

00:05:55.307 --> 00:05:58.507
Alright, to get us started with today's webinar, I'd like to welcome

00:05:58.507 --> 00:06:02.417
Larry Mcmanus, our director of Business and Community Development in the office

00:06:02.417 --> 00:06:03.087
of the Governor.

00:06:04.737 --> 00:06:08.037
Economic Development Tourism Office to say a few words over

00:06:08.037 --> 00:06:08.467
r to you, Larry.

00:06:10.357 --> 00:06:14.037
Thank you, Brian. Thank you for that introduction

00:06:14.037 --> 00:06:17.137
I want to say hello and welcome to everyone my name

00:06:17.137 --> 00:06:20.357
e is Larry Mcmanus. I am the director of Business and community

00:06:20.357 --> 00:06:23.977
development for the economic Development and Tourism Office within Governor

00:06:23.977 --> 00:06:27.547
Abbott's office on behalf of Governor Abbott and

00:06:27.547 --> 00:06:30.757
d our executive director, Adriana Cruz, it is my

00:06:30.757 --> 00:06:33.777

honor to welcome you to our Governor Small business series

00:06:33.777 --> 00:06:36.807
webinar. What's hot? What's not marketing

00:06:36.807 --> 00:06:40.107
tools for small business. Today we will hear

00:06:40.107 --> 00:06:40.887
from a great panel of.

00:06:40.937 --> 00:06:44.567
Professionals discussing marketing tools for

00:06:44.567 --> 00:06:47.857
small business businesses, we are delighted to have you

00:06:47.857 --> 00:06:51.287
participating as we expand on the

00:06:51.287 --> 00:06:54.517
connection of small business owners and aspiring entrepreneurs with the

00:06:54.517 --> 00:06:57.607
resources and information needed to

00:06:57.607 --> 00:07:00.957
start strengthening and grow a business also we

00:07:00.957 --> 00:07:04.067
we want to thank all our business small business

00:07:04.067 --> 00:07:07.267
partners, many of whom are based all across the state

00:07:07.267 --> 00:07:10.477
for joining this webinar as well. You know this serves as

00:07:10.477 --> 00:07:11.577
a reminder to all of us.

00:07:11.637 --> 00:07:14.747
Just how important our work is towards

00:07:14.747 --> 00:07:18.187
growing small businesses here in Texas, Governor Abbott is

00:07:18.187 --> 00:07:21.927
committed to making Texas a place for businesses

00:07:21.927 --> 00:07:24.987
to succeed, and our small business assistance team is

00:07:24.987 --> 00:07:28.827

ready to assist these businesses which small

00:07:28.827 --> 00:07:31.877
l businesses are the foundation to

00:07:31.877 --> 00:07:34.937
Texas' strong economy and we look forward to providing this

00:07:34.937 --> 00:07:38.427
s information to you and I'll take it back

00:07:38.427 --> 00:07:39.117
k to you, Brian.

00:07:41.917 --> 00:07:42.657
Thank you, Larry.

00:07:43.507 --> 00:07:47.187
Appreciate you being here and supporting us today

00:07:47.187 --> 00:07:51.697
Now we're going to insert two more interactive questions

00:07:51.697 --> 00:07:54.807
area. For your response, please like the following statement

00:07:54.807 --> 00:07:58.807
that best categorize your involvement in your company's marketing
activities

00:07:58.807 --> 00:08:01.837
The first my business has a marketing director or

00:08:01.837 --> 00:08:05.217
coordinator or two. I do all my own marketing. We're gonna give you a
couple

00:08:05.217 --> 00:08:09.087
of minutes on that and still let a few more people who are trickling in
get in

00:08:09.087 --> 00:08:12.127
here before we get into the meat and potatoes of the presentation.

00:09:55.997 --> 00:09:56.827
Thank you.

00:09:58.007 --> 00:10:01.107
Again, good afternoon. My name is Brian Roller and I'm a business
assistant

00:10:01.107 --> 00:10:04.617
specialist in the office of the Governor Economic

00:10:04.617 --> 00:10:07.677

Development and Tourism Office. And I'm honored today to have

00:10:07.677 --> 00:10:11.467

Darren Drewitz and a 30 year Darren Drewitz, a 30 year marketing professional

00:10:11.467 --> 00:10:15.337

and small business owners whose clientele include businesses in the tourism retail

00:10:15.337 --> 00:10:18.617

il and entertainment and industrial arenas and Bonnie Kovac

00:10:18.617 --> 00:10:21.857

c, another small business owner who is juggling multiple

00:10:21.857 --> 00:10:24.927

projects and has a passion for staying on the cutting edge of marketing

00:10:24.927 --> 00:10:27.177

tools. Darren and Bonnie welcome.

00:10:28.757 --> 00:10:30.217

Our pleasure. Hello everyone.

00:10:31.937 --> 00:10:35.017

Let me get this thing started and throw a series of questions

00:10:35.017 --> 00:10:38.537

to you guys to get us into the topic and then we can open up to the Q&A board

00:10:38.537 --> 00:10:42.247

for some questions that we can mix into the

00:10:42.247 --> 00:10:45.167

conversation and also make some time to address at the end.

00:10:47.637 --> 00:10:51.207

So, Darren, I think I'm gonna throw this

00:10:51.207 --> 00:10:52.257

first one over to you.

00:10:57.767 --> 00:11:01.977

What are the top three to five marketing tools

00:11:01.977 --> 00:11:03.917

of a small business should always have in their bag?

00:11:04.767 --> 00:11:07.937

The challenging news is there's probably more than three

00:11:07.937 --> 00:11:11.087
or five, but the good news is I'm gonna break them out for you

00:11:11.087 --> 00:11:14.147
here fairly quickly, I think first and foremost

00:11:14.147 --> 00:11:17.227
all small businesses regardless of what

00:11:17.227 --> 00:11:20.537
t category business category you're should have a

00:11:20.537 --> 00:11:24.777
ve a customer relationship management tool, otherwise known as a CRM

00:11:24.777 --> 00:11:28.767
So these are zohomonday.com pipe

00:11:28.767 --> 00:11:29.557
drive, constant contact.

00:11:30.427 --> 00:11:34.147
Being able to whether you got one customer or a

00:11:34.147 --> 00:11:37.317
1000 customers, be able to record who they are

00:11:37.317 --> 00:11:40.687
how to contact them as they move about

00:11:40.687 --> 00:11:44.377
their career company, the company and communicate them on

00:11:44.377 --> 00:11:47.667
assistant or consistent basis is really important so

00:11:47.667 --> 00:11:51.107
o number one is the CRM, the second one CRM.

00:11:52.037 --> 00:11:55.197
Most of them have the ability to do email marketing

00:11:55.197 --> 00:11:58.607
and email marketing has been around for 20 plus years, so people tend to forget

00:11:58.607 --> 00:12:01.667
about it and it's not that exciting or new, but it is

00:12:01.667 --> 00:12:05.127
a workhorse of a marketing tool

00:12:05.127 --> 00:12:09.167
for small businesses, so email marketing

00:12:09.167 --> 00:12:12.327
platform, the third is Google Analytics, most companies

00:12:12.327 --> 00:12:16.457
es rely on a website you have

00:12:16.457 --> 00:12:19.827
e to install Google Analytics on your website you have

00:12:19.827 --> 00:12:22.307
have to open up an account installed on your website.

00:12:22.387 --> 00:12:25.997
You get it working, but it allows you to

00:12:25.997 --> 00:12:29.387
track and report who you're getting, how often they're

00:12:29.387 --> 00:12:32.927
coming there, where they're coming from. It's a lot of insight

00:12:32.927 --> 00:12:36.037
The 4th and this one starts to get a little bit technical, but don't

00:12:36.037 --> 00:12:39.967
let that concern you. Also a google

00:12:39.967 --> 00:12:43.497
product called Google Tag manager THG

00:12:43.497 --> 00:12:46.807
G it's another code. It is free Google

00:12:46.807 --> 00:12:49.837
e Analytics is free. Google Tag manager is free. And it

00:12:49.837 --> 00:12:51.937
helps with conversion tracking.

00:12:52.207 --> 00:12:55.367
Google Analytics will give you an insight in

00:12:55.367 --> 00:12:59.327
terms of who is visiting and what they're searching

00:12:59.327 --> 00:13:03.117
for. Tag manager will help you with conversions. Meaning did they sign

00:13:03.117 --> 00:13:06.567
up a form, did they purchase something? So it's kind of

00:13:06.567 --> 00:13:09.967
a 12 punch and then the fifth one is 1

00:13:09.967 --> 00:13:13.097

Hopefully you know if you don't, but it's called Canvas CA

00:13:13.097 --> 00:13:16.297

NVA Bonnie was kind enough to remind me of that it

00:13:16.297 --> 00:13:19.417

It is a

00:13:19.417 --> 00:13:22.817

a online design tool that allows you to create anywhere from.

00:13:22.867 --> 00:13:26.697

Business cards to videos, brochures, Facebook

00:13:26.697 --> 00:13:29.767

ads and everything in between. There's a free version and

00:13:29.767 --> 00:13:34.127

there's a paid version. That's a lot of information, but the tools are CRM.

00:13:34.837 --> 00:13:38.017

Email marketing, Google Analytics, Google

00:13:38.017 --> 00:13:39.367

e Tag manager, and Camba.

00:13:41.517 --> 00:13:45.667

Darren, thank you, but let me step back a minute here a little bit

00:13:45.667 --> 00:13:48.707

too. Darren, tell me a little bit about your background

00:13:48.707 --> 00:13:52.067

today. Those were

00:13:52.067 --> 00:13:56.537

some great marketing tools having the bags, but tell me

00:13:56.537 --> 00:14:00.097

your background and how you came

00:14:00.097 --> 00:14:00.887

into the more into.

00:14:01.477 --> 00:14:05.567

Having a passion for this marketing? Absolutely born

00:14:05.567 --> 00:14:08.847

n and raised in the business. Look over my shoulder, there's some print ads that my father did

00:14:08.847 --> 00:14:12.187
in the 80s. Nineties. I grew up in North Texas. I spend

00:14:12.187 --> 00:14:16.567
my time, the first part of my career in the corporate world

00:14:16.567 --> 00:14:19.657
working for large companies such as pizza and is their marketing director

00:14:19.657 --> 00:14:22.907
nd Excel global Logistics, the 4th largest shipping

00:14:22.907 --> 00:14:26.087
g company on the planet. I moved to Central TX 15

00:14:26.087 --> 00:14:29.977
years ago, got heavily involved in the data side of

00:14:29.977 --> 00:14:31.087
arketing and started my own company.

