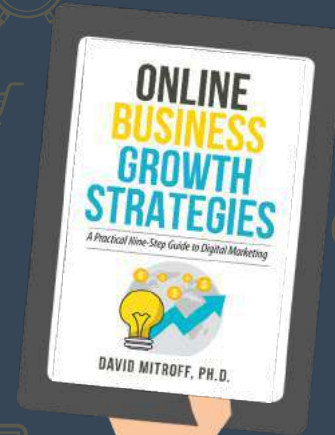


Online Business Growth Strategies

David Mitroff, Ph.D.



What We Will Cover



How to
Attract
Customers

Active /
Passive
Marketing

Website & Social
Media Ecosystem –
9 Key Areas

Next Steps

4 Tools to Grow
Your Business

WHAT ARE YOUR CURRENT MARKETING EFFORTS?



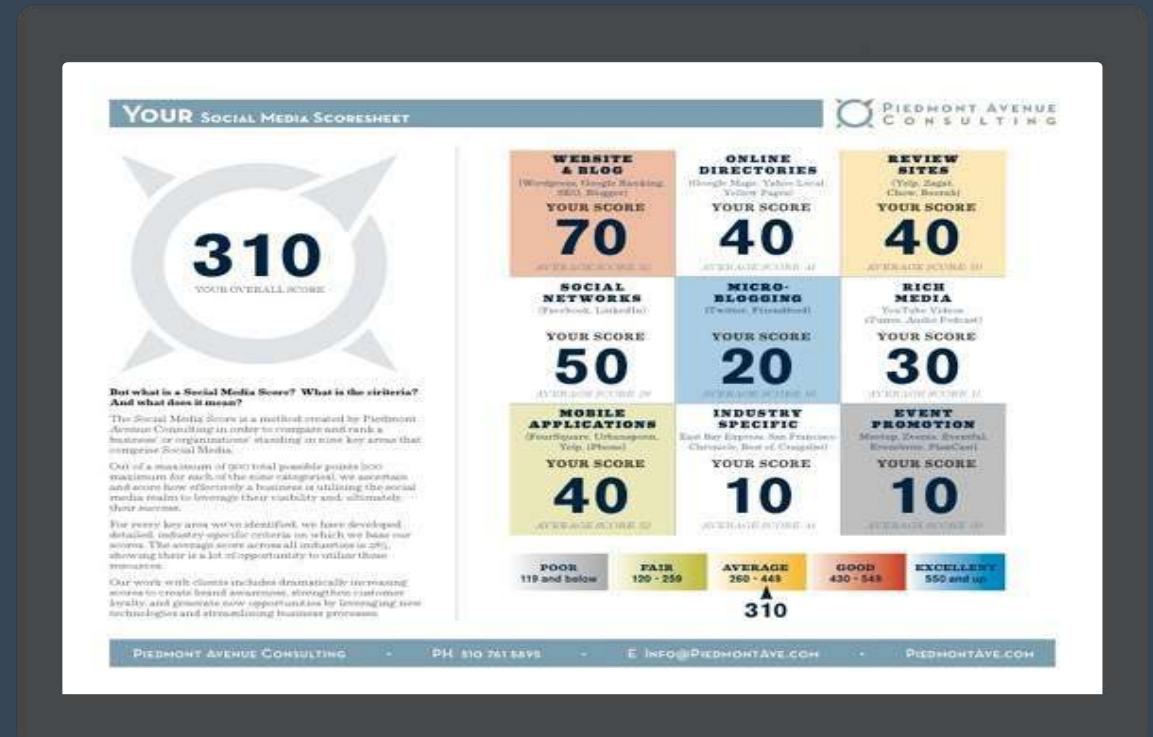
Tracking & Analysis

The Key Benefit of Online Marketing is the ability to track and analyze results, then quickly iterate and adjust for optimal performance



9 Key Areas of your Online Presence

- 1 | Website & Blog
- 2 | Online Directories
- 3 | Review Sites
- 4 | Social Networks
- 5 | Micro Blogging
- 6 | Rich Media
- 7 | Mobile Apps
- 8 | Industry Specific
- 9 | Event Promotion



1

Website & Blog

Google Ranking, SEO/CRO, Blogger, Wix, Squarespace, Instapage, WordPress



- ▶ **Control the content**
A chance to tell your story.
- ▶ **Define a clear message**
What do you offer?
- ▶ **Create a medium for contact**
Invite feedback, questions...
- ▶ **Provide links to other pages**
Share your FB, Twitter...
- ▶ **Update your content**
Consistency in theme and info.

