

AVOID MISTAKES MOST BUSINESS OWNERS MAKE

LUE - MI GENTE CONSULTING



Thank You



Northwest Hispanic
Chamber Of Commerce



Hanover Park^{USA}

America's Global Village



WOMEN'S
BUSINESS
DEVELOPMENT
CENTER

Your growth is our *business*.



SCHAUMBURG
TOWNSHIP DISTRICT
LIBRARY





Learn Tactics That Very Few Business Owners Know & Fewer Marketers Will Tell You

And how to use them to gain more customers and
save time and money!

Knowing what you don't know is
more useful than being brilliant.

— *Charlie Munger* —

If You Stay To The End

1. Free 30 Minute Marketing Strategy, Website Strategy, or Q&A Session
2. 3 Secret Tools Almost No One Uses
3. Free checklist to grow your online presence
4. Special Offers



Promise Me

You will not use these powers to make fun of other business owners...



About Me

- Obtained MBA from Northern Illinois University
- Director at a federal litigation law firm (\$400K+ Marketing Spend)
- Founder of Mi Gente Consulting
- Recently Appointed Marketing Director For The Northwest Hispanic Chamber Of Commerce
- Husband
- Father To Two Beautiful Girls and Recently A Puppy



Question

Is it typically better to have more people know about your business or is it better to have less people know about your business?

Left



Right

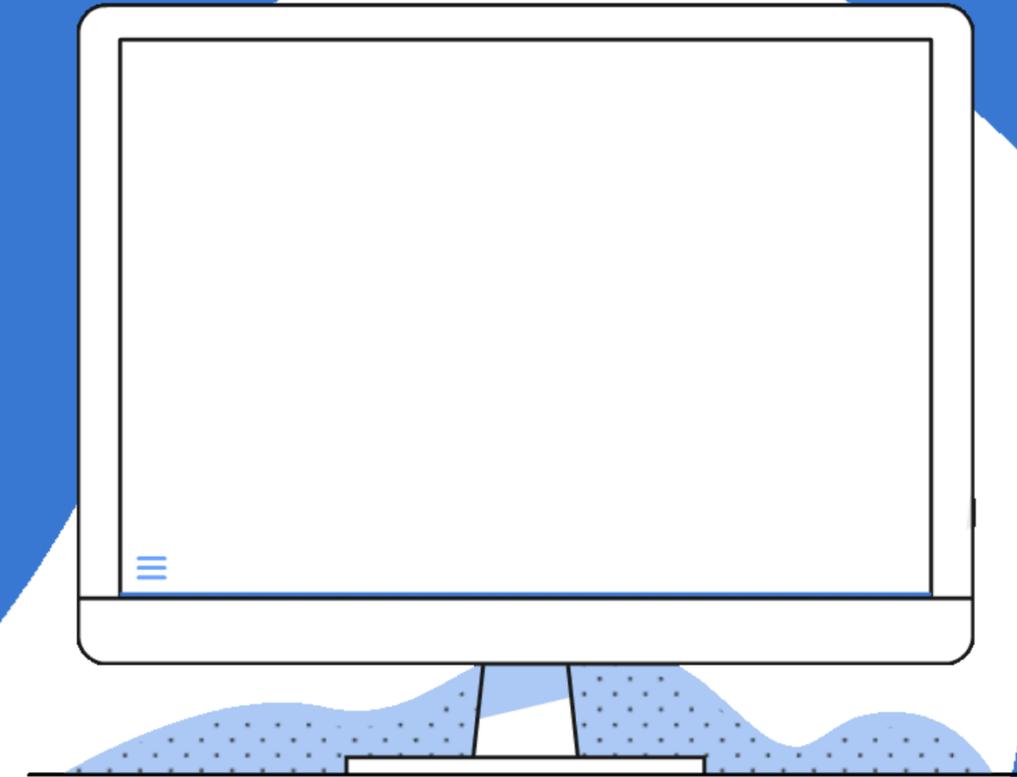






Main Mistake

The believe that marketing is not an absolute needed part of business.



4 High End Leather Designers

Just released new high-end red leather office chair.



Highend Leather Chair



Who reminds you of you?

Greg



"This is easy, I will just do it"

Ana



"Don't have the time to learn or do and need results. I will work with a trusted partner"

Joe



"I have plenty of time, I will learn how to do it"

Jess



"Clients will come to me"

Greg loves twitter.

Not picking correct platforms to focus on.

- Budget
- Audience
- Sales cycle



Greg has \$300.