00:14:31.137 --> 00:14:34.437
About a dozen years ago, and so only job I ever had

00:14:34.437 --> 00:14:35.607
is the only job I've ever wanted.

00:14:36.737 --> 00:14:43.197
So why are you seeing things transition again from

00:14:43.197 --> 00:14:46.817
laying out on boards and everything to all the

00:14:46.817 --> 00:14:48.587
digital? But recently we here we've had.

00:14:49.817 --> 00:14:53.517
I struggle with the pandemic. So you

00:14:53.517 --> 00:14:57.297
t kind of threw probably through a lot of business owners and marketing
executives at

00:14:57.297 --> 00:15:00.777
the same time for a loop, but what are the marketing

00:15:00.777 --> 00:15:02.687
tools were the most effective during the pandemic?

00:15:03.627 --> 00:15:07.307
The QR code was the most effective

00:15:07.307 --> 00:15:10.537
It died and it appeared in the early mid

00:15:10.537 --> 00:15:14.597
2000s and failed miserably. But the QR code

00:15:14.597 --> 00:15:17.947
came roaring back during the pandemic. The

00:15:17.947 --> 00:15:21.287
one that the one that worked the most if your question is

00:15:21.287 --> 00:15:25.187
s the most effective is it's the few. But if I had to

00:15:25.187 --> 00:15:28.537
pick them I would say it's a combination of email marketing

00:15:28.537 --> 00:15:31.697
and Google Analytics. There was this notion of sort of circling the

00:15:31.697 --> 00:15:34.637
he wagons, lowering your spin and marketing and sales.

00:15:34.897 --> 00:15:38.307
And during that case that I have

00:15:38.307 --> 00:15:41.397
over 30 clients we saw

00:15:41.397 --> 00:15:44.637
w a go back to the basics approach and so I would

00:15:44.637 --> 00:15:48.017
say the combination of email marketing and tracking who

00:15:48.017 --> 00:15:49.457
ho was on their site was.

00:15:50.437 --> 00:15:52.247
Cropped up the most during the pandemic.

00:15:53.867 --> 00:15:57.967
Nice. Earlier you mentioned that we have Bonnie

00:15:57.967 --> 00:16:01.567
and that should remind you of Canva and

00:16:01.567 --> 00:16:04.907
so we're we want to welcome here too with this Bonnie

00:16:04.907 --> 00:16:06.267
tell us a little bit about your background.

00:16:08.997 --> 00:16:12.537
I have worked in many different capacities for many

00:16:12.537 --> 00:16:15.567
sizes of businesses before I

00:16:15.567 --> 00:16:18.617
got here, so I've worked

00:16:18.617 --> 00:16:21.797
for in a marketing capacity pre social

00:16:21.797 --> 00:16:25.987
l media and after, right, so I've done

00:16:25.987 --> 00:16:29.417
ecommerce, no storefront, totally online stuff I've

00:16:29.417 --> 00:16:33.897
e done big power sport dealerships on plumbers

00:16:33.897 --> 00:16:37.807
insurance agents, all kinds of different customers.

00:16:37.937 --> 00:16:42.117
In different realms that have kind of led me to where I am today.

00:16:43.347 --> 00:16:46.587
Cool. So which marking tools do you find the easiest, and

00:16:46.587 --> 00:16:49.657
least time consuming? So I think

00:16:49.657 --> 00:16:52.937
all Google products, everything that Darren just mentioned, they

00:16:52.937 --> 00:16:56.447
they're just created specifically

00:16:56.447 --> 00:16:59.557
for what Google wants. You know, they're giving you the

00:16:59.557 --> 00:17:03.667
tools that they think that you need to be successful in this realm

00:17:03.667 --> 00:17:06.757
And so there's all kinds of third party stuff that can assist

00:17:06.757 --> 00:17:09.857
you. But you know, I think Darren was 100

00:17:09.857 --> 00:17:13.357
correct in guiding you towards Google Analytics, Google.

00:17:13.437 --> 00:17:16.587
Tag manager and then I'll go back to Canva

00:17:16.587 --> 00:17:19.887
I struggled with Photoshop for so many

00:17:19.887 --> 00:17:23.477
years and Photoshop is great, but it doesn't do what marketers

00:17:23.477 --> 00:17:27.047
s need to do in a very

00:17:27.047 --> 00:17:30.137
quick way and Canva does that. So I think

00:17:30.137 --> 00:17:33.227
the easiest, most user friendly tool that I found in

00:17:33.227 --> 00:17:36.507
the last probably five years honestly is

00:17:36.507 --> 00:17:39.557
Canva that they know what site, you don't have to guess what

00:17:39.557 --> 00:17:43.397
to guess what size goes where they will tell you and they will optimize
it so it looks

00:17:43.397 --> 00:17:43.647

00:17:43.717 --> 00:17:47.967
Looks really good when it's comes up online and

00:17:47.967 --> 00:17:51.507
it's a template based system, so even if

00:17:51.507 --> 00:17:55.237
you don't have any design skills, there's

00:17:55.237 --> 00:17:58.717
hundreds and thousands of templates there that if you want to

00:17:58.717 --> 00:18:01.917
do a Facebook post to Facebook guide that you

00:18:01.917 --> 00:18:05.387
can look through 200 different symbol templates and that's just a drop

00:18:05.387 --> 00:18:08.857
in drag situation and just as easily make

00:18:08.857 --> 00:18:12.197
it your own. So it's got the template so it's you can

00:18:12.197 --> 00:18:13.597

kind of drop in your logo and.

00:18:13.657 --> 00:18:17.987

And the correct verbage for your campaign or

00:18:17.987 --> 00:18:21.117

r once you get into, you'll start to figure out some of the different

00:18:21.117 --> 00:18:24.437

tools and you can make your own as much as almost

00:18:24.437 --> 00:18:26.327

any other platform for creative.

00:18:27.617 --> 00:18:31.237

Thank you. And then on the other end, what is the marketing tools you

00:18:31.237 --> 00:18:34.737

find the hardest and most time consuming but are still relevant in

00:18:34.737 --> 00:18:36.607

today's environments?

00:18:39.137 --> 00:18:42.747

I would say probably the most time

00:18:42.747 --> 00:18:46.247

consuming consuming is video content

00:18:46.247 --> 00:18:49.807

creation. It's there are

00:18:49.807 --> 00:18:52.847

can vote again. Going back to canvas there are ways

00:18:52.847 --> 00:18:56.597

s and tools that are making that easier less time

00:18:56.597 --> 00:18:58.517

consuming but I think.

00:18:59.197 --> 00:19:02.577

It's something we all kind of have to get on board with

00:19:02.577 --> 00:19:06.017

Video is King, content is king and that, that's true

00:19:06.017 --> 00:19:09.187

for social media. That's true for your email

00:19:09.187 --> 00:19:13.127

campaigns. That's true for content on your

00:19:13.127 --> 00:19:16.357

ur website. And you know, during the pandemic, it was our only

00:19:16.357 --> 00:19:20.097
way of having kind of that in person

00:19:20.097 --> 00:19:23.747
connection with customers and so it was

00:19:23.747 --> 00:19:27.107
s really important to sort of shift focus and decide

00:19:27.107 --> 00:19:28.787
de, OK, maybe.

00:19:28.837 --> 00:19:31.907
My small business is big enough to

00:19:31.907 --> 00:19:35.177
need content video content creation, so I would say

00:19:35.177 --> 00:19:39.607
y it's the most time consuming, maybe the biggest learning

00:19:39.607 --> 00:19:43.197
curve for adults, maybe not our 20

00:19:43.197 --> 00:19:47.157
to 25 year old generation, but for you

00:19:47.157 --> 00:19:51.067
re we are living it's probably got the biggest

00:19:51.067 --> 00:19:54.527
learning curve, but it's also going to propel you into

00:19:54.527 --> 00:19:57.847
the future, must much faster than your

00:19:57.847 --> 00:19:58.957
r competitors who are not putting any effort.

00:19:59.007 --> 00:20:02.737
Into video content and Brian, I would say

00:20:02.737 --> 00:20:05.847
I would interject the hardest for small businesses

00:20:05.847 --> 00:20:09.007
is Hubspot, which is a CRM

00:20:09.007 --> 00:20:12.897
tool. Here's small business, you don't need to work with Hubspot

00:20:12.897 --> 00:20:16.237

very complicated, sophisticated system made

00:20:16.237 --> 00:20:19.657

for corporations. You do need a CRM, but I would stick away from

00:20:19.657 --> 00:20:21.087

rom up a spot because it's not easy to use.

00:20:21.927 --> 00:20:24.997

Is that a common thing, that small business

00:20:24.997 --> 00:20:28.457

owners try to get into

00:20:28.457 --> 00:20:31.487

some of these applications

00:20:31.487 --> 00:20:35.217

like Hubspot and just get frustrated and just give up it

00:20:35.217 --> 00:20:38.517

Yes, and they waste a lot of time to money. It's a common thing even with

00:20:38.517 --> 00:20:41.737

h big companies. My company gets routinely hired

00:20:41.737 --> 00:20:44.777

just to figure out what's going on in Hubspot for you

00:20:44.777 --> 00:20:47.867

to \$100 million companies to small

00:20:47.867 --> 00:20:50.897

businesses. Just I'm not bad mouthing husband

00:20:50.897 --> 00:20:52.597

They're wonderful what they do. There's a lot of.

00:20:52.697 --> 00:20:56.437

Much more user friendly serums, but the question is

00:20:56.437 --> 00:20:59.777

what are the tools we find the hardest to deal with I for small
businesses I

00:20:59.777 --> 00:21:00.487

would say HubSpot.

00:21:01.647 --> 00:21:05.187

So what are a couple of the easy

00:21:05.187 --> 00:21:05.487

CRM?

00:21:07.177 --> 00:21:10.727
Applications right now that someone just getting into it and kind of putting their

00:21:10.727 --> 00:21:14.037
toe in the water you would recommend or at least for them to take

00:21:14.037 --> 00:21:17.727
a look at. Yeah, one is, I mentioned earlier, but one is

00:21:17.727 --> 00:21:21.347
onday.com is a good

00:21:21.347 --> 00:21:23.427
one, Zoho, which is ZOHO.

00:21:24.097 --> 00:21:27.837
Pipe Drive is another constant contact and

00:21:27.837 --> 00:21:30.887
d Mailchimp have CRM capabilities

00:21:30.887 --> 00:21:31.077
with them.

00:21:31.767 --> 00:21:34.547
Those are much more small business user friendly.

00:21:35.707 --> 00:21:39.587
Alright, well, thank you. Yep, gonna

00:21:39.587 --> 00:21:42.817
kind of shift a little bit here, your company mind ecology

00:21:42.817 --> 00:21:46.167
uses data to drive clients marketing strategies, what trends did

00:21:46.167 --> 00:21:49.467
you see during the pandemic and what are you seeing now that can help small

00:21:49.467 --> 00:21:49.777
l businesses?

