



Village of Hanover Park Economic Development Committee.

Maximize Your One-Person
(or Small) Marketing Team

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BEST

BUSINESS EDUCATION SEMINAR
ON TECHNOLOGY

A Little About Us.

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Founded in 1999

20+ years in business

Profitable every year

Single owner

15% growth annually



Tennessee and Beyond

Offices in Memphis & Nashville

Remote team members

Working with industry leaders across the US



Values Driven

Work with heart

Serve our clients

Treat others well

Tend the tree

Do good



Unique Team Structure

An expert in every seat

Allows us to offer a wide variety of services

Voted Best Place to Work

A Partner Trusted by Many.

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CARVANA



results
PHYSIOTHERAPY



Marx-Bensdorf
REALTORS®

Partnership Overview.

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**Brand
Presence**



Brand Presence

- Web Design
- Video
- Photography
- Branding

Supporting Systems

- Mobile App Development
- Web Development
- Integrations
- CRM Implementation

Strategic Marketing

- Search
- Social Media Marketing
- Email Marketing
- Content Marketing
- Web Design/Content Maintenance
- Ad Placement
- Print Media
- PR and Communications

Today's Agenda.

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1

Know what's out there.

2

Know your message.

3

Know your strategy.

4

Know what tools are available.

5

Know when to ask for help.



A man with dark hair, wearing a light blue button-down shirt, is shown from the chest up. He has a serious, slightly skeptical expression on his face, looking slightly to the left. His right hand is raised, with his index finger pointing towards the viewer. The background is a blurred indoor setting.

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Consider This.

Consider This.

Speak

91%

**of customers have visited a store
because of an online experience.**

Consider This.

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47%

**of small business owners run
marketing entirely on their own.**

Consider This.

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50%

**of small businesses spend less
than two hours per week on
marketing efforts**

Consider This.



Easy conclusion:

Marketing, especially online, is more important than ever, but business are rarely feel equipped with the time or resources to make it happen.



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Marketing in 2021.

Key Elements of Marketing.