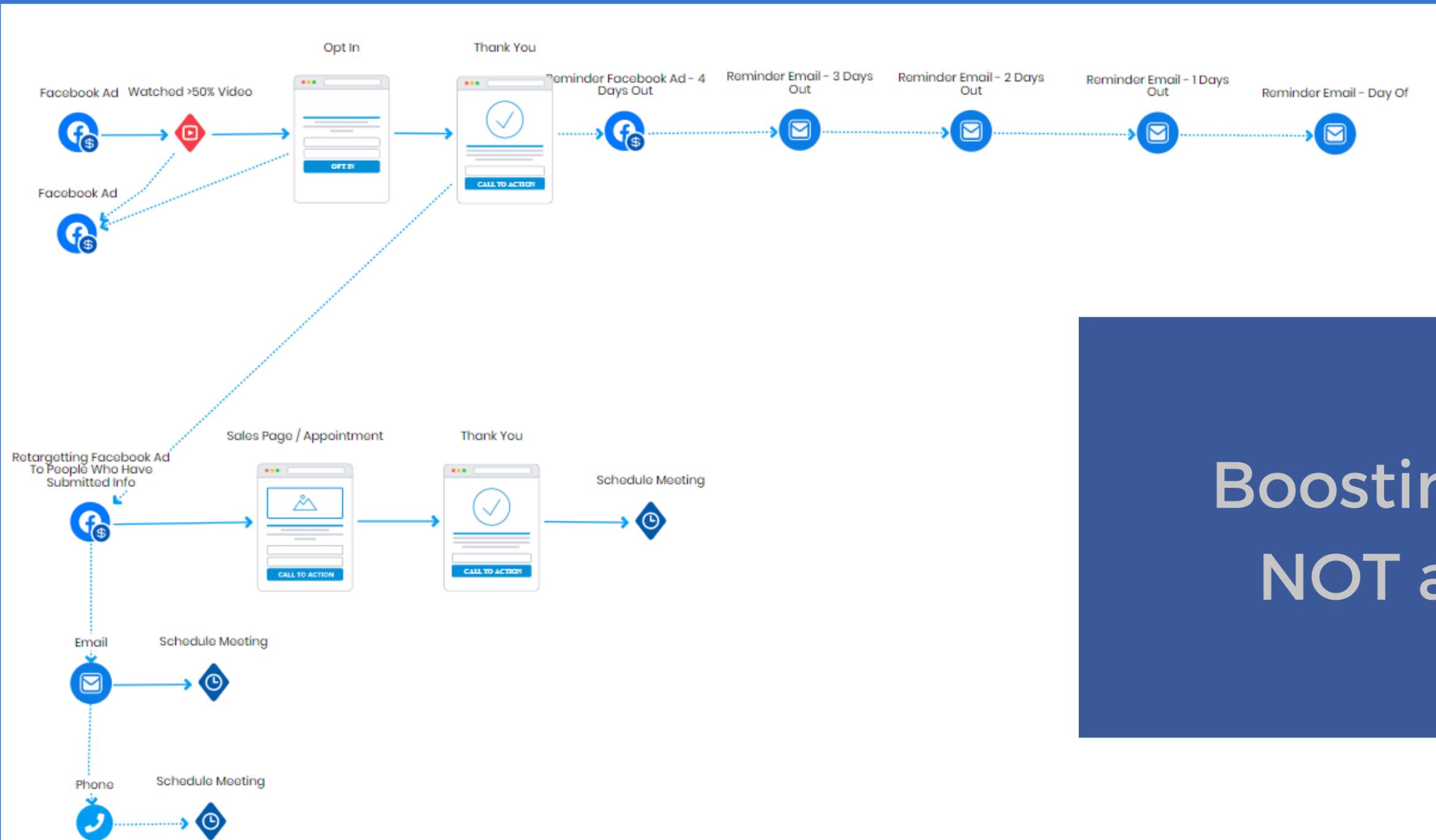
Failed to set correct budget. Failed to set a SMART Goal.



Average Customer Value	\$ 10,000.00
Acceptable Customer Acquisition Cost	\$ 2,000.00
Acceptable Customer Acquisition Cost %	20%
Lead To Customer Conversion Rate Known	3%
Lead To Customer Conversion Rate Unknown	
Acceptable Cost Per Lead (Max)	\$ 60.00
Minimum Target Customer(s) Per Month	5
Starting Budget (Per Month)	\$ 10,000.00
Potential Return On Ad Spend	\$ 40,000.00



Greg has no strategy.



Boosting a post. Is
NOT a strategy.

Greg does no research.

Little to no research.



**Keyword
Competitors**



**Buyer Persona
Competitors**



**Buyer Persona
Competitors**

Google mistakes.

- No Keyword Research
- Too Many Keywords
- Too Little Keywords
- Campaign Structure
- Tracking
- Home Page





Greg decides on keyword.