00:21:50.527 --> 00:21:54.117
Yeah, the number one thing that we saw during the

00:21:54.117 --> 00:21:57.277
pandemic was a way above

00:21:57.277 --> 00:22:00.317
average to figure out what return on investment

00:22:00.317 --> 00:22:03.787

is to prove what is working. That is something all small

00:22:03.787 --> 00:22:07.197
businesses ask and want, however, during

00:22:07.197 --> 00:22:11.027
the pandemic there was such a concern about spending money that

00:22:11.027 --> 00:22:14.627
everything was please prove how my money

00:22:14.627 --> 00:22:18.947
y is working. And So what we did was.

00:22:19.977 --> 00:22:23.657
Advise our clients look figure

00:22:23.657 --> 00:22:26.677
e out what your gross margins are in

00:22:26.677 --> 00:22:31.437
your net margins are a lot of small businesses roughly

00:22:31.437 --> 00:22:34.857
know the percentages of their top line revenues but

00:22:34.857 --> 00:22:38.207
ut they don't pay attention to their expenses or their

00:22:38.207 --> 00:22:41.927
profit margins and the other problem that small businesses have

00:22:41.927 --> 00:22:45.017
e in my opinion is they tend to focus on the highest

00:22:45.017 --> 00:22:48.387
volume, service level or product, but it's

00:22:48.387 --> 00:22:50.467
usually the lowest margins and so.

00:22:50.517 --> 00:22:54.267
What we did was help the mix of that to

00:22:54.267 --> 00:22:58.257
focus on the more higher margin products or

00:22:58.257 --> 00:23:01.397
services and that helped out a lot of companies during

00:23:01.397 --> 00:23:05.157
the pandemic and the thing that is

00:23:05.157 --> 00:23:09.067

stuck around was a lot of people got their house in order business

00:23:09.067 --> 00:23:13.167

ss slowed down, but they looked at their database, they looked at

00:23:13.167 --> 00:23:17.287

their contact list, they looked at their process

00:23:17.287 --> 00:23:21.247

of developing sales and it forced people to go back to

00:23:21.247 --> 00:23:21.797

the basics.

00:23:21.857 --> 00:23:25.067

That is carried forward and

00:23:25.067 --> 00:23:28.877

post pandemic that is one thing that is helped out is

00:23:28.877 --> 00:23:32.447

s let's not just sell stuff, let's figure out what the numbers are and what they

00:23:32.447 --> 00:23:32.727

should be.

00:23:34.717 --> 00:23:38.397

Alright, so what were some of the popular marketing tools that did not work

00:23:38.397 --> 00:23:41.787

during the pandemic that's going to be effective now or should they let be left

00:23:41.787 --> 00:23:45.197

t in the trash bin? Yeah, so the ones that didn't work

00:23:45.197 --> 00:23:48.337

here's what didn't work. I don't know that it was a tool so much, but it

00:23:48.337 --> 00:23:51.957

was an approach used by tool the

00:23:51.957 --> 00:23:55.107

e biggest flop during the pandemic in my opinion was

00:23:55.107 --> 00:23:58.417

this mindset or reliance on free

00:23:58.417 --> 00:24:02.387

marketing meaning that companies wanted to

00:24:02.387 --> 00:24:04.977

o drive sales by social media content.

00:24:05.027 --> 00:24:08.217

Only they wanted to stop the

00:24:08.217 --> 00:24:11.257

things that cost money and put all their

00:24:11.257 --> 00:24:14.477

efforts into social media and first and foremost

00:24:14.477 --> 00:24:17.667

t, social media is not free, right? There's nothing free

00:24:17.667 --> 00:24:20.947

about it. A lot of folks don't realize you just

00:24:20.947 --> 00:24:23.957

takes Facebook for an example if you

00:24:23.957 --> 00:24:27.567

u make a post, only 6 or 7% of the people that follow

00:24:27.567 --> 00:24:30.587

your page are going to see that post. So it wasn't

00:24:30.587 --> 00:24:33.817

a tool, it was is this mindset

00:24:33.817 --> 00:24:36.387

of, hey, I'm going to circle the wagons and I'm going to stop spinning.

00:24:36.437 --> 00:24:39.457

I'm gonna, I'm gonna expect social media

00:24:39.457 --> 00:24:42.737

to drive a direct response sales. That was the biggest

00:24:42.737 --> 00:24:46.077

flop. The companies that did that or the ones that struggled

00:24:46.077 --> 00:24:47.227

or went out of business.

00:24:50.107 --> 00:24:53.537

Alright, thank you. So what should be

00:24:53.537 --> 00:24:56.957

left in the trash bin is just a I I'll post

00:24:56.957 --> 00:25:00.337

on social media and that'll that'll be enough to market, that's what that'll

00:25:00.337 --> 00:25:02.937
hold. Mindset and approach should be abandoned.

00:25:04.137 --> 00:25:05.377
Alright, thank you.

00:25:06.097 --> 00:25:09.837
Right now just want to let the

00:25:09.837 --> 00:25:13.127
audience, our participants know that we're gonna open up the live Q and

00:25:13.127 --> 00:25:13.747
now.

00:25:13.967 --> 00:25:18.717
And so if you have any questions, we'll try to

00:25:18.717 --> 00:25:22.037
mix them in here as we keep going through some

00:25:22.037 --> 00:25:26.047
questions and our discussions

00:25:26.047 --> 00:25:29.447
Unfortunately, we won't be able to get to all the questions, but if
you'll like the questions that you would

00:25:29.447 --> 00:25:32.827
like to see answered, we'll try to prioritize those questions

00:25:32.827 --> 00:25:36.197
that have a lot of likes so we can get as much information

00:25:36.197 --> 00:25:39.237
out there as we

00:25:39.237 --> 00:25:40.497
as we can so.

00:25:40.727 --> 00:25:43.857
This next question I'm actually

00:25:43.857 --> 00:25:45.127
gonna.

00:25:45.767 --> 00:25:47.077
Come back to Bonnie.

00:25:49.107 --> 00:25:49.877
Let's see.

00:25:53.897 --> 00:25:56.947
What are the marketing challenges do you face to and how did you adjust

00:25:56.947 --> 00:25:59.977
to the market conditions from your business aspect?

00:26:03.017 --> 00:26:05.627
So I will say that the.

00:26:07.057 --> 00:26:10.177
Everything that happened in person

00:26:10.177 --> 00:26:14.137
we now had to figure out how to make

00:26:14.137 --> 00:26:17.247
e virtual and that was challenging because

00:26:17.247 --> 00:26:20.857
in the construction industry, in the boating industry

00:26:20.857 --> 00:26:25.317
where I've spent a lot of time and spent a lot of the time in the
pandemic there

00:26:25.317 --> 00:26:28.667
e you really rely on that relationship to

00:26:28.667 --> 00:26:31.957
make sales and when that is taken away

00:26:31.957 --> 00:26:35.337
y from you and you have to figure out how to

00:26:35.337 --> 00:26:36.847
create and nurture that relationship.

00:26:36.897 --> 00:26:40.067
Virtually you know that

00:26:40.067 --> 00:26:43.967
ome challenges. It led to all of us having to just

00:26:43.967 --> 00:26:47.387
sort of change a mindset and get on

00:26:47.387 --> 00:26:50.797
board. So, for instance

00:26:50.797 --> 00:26:54.007
video messaging, again, I'm going back to video content

00:26:54.007 --> 00:26:54.147
because that's.

00:26:54.857 --> 00:26:58.567

A lot of what I do on a daily basis

00:26:58.567 --> 00:27:02.457
but we had to be able to humanize

00:27:02.457 --> 00:27:05.897
the experience online and that

00:27:05.897 --> 00:27:09.827
that's the challenge in and of itself, the online

00:27:09.827 --> 00:27:13.037
e landscape is very video focused

00:27:13.037 --> 00:27:16.357
already, so how do we so it's not just putting a video out on

00:27:16.357 --> 00:27:19.417
social media or not just hosting a video on Youtube or your

00:27:19.417 --> 00:27:24.387
website, it's literally filming some

00:27:24.387 --> 00:27:24.767
examples from.

00:27:24.937 --> 00:27:28.687
Boating or you we have a customer call in with a

00:27:28.687 --> 00:27:32.307
a question instead of just answering that question via email. You

00:27:32.307 --> 00:27:36.007
u answer it in a little video message and

00:27:36.007 --> 00:27:39.217
send that instead they're seeing

00:27:39.217 --> 00:27:42.737
g your face, you're know you're seeing them, they're much more likely

00:27:42.737 --> 00:27:45.987
to respond in video or and respond at all. So we saw

00:27:45.987 --> 00:27:49.017
a lot of good you

00:27:49.017 --> 00:27:53.417
practices that will keep moving forward based on the challenges that

00:27:53.417 --> 00:27:54.487
t came up during that time.

00:27:54.797 --> 00:27:57.877

Yeah. And Brian, I want to tell everybody this

00:27:57.877 --> 00:28:01.917

s is not just a millennial telling you that social media and video is important. Look

00:28:01.917 --> 00:28:05.187

I'm a Gen Xer in my 50s and I'm

00:28:05.187 --> 00:28:08.297

100% agreeing with Bonnie, and I've learned how to

00:28:08.297 --> 00:28:11.977

do it. And so looking into video gets 2

00:28:11.977 --> 00:28:15.687

2000 percent, 2000% more engagement than a

00:28:15.687 --> 00:28:18.417

static photo. That that's all you really need to know.

00:28:18.947 --> 00:28:22.267

And it, and I would say also that

00:28:22.267 --> 00:28:25.367

perfection is the enemy of productivity. You

00:28:25.367 --> 00:28:29.167

you don't need to edit this video. It doesn't need to be this you

00:28:29.167 --> 00:28:33.227

nd project where you have to learn a whole new software or

00:28:33.227 --> 00:28:36.317

something that's totally outside your comfort zone. What it

00:28:36.317 --> 00:28:39.507

should be is social in nature, something

00:28:39.507 --> 00:28:42.577

that the same way that you would send a video message to

00:28:42.577 --> 00:28:45.827

your mom or a family member it you want it

00:28:45.827 --> 00:28:49.337

t to be conversational, so it doesn't need to be a big production.

00:28:49.657 --> 00:28:53.817

You just need to get it out there and make it human it needs

00:28:53.817 --> 00:28:57.117

s to be the simple truth. I agree. Humanize. Humanize

00:28:57.117 --> 00:29:00.247
humanize. The simple truth needs to be authentic. That's what people

00:29:00.247 --> 00:29:03.177
want to see in the digital world, the digital space.