1 Website

The hub of your Online Strategy

- ▶ Most important area
- ▶ Definition of you and your message
- ▶ Central hub with links to other sites
- ▶ You control it



1 Website - Wix.com

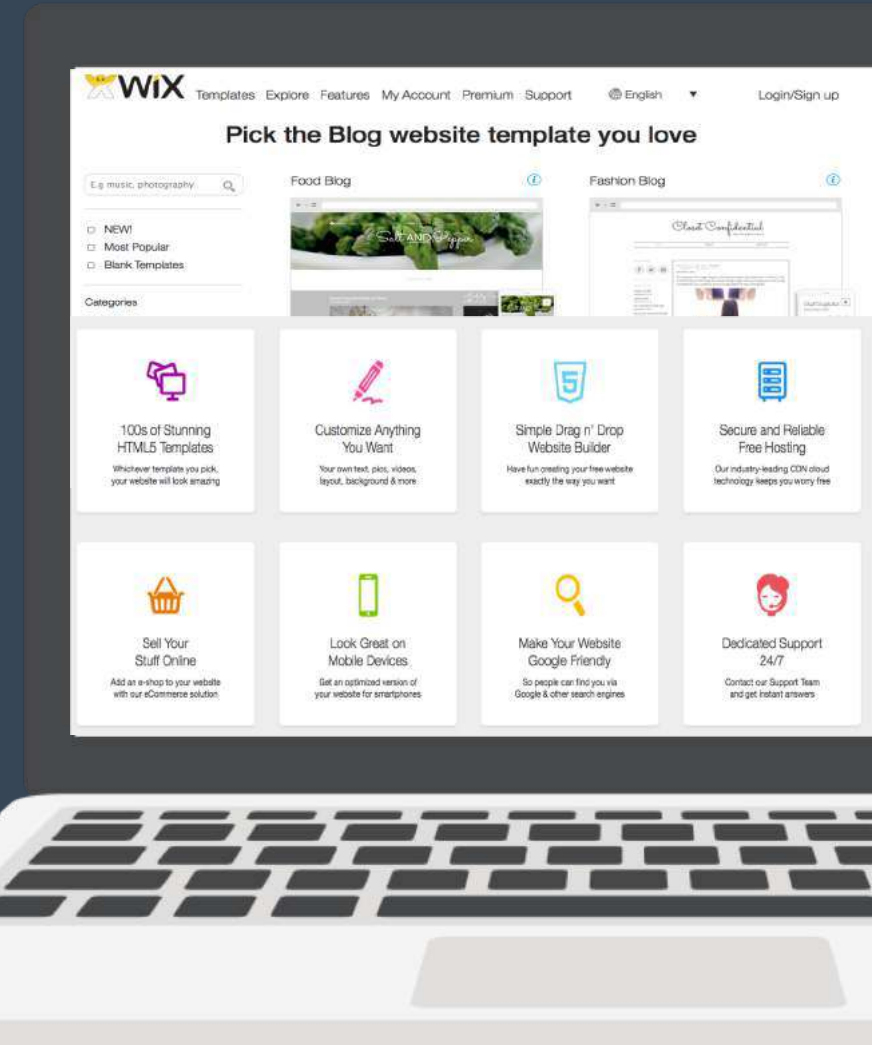
Build your Website Today



Create
Your Stunning Website.
It's Free

Wix enables everyone to design, publish and host stunning HTML5 websites.

- ▶ Easy drag-and-drop website builder!
- ▶ No coding
- ▶ No previous design skills



1

SEO / CRO

Search Engine Optimization / Conversion Rate Optimization

Helps drive traffic to your site

Hot Leads

Opportunities

Proposals

New Customers

Work that takes
place separate
from your website

Off-page
SEO

Website changes
to increase rank

On-
page
SEO



Online Directories

2

Google Local/Maps, Yahoo Local, Bing

► **Search yourself**
The power of Google!