- Leather Chair
 - TOOL



Not all words are the same.

- Leather Chair
 - Blue Leather Chair
 - Cheap Leather Chair
 - Free Leather Chair
 - Kids Leather Chair
 - Leather for Chair
 - Fake Leather Chair
 - Kitchen Leather Chair
- Executive Leather Chair
- Executive Leather Chair Store Near Me





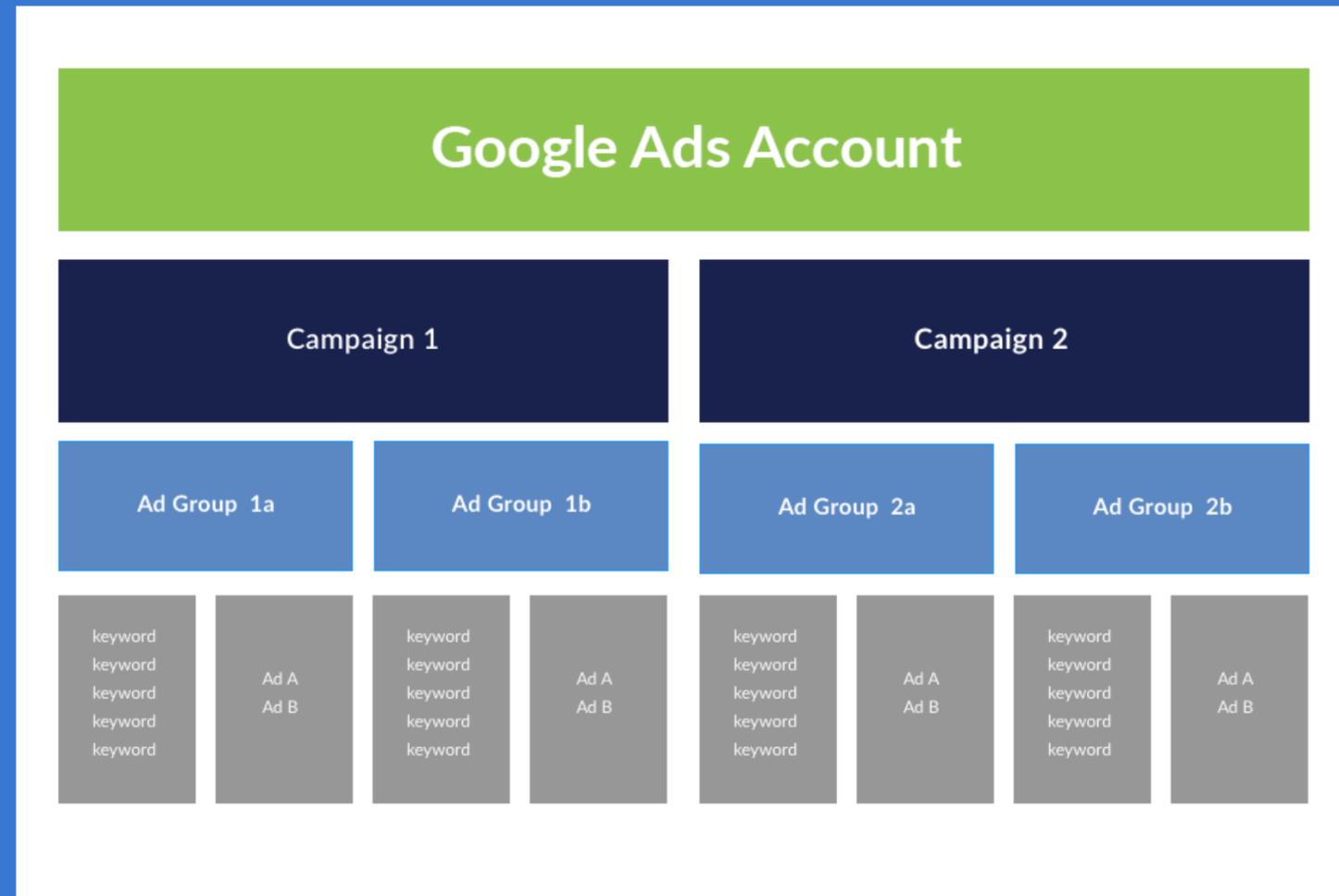
Too Little / Too Many

- Too Many Keywords (Low Budget)
- Too Little Keywords (Not Enough Traffic)