00:29:04.667 --> 00:29:07.787
So you talk. I hear you talking about the video

00:29:07.787 --> 00:29:11.097
and it's importance. Do they need

00:29:11.097 --> 00:29:14.597
to, do businesses need to invest in

00:29:14.597 --> 00:29:17.897
programs to edit it or just their cell phone, what

00:29:17.897 --> 00:29:21.227
are some easy apps just to be able to I

00:29:21.227 --> 00:29:23.567
guess, take clips out of a video and post them?

00:29:24.987 --> 00:29:28.257
So I can answer that, but go ahead and Bonnie you give

00:29:28.257 --> 00:29:31.797
e your answer, I'll give mine. Well, I was just gonna say our cell

00:29:31.797 --> 00:29:35.837
phones take video way

00:29:35.837 --> 00:29:39.997
ger than what we actually see on online, so

00:29:39.997 --> 00:29:43.097
your phone is 100% capable

00:29:43.097 --> 00:29:46.267
of taking video for this kind of a of

00:29:46.267 --> 00:29:50.097
an ave, this kind of a campaign and here we go. It's not

00:29:50.097 --> 00:29:54.607
t a commercial for Canva and I don't work for Canva, but Canva

00:29:54.607 --> 00:29:56.037
is very easy to operate.

00:29:56.107 --> 00:29:59.157
And so if you did need to cut a snippet

00:29:59.157 --> 00:30:02.377
off the beginning or the end, or you wanted to add an opening screen with

00:30:02.377 --> 00:30:05.467
your logo, that's all easily done

00:30:05.467 --> 00:30:06.327
and I have made.

00:30:06.997 --> 00:30:08.727
So many videos created them.

00:30:09.427 --> 00:30:14.047
All in my phone. Film them, edited them, uploaded them

00:30:14.047 --> 00:30:17.077
The other little tidbit I will say is that

00:30:17.077 --> 00:30:18.697
a lot of platforms.

00:30:18.937 --> 00:30:22.567
They like for you to use the tools within the

00:30:22.567 --> 00:30:26.217
platform. So Tik, Tok, Instagram, youtube

00:30:26.217 --> 00:30:29.357
instead of uploading a completed video

00:30:29.357 --> 00:30:33.327
o, they actually you to upload the video and then use their caption tool

00:30:33.327 --> 00:30:37.117
or use their music or put the clips together

00:30:37.117 --> 00:30:40.367
within the app and they tend to wait those kind of

00:30:40.367 --> 00:30:44.197
videos a little bit higher than once they're uploaded

00:30:44.197 --> 00:30:47.837
d completely. So it's easy to play around with if you

00:30:47.837 --> 00:30:48.767
ou don't want to do that.

00:30:48.827 --> 00:30:52.377
Look, basic eye movie is free and it's

00:30:52.377 --> 00:30:57.997
very powerful. There's an app called cap cut CAPCUT

00:30:57.997 --> 00:31:01.067
T, cap cut that is free and like everything else there's an

00:31:01.067 --> 00:31:04.997
upsell. The CAP cut is very user friendly. And you see

00:31:04.997 --> 00:31:08.337
a lot of kick cap cut on other platforms

00:31:08.337 --> 00:31:11.697
so I don't know if they're more lenient with that one, but

00:31:11.697 --> 00:31:14.867
I would. And if you're PC base you can get imovie

00:31:14.867 --> 00:31:18.247
for PC, but another one is called Kine Master

00:31:18.247 --> 00:31:18.837
KIN.

00:31:18.887 --> 00:31:21.967
Me kind master. I think it's

00:31:21.967 --> 00:31:25.137
called so there are plenty, just a simple Google

00:31:25.137 --> 00:31:28.337
search for free movie editing you do

00:31:28.337 --> 00:31:31.467
o have to put some time and investment in it, but I

00:31:31.467 --> 00:31:34.717
I promise you it's not the huge undertaking that you think it is.

00:31:35.827 --> 00:31:39.437
Alright, thank you. We do have a question

00:31:39.437 --> 00:31:42.677
from the audience here as I

00:31:42.677 --> 00:31:46.237
I pay for social, what should I focus on with my campaign

00:31:46.237 --> 00:31:49.147
Broader awareness or smaller reach but getting more likes?

00:31:50.637 --> 00:31:54.337
I think so. Since the dawn of time there has

00:31:54.337 --> 00:31:58.467
s been a conversation of reach versus frequency

00:31:58.467 --> 00:32:01.647
reach versus frequency and I think that's the nature of

00:32:01.647 --> 00:32:05.027
of your, I think engagement and frequency matters

00:32:05.027 --> 00:32:08.237
the most. The average American sees 3000 ads

00:32:08.237 --> 00:32:11.277
every day, three thousand ads. They notice

00:32:11.277 --> 00:32:14.467
54, the next day they remember 4. So think about that as

00:32:14.467 --> 00:32:17.607
your post. That's what you're up against

00:32:17.607 --> 00:32:20.757
I narrow the frequency, frequency, frequency, frequency.

00:32:21.057 --> 00:32:24.697
I'd much rather have engagement than a broader reach.

00:32:27.437 --> 00:32:30.507
So what factors do you see for why

00:32:30.507 --> 00:32:32.077
small business marketing programs fail?

00:32:33.367 --> 00:32:36.447
So I could do an entire hour just

00:32:36.447 --> 00:32:39.507
on this one question alone I'm gonna go through

00:32:39.507 --> 00:32:43.267
h them lightning fast because I want to get to all the

00:32:43.267 --> 00:32:46.567
questions. But if you ever want to have me back, we can talk about just
this one thing. So

00:32:46.567 --> 00:32:49.757
here are a few. Number one is messaging

00:32:49.757 --> 00:32:52.957
is a huge problem. A lot of people will create a business they'll think
of

00:32:52.957 --> 00:32:56.027
f a name, look at a website, then they'll get out there and

00:32:56.027 --> 00:32:59.437

start talking about it. And at that point they think what do

00:32:59.437 --> 00:33:00.227

o I want to say?

00:33:00.887 --> 00:33:04.067

You have to think about Wayne Advance a

00:33:04.067 --> 00:33:07.077

A lot of small businesses lack

00:33:07.077 --> 00:33:10.197

a clear brand

00:33:10.197 --> 00:33:13.517

differentiator, a differentiator. You cannot go out there

00:33:13.517 --> 00:33:16.767

and say where are the best because we say we're

00:33:16.767 --> 00:33:19.827

the best. That's never ever going to help you

00:33:19.827 --> 00:33:23.047

What is one thing that you do different

00:33:23.047 --> 00:33:26.387

or better one you can't think of that you

00:33:26.387 --> 00:33:29.997

u have a marketing problem. So messaging clear

00:33:29.997 --> 00:33:30.417

r brand differentiator.

00:33:30.477 --> 00:33:33.457

The second messaging thing is this is #2.

00:33:34.617 --> 00:33:38.867

It's gonna sound obvious, but a lot of people don't understand this.

Nobody cares about

00:33:38.867 --> 00:33:42.217

your business. Nobody but they care about is what

00:33:42.217 --> 00:33:45.677

t you can do for them. So don't talk about awesome

00:33:45.677 --> 00:33:48.887

you are or what the thing does your

00:33:48.887 --> 00:33:52.407

service or product. Talk about what the benefits is to

00:33:52.407 --> 00:33:55.947

o it. You have to make it about them. It sounds like the first thing I said, but it's not once

00:33:55.947 --> 00:33:59.077

ifferentiating the other ones a benefit the third

00:33:59.077 --> 00:34:03.537

thing, there's two more. Third thing is 70% of small

00:34:03.537 --> 00:34:04.597

ll business have a minimal.

00:34:04.647 --> 00:34:08.227

Business plan in zero marketing plan

00:34:08.227 --> 00:34:11.577

It's a mistake to try a little something here, a little something

00:34:11.577 --> 00:34:14.597

there, little something there. That's all you will do is waste

00:34:14.597 --> 00:34:17.977

your money there. So you can't have this mentality of if we

00:34:17.977 --> 00:34:21.837

build it, they will come. You've got to pick a plan. Know who your audience is, know what

00:34:21.837 --> 00:34:25.267

you're going to say to them, know how you're going to reach them

00:34:25.267 --> 00:34:28.597

That if you don't do those fundamental things, marketing is always going to be a waste

00:34:28.597 --> 00:34:31.947

of money. And then the last thing is

00:34:31.947 --> 00:34:33.817

this. It's a mindset.

00:34:34.827 --> 00:34:38.797

Small businesses have this nature of

00:34:38.797 --> 00:34:42.057

spending just enough to be ineffective

00:34:42.057 --> 00:34:45.377

and that is where marketing also

00:34:45.377 --> 00:34:48.637

fails. Small businesses really should be spending about 5

00:34:48.637 --> 00:34:52.257
to 7% of their gross revenues and marketing and sales

00:34:52.257 --> 00:34:55.407
and if you can't afford that, you're marketing is going

00:34:55.407 --> 00:34:59.377
to suffer and you either need to raise prices or you need to lower

00:34:59.377 --> 00:35:02.467
cost and for more margins to pay for marketing. So there's

00:35:02.467 --> 00:35:04.597
four. That was a lot I know.

00:35:05.817 --> 00:35:09.287
I would also add giving up on your digital

00:35:09.287 --> 00:35:12.517
too soon, not seeing an immediate

00:35:12.517 --> 00:35:15.567
results on a Google campaign even a month or two months down

00:35:15.567 --> 00:35:18.737
the road. Those kind of

00:35:18.737 --> 00:35:21.977
campaigns thrive in longevity and warming up and

00:35:21.977 --> 00:35:25.307
you doing other things on your website and on social media that

00:35:25.307 --> 00:35:28.467
lead back and forth to it and so

00:35:28.467 --> 00:35:31.677
o really just deciding it's not doing anything for you and

00:35:31.677 --> 00:35:34.757
stopping all efforts that will set you

00:35:34.757 --> 00:35:34.957
back, yeah.

00:35:35.007 --> 00:35:37.867
The and that's what the optimization is. Over time it just.

00:35:38.547 --> 00:35:42.287
Very few things are direct response, so direct response is the

00:35:42.287 --> 00:35:44.897
worst name ever given in the business marketing world.

00:35:47.817 --> 00:35:48.347
Alright.

00:35:49.307 --> 00:35:52.987
So Bonnie, how often do you look back at

00:35:52.987 --> 00:35:55.677
t your barking plan, and how often do you adjust your plan?

00:35:57.267 --> 00:35:58.497
All the time.