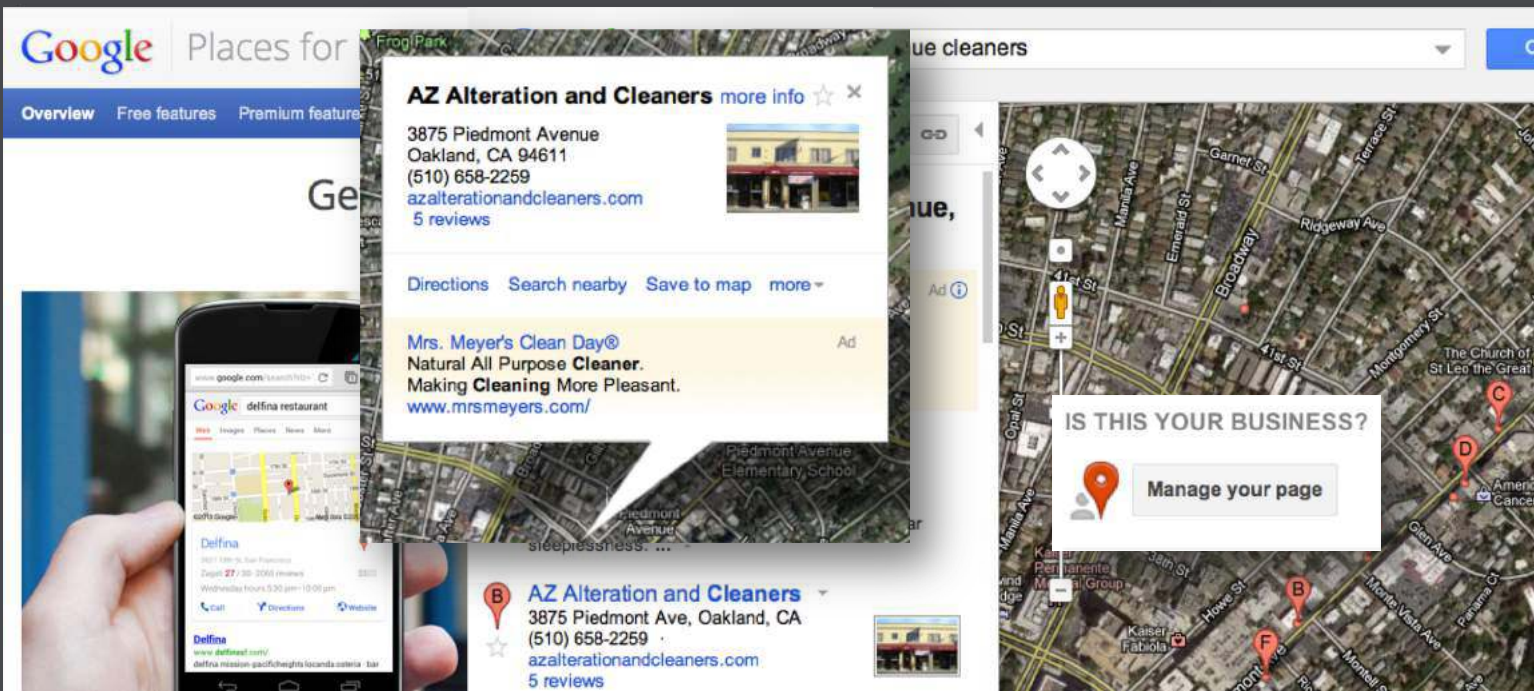
► **Look for similar businesses**
If you're not listed, someone else is!

► **Display correct contact info**

Location, phone #, hours, directions MUST be correct.

► **Take a photos**

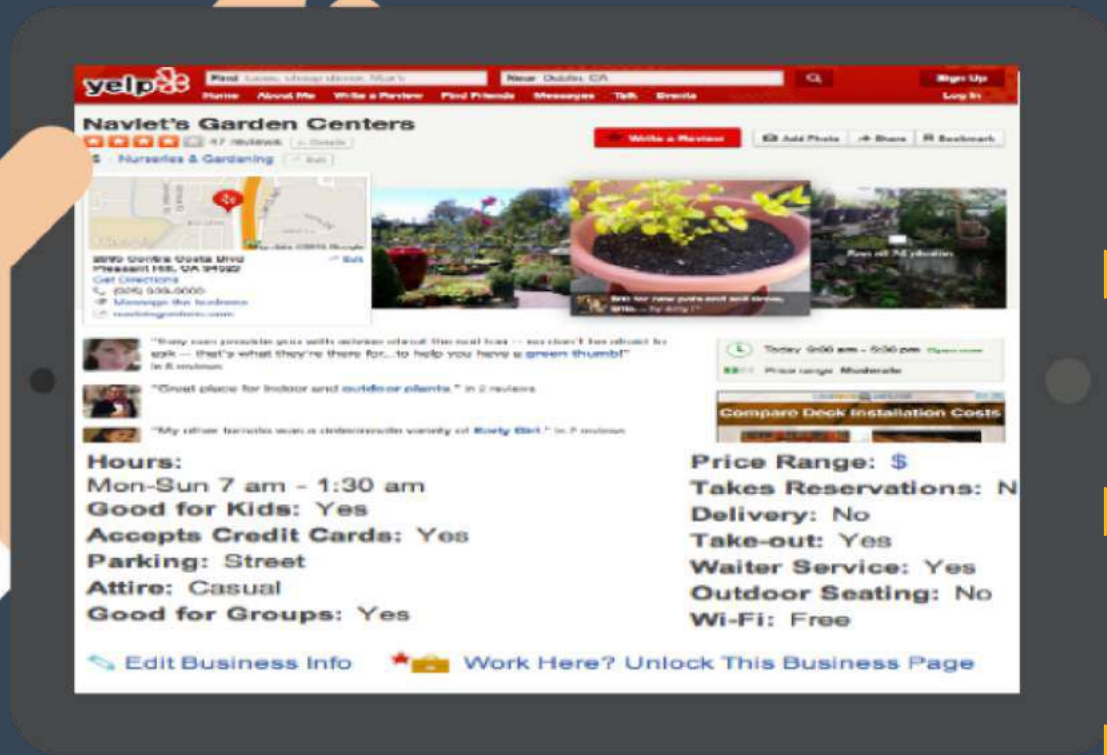
If they know what to look for, they'll find it.