Wrong Structure

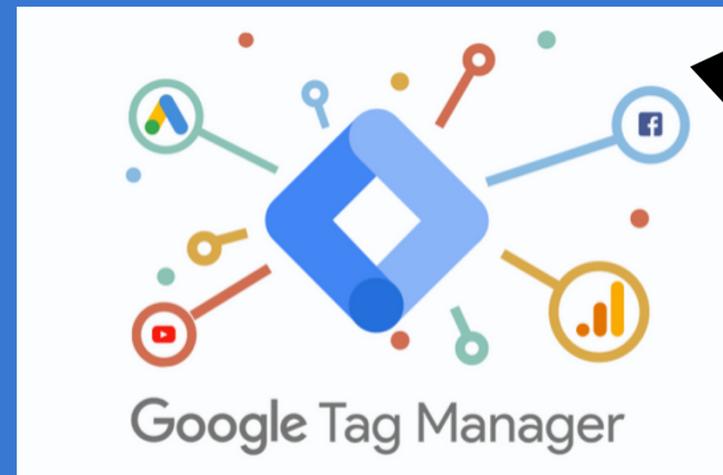
- Campaign Structure





Tracking, Why Digital Marketing is great.

- Greg is not tech savvy, so he implements zero tracking
 - Events
 - Triggers
 - UTM Parameters



VS



Home sweet home



28 Links (Leaks)



1 Link (The CTA)



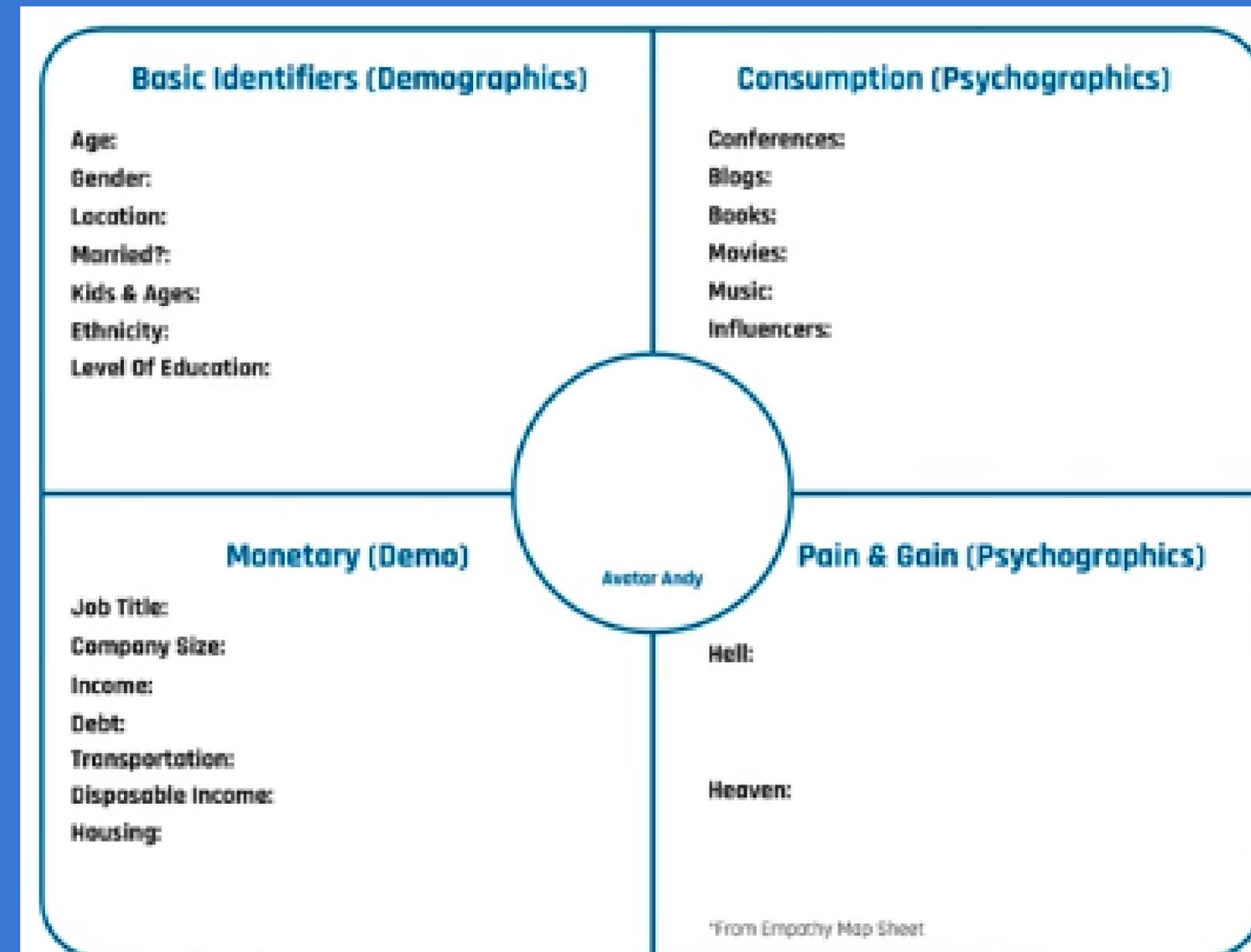
Facebook / Insta Mistakes.