00:35:58.817 --> 00:36:02.027
So honestly, right now, you

00:36:02.027 --> 00:36:05.167
should be looking at

00:36:05.167 --> 00:36:08.197
your what you did, your trends

00:36:08.197 --> 00:36:11.467
for the last year and setting

00:36:11.467 --> 00:36:16.037
g in calendar events. That's how I do it anyway, inserting calendar
events

00:36:16.037 --> 00:36:19.847
uring times that you've seen an uptick in sales or a slowdown

00:36:19.847 --> 00:36:25.997
in sales, you're going to add seasonal stuff in there too, but really

00:36:25.997 --> 00:36:29.127
y using the data that you've gained over the last year.

00:36:29.197 --> 00:36:29.747
And more.

00:36:30.417 --> 00:36:34.017
To set out your plan for the

00:36:34.017 --> 00:36:37.547
next year, and then even when you get to that your

00:36:37.547 --> 00:36:41.187
r calendar says Ding, Ding, Ding. It's time to think about XY and Z

00:36:41.187 --> 00:36:44.807
You're going OK, you're analyzing what you've

00:36:44.807 --> 00:36:48.427
done to that point to see if your predictions

00:36:48.427 --> 00:36:51.787
early on are still accurate. I mean, you're constantly adjusting

00:36:51.787 --> 00:36:54.827
g that plan and there's all kinds of you

00:36:54.827 --> 00:36:58.237
state of the economy is one of those things

00:36:58.237 --> 00:37:01.727
like you just some things you can't account for a year ahead of time, so
you're constantly.

00:37:01.777 --> 00:37:05.047
Suggesting in little ways along

00:37:05.047 --> 00:37:09.007
forever, forever and always. It's really a never ending evergreen

00:37:09.007 --> 00:37:09.777
n kind of a job.

00:37:13.737 --> 00:37:14.807
You're on mute, Brian.

00:37:20.357 --> 00:37:23.627
I'm sorry, I got muted again. I've got a question for

00:37:23.627 --> 00:37:26.927
your audience. Can you talk to about the importance of keywords and
researching competitors

00:37:26.927 --> 00:37:28.817
keywords to gain more followers?

00:37:29.587 --> 00:37:33.337
Yeah, it's super important so keywords

00:37:33.337 --> 00:37:36.937
s for those that don't know

00:37:36.937 --> 00:37:40.327
keywords are searches in a search engine, A

00:37:40.327 --> 00:37:43.887
search engine is Google, Yahoo, Microsoft

00:37:43.887 --> 00:37:47.507
Bing. Any human being on the planet will go in there and search

00:37:47.507 --> 00:37:51.547
h Dallas dentistry something

00:37:51.547 --> 00:37:51.757
like that.

00:37:52.467 --> 00:37:56.147
There are tools that exist that allow you to see how

00:37:56.147 --> 00:37:59.817
often people search for those words and what

00:37:59.817 --> 00:38:02.867
words are searching for and those words become key to

00:38:02.867 --> 00:38:05.317
o your success. That is what a keyword.

00:38:06.887 --> 00:38:10.427
Suggest so it's a real art and science, but the

00:38:10.427 --> 00:38:14.007
answer is keywords are very important both for

00:38:14.007 --> 00:38:17.237
paid digital, organic, digital

00:38:17.237 --> 00:38:20.757
and social media and you should have a keyword map

00:38:20.757 --> 00:38:24.087
a keyword plan of 15 to

00:38:24.087 --> 00:38:27.157
o 20 different phrases that you should bake in to all of

00:38:27.157 --> 00:38:30.577
f your outbound messaging. So that's a

00:38:30.577 --> 00:38:33.747
very technical question, but the simple answer

00:38:33.747 --> 00:38:36.827
r is keywords do matter for all small businesses if you don't know what

00:38:36.827 --> 00:38:36.957
it means.

00:38:37.007 --> 00:38:39.577
Google it start lining up.

00:38:41.507 --> 00:38:41.887
All right.

00:38:42.827 --> 00:38:46.017
I'm gonna get to this one last question here and then

00:38:46.017 --> 00:38:49.797
we're going to open it up for Q&A. Are there any publications

00:38:49.797 --> 00:38:52.997
websites or social media that do a good job keeping

00:38:52.997 --> 00:38:56.157
readers up on the latest trends in marketing? Yes

00:38:56.157 --> 00:38:59.407
es, there's a lot. My favorite one

00:38:59.407 --> 00:39:02.617
is called social media. Today social media

00:39:02.617 --> 00:39:05.837
today and you can sign up for newsletter can be

00:39:05.837 --> 00:39:08.917
daily, weekly or monthly. I'd love to hear Bonnie's ideas

00:39:08.917 --> 00:39:12.597
on this too a more if you're more advanced.

00:39:13.017 --> 00:39:16.687
I would look at emarketer

00:39:16.687 --> 00:39:20.887
E marketer and then a couple mores advertising age

00:39:20.887 --> 00:39:24.137
That's the publication that's been around for a long time, but they've
done a

00:39:24.137 --> 00:39:27.817
a good job of keeping up with all the trends and it's advertising

00:39:27.817 --> 00:39:32.377
and general advertising agent and even though I said Hubspot

00:39:32.377 --> 00:39:36.257
t is challenging for small business, they really are great at

00:39:36.257 --> 00:39:39.517
synop sizing trends, not just in the digital

00:39:39.517 --> 00:39:43.307
spacebuthubspot.com is a great resource.

00:39:43.357 --> 00:39:46.737
For white papers, newsletters, they're just

00:39:46.737 --> 00:39:50.017
spitting out stats left and right on an ongoing basis

00:39:50.017 --> 00:39:53.157

So social media today, emarketer advertising

00:39:53.157 --> 00:39:55.017

g age and HubSpot, I would start there.

00:39:57.057 --> 00:40:00.957

Bonnie, I would add

00:40:00.957 --> 00:40:04.177

the think with Google newsletters, anything

00:40:04.177 --> 00:40:08.127

that Google puts out is gonna be something that's gonna be relevant to your

00:40:08.127 --> 00:40:11.957

digital strategy across the board and then you know any of

00:40:11.957 --> 00:40:16.047

f those little newsletters that you get from Facebook or Instagram or

00:40:16.047 --> 00:40:19.207

when you log on and it says you

00:40:19.207 --> 00:40:22.467

ve you done this? And it's telling

00:40:22.467 --> 00:40:25.547

you about this new feature

00:40:25.547 --> 00:40:25.827

make sure that.

00:40:25.917 --> 00:40:29.677

Go through the motions of all of those things, because it's

00:40:29.677 --> 00:40:33.067

alerting you to something that it

00:40:33.067 --> 00:40:36.347

it's new, maybe it's not getting widely used like they like

00:40:36.347 --> 00:40:39.467

e it too, so they're pushing out this notification, but what it means is

00:40:39.467 --> 00:40:42.577

they think it's important and ultimately

00:40:42.577 --> 00:40:46.007

y you have to take those little nuggets and have and try

00:40:46.007 --> 00:40:49.177

to implement them into your strategies

00:40:49.177 --> 00:40:52.507

So I like anything Google and anything that comes directly from those platforms

00:40:52.507 --> 00:40:54.297

s. I eat them up, yeah.

00:40:54.357 --> 00:40:57.627

Any state like it seems like that's every three

00:40:57.627 --> 00:40:58.807

weeks or changing things so.

00:41:00.437 --> 00:41:04.007

Alright, we're gonna get into our questions from our audience

00:41:04.007 --> 00:41:07.607

We have post digital marketing. What is it and do we

00:41:07.607 --> 00:41:07.847

need it?

00:41:08.897 --> 00:41:12.167

Pope P OST yes post

00:41:12.167 --> 00:41:14.787

t digital marketing, what is it on? Do we need it?

00:41:15.147 --> 00:41:18.907

I guess go to the next question. I don't know what post

00:41:18.907 --> 00:41:22.387

digital marketing means, alright, something that's a marketer

00:41:22.387 --> 00:41:25.727

made up, you do need digital marketing

00:41:25.727 --> 00:41:29.737

Post digital marketing I think is something is a buzzword

00:41:29.737 --> 00:41:33.307

I told everybody there's no question was gonna stop me, but you did it. I'm

00:41:33.307 --> 00:41:36.857

m gonna look, I'm gonna answer that question, but keep going

00:41:36.857 --> 00:41:40.377

OK. What do you think about, what do you think about the

00:41:40.377 --> 00:41:43.937

advertising, advertising campaigns and does do advertising advertising campaigns do

00:41:43.937 --> 00:41:44.397
do they still work?

00:41:45.817 --> 00:41:48.317
I guess print, I guess there may be.

00:41:49.147 --> 00:41:49.797
For print.

00:41:50.417 --> 00:41:54.667
I would guess

00:41:54.667 --> 00:41:58.557
I'm not real sure where they were going on this. I may ask maybe

00:41:58.557 --> 00:42:02.007
advertising it on websites and stuff like that, so

00:42:02.007 --> 00:42:05.877
o advertising campaigns absolutely work. I mean, we proved that every single day

00:42:05.877 --> 00:42:10.407
Print, Look, Print is a marathon, right

00:42:10.407 --> 00:42:13.677
Print will work, but it's over time, it does not

00:42:13.677 --> 00:42:16.947
have the immediacy that digital does

00:42:16.947 --> 00:42:20.357
I do not. I am personally

00:42:20.357 --> 00:42:20.487
media agnostic.

00:42:20.547 --> 00:42:24.357
There's no one media channel that is

00:42:24.357 --> 00:42:27.767
better than all the other channels. If that was the case, it would eat up all the others, so

00:42:27.767 --> 00:42:31.057
the right message at the right time, the right person, that part of

00:42:31.057 --> 00:42:34.367
marketing is not changed. And you? I have clients on print. I have

00:42:34.367 --> 00:42:37.507

clients on radio, I have clients on Tik, Tok and Snapchat and email and

00:42:37.507 --> 00:42:40.587

Linkedin and everything else. You have to determine who

00:42:40.587 --> 00:42:44.807

o it is, but print is a

00:42:44.807 --> 00:42:48.147

long haul in so for small business

00:42:48.147 --> 00:42:50.727

ness owners, print can be very expensive.

00:42:50.787 --> 00:42:54.187

And it's a long return on investment, that's what I would say

00:42:54.187 --> 00:42:58.497

about friend, OK, but I don't know now

00:42:58.497 --> 00:43:01.547

I'm sorry if you're asking about straight up what's

00:43:01.547 --> 00:43:05.037

called display digital ad banner ads

00:43:05.037 --> 00:43:08.367

s that just get put on a wide variety of websites. Those

00:43:08.367 --> 00:43:11.907

e are not as effective as they were five years ago or even three

00:43:11.907 --> 00:43:15.727

years ago, but it's tough for small

00:43:15.727 --> 00:43:19.427

businesses. Small businesses should start

00:43:19.427 --> 00:43:21.517

on search marketing, which is when people Google.