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Online Performance

- Website
- Google My Business
- Search Visibility (SEO and PPC)
- Analytics



Social Media

- Facebook
- Instagram
- LinkedIn
- Twitter



Traditional

- Branding and Collateral
- TV
- Outdoor



Lead Gen

- Email Marketing
- Content Marketing
- Remarketing

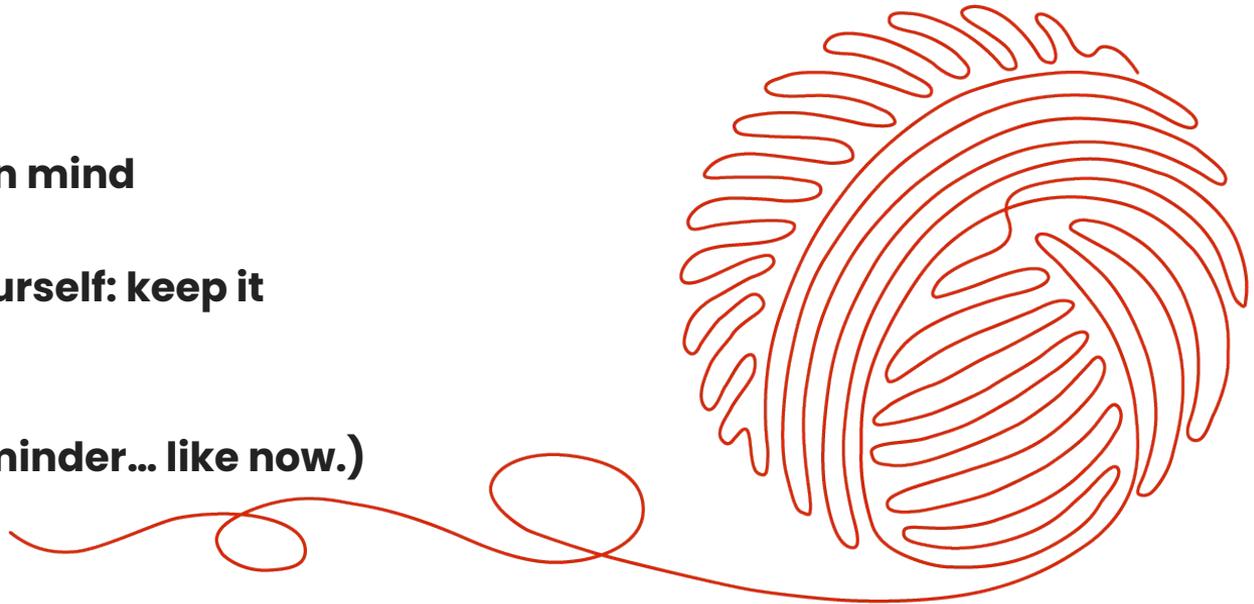


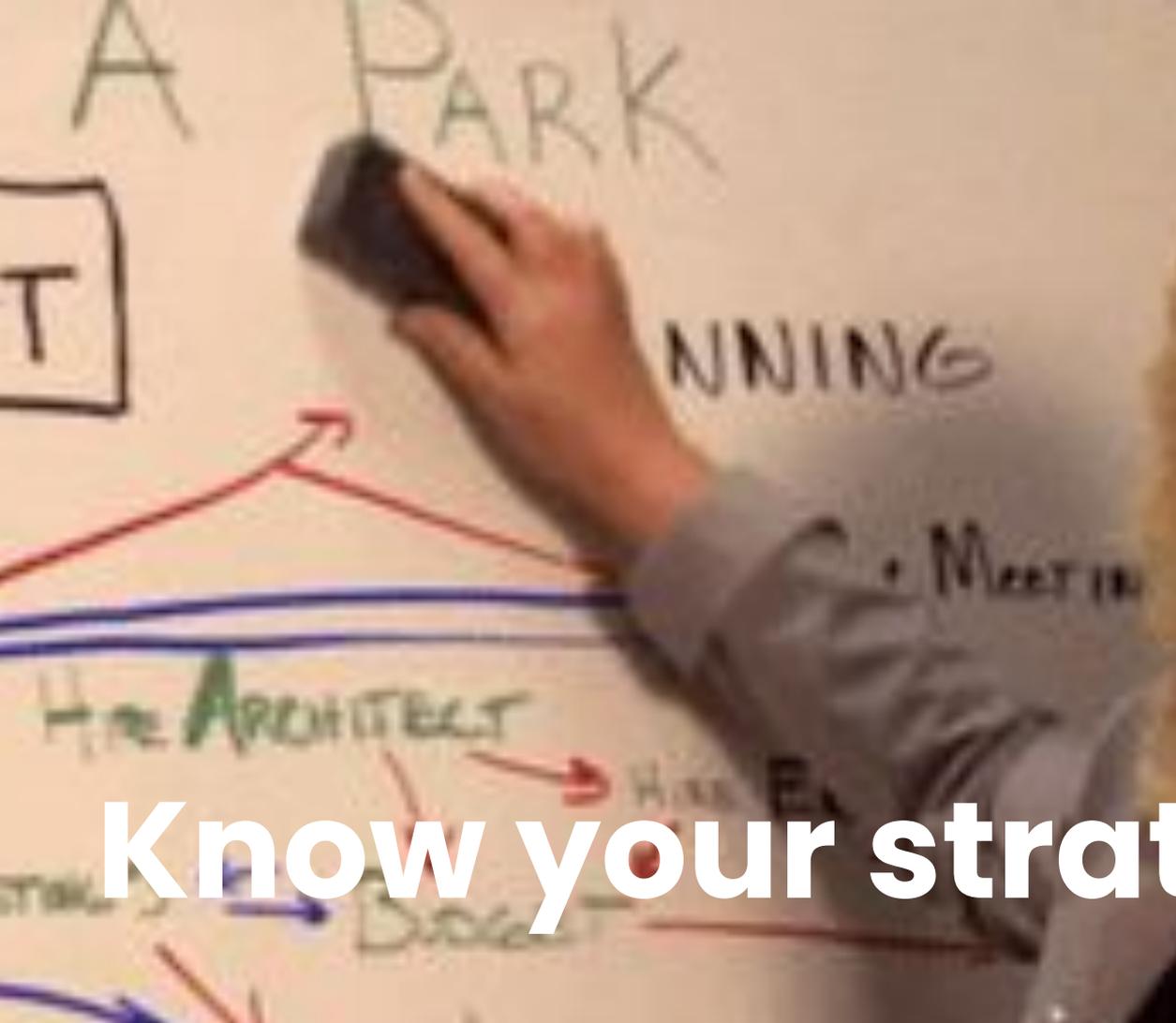
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Know your message.