3

Review Sites

Yelp, Zagat, Chow, Lawyers.com



► Rely on word of mouth

People trust personal accounts more than ads.

► Offer additional information

Yelp is a mobile tour guide.

► Respond to reviews

Thank those who provide feedback.

► Learn from your reviews

Don't make the same mistake twice!



Social Networks

Facebook, LinkedIn

4

- **Communicate with clients**
Be involved with the conversation.
- **Connect**
Associate your business with related pages and people.
- **Establish a following**
Invite past clients/customers to view your page





Personal Profile

LinkedIn

4



► Custom URL

► Title = Story

► Websites

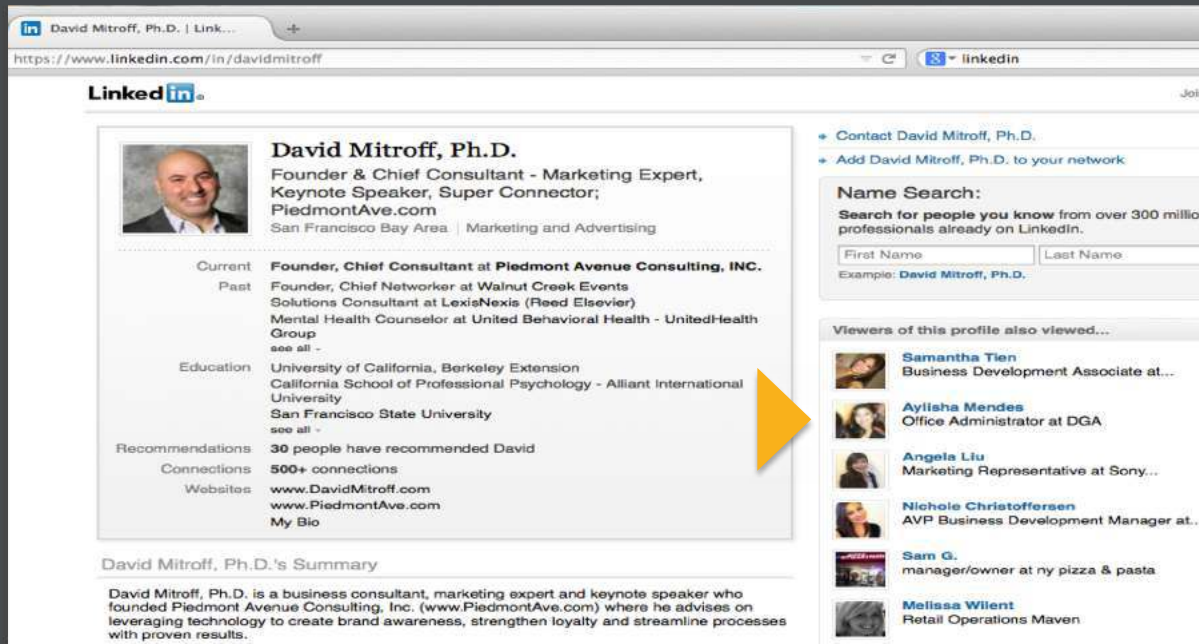
► Summary

----> Keywords

----> Include Contact info

► LION

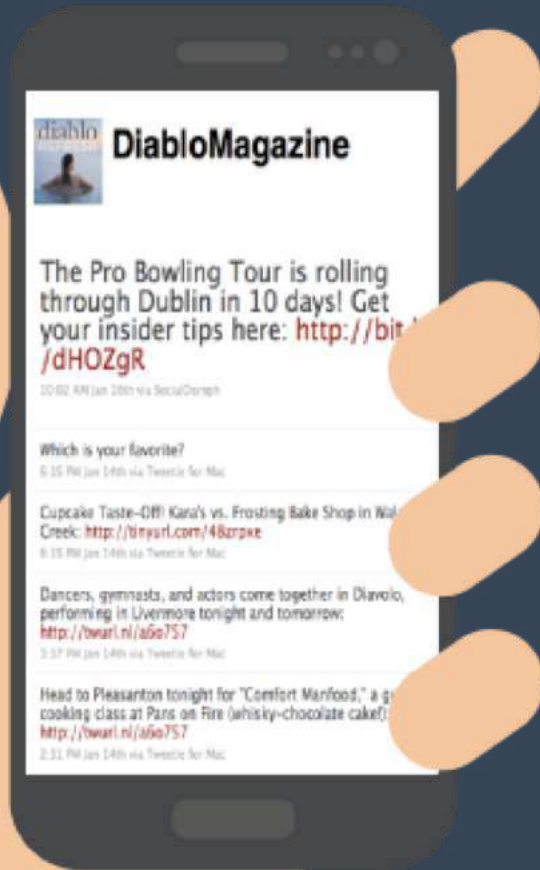
► Privacy Settings



5

Micro Blogging

Twitter, Tumblr



► Interact with daily events

How can you relate to what's happening?