00:43:21.577 --> 00:43:25.227

Yahoo or Bing something and your ad shows up. That is that

00:43:25.227 --> 00:43:28.657

t is the quickest return on investment from a small business. I hope I

00:43:28.657 --> 00:43:33.667

answered that question. Bonnie, you say something, I look up post I
looked

00:43:33.667 --> 00:43:37.837

at post digital and it's just referring to I think

00:43:37.837 --> 00:43:41.357
after websites or the Internet really came around. So it's

00:43:41.357 --> 00:43:44.797
everything email marketing, social media marketing is referring

00:43:44.797 --> 00:43:47.877
g to a time period, I think. Yeah, listen guys

00:43:47.877 --> 00:43:51.297
s, check this out. Facebook started in 2004.

00:43:51.357 --> 00:43:54.487
It's almost 20 years old, right Google

00:43:54.487 --> 00:43:57.567
e has been around for nearly 20 years. So there

00:43:57.567 --> 00:44:00.737
is no new media or old media. It's

00:44:00.737 --> 00:44:04.487
just media. But if you're yes, you should have

00:44:04.487 --> 00:44:08.427
At a minimum, small businesses should have some

00:44:08.427 --> 00:44:12.447
not all. It's not at all or nothing deal. There's probably

00:44:12.447 --> 00:44:16.467
25 different choices in this and by that definition of post digital

00:44:16.467 --> 00:44:19.767
but small businesses at a minimum

00:44:19.767 --> 00:44:21.987
should have either what's called pay per click.

00:44:22.037 --> 00:44:26.437
Search engine marketing paid or organic SEO

00:44:26.437 --> 00:44:29.767
O. You should start there yeah you I for

00:44:29.767 --> 00:44:31.377
or me, I think it's a cost of doing business.

00:44:32.917 --> 00:44:36.667
Alright, yeah, and here's another question from

00:44:36.667 --> 00:44:40.577
Jeff. What should you look for in hiring a social media director, not for sales

00:44:40.577 --> 00:44:43.787
but for visibility, man, I have a real

00:44:43.787 --> 00:44:45.007
strong opinion, but Bonnie, you go first.

00:44:47.157 --> 00:44:50.657
I think consistency and I have been in this

00:44:50.657 --> 00:44:54.087
role. I to be honest, I

00:44:54.087 --> 00:44:57.957
was in college in 2004 so I got a Facebook

00:44:57.957 --> 00:45:01.587
page when Facebook started and then I

00:45:01.587 --> 00:45:04.897
I the company I was with, allowed me to have the freedom

00:45:04.897 --> 00:45:08.177
to adapt it to a marketing need, which was before

00:45:08.177 --> 00:45:12.207
business pages. So I really have come all

00:45:12.207 --> 00:45:16.287
ll the way through that. And I've had A and I've had other people.

00:45:16.367 --> 00:45:19.507
Help me, I've worked with other kind of social

00:45:19.507 --> 00:45:22.727
media managers and I think

00:45:22.727 --> 00:45:26.177
that consistency, grammar and

00:45:26.177 --> 00:45:30.157
someone who understands branding as

00:45:30.157 --> 00:45:33.637
a whole, because everything that happens on

00:45:33.637 --> 00:45:37.327
your social media channels is your forward

00:45:37.327 --> 00:45:40.877
facing customer messaging, right? I mean so it's though you

00:45:40.877 --> 00:45:44.057
don't have to labor over it like you would

00:45:44.057 --> 00:45:46.997

a print ad and every single word and the colors and all that.

00:45:47.067 --> 00:45:50.297

It still needs to go through a lens of

00:45:50.297 --> 00:45:53.727

your branding, so making sure that you hire someone

00:45:53.727 --> 00:45:56.967

that isn't just good at their phone because they've

00:45:56.967 --> 00:46:01.857

grown up with social media, but they also have an eye for

00:46:01.857 --> 00:46:05.347

appropriate messaging, marketing, and

00:46:05.347 --> 00:46:09.417

the lens that you want your customers to see you through

00:46:09.417 --> 00:46:12.737

So making sure they're on the same page, I think it's very, very

00:46:12.737 --> 00:46:15.937

important someone that's not going to leave in six months and

00:46:15.937 --> 00:46:17.287

d leave you with a whole new voice.

00:46:17.337 --> 00:46:20.437

To create. So that's what I would say. Here's what I

00:46:20.437 --> 00:46:24.017

would say and just to give me some st cred

00:46:24.017 --> 00:46:27.267

d look, I'm the old guy didn't wanna be showing the door so I

00:46:27.267 --> 00:46:30.467

I I've been obsessed with social for the last 7-8 years. So much to the point where I get

00:46:30.467 --> 00:46:35.117

t paid to stand in front of 1000 people and do social media training at a time. Here's what

00:46:35.117 --> 00:46:38.387

I would say the shiny object phase the

00:46:38.387 --> 00:46:39.537

The social media is over.

00:46:40.497 --> 00:46:43.847

So you have the pulling the levers and then you

00:46:43.847 --> 00:46:48.457

have the brand stuff that Bonnie talking about the number one

00:46:48.457 --> 00:46:52.697

e thing you should look at is finding a storyteller anybody with

00:46:52.697 --> 00:46:56.227

h a little bit of time can teach themselves how to do all

00:46:56.227 --> 00:46:59.407

the tools and analytics and

00:46:59.407 --> 00:47:02.477

install things. It you've got to be

00:47:02.477 --> 00:47:05.697

able to tell your brand story like that

00:47:05.697 --> 00:47:09.147

So content, originality taking a unique

00:47:09.147 --> 00:47:10.177

e photo with unique angle.

00:47:10.267 --> 00:47:13.347

Finding now what is interesting that if you

00:47:13.347 --> 00:47:16.897

can't do that, you have no business and social media, regardless of how

00:47:16.897 --> 00:47:20.167

much whiz bang technology you know if you can't find

00:47:20.167 --> 00:47:23.677

d what is engaging and interesting, you're useless

00:47:23.677 --> 00:47:24.577

in social media.

00:47:25.697 --> 00:47:27.627

And by the way, that changes all the time.

00:47:29.047 --> 00:47:32.647

So flexibility in that person

00:47:32.647 --> 00:47:34.377

also is important.

00:47:35.507 --> 00:47:39.187

Alright, we have another question from the audience. What are better ways to

00:47:39.187 --> 00:47:42.847
market when you can't allocate money towards paid marketing? When

00:47:42.847 --> 00:47:45.927
you are grant based? I say that as you as you stated

00:47:45.927 --> 00:47:49.117
that the free social media options aren't the best options.

00:47:50.587 --> 00:47:53.887
If they're not the

00:47:53.887 --> 00:47:57.887
best option if you don't look, I would say this

00:47:57.887 --> 00:48:01.277
s, if you have literally no money, then social is going to be

00:48:01.277 --> 00:48:04.347
your own way to go. But you're

00:48:04.347 --> 00:48:07.787
going to have to be bold, cut through the noise and really

00:48:07.787 --> 00:48:10.827
y engaging. I would say email marketing

00:48:10.827 --> 00:48:13.917
is there too. It's not free, but it's

00:48:13.917 --> 00:48:17.687
low cost and some places like

00:48:17.687 --> 00:48:21.147
Mailchimp can you can use up to 1000 people or

00:48:21.147 --> 00:48:21.447
r something like that.

00:48:21.497 --> 00:48:24.747
Was free before they start charging, but even after that it's only

00:48:24.747 --> 00:48:27.837
\$10.00 an hour. I mean \$10.00 a month

00:48:27.837 --> 00:48:31.477
and then the third is I would get into search engine

00:48:31.477 --> 00:48:34.817
optimization you can get this from

00:48:34.817 --> 00:48:38.177
m anywhere from \$500.00 to maybe \$800 a month

00:48:38.177 --> 00:48:41.267
h with a reasonable firm. There's some companies spend 10 grand a month

00:48:41.267 --> 00:48:44.787
on it, but I would look at the three things I

00:48:44.787 --> 00:48:48.487
would say social first, email to and SEO

00:48:48.487 --> 00:48:48.727
3.

00:48:51.837 --> 00:48:53.317
Why do you have anything to add or?

00:48:56.077 --> 00:48:59.287
I think that's right and the advice I always give to

00:48:59.287 --> 00:49:02.777
o anybody when they're saying what's the most important thing where

00:49:02.777 --> 00:49:06.257
e do I start? I'm opening a business tomorrow. Where do I

00:49:06.257 --> 00:49:09.577
start? And I think it all lies

00:49:09.577 --> 00:49:12.317
in SEO. I mean really making sure that your.

00:49:13.037 --> 00:49:16.237
Your presence, your digital presence from a Google

00:49:16.237 --> 00:49:20.197
standpoint, is as solid as it can possibly be

00:49:20.197 --> 00:49:23.287
e from you know from your skills, your skill set

00:49:23.287 --> 00:49:26.637
in 60 seconds. Look, search engine optimization. Seo has been

00:49:26.637 --> 00:49:30.847
around for a very long time, but due to privacy concerns

00:49:30.847 --> 00:49:34.277
over the last two years and the whole fixing of elections and

00:49:34.277 --> 00:49:37.287
his in changes in Congress

00:49:37.287 --> 00:49:40.677
s, they have made it much more difficult for marketers

00:49:40.677 --> 00:49:44.117
to use third party data to do the

00:49:44.117 --> 00:49:44.287
paid stuff.

00:49:44.347 --> 00:49:47.927
As a result, the end result

00:49:47.927 --> 00:49:52.037
is at CEO has now suddenly become

00:49:52.037 --> 00:49:55.437
more important than it was two years ago. It's always been

00:49:55.437 --> 00:49:58.857
important, but it is it has been placed

00:49:58.857 --> 00:50:01.997
at the forefront of your online footprint as

00:50:01.997 --> 00:50:05.447
s that's the fallout and all marketers are adjusting this. I just

00:50:05.447 --> 00:50:08.767
did a video a couple days ago about why SEO is going

00:50:08.767 --> 00:50:12.277
to be super important. The last thing I want to say if you're very

00:50:12.277 --> 00:50:13.427
y limited on budget, do this.