Messaging matters.

- **Identify core audiences**
- **Identify channels**
- **Keep the red thread in mind**
- **Make it simple for yourself: keep it consistent**
- **Reevaluate (set a reminder... like now.)**

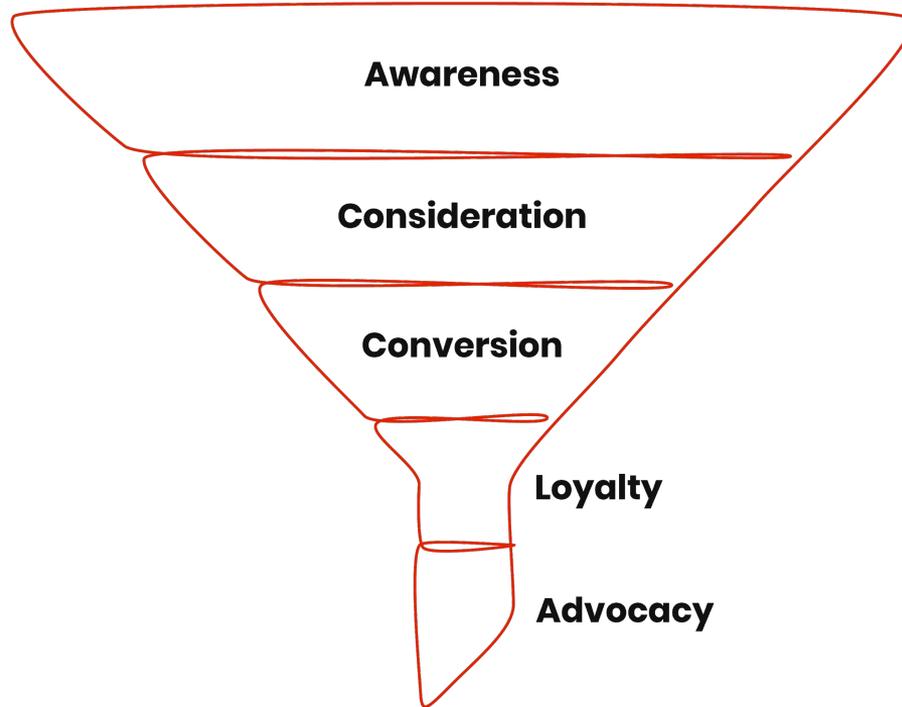




Know your strategy.

The marketing funnel.