- No buyer persona
- No competitor research
- Not actually created a marketing campaign (aka boost a post)
- Bad ad copy
- Buy now tactics
- Test, test, test
- Tracking
- No Re-targeting



I am not sure who my ideal customer is...

- No buyer persona
 - TOOL





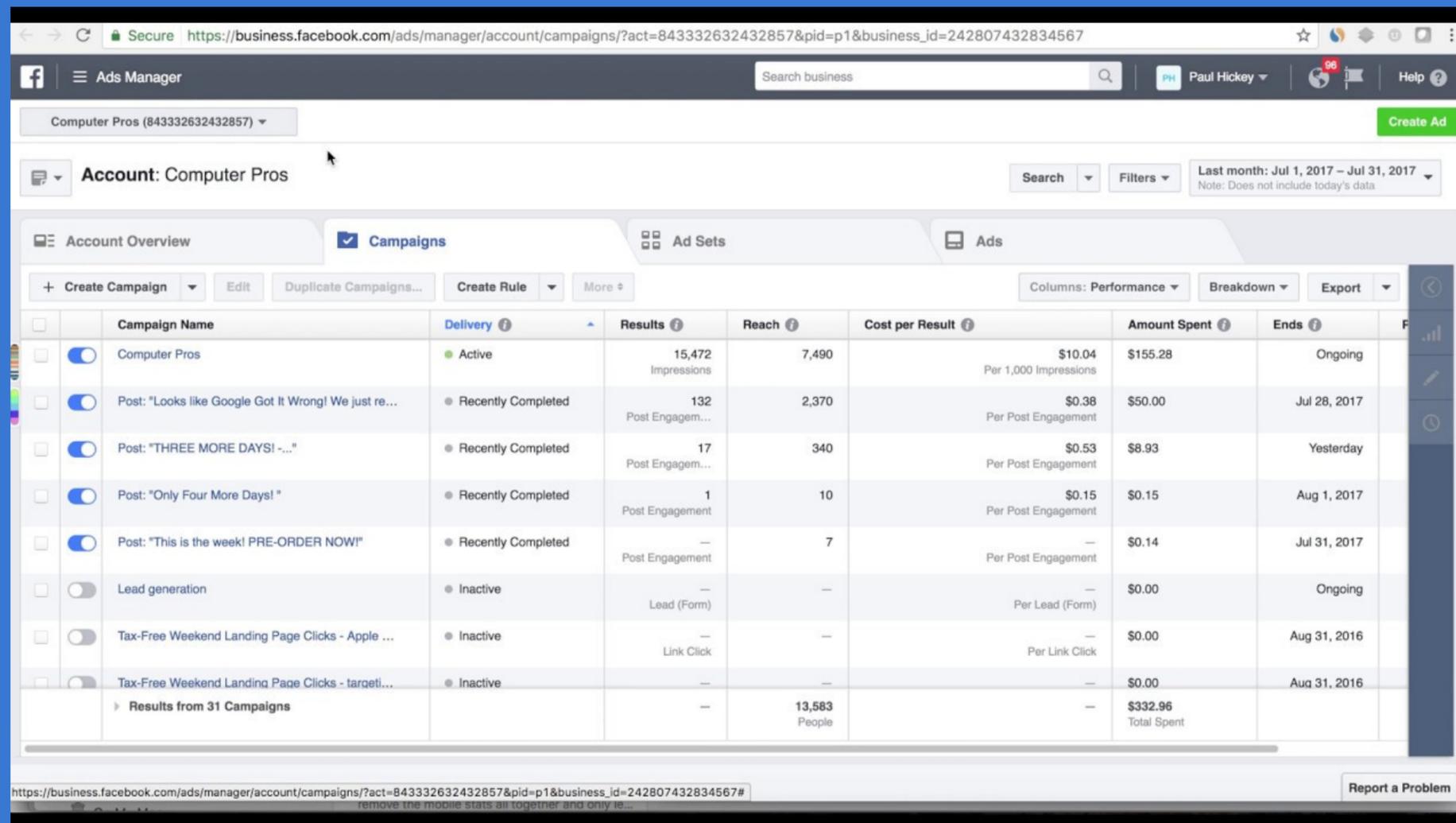
Who are my competitors and what is working for them?

- Re-engineer success
- TOOL



Facebook business manager.

- Where you should setup your marketing campaigns.