► Remind everyone about events

Update information leading up to the event.

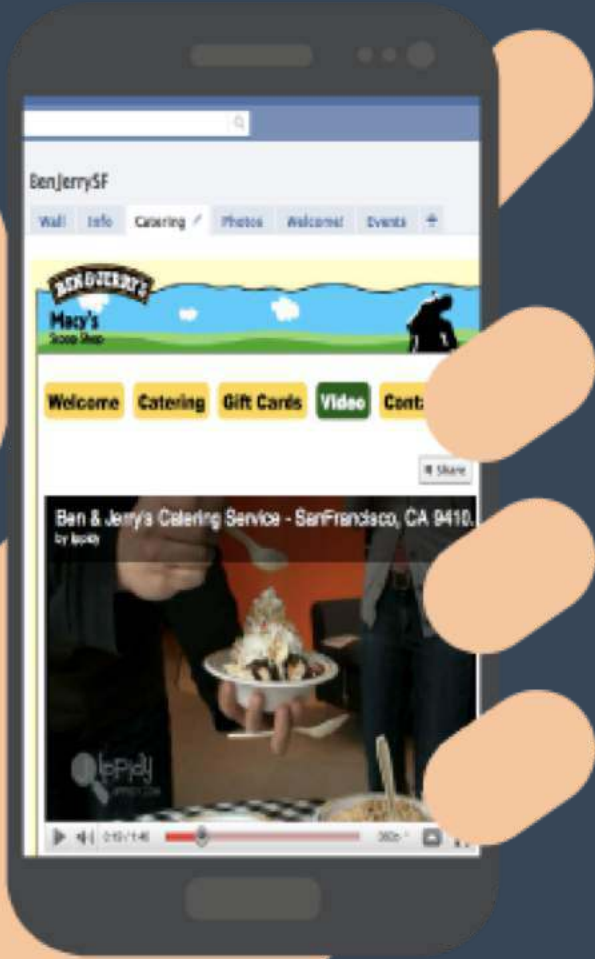
► Invite new customers

Friend of a friend of a friend..

Rich Media

YouTube, Podcast, Flickr, Instagram

6



- ▶ **Appeal to the senses**
The eyes are drawn to an image/video first!
- ▶ **Attract new customers**
If the website quality is great, then people assume the business quality is great, as well.
- ▶ **Entertain your audience**
Get creative with images and videos.

7

Mobile Apps

FourSquare, Yelp, iPhone, SMS Text

- ▶ **Stay in contact**

People are ALWAYS on their smart phones

- ▶ **Solidify your relationship**

Make the client feel special for receiving extra attention.

- ▶ **Go the extra mile**

This shows that you're following through.



Industry Specific

8

East Bay Express, San Francisco Chronicle, DiabloMag.com



- ▶ **Network within your group**
Get the scoop on what's the latest and greatest.
- ▶ **Surround yourself with what you want to become**
Hang out with like-minded businesses.
- ▶ **Help those who help you**
You never know when you'll need something.