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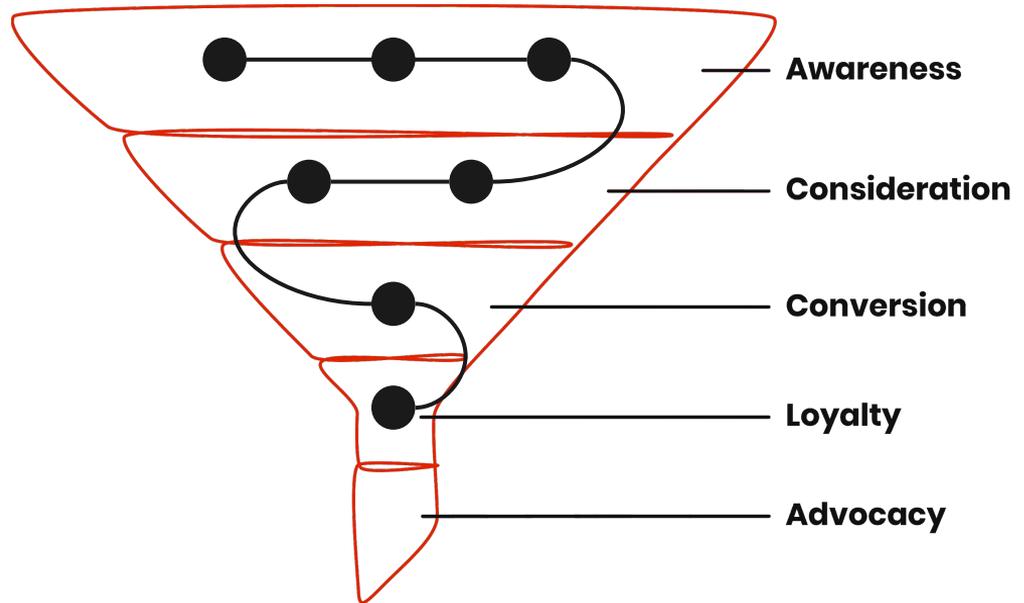


Evaluate your funnel.

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“A journey of a thousand miles begins with a single step.”

What should you focus on to help move prospects through your funnel?



Set goals to build strategy.

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Acme HVAC

Goals

- New customers
- System upgrades
- Service contracts

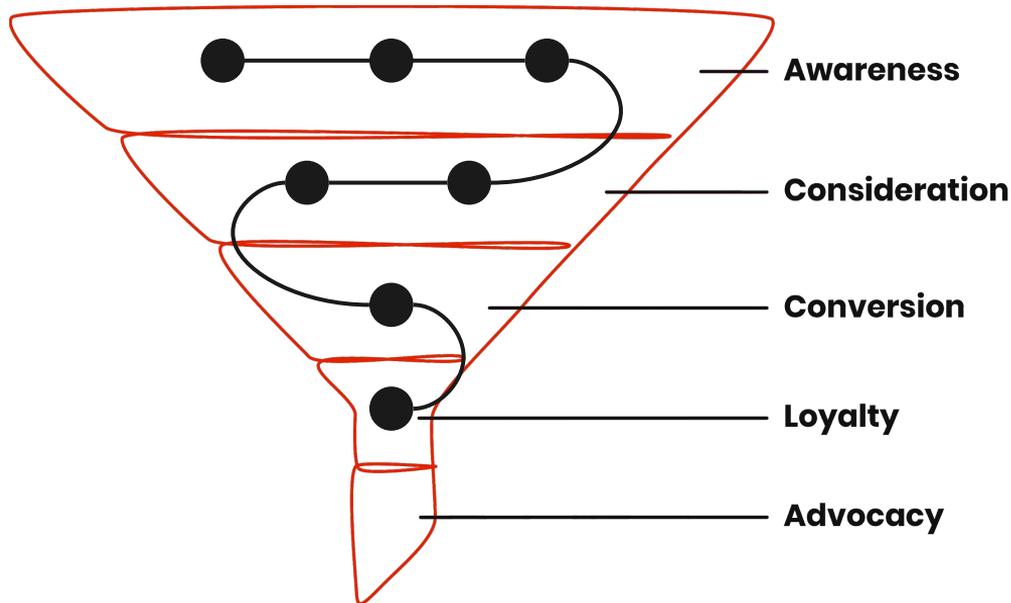
Primary

- Quote requests
- Service appts

Secondary

- Google reviews
- Social wins

Tertiary



A man wearing a tan baseball cap and a white long-sleeved shirt is standing in a room with light-colored wooden cabinets. He is looking towards the camera. The background shows a white door on the left and a white wall with a small framed picture on the right.