The screenshot shows the Facebook Business Manager interface for the account 'Computer Pros'. The 'Campaigns' tab is selected, displaying a table of active and completed campaigns. The table includes columns for Campaign Name, Delivery status, Results, Reach, Cost per Result, Amount Spent, and Ends. A summary row at the bottom shows results from 31 campaigns, totaling 13,583 people reached and \$332.96 spent.

Campaign Name	Delivery	Results	Reach	Cost per Result	Amount Spent	Ends
Computer Pros	Active	15,472 Impressions	7,490	\$10.04 Per 1,000 Impressions	\$155.28	Ongoing
Post: "Looks like Google Got It Wrong! We just re..."	Recently Completed	132 Post Engagem...	2,370	\$0.38 Per Post Engagement	\$50.00	Jul 28, 2017
Post: "THREE MORE DAYS! -..."	Recently Completed	17 Post Engagem...	340	\$0.53 Per Post Engagement	\$8.93	Yesterday
Post: "Only Four More Days! "	Recently Completed	1 Post Engagement	10	\$0.15 Per Post Engagement	\$0.15	Aug 1, 2017
Post: "This is the week! PRE-ORDER NOW!"	Recently Completed	Post Engagement	7	Per Post Engagement	\$0.14	Jul 31, 2017
Lead generation	Inactive	Lead (Form)	—	Per Lead (Form)	\$0.00	Ongoing
Tax-Free Weekend Landing Page Clicks - Apple ...	Inactive	Link Click	—	Per Link Click	\$0.00	Aug 31, 2016
Tax-Free Weekend Landing Page Clicks - targeti...	Inactive	—	—	—	\$0.00	Aug 31, 2016
Results from 31 Campaigns		—	13,583 People	—	\$332.96 Total Spent	

Benefit vs Feature

STORAGE FOR
1GB OF MP3S



VS

1,000 SONGS
IN YOUR POCKET



Say hello to iPod.
1,000 songs in your pocket.



Product/Service	Feature	Benefit	Sales Message
Headphones	Noise canceling functionality.	Listen to music with no interference from outside sound.	Listen to your music, not the guy snoring in the seat next to you.
Retail store	Open 24 hours.	Buy products at any time.	Makes last-minute birthday shopping a breeze.
Grocery store	Free home delivery.	Save time by not having to visit the store.	Running around after the kids? At least your groceries are on the way.
Oven	Pre-programmed recipe settings.	Cooking times and temperatures tailored to different dishes saves time.	Perfectly cooked meals, time and time again, at the push of a button.
Tissues	Infused with aloe vera.	Protects your nose during multiple uses.	Protect your nose when you're feeling rough.

Buy now.



**Sales 101: Stop asking for my hand
in marriage on the first date!**



Test, test, test.



Howard Hanna Real Estate Services

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Are you planning on buying a home in 2020 & want to make the best deal possible, then you need this free eBook! At Howard Hanna, we have experts that take the guesswork out of watching the market for you & we have put their secrets inside this free eBook. Click below to download now!



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The Essential Guide to Buying a Home in 2020

Absolutely FREE eBook 📖

Learn More

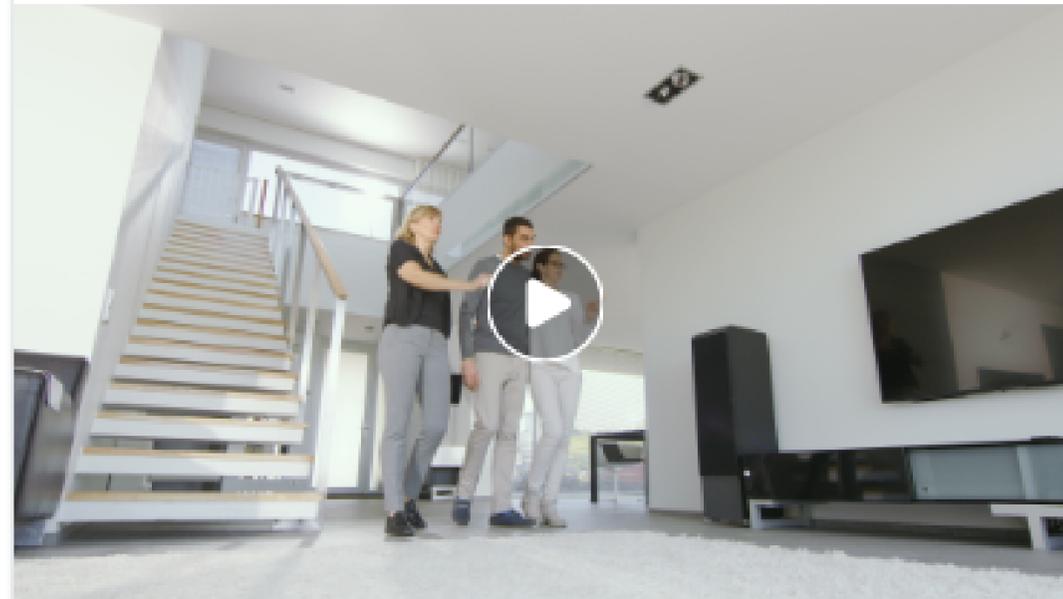
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Learn More