Industry Specific Example “Best of...” Sites

8



9

Event Promotion

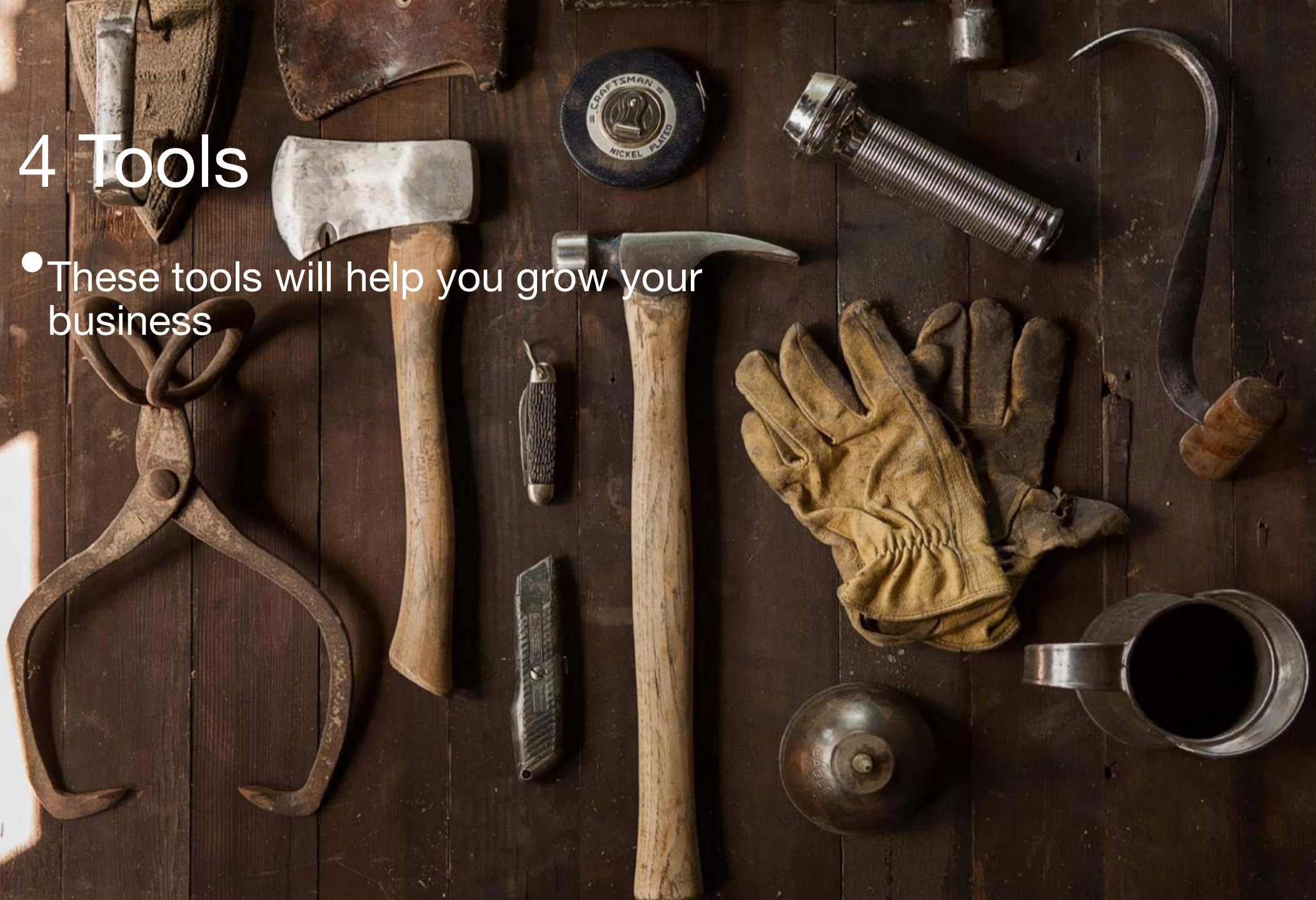
Eventbrite, Meetup, FullCalendar.com

- ▶ **Promote what you've got**
An event can attract more business.
- ▶ **Collaborate with others**
Get other businesses involved.
- ▶ **Feature your calendar**
The internet is a great way to publicize!