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**Know what tools
are available.**

Tools = Time Saved.

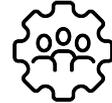
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Social Scheduling



Email Marketing



CRM Integration

Social Scheduling.

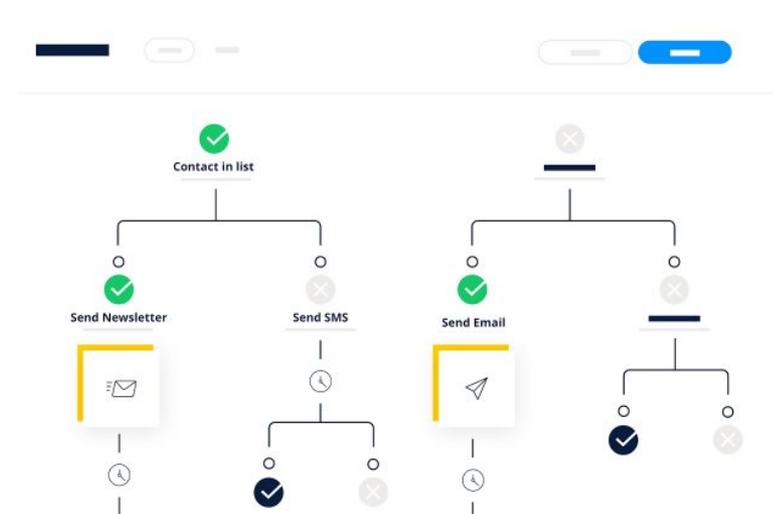
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- Short term work, long term gain
- Off-the-cuff thoughts aren't strategic
- Consistency is key

The screenshot displays the Sprout Social dashboard for the week of February 19, 2017. The interface includes a navigation sidebar on the left with options like Calendar, Sprout Queue, Drafts, Post Via RSS, Needs Approval, Rejected, Asset Library, and Notifications. The main content area features a calendar grid with a bar chart at the top showing post volume. The calendar cells contain scheduled posts with their respective times and content. For example, on Monday, February 20th, there is a post at 8:45AM titled "Enjoy a cup of coffee with a..." and another at 9:30AM titled "Flash sale! Bring in your receipts &...". On Wednesday, February 22nd, there is a post at 9:00AM titled "Should a marketing exe...". On Friday, February 24th, there is a post at 8:55AM titled "Holiday Marketing Guide". On Saturday, February 25th, there is a post at 9:45AM titled "Good morning, everyone! :)". The right sidebar contains a "DATE RANGE" selector (02/19/2017 to 03/19/2017), "FILTERS" and "TAGS" buttons, a "PROFILES" list with checkboxes for various accounts (e.g., @ChisSproutCoffee, @MySproutCoffee, Sprout Coffee Co.), and a "MESSAGE TYPES" list with checkboxes for "Queued Messages", "Scheduled Messages", and "Sent Messages". An "EXPORT" button is located at the bottom right.

Email Marketing.

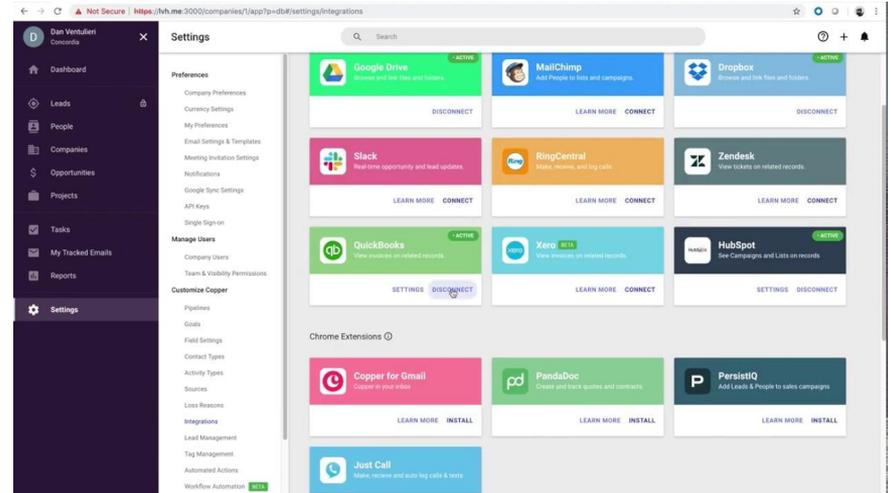
- **Brand recognition matters**
- **Quick and effective way to get in front of leads and customers**
- **Automation**



CRM Integration.