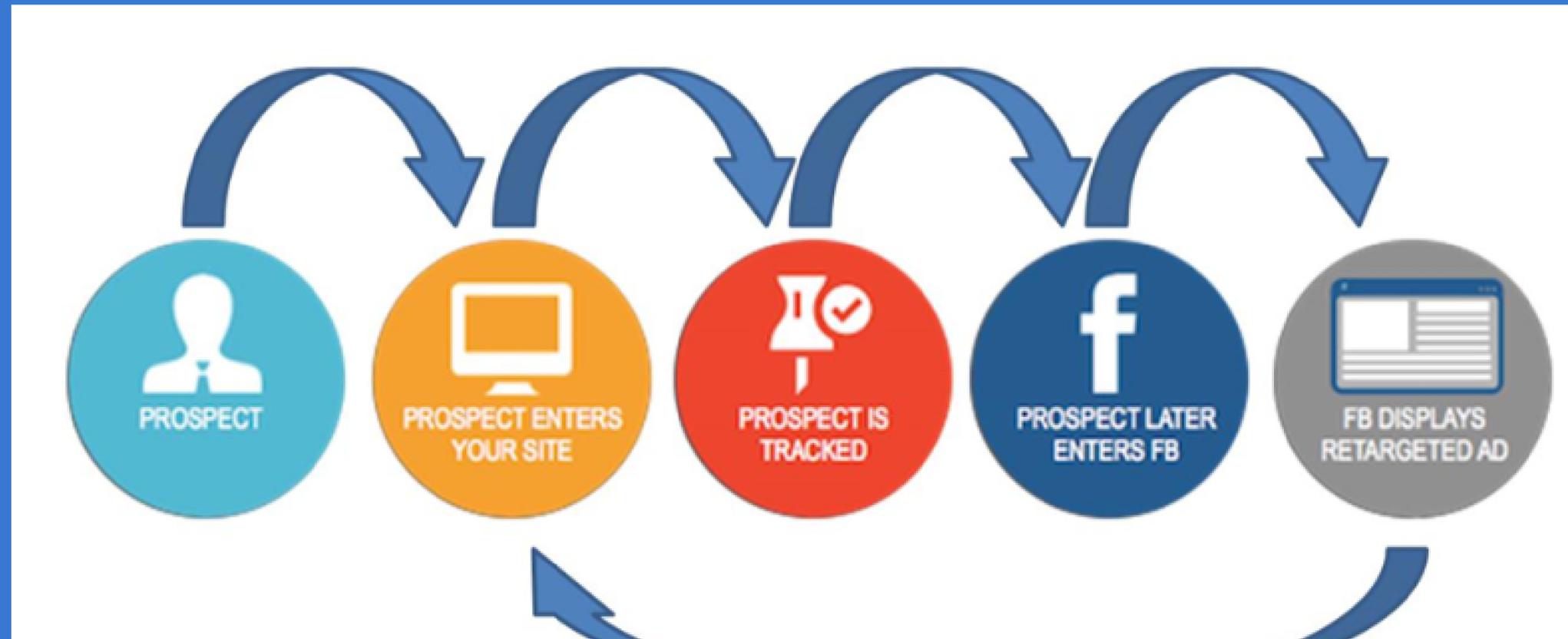
[See Ad Details](#)



Track it.

```
<!-- Facebook Pixel Code -->
<script>
  !function(f,b,e,v,n,t,s)
  {if(f.fbq)return;n=f.fbq=function(){n.callMethod?
  n.callMethod.apply(n,arguments):n.queue.push(arguments)};
  if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
  n.queue=[];t=b.createElement(e);t.async=!0;
  t.src=v;s=b.getElementsByTagName(e)[0];
  s.parentNode.insertBefore(t,s)}(window, document,'script',
  'https://connect.facebook.net/en_US/fbevents.js');
  fbq('init', '725075477577856');
  fbq('track', 'PageView');
</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->
```

Follow you wherever you go.



Knowing What You Know Now

Greg



"This is easy, I will just do it"

Ana



"Don't have the time to learn or do and need results. I will work with a trusted partner"

Joe



"I have plenty of time, I will learn how to do it"

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Branding...



Your Brand

- What is it?
 - Your brand is the sum of the perceptions that people attach to you, your product, service, and company.
 - Your logo is NOT your brand.