4 Tools

- These tools will help you grow your business



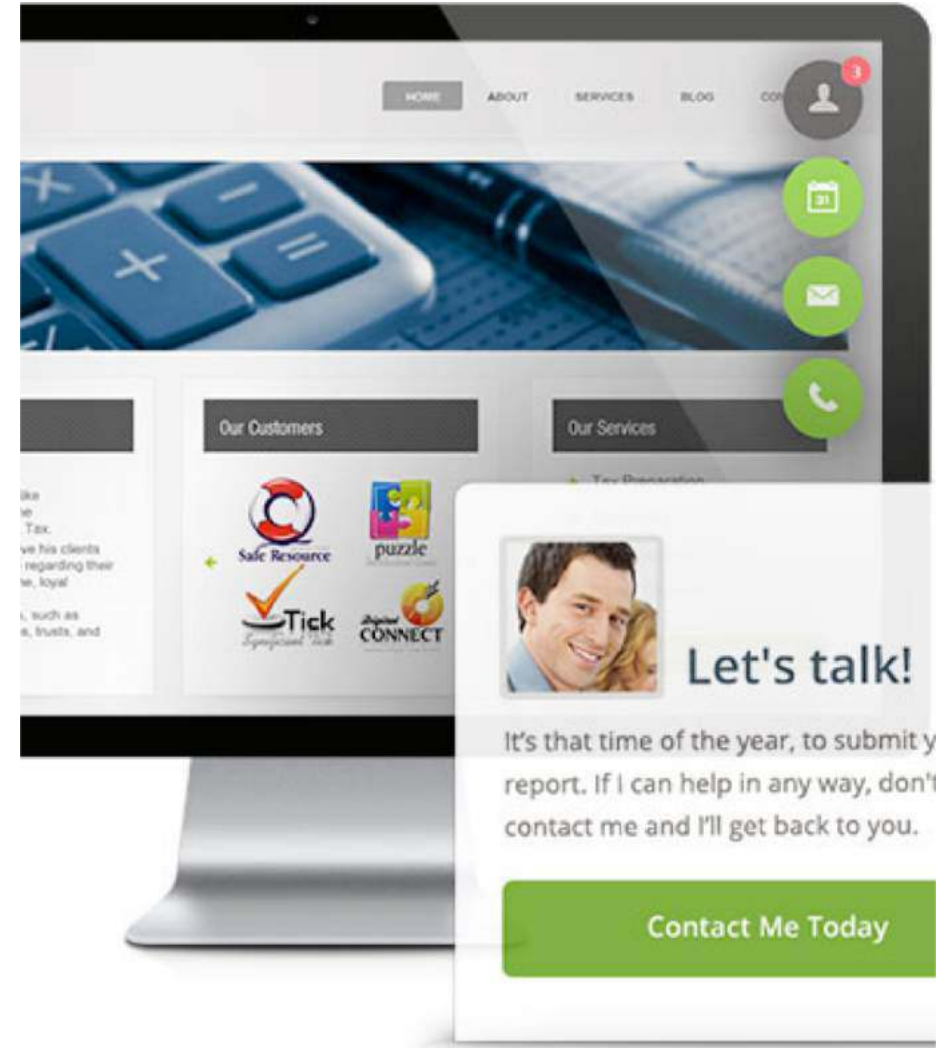


- Wix enables everyone to design, publish and host stunning HTML5 websites for free
- Easy drag-and-drop website builder!
- No coding
- No previous design skills





- Be organized with your schedule
- Look professional and give clients and partners options
- Offer meeting maker in your signature, social, website etc.



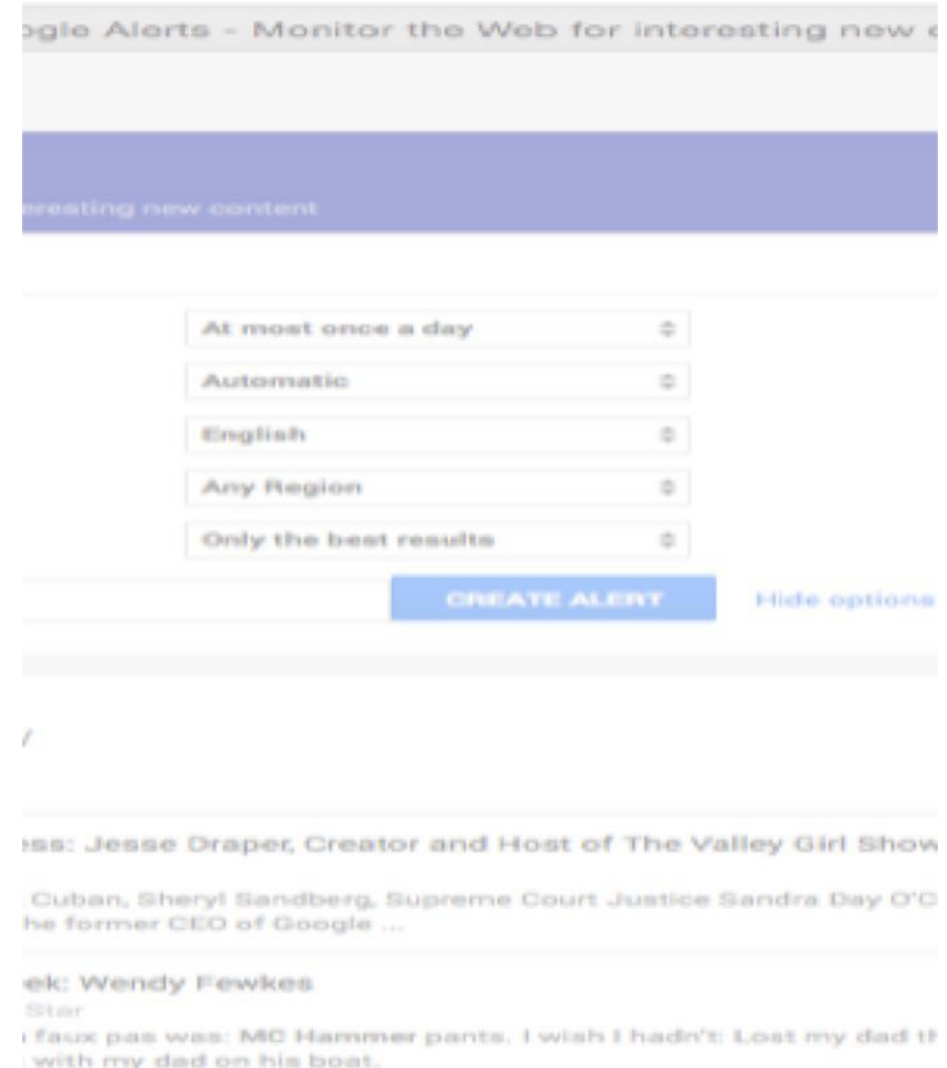


- Easy tools for keeping track of your lists
- Make email campaigns look professional
- Track your open and click rates easily



Google Alerts

- Keep track of mentions of your company and competitors
- Be aware of what's going on in your industry in real time
- Use the found content for your marketing plans



Google Alerts - Monitor the Web for interesting new content

Alerts for:

At most once a day

Automatic

English

Any Region

Only the best results

[Hide options](#)