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- **Centralize contact information**
- **Do more with data**
- **Get from outreach to action faster**





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**Know when to
ask for help .**

Multiply to maximize.

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Are you maxed out on time?

Have you reached the limit of your knowledge/expertise?

Do you feel stuck or need someone to optimize your effort?

It's time to rethink ROI.

Start putting the pieces together.

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Acme HVAC

Goals

- New customers
- System upgrades
- Service contracts

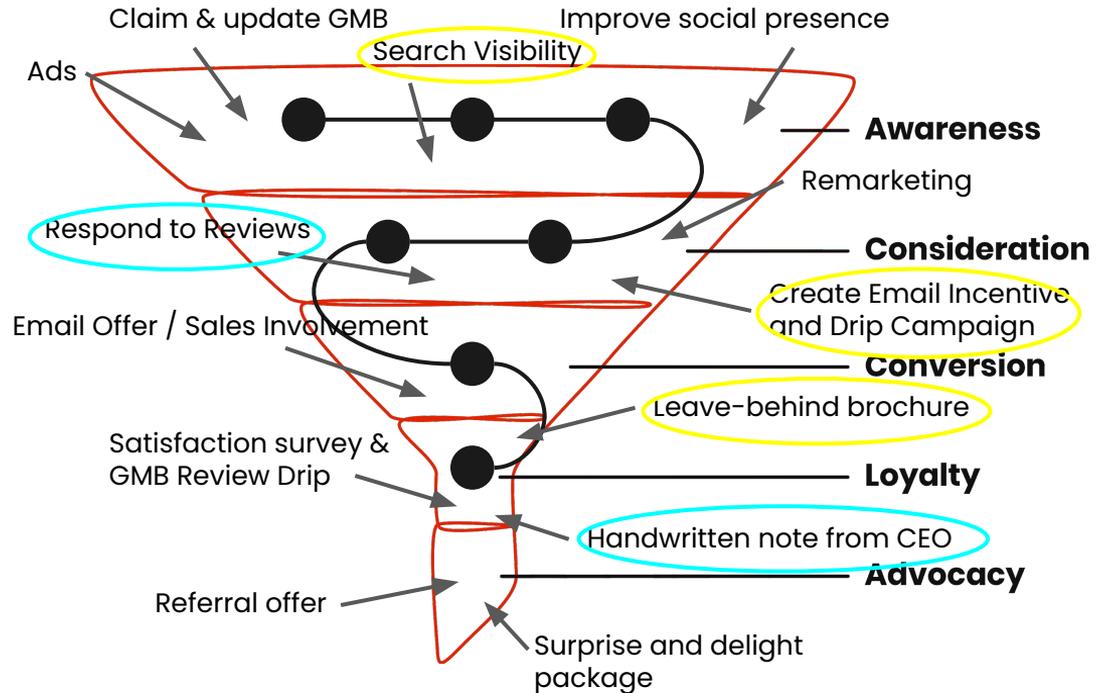
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Checklist for success.

- Identify core audiences and solidify messaging**
- Inventory all marketing channels available to reach your audiences**
- Evaluate your funnel and create goals**
- Map a strategy that will accomplish outlined goals**
- Determine tools that will help you maximize your time**
- Consider where outside help could help you add valuable marketing channels or better utilize your time**
- Review Progress**
- Optimize Again**



Thank you.

Questions, comments,
or want to chat?

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