

SMALL BUSINESS

SUMMER SCHOOL





Moderator
Whitney Cox, Google



Social Marketing 101
Julia Cabral, LinkedIn



Email Marketing 101
Dave Charest, Constant Contact



Local Marketing 101
Stasia Kudrez, Google



Holiday Marketing 101
Kristen Johnson, Vistaprint



Q&A Host
Sonja Rasula, Unique Markets

Live Q&A

Tweet your questions to **#SmallBizSchool**



Social Marketing 101 with LinkedIn





Build your profile

Profile photo

Industry

Summary

Work experience

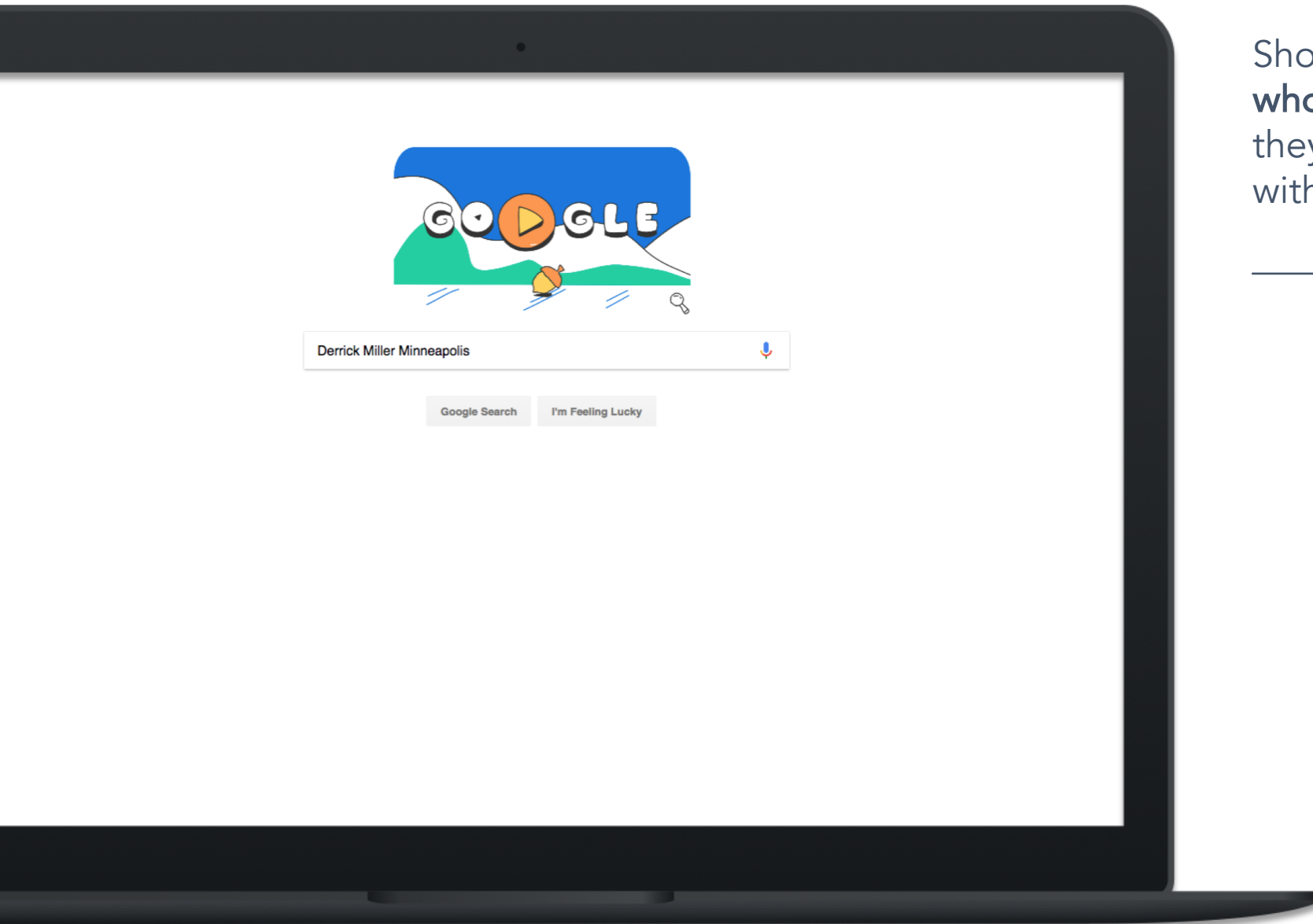
Media

Recommendations



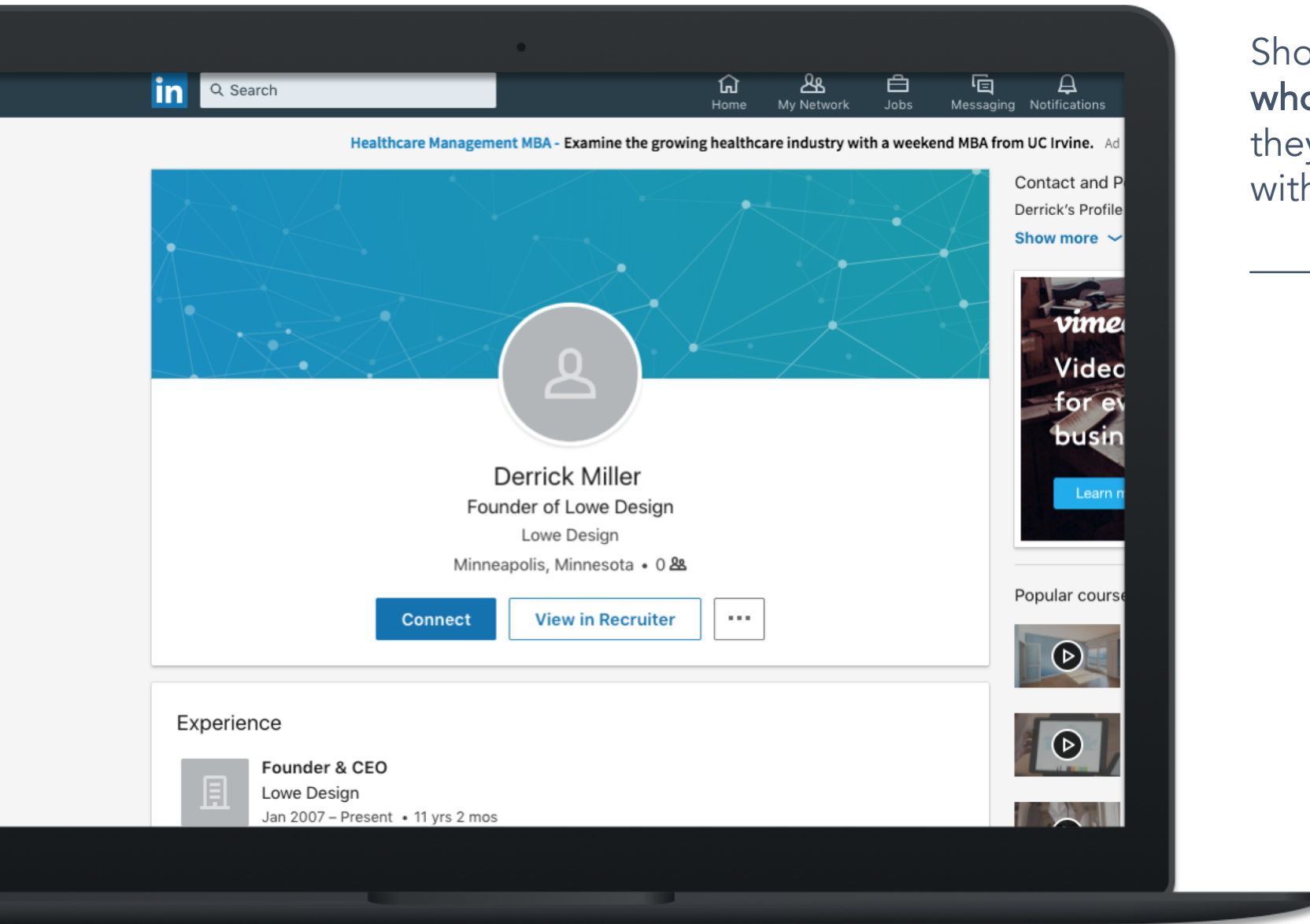
Meet Derrick.

Owner & CEO of Lowe Design,
Minneapolis-based design agency

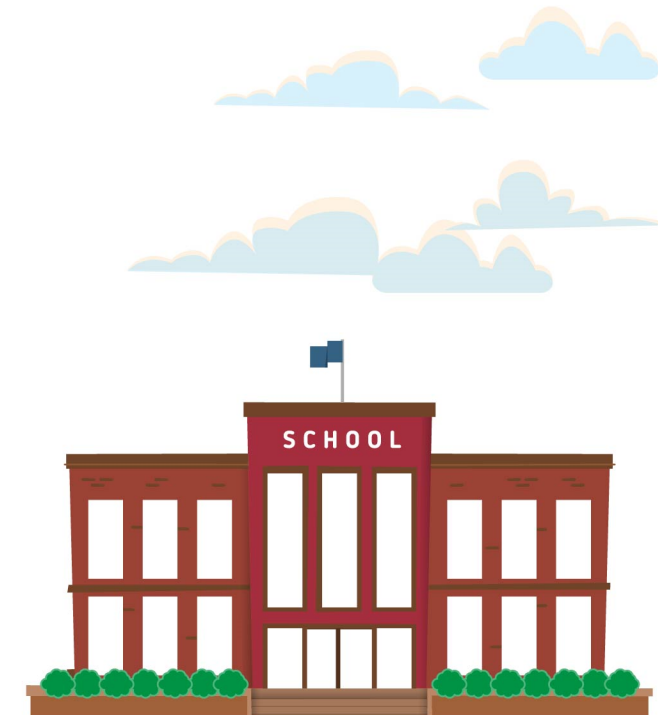


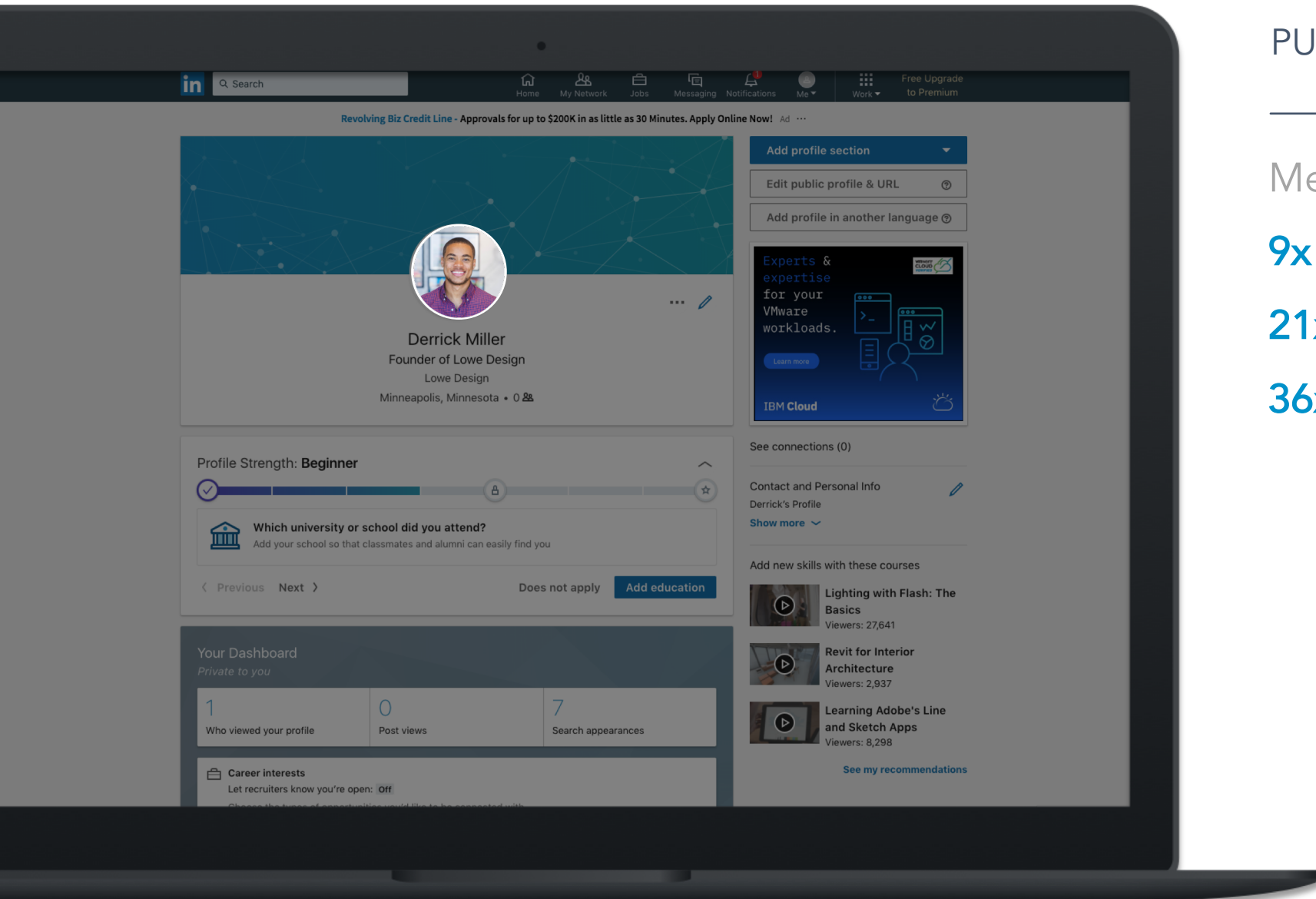
Show potential clients
who you are and **why**
they'd want to work
with you