00:50:14.527 --> 00:50:18.227
On social media, there is a there's always been a

00:50:18.227 --> 00:50:21.507
trend, but there's a ***** trend right now that's going to continue
for the

00:50:21.507 --> 00:50:24.827
next two years, and it's called

00:50:24.827 --> 00:50:28.447
recommended content, which means Tik

00:50:28.447 --> 00:50:32.187
Tok, Facebook, Instagram, they all do this, but they're going full force

00:50:32.187 --> 00:50:35.397
now that when a person searches for something and

00:50:35.397 --> 00:50:38.437

they show consistency and

00:50:38.437 --> 00:50:42.287

searching for a certain topic, your content is going to be shown to them

00:50:42.287 --> 00:50:44.517

em more frequently. So that is a very long way to say.

00:50:44.617 --> 00:50:47.857

Narrow the focus. Figure out that one thing that you're good

00:50:47.857 --> 00:50:50.897

at, and then post a lot. That's what. And then that will

00:50:50.897 --> 00:50:53.937

trigger the systems of what's called

00:50:53.937 --> 00:50:57.357

recommended content to your audience. I hope I did a good job explaining that

00:50:57.357 --> 00:51:01.087

but if you're low on budget, SEO and just be

00:51:01.087 --> 00:51:04.987

very singular in your thought on the type of content and over time that will

00:51:04.987 --> 00:51:08.307

l get the algorithms to pay attention to you and give you more exposure

00:51:08.307 --> 00:51:11.427

That's the best advice I could get, Bonnie

00:51:11.427 --> 00:51:14.717

I would add one more thing to that because it's something that you can

00:51:14.717 --> 00:51:15.057

n control and that's.

00:51:15.117 --> 00:51:18.897

Backlinks to your website, so that's

00:51:18.897 --> 00:51:22.517

making sure that you're listed in every directory in your

00:51:22.517 --> 00:51:25.717

industry in chambers

00:51:25.717 --> 00:51:29.527

s of commerce, in any type of website

00:51:29.527 --> 00:51:33.277

that you can be listed, your business can be linked back

00:51:33.277 --> 00:51:36.857
to your website that's part of

00:51:36.857 --> 00:51:40.057
f SEO, right? So that's what she's talking about is

00:51:40.057 --> 00:51:40.097
still SEO.

00:51:40.417 --> 00:51:43.647
Right. And those are things that I just read an

00:51:43.647 --> 00:51:47.937
article saying backlinking is the most valuable

00:51:47.937 --> 00:51:51.127
thing that SEO is the bots are looking for

00:51:51.127 --> 00:51:54.167
right now is how many times do they get back to

00:51:54.167 --> 00:51:57.297
your website and ways to do that

00:51:57.297 --> 00:52:02.487
at are making sure that you're listed in all kinds of directories

00:52:02.487 --> 00:52:05.777
and city websites will oftentimes have places

00:52:05.777 --> 00:52:09.457
that you can link to. So those are very important as

00:52:09.457 --> 00:52:10.937
well. Yeah. And that is going to change.

00:52:10.987 --> 00:52:14.207
During the very narrow future to where it's more on

00:52:14.207 --> 00:52:18.097
page content but 2 Bonnie point, the stuff is always changing

00:52:18.097 --> 00:52:21.347
Don't worry so much about in the

00:52:21.347 --> 00:52:24.747
weed stuff that we're giving you here. Just find out what SEO and

00:52:24.747 --> 00:52:25.747
and invest in that.

00:52:27.087 --> 00:52:30.637

Alright, I'm gonna combine some questions from Mark and Michael here.
What

00:52:30.637 --> 00:52:34.177
alternatives are there to social media ads or customer engagement

00:52:34.177 --> 00:52:36.127
and his radio advertising still relevant?

00:52:37.927 --> 00:52:40.997
So regular, average I will this goes

00:52:40.997 --> 00:52:44.447
es again to, you know, new media versus old media. There's

00:52:44.447 --> 00:52:48.387
y opinion there is no old media and

00:52:48.387 --> 00:52:52.707
a and new media depends on what you mean by regular advertising if you're talking

00:52:52.707 --> 00:52:56.307
g about TV, radio, print, which is what I think people mean

00:52:56.307 --> 00:53:00.127
by regular, absolutely there is we

00:53:00.127 --> 00:53:03.507
have clients on the radio and TV right now it's

00:53:03.507 --> 00:53:07.217
s not typically affordable

00:53:07.217 --> 00:53:08.517
for small businesses.

00:53:08.637 --> 00:53:12.427
That's the problem, those what you're referring

00:53:12.427 --> 00:53:16.687
to is regular media are big reach vehicles

00:53:16.687 --> 00:53:20.217
They reach a lot of people, which is great, but guess what? A lot

00:53:20.217 --> 00:53:21.767
of people cost a lot of money.

00:53:22.557 --> 00:53:26.947
Digital allows you to be much more targeted and get more

00:53:26.947 --> 00:53:30.077
analytics feedback and

00:53:30.077 --> 00:53:33.367
control your money better. So it's there is no right or wrong for this

00:53:33.367 --> 00:53:37.537
So yes, regular advertising still works if you want to be

00:53:37.537 --> 00:53:38.467
on somebody's TV.

00:53:39.127 --> 00:53:43.217
Write this down over the top OTT, that is

00:53:43.217 --> 00:53:46.277
a new form of cable TV to where you can

00:53:46.277 --> 00:53:49.887
be in one neighborhood or 1 zip code

00:53:49.887 --> 00:53:53.877
ode. People like Cox Media and the Spectrum news those

00:53:53.877 --> 00:53:57.077
e, whatever the cable system and they're able to get that

00:53:57.077 --> 00:54:00.277
to you, put you on the TV

00:54:00.277 --> 00:54:04.227
with the videos at a much more affordable rate

00:54:04.227 --> 00:54:08.117
than broadcast TV. I hope that answers the question. What was the other
part of the question

00:54:08.117 --> 00:54:09.617
Is radio advertising still relevant?

00:54:09.817 --> 00:54:12.997
Yes, ready. Yeah. Radio is. It's a

00:54:12.997 --> 00:54:16.967
big reach vehicle and you have to be if you're a small business and

00:54:16.967 --> 00:54:20.017
d some radio stations market by market have 100

00:54:20.017 --> 00:54:23.687
000 watt station, they're going to go out 75 miles

00:54:23.687 --> 00:54:27.067
d so you're you have a lot of waste right there and but

00:54:27.067 --> 00:54:30.107

if you're if you're a heating and air conditioning company and you

00:54:30.107 --> 00:54:33.137
u have a 50 mile radius trader absolutely

00:54:33.137 --> 00:54:37.497
you should be on the radio if you're a realtor

00:54:37.497 --> 00:54:39.727
you know that specializes in one neighbor.

00:54:39.847 --> 00:54:42.737
Radios and waste, that's the answer.

00:54:43.997 --> 00:54:48.447
Alright, Bonnie, I think I'm gonna ask this

00:54:48.447 --> 00:54:51.627
one of you. How do you target certain demographics on social

00:54:51.627 --> 00:54:54.687
media while keeping your core brand attractive to all demographics?

00:54:56.997 --> 00:55:00.477
I would say that every

00:55:00.477 --> 00:55:03.787
business doesn't need to be attractive to all demographics I

00:55:03.787 --> 00:55:06.807
I mean you should have a pretty dialed

00:55:06.807 --> 00:55:10.227
in audience that's a really big part of

00:55:10.227 --> 00:55:14.617
f marketing efficiency and making sure that your messaging is getting to
the right

00:55:14.617 --> 00:55:18.087
people. So I would say that Facebook and Instagram

00:55:18.087 --> 00:55:21.527
have fairly good tools of dialing in

00:55:21.527 --> 00:55:23.287
those demographics.

00:55:23.457 --> 00:55:27.927
It's

00:55:27.927 --> 00:55:31.557
and I think the more intimate you are with your audience and

00:55:31.557 --> 00:55:35.047
what they like and who they are, the better the

00:55:35.047 --> 00:55:39.277
e better. Your ads are going to fare across the board. Any platform
you're on, well, that's what

00:55:39.277 --> 00:55:42.847
t I'm going to say. So on the paid ads

00:55:42.847 --> 00:55:46.907
nd social you can target age and

00:55:46.907 --> 00:55:50.707
d interest. On content you cannot. But the way to the way to

00:55:50.707 --> 00:55:53.757
do that though is you go into

00:55:53.757 --> 00:55:54.417
to your social.

00:55:54.517 --> 00:55:58.317
Platform or whatever it is. Look under settings and then

00:55:58.317 --> 00:56:01.337
go to audience and you can see the age

00:56:01.337 --> 00:56:04.387
and sex of people. Every platform is a little

00:56:04.387 --> 00:56:07.837
bit different, but the answer is this. You cannot be

00:56:07.837 --> 00:56:10.887
all things to all people. It's the old 80

00:56:10.887 --> 00:56:14.967
20 rule, right? 80% of your revenues come from 20% of your audience. You
need to

00:56:14.967 --> 00:56:18.397
determine who that 20% is and speak to them. There's

00:56:18.397 --> 00:56:21.617
s not a business on the planet that has 100% market share

00:56:21.617 --> 00:56:24.027
Not Home Depot, not Nike.

00:56:24.297 --> 00:56:27.497
Nobody, and you're not going to get 100

00:56:27.497 --> 00:56:31.447

marketing succeed when you narrow the focus. Figure out who your audience is. Hit them

00:56:31.447 --> 00:56:33.857
over the head repeatedly with your message.

00:56:36.257 --> 00:56:39.487
Alright, here's here's another one that I think

00:56:39.487 --> 00:56:42.657
you're right up your alley, Darren

00:56:42.657 --> 00:56:45.727
as a business to business when you look at business to

00:56:45.727 --> 00:56:49.517
to business, what's the best way? Advertising. Why

00:56:49.517 --> 00:56:53.397
vertising wise to reach the decision maker at a company

00:56:53.397 --> 00:56:58.897
y? Well there's a couple different ways #1 email is a

00:56:58.897 --> 00:57:02.157
a great way to do that. There are

00:57:02.157 --> 00:57:05.217
Linkedin outreach programs that

00:57:05.217 --> 00:57:06.127
hat you can use.

00:57:06.197 --> 00:57:09.327
You can get a higher

00:57:09.327 --> 00:57:12.637
grade of Linkedin and reach out to

00:57:12.637 --> 00:57:16.777
them with Inbox out of all the social media platforms because

00:57:16.777 --> 00:57:19.877
I'm in the business of business face too right? All of my

00:57:19.877 --> 00:57:23.427
all of my clients are companies I make

00:57:23.427 --> 00:57:26.667
e more return of my dollars on Linkedin than I do any other tactic

00:57:26.667 --> 00:57:30.557
I do for my company, my necrology

00:57:30.557 --> 00:57:34.057
y. So I would say LinkedIn is a great way to do that. Email is another way

00:57:34.057 --> 00:57:36.147
to do that if you can.

