So, you have opened your doors. Why isn’t anyone here?
Marketing

• Opportunities to connect with consumers like never before

• Many traditional efforts are not as effective
  – Yellow pages
  – Newspaper advertisements
  – Direct mail

• The internet allows you to capitalize on niche markets

• Your website should contain the most relevant, up-to-date information
Today’s Consumer

• 1.3 second attention span
• Have information at their fingertips
• Viable options to voice their opinions like never before
• Finds out information on their own
  – Even for local businesses
• Can control the information they receive
Reality Check

• Internet isn’t going away

• There are currently 673 million websites
  – 30 trillion pages

• 25 billion devices will be connecting to the internet

• Disruption surrounds us
  – Will continue to reshape our communities
  – Accelerate machine-to-machine communications
Do you ever feel like this?
2015 SMALL BUSINESS ADVERTISING SURVEY RESULTS

SOCIAL MEDIA IS IMPORTANT TO SMALL BUSINESSES

Percentage of SMBs using the following in 2015

- Facebook: 66%
- Twitter: 30%
- LinkedIn: 28%
- Google+: 23%
- YouTube: 21%
- Blogs: 16%
- Pinterest: 15%

Small Business goals for using Social Media:

- 70% Generate Leads
- 53% Build Brand Awareness
- 50% Engage Customers

What Social Media Platform is Best?

• It depends on
  – Who your audience is
  – What are your goals?
  – Why are you getting active on social media?
    • Build your brand
    • Create awareness about a topic
    • Content distribution
Demographic Composition Percent of Major Social Networks
Source comScore, Media Metrix Platforms, Dec. 2014
Knowing your Customer

BRAIN SELL by Strategic Caravan

Yes folks - Acme Travels has the perfect holiday destination for you!

No takers for your offers? Know your customer.
Customer Reviews/Testimonials

• Reviews have become a dominating force
  – Not likely to go away as consumers have become dependent on what others say
    • Gain in influence and importance
  – A negative comment is not the absolute end
    • It’s important how you handle the situation
    • A occasional one or two can be helpful
  – Don’t ignore them!
US Search Share

Google
- November 2014: 77.3%
- December 2014: 75.2%

Bing
- November 2014: 12.1%
- December 2014: 12.5%

Yahoo!
- November 2014: 8.6%
- December 2014: 10.4%

Other
- November 2014: 2.0%
- December 2014: 1.9%
What’s the Difference?

**SEO**

- States the requirements.
- Demands content.
- Demands key words.
- Demands link backs.
- Demands onsite technical optimization.
- Demands consistent output of content.

**Content Marketing**

- Fulfills the requirements.
- It is content.
- Means using key words.
- Introduces link backs.
- Content marketing needs great user experience.
- Requires consistently creating output.
<table>
<thead>
<tr>
<th>Activity</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>48%</td>
</tr>
<tr>
<td>Stream music/listen to radio</td>
<td>45%</td>
</tr>
<tr>
<td>Social networks</td>
<td>44%</td>
</tr>
<tr>
<td>Navigation</td>
<td>42%</td>
</tr>
<tr>
<td>Search for information</td>
<td>42%</td>
</tr>
<tr>
<td>Watch video</td>
<td>33%</td>
</tr>
<tr>
<td>Browse shopping sites</td>
<td>30%</td>
</tr>
<tr>
<td>IM</td>
<td>26%</td>
</tr>
<tr>
<td>Read news</td>
<td>23%</td>
</tr>
<tr>
<td>Upload or send photos</td>
<td>21%</td>
</tr>
<tr>
<td>Online games</td>
<td>17%</td>
</tr>
<tr>
<td>Upload or send video</td>
<td>15%</td>
</tr>
<tr>
<td>Video calling</td>
<td>14%</td>
</tr>
<tr>
<td>Upload or send large files</td>
<td>11%</td>
</tr>
<tr>
<td>VoIP</td>
<td>9%</td>
</tr>
</tbody>
</table>

Note: n=555 ages 18-75; excludes activities conducted via Wi-Fi

www.emarketer.com
Mobile Responsive Designs

• Recognizes Device

• Standard
Best Practices

• Don’t:
  – Treat social media merely as a sales tool
  – Try to be on all the major social media platforms

• Do:
  – Find ways to “engage” with your target audience
    • What’s important to them?
    • What do they care about?
  – Use social media as a way to “listen” to conversations
  – Become routine with your postings
  – Be mindful of consumers receiving marketing materials on mobile devices
Action Items

• Profile your customer
  – Identify ways to *effectively* connect with them

• Look at what others are doing within your industry
  – Other regions or parts of the country
  – Where are they obtaining a following?

• Make sure your website has a responsive design

• Tap into resources in the area
  – Federal and state agencies
  – Springboard Analysts
Conclusion

• There is not a one-size-fits-all mindset with today’s marketing
• Important to create a marketing calendar or timeline
• Takes time to create an audience online
• Don’t get overwhelmed or discouraged!
For more information:

lmayorga@niu.edu
Luanne Mayorga (815) 753-6927