Why build a brand?

WORST PLACE TO
COMPETE

MASS

ONE OF
MANY

ONE OF FEW

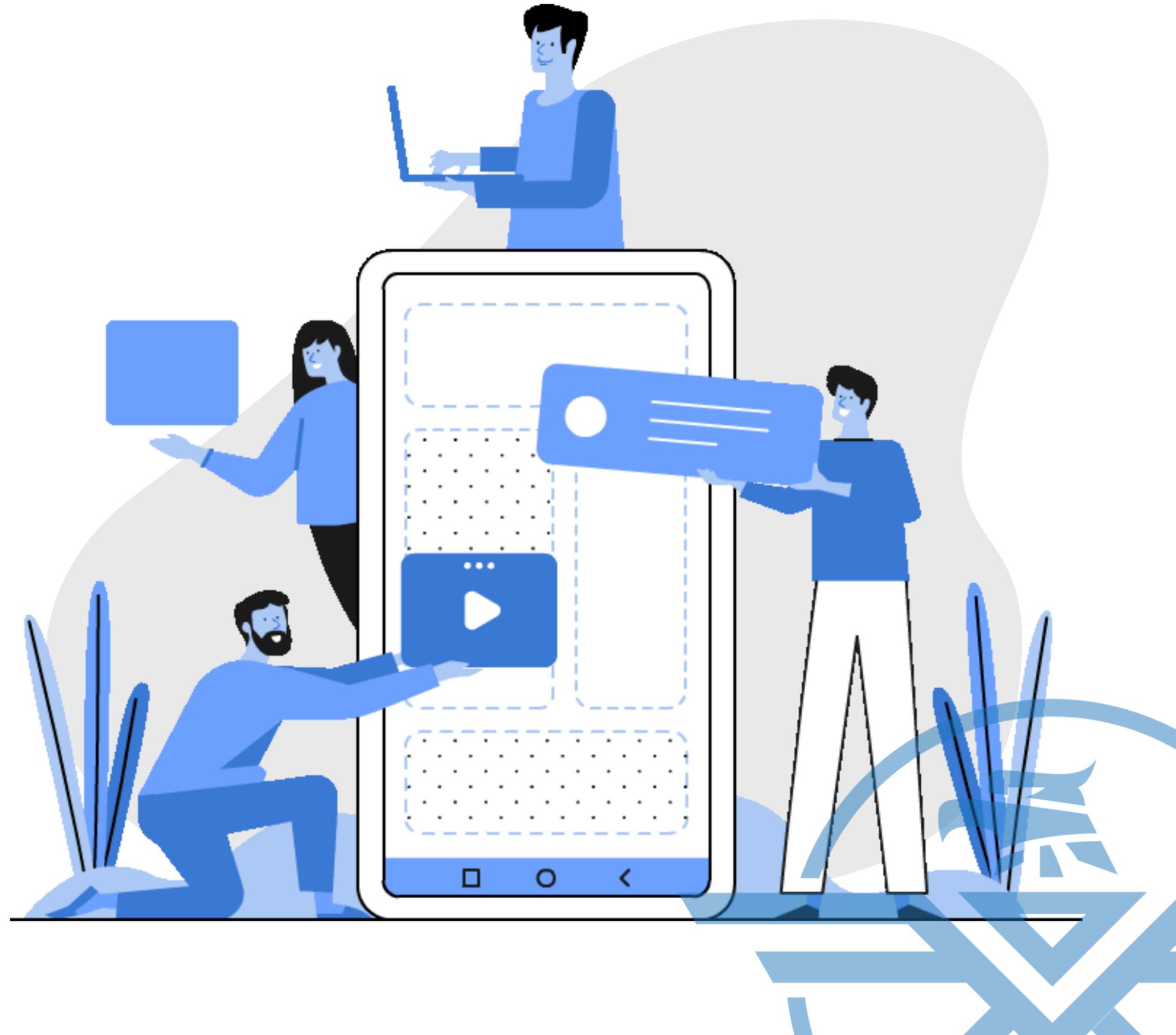
THE ONLY



COMMODITY

UNIQUENESS

Q & A



- We are all limited on time. Where should you put your limited time and energy? FB, Instagram, Constant Contact Mailings? How often should you do these to be most effective? What are some time saving tips?
- Branding for new product launches. Branding the Product vs Company (or both) Pros & Cons/Why-Why Not
- Calculating price structure
- How to grow the business during all the restrictions due to the pandemic?
- What CRMs are BEST For small Not For Profits. What should we look for in a CRM.

Schedule 30 min Strategy Call

migentellc.com/schedule

migentellc.com

lue@migentellc.com