/

ess: Jesse Draper, Creator and Host of The Valley Girl Show

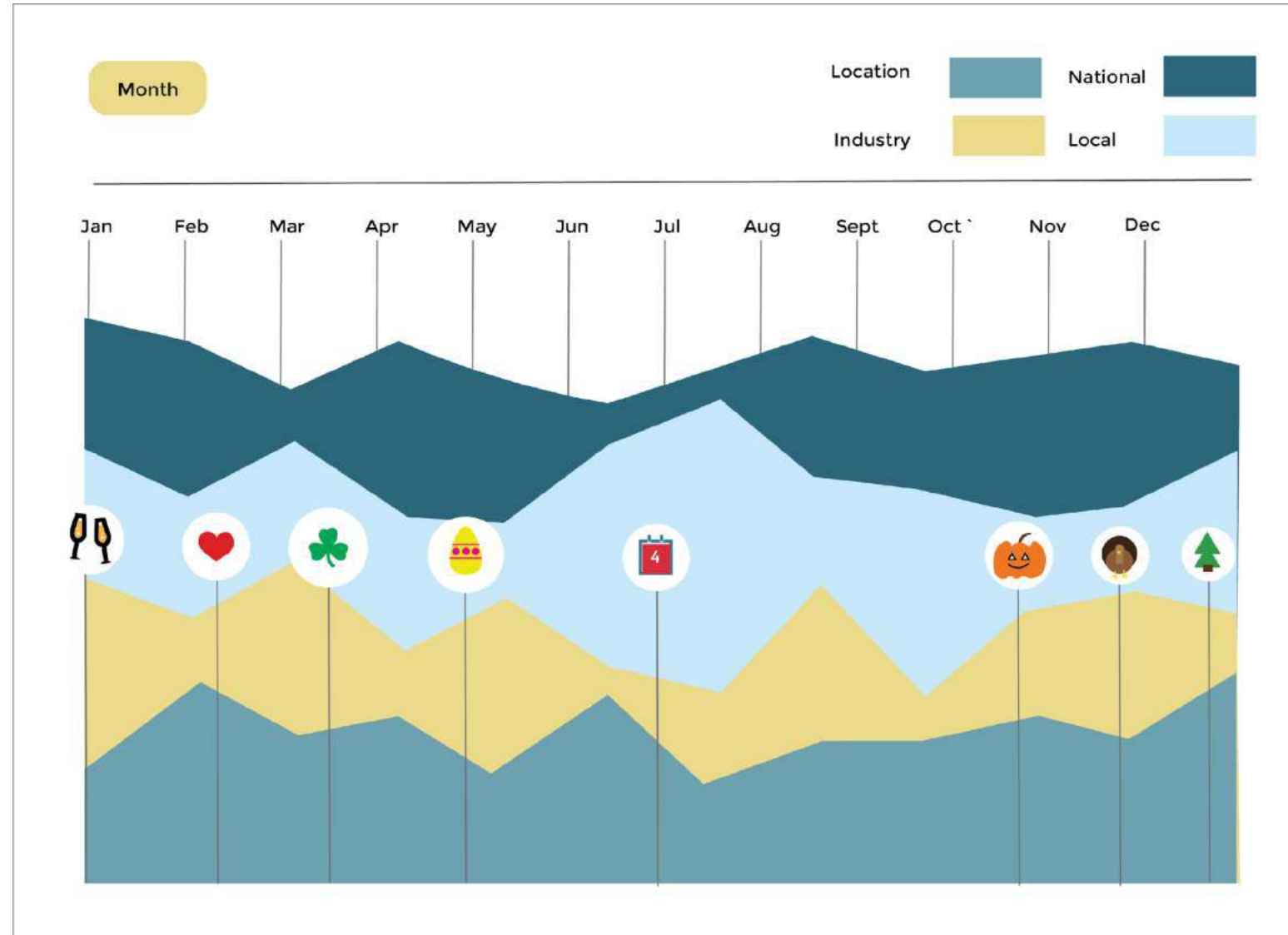
Cuban, Sheryl Sandberg, Supreme Court Justice Sandra Day O'Connor, the former CEO of Google ...

ek: Wendy Fewkes

Star

i faux pas was: MC Hammer pants. I wish I hadn't; Lost my dad t... with my dad on his boat.

12 MONTH MARKETING CALENDAR





NEXT STEPS

1

Build Your Brand
& Take Action

Today

- ▶ Come up with your Growth Plan
- ▶ Create a Wix.com website and/or update your website to include:
 - Clear call to action
 - Integrate social media

2

Increase Brand
Awareness

Next 30 days

- ▶ Make adjustments to your Online Business and Personal Presence (test and see what works)
- ▶ Work on increasing your brand awareness on Social Media



3

Keep Learning
& Improving

Next 60 days

- ▶ Develop a more comprehensive marketing plan based on your initial tracking and experiments in social media.
- ▶ Attend another workshop or event



Find more at www.PiedmontAve.com/Resources

QUESTIONS



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ANSWERS