Show potential clients
who you are and **why**
they'd want to work
with you





PUT A **FACE** TO A NAME

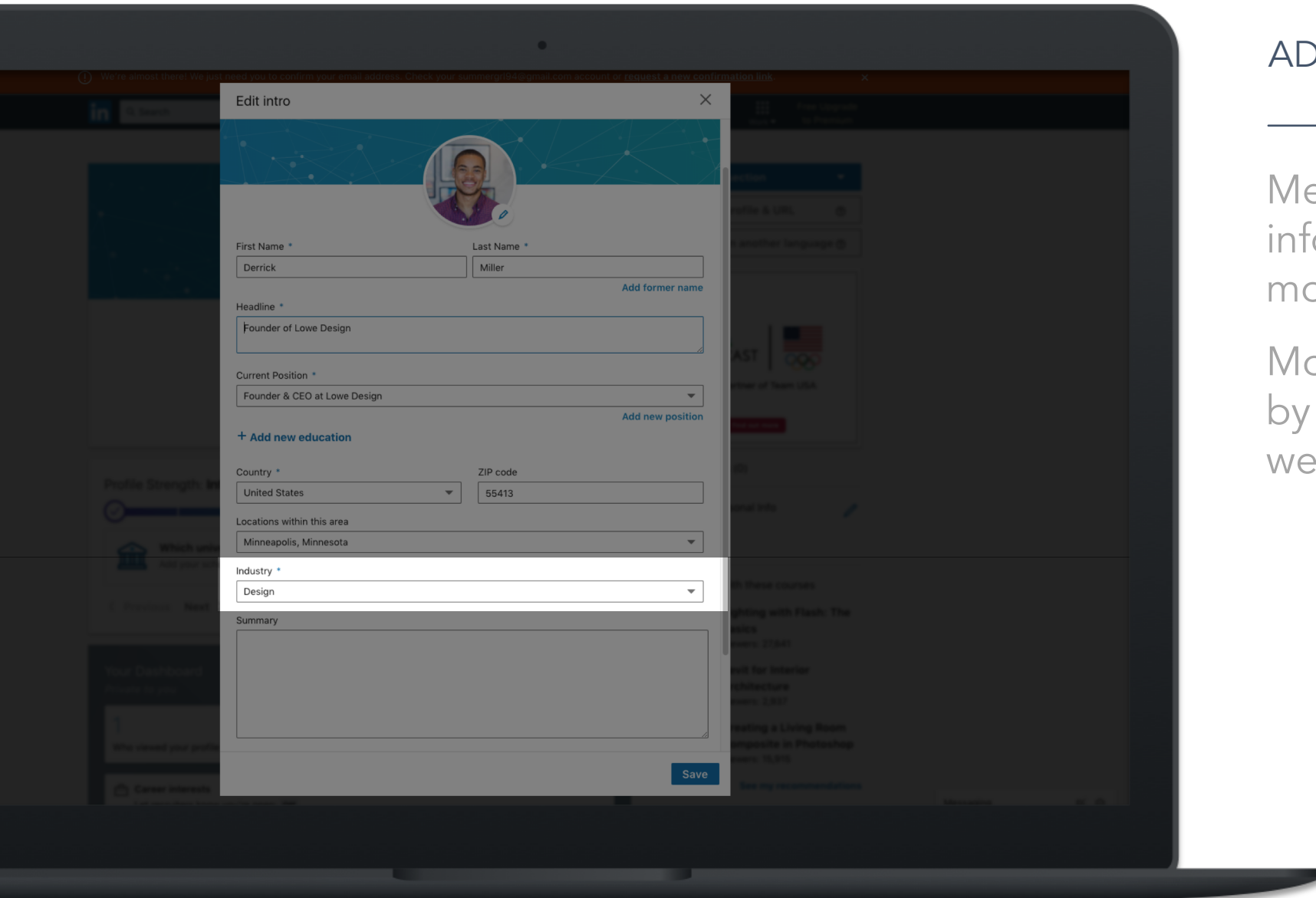
Members with a photo get up to:

9x more connection requests

21x more Profile views

36x more messages





ADD YOUR INDUSTRY

Members with industry information receive up to **9x** more Profile views


More than 300K people search by industry on LinkedIn every week



TELL YOUR STORY IN YOUR SUMMARY

As a small business leader,
share more about what you do
and why you do it.

We're almost there! We just need you to confirm your email address. Check your summerof94@gmail.com account or request a new confirmation link.