00:57:36.197 --> 00:57:37.697
Afford it and you're big enough.

00:57:38.537 --> 00:57:42.137
If you at trade conferences, you can

00:57:42.137 --> 00:57:45.267
fence in, you can geographically fence

00:57:45.267 --> 00:57:48.407
in a conference and send them

00:57:48.407 --> 00:57:51.677
a message over the phone. You can send them up

00:57:51.677 --> 00:57:55.597
serve them up ads. That's called geofencing geo

00:57:55.597 --> 00:57:59.127
ofencing. So I would say those 3 email

00:57:59.127 --> 00:57:59.637
1 LinkedIn.

00:58:00.277 --> 00:58:02.247
Geofencing for B2B space.

00:58:03.077 --> 00:58:06.187
And you know what? Good old fashioned, right? I'm a

00:58:06.187 --> 00:58:09.277
handwritten letter. Say I want to get a cup of coffee. Don't under

00:58:09.277 --> 00:58:09.967
Don't forget about that.

00:58:13.537 --> 00:58:15.127
Look, you're on. You're on you, Brian.

00:58:16.577 --> 00:58:19.957
Sorry it keeps jumping me over there

00:58:19.957 --> 00:58:23.267
e. We got a few more minutes here. Can Bonnie, can I just get a

00:58:23.267 --> 00:58:27.297
few more thoughts on just kind of

00:58:27.297 --> 00:58:30.487
f you know your social media journey with your small businesses. I'm

00:58:30.487 --> 00:58:33.867
m gonna ask the same thing of Darren

00:58:33.867 --> 00:58:36.957
just a few tips and tricks that you guys have learned and some mistakes
that

00:58:36.957 --> 00:58:40.127
you have made as we're closing this

00:58:40.127 --> 00:58:41.517
out for the business owners that are on here.

00:58:46.357 --> 00:58:47.687
You're on mute too, Bonnie.

00:58:49.067 --> 00:58:52.937
Geez, Louise, it's contagious

00:58:52.937 --> 00:58:56.297
So there's a couple of things that I feel like and

00:58:56.297 --> 00:58:59.687
I tried to get some pretty real world experiences for

00:58:59.687 --> 00:59:00.337
these.

00:59:00.457 --> 00:59:03.687
One is

00:59:03.687 --> 00:59:06.327
using social media as a customer service tool also.

00:59:07.137 --> 00:59:08.597
So if you're an appointment.

00:59:09.257 --> 00:59:13.047
Based business I've seen

00:59:13.047 --> 00:59:16.227
these things work really well posting open

00:59:16.227 --> 00:59:19.677
appointments on your Instagram and Facebook

00:59:19.677 --> 00:59:23.057
ok and creating a sense of urgency like these things are really hard to

00:59:23.057 --> 00:59:27.157

o get and grab them right now and I've seen those kind of

00:59:27.157 --> 00:59:30.287
things work incredibly making

00:59:30.287 --> 00:59:33.417
ng sure that you're asking people to review you, you're

00:59:33.417 --> 00:59:36.667
taking an opportunity to answer questions that you get in

00:59:36.667 --> 00:59:39.887
the store or over the phone or over e-mail.

00:59:39.957 --> 00:59:44.237
On social media, so taking the whole experience

00:59:44.237 --> 00:59:47.447
that you get by walking into a store, your store or

00:59:47.447 --> 00:59:50.747
calling on the phone or having an in person experience

00:59:50.747 --> 00:59:55.527
making sure that you can replicate that digitally also I

00:59:55.527 --> 00:59:57.167
think is really important.

00:59:58.257 --> 01:00:01.887
Go ahead, so

01:00:01.887 --> 01:00:04.937
ah. So here's my social media journey and recommendation, by the way. All
these

01:00:04.937 --> 01:00:08.307
recommendations are true for business, consumer, business, business

01:00:08.307 --> 01:00:11.337
Really quickly to the B2B question. So i've

01:00:11.337 --> 01:00:14.367
listed those three, those three things the other one is having

01:00:14.367 --> 01:00:17.817
ng a dedicated page on your website. There's certain industries

01:00:17.817 --> 01:00:20.967
so if you service five or six different industries called the

01:00:20.967 --> 01:00:24.257
landing page, some people call it micro page

01:00:24.257 --> 01:00:27.407
e, but have industry language on your

01:00:27.407 --> 01:00:27.947
website that you can.

01:00:28.007 --> 01:00:31.517
Send people is very important and B2B space

01:00:31.517 --> 01:00:33.307
alright. My social media journey is this.

01:00:33.997 --> 01:00:35.937
And I believe in it so much.

01:00:36.837 --> 01:00:39.127
Stop selling and start telling.

01:00:40.027 --> 01:00:43.197
Nobody gets online on social

01:00:43.197 --> 01:00:46.877
media and says I can't wait to be sold to today

01:00:46.877 --> 01:00:50.807
That does not happen. The average American spends over 2 hours a day

01:00:50.807 --> 01:00:54.027
on social media. Nobody gets on there and goes. I can't wait to see

01:00:54.027 --> 01:00:57.657
an ad. So when you make content, you make a post and

01:00:57.657 --> 01:01:01.687
it's very salesy. We're the best buy from us. People are

01:01:01.687 --> 01:01:05.477
just going to flip right through it. So you have to engage them with

01:01:05.477 --> 01:01:09.207
something that's interesting, funny

01:01:09.207 --> 01:01:09.857
provocative, bold.

01:01:09.917 --> 01:01:13.667
Unique. Just be different and I promise you

01:01:13.667 --> 01:01:16.747
will sell more money if you

01:01:16.747 --> 01:01:20.437
will sell more products and service if you start

01:01:20.437 --> 01:01:23.727
if you start infotainment

01:01:23.727 --> 01:01:27.157
t entertainment, inform them, engage them if you do that

01:01:27.157 --> 01:01:30.517
t one thing only, your sales will go up

01:01:30.517 --> 01:01:33.397
I promise you. So stop selling and start telling.

01:01:35.557 --> 01:01:39.117
Darren, Bonnie, wanna thank you today very much for joining

01:01:39.117 --> 01:01:42.377
us here and giving these tips on the hot

01:01:42.377 --> 01:01:46.037
tools and what you know, what's hot, what's not in

01:01:46.037 --> 01:01:49.247
marketing again we've we're at the end of

01:01:49.247 --> 01:01:52.607
f our time here. In a minute I'll also put

01:01:52.607 --> 01:01:54.017
put some contact information up.

01:01:54.107 --> 01:01:57.287
And we want to think of our

01:01:57.287 --> 01:02:00.517
audience and our listeners today for joining

01:02:00.517 --> 01:02:03.967
us, especially during this busy holiday season

01:02:03.967 --> 01:02:07.337
when everybody has their tight schedules right now and

01:02:07.337 --> 01:02:10.797
everybody's kind of thinking about the all the shopping they need

01:02:10.797 --> 01:02:14.907
to do before for headed out. So we want to thank you too also before we

01:02:14.907 --> 01:02:18.497
want to go, we want to just kind of mention for

01:02:18.497 --> 01:02:21.657
our small business owners some of the resources that

01:02:21.657 --> 01:02:24.477
t we have here with the small business.

01:02:24.527 --> 01:02:28.737
Team small business assistance team here in the Governor's Office 1

01:02:28.737 --> 01:02:31.767
one of our tools here

01:02:31.767 --> 01:02:35.617
that we have is the small business resource portal

01:02:35.617 --> 01:02:39.517
You answer you just six simple questions to kind

01:02:39.517 --> 01:02:40.707
of customize.

01:02:40.777 --> 01:02:45.507
The resources and

01:02:45.507 --> 01:02:50.057
it'll give you some

01:02:50.057 --> 01:02:53.117
information on SBCS in your

01:02:53.117 --> 01:02:56.347
area. Score State comptroller's office just

01:02:56.347 --> 01:02:59.737
st those things that the you may need to

01:02:59.737 --> 01:03:03.097
answer those questions that you have for your small business and

01:03:03.097 --> 01:03:06.457
d then another option again is

01:03:06.457 --> 01:03:09.897
s Jack Carroll and myself are here to answer your

01:03:09.897 --> 01:03:11.507
questions. You can reach out to us.

01:03:11.557 --> 01:03:15.287
If you don't fight on the portal or if you can't find it on

01:03:15.287 --> 01:03:18.757
n our website, our numbers and our

01:03:18.757 --> 01:03:21.847
contact information is here up. I'll leave that up for just

01:03:21.847 --> 01:03:24.867
a few few more few more seconds here if you

01:03:24.867 --> 01:03:28.787
wanna take a screenshot of that. We're glad to help you. I'm more

01:03:28.787 --> 01:03:32.147
on the small business side and Jack handles

01:03:32.147 --> 01:03:35.417
our permits and licensing questions. So

01:03:35.417 --> 01:03:39.327
o we have a lot of resources here in the state of Texas for our small

01:03:39.327 --> 01:03:41.527
businesses and we hope you reach out to us and.

01:03:41.587 --> 01:03:44.837
Help us help you make the state

01:03:44.837 --> 01:03:48.197
of Texas, Texas as great as it can

01:03:48.197 --> 01:03:51.597
n be. And then just from here today again after

01:03:51.597 --> 01:03:54.847
this event, you can watch this here within 48 hours you

01:03:54.847 --> 01:03:58.167
can watch this webinar again

01:03:58.167 --> 01:04:01.597
on our Youtube channel

01:04:01.597 --> 01:04:05.437
el. There'll be links to we have an events calendar for

01:04:05.437 --> 01:04:08.987
ther upcoming events throughout the year. We do 15 or

01:04:08.987 --> 01:04:12.107
r coming up in 2023, we'll do 15 in person.

01:04:12.167 --> 01:04:15.177
Events that are very familiar with this will have 3

01:04:15.177 --> 01:04:18.277
hree to six topics like this, and we'll be around, the state will be
announcing

01:04:18.277 --> 01:04:21.597
those cities here, hopefully in the next

01:04:21.597 --> 01:04:22.737
week or two.

01:04:22.917 --> 01:04:26.077
Darren's

01:04:26.077 --> 01:04:29.337
information is up here if you want to follow up with him, and so are some
of

01:04:29.337 --> 01:04:32.717
the links to the social media today meta blueprint

01:04:32.717 --> 01:04:37.857
and think with Google some of the recommendations they made. So again, I
want

01:04:37.857 --> 01:04:42.257
nt to thank you all, the office of the Governor's Economic Development

01:04:42.257 --> 01:04:46.237
nd Tourism Department would like to thank you and

01:04:46.237 --> 01:04:49.557
d hope you guys have a safe holiday

01:04:49.557 --> 01:04:50.587
season and see you in the new year.