First Name *

Derrick

Last Name *

Miller

[Add former name](#)

Headline *

Founder of Lowe Design

Current Position *

Founder & CEO at Lowe Design

[Add new position](#)

[+ Add new education](#)

Country *

United States

ZIP code

55413

Locations within this area

Minneapolis, Minnesota

Industry *

Design

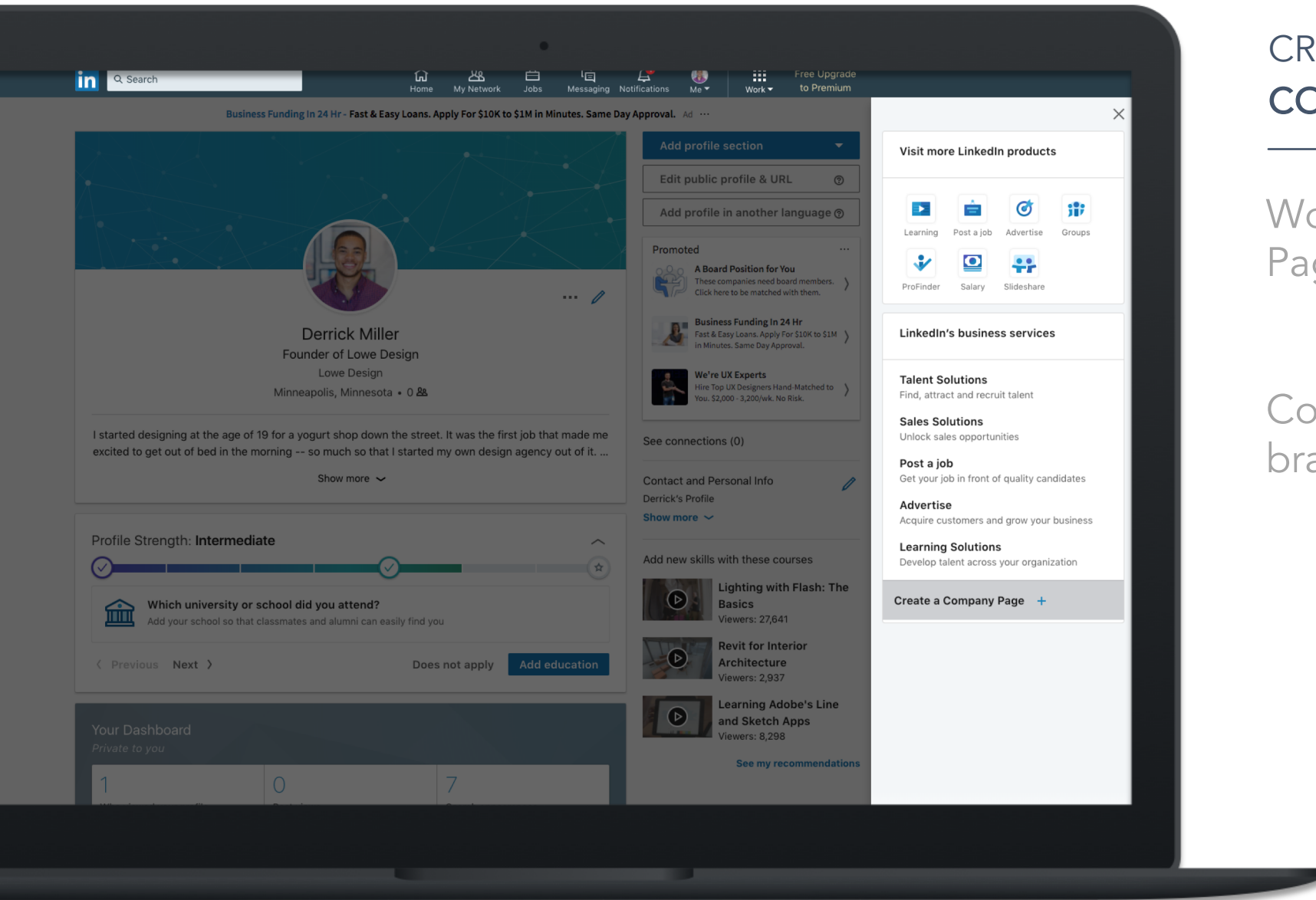
Summary

I started designing at the age of 19 for a yogurt shop down the street. It was the first job that made me excited to get out of bed in the morning -- so much so that I started my own design agency out of it. The ability to create is what motivates and excites me every day.

Lowe Design is a full-fledged design agency, specializing in graphic and visual design. We are based out of Minneapolis, Minnesota and cater to companies all over the world. For more information, reach out to derrick@lowedesign.com

[Save](#)



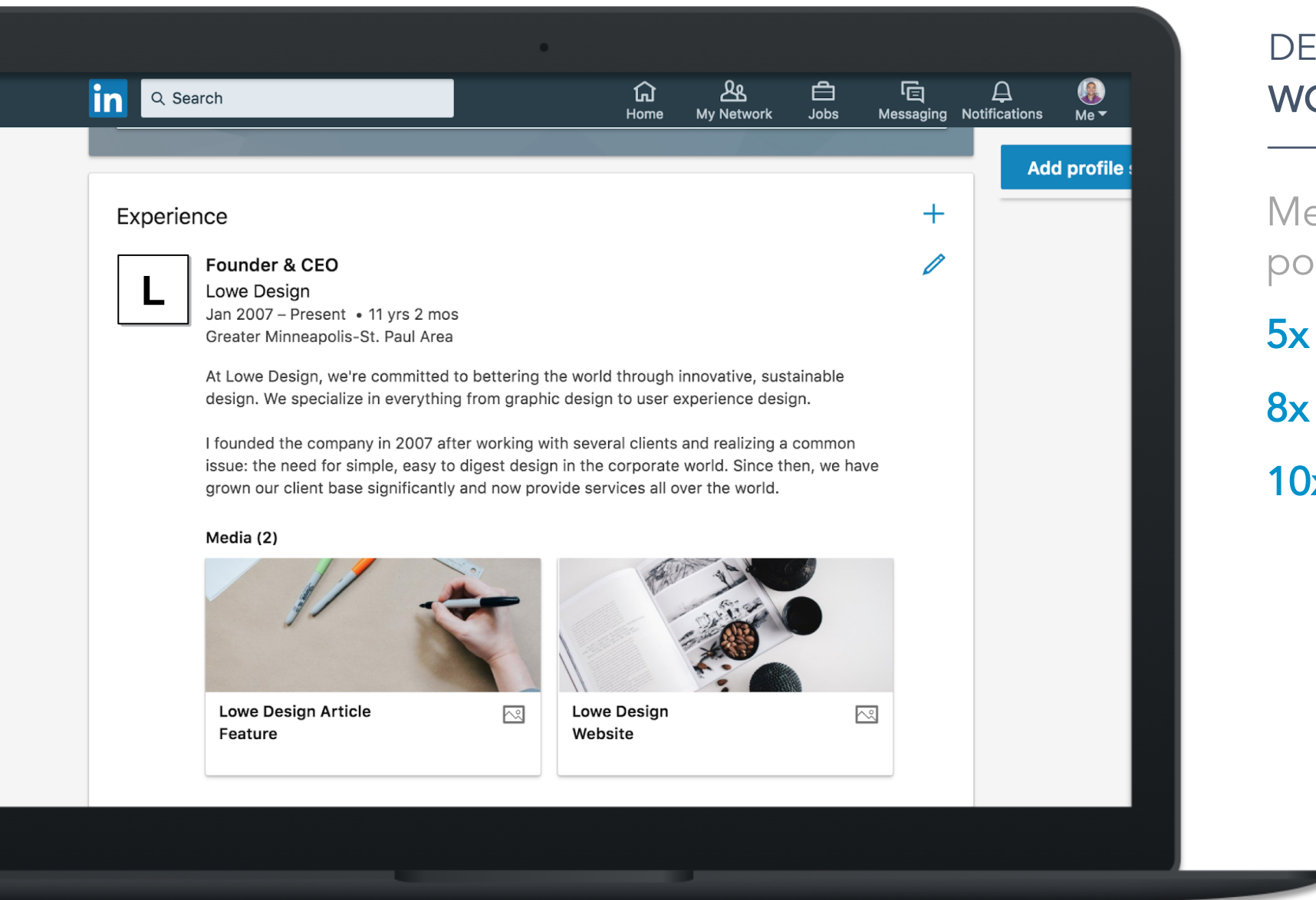


CREATE A COMPANY PAGE

Work → Create a Company
Page

Connecting your business's
brand to your profile





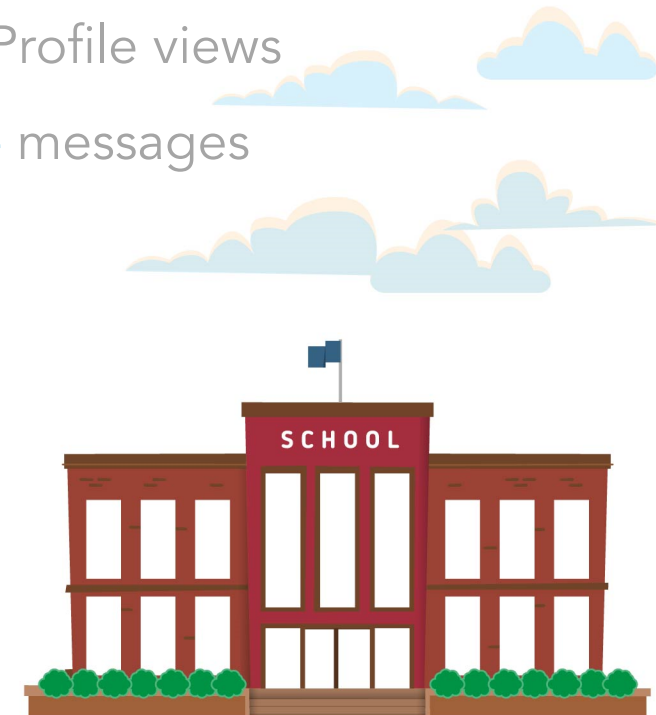
DETAIL YOUR WORK EXPERIENCE

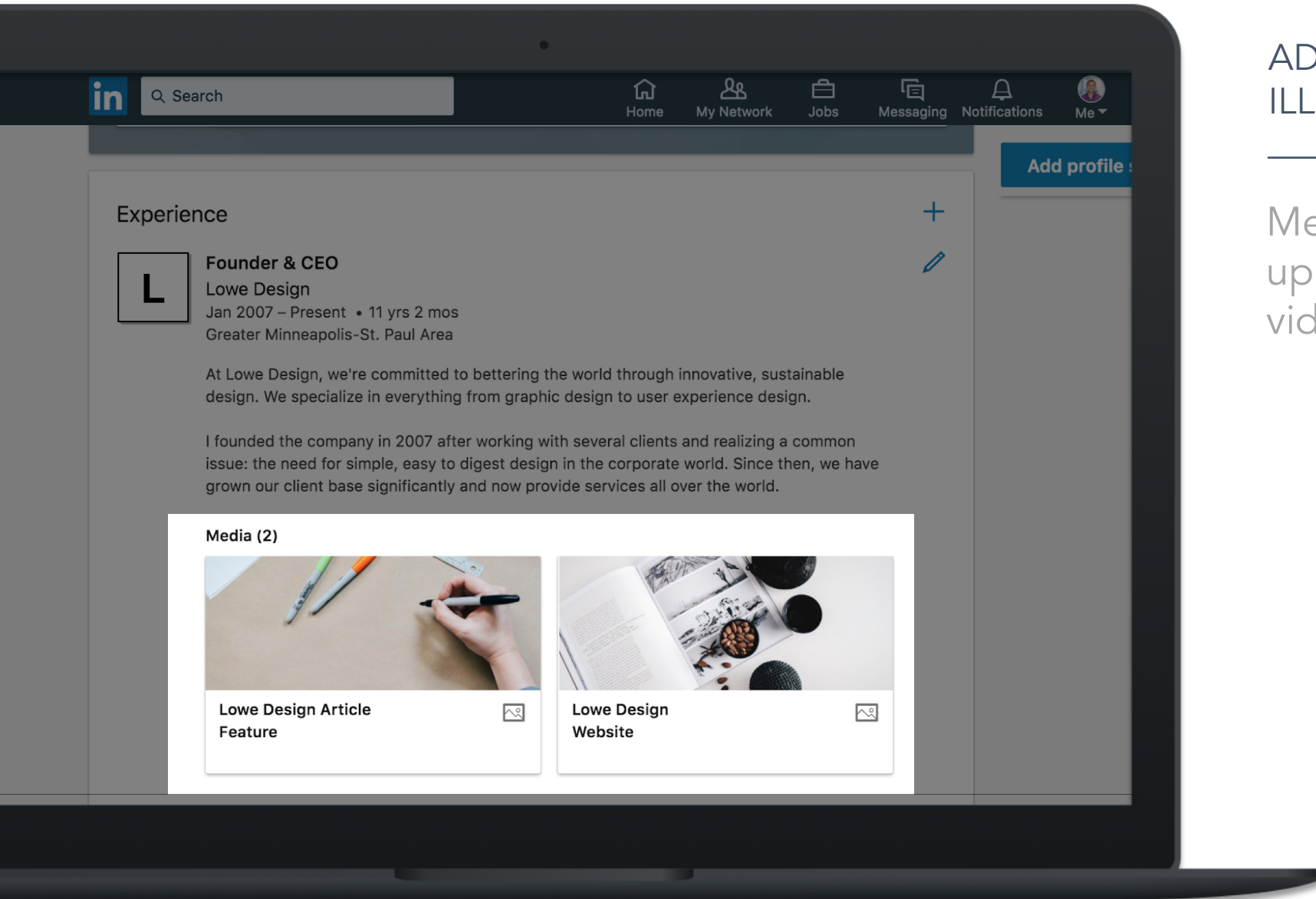
Members with up-to-date
positions receive up to:

5x more connection requests

8x more Profile views

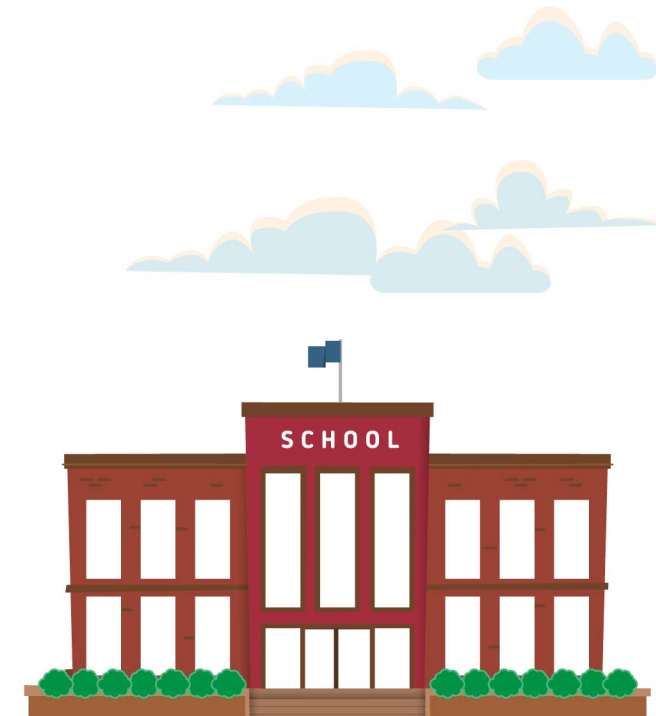
10x more messages





ADD MEDIA TO ILLUSTRATE

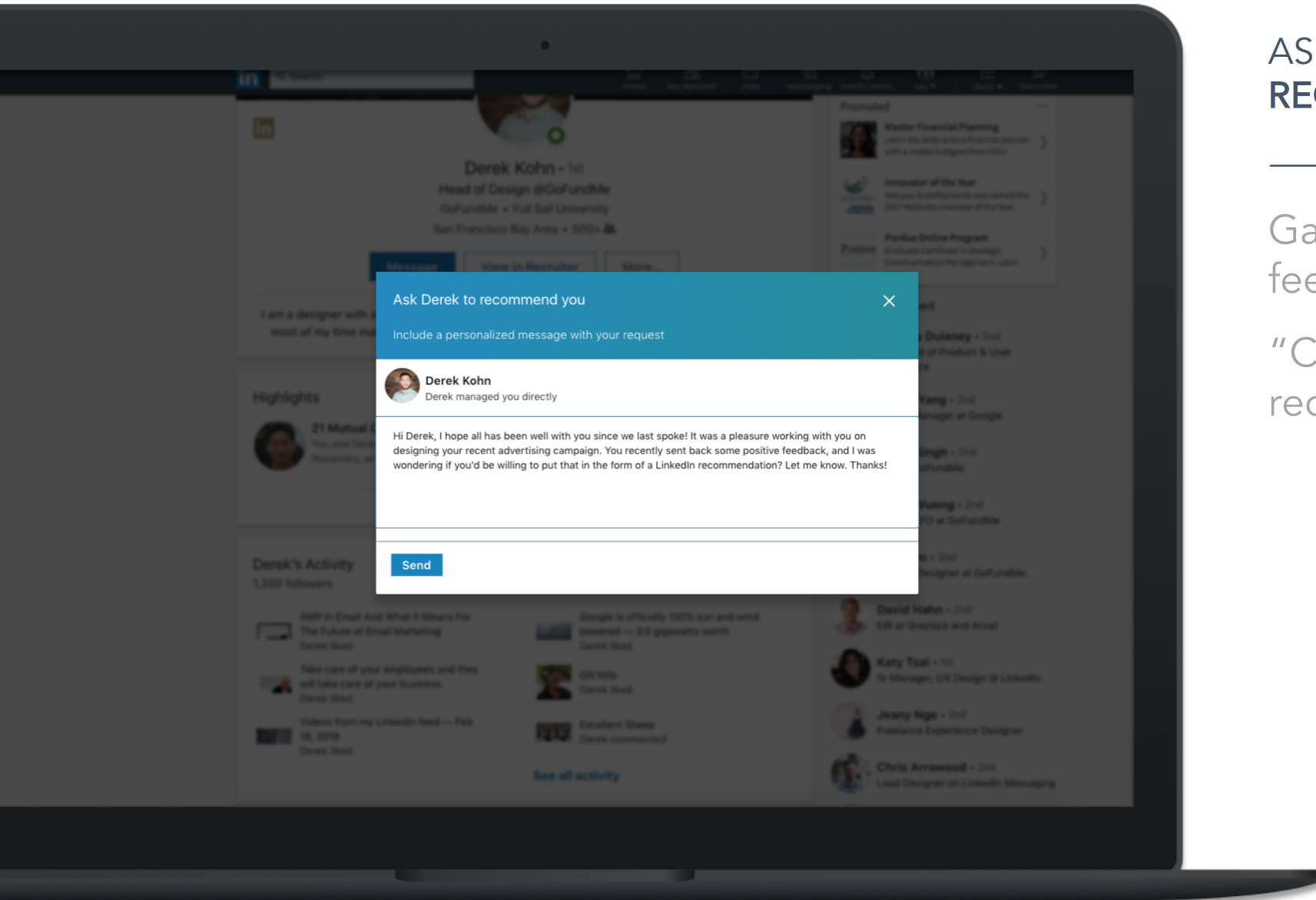
Members can link and/or upload websites, articles, videos, and photos.



ASK FOR RECOMMENDATIONS

Gathering & repurposing
feedback from clients

“Copy and paste into LinkedIn
recommendation”





Find the right connections

Whom to connect with

Search Filter

QR Code Feature

“Find Nearby”

Connection etiquette

Whom to connect with

EXISTING

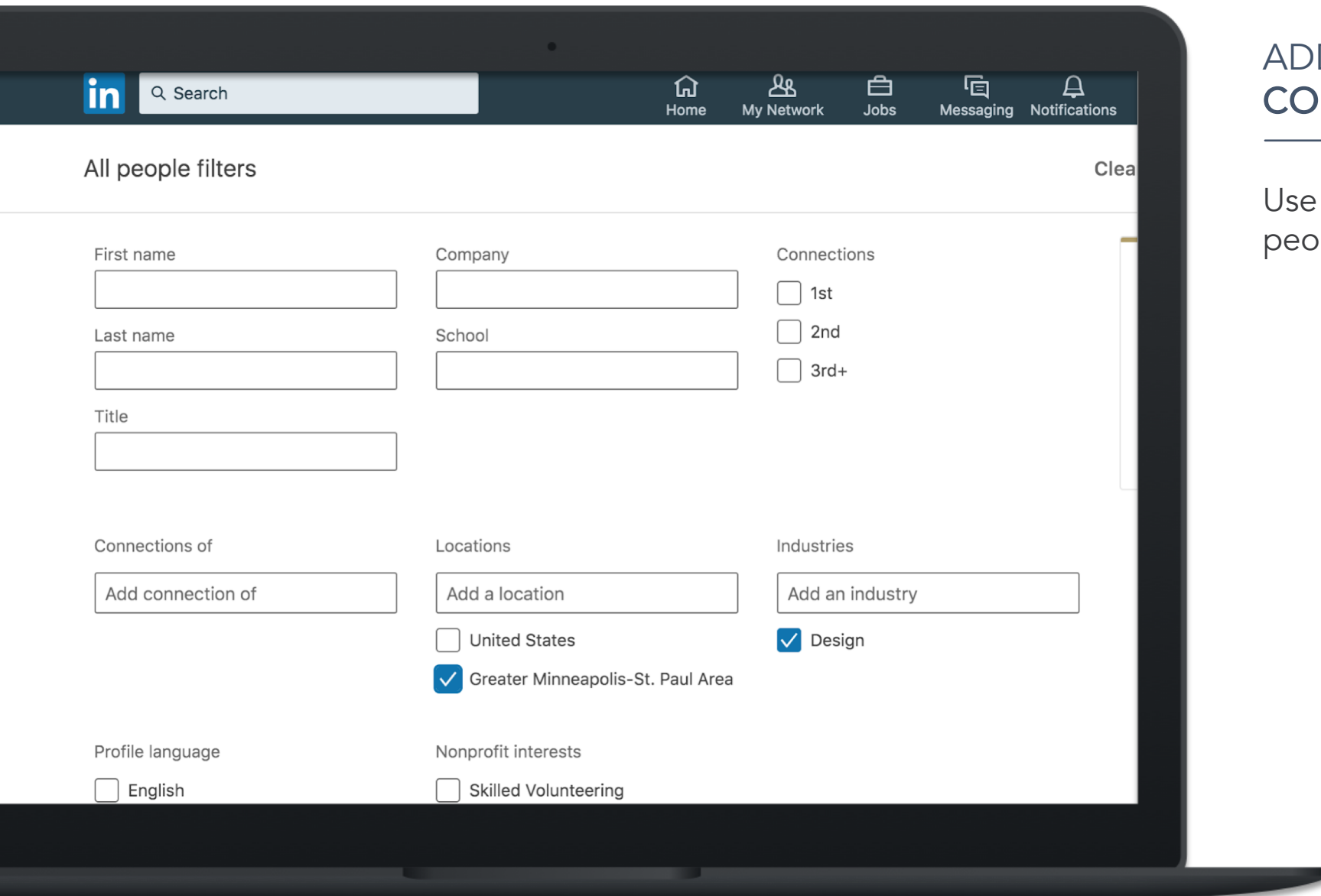


- Recent clients
- Suppliers
- Business owners
- Friends & family
- Colleagues
- Alumni

NEW



- People from events
- Members you interact with
- Who's Viewed My Profile
- Potential mentors & clients
- Influencers (authors, bloggers)

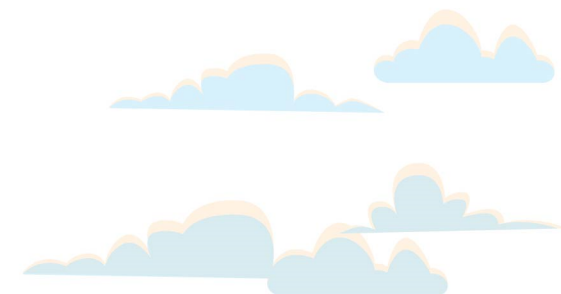


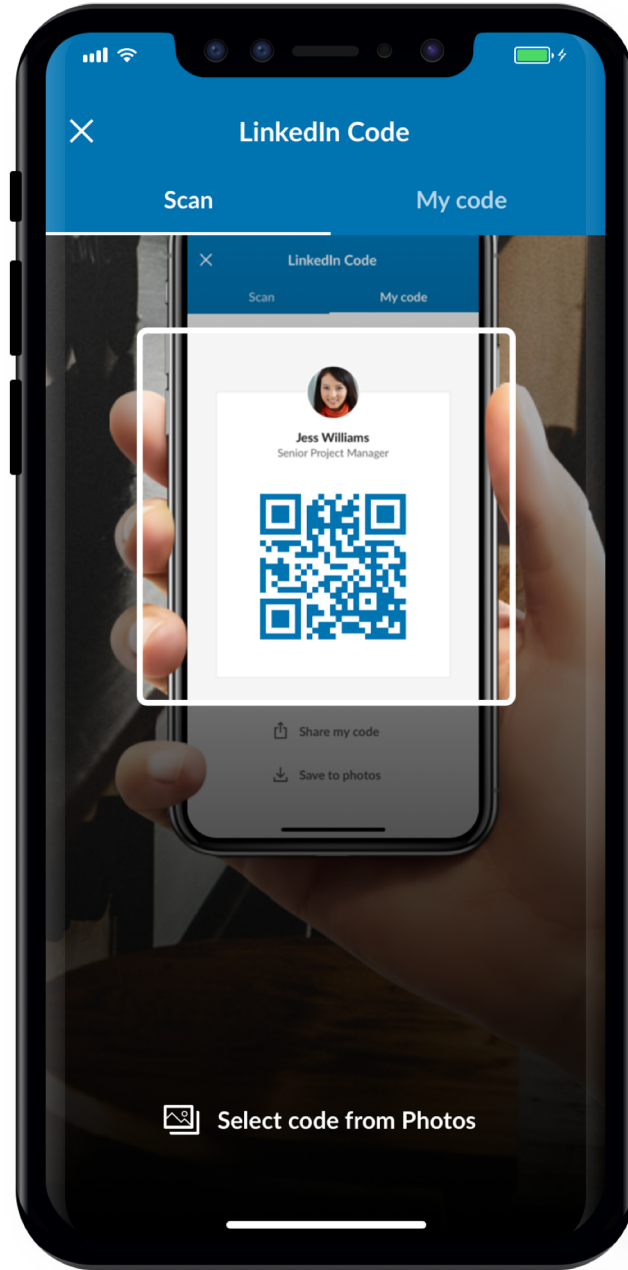
The image shows a laptop screen displaying the LinkedIn 'All people filters' page. The top navigation bar includes the LinkedIn logo, a search bar, and links to Home, My Network, Jobs, Messaging, and Notifications. The main section is titled 'All people filters' and contains several filter categories:

- First name**: A text input field.
- Last name**: A text input field.
- Title**: A text input field.
- Company**: A text input field.
- School**: A text input field.
- Connections**: Three checkboxes for '1st', '2nd', and '3rd+' connections.
- Connections of**: A button labeled 'Add connection of'.
- Locations**: A button labeled 'Add a location' and two checkboxes: 'United States' (unchecked) and 'Greater Minneapolis-St. Paul Area' (checked).
- Industries**: A button labeled 'Add an industry' and one checkbox: 'Design' (checked).
- Profile language**: A checkbox for 'English' (unchecked).
- Nonprofit interests**: A checkbox for 'Skilled Volunteering' (unchecked).

ADD CONNECTIONS

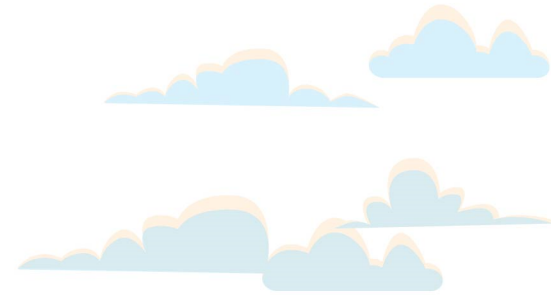
Use the Search Filter to find relevant people you want to connect with





ADD CONNECTIONS

LinkedIn QR Code: Easily scan and connect with other profiles while networking





Nearby



Derrick Lowe

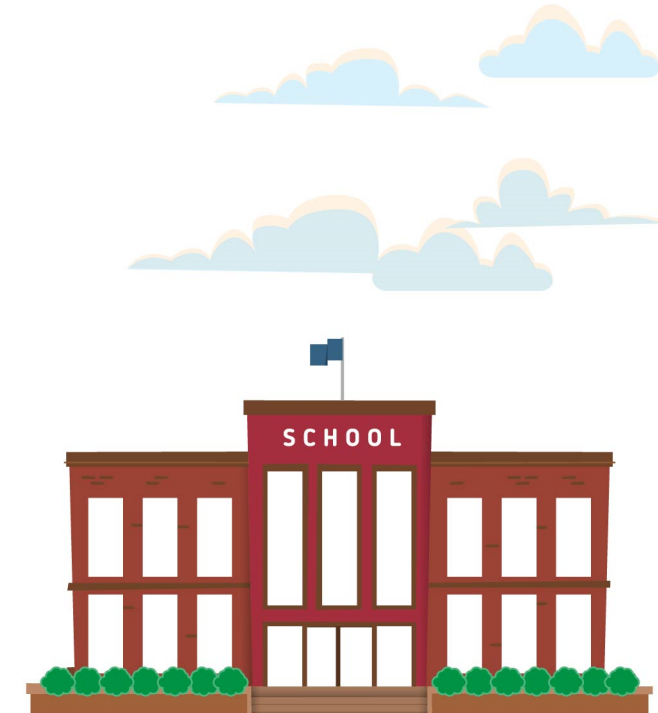
Nearby members can only discover you when you're on this page.

Where is everyone?

Nearby members will appear here when you both have this page open

ADD CONNECTIONS

Use the "Find Nearby" feature to connect with those near you at a event



How to connect with others



- Customize your message
- Be sincere & personal
- Find commonalities
- The "Small Business" card

EXAMPLE OF WHAT TO DO

"Hi Jeffrey! My name is Derrick. I came across your article on Quora and found it truly inspiring. As a small business owner, your insights were very insightful. I'd love to connect and learn more from you."



- Send a request to someone you don't know w/o context
- Try to sell them right away
- Make it impersonal

EXAMPLE OF WHAT **NOT** TO DO

"Jefferey, I'd like to connect. It seems like there's a lot I could learn from you. Thanks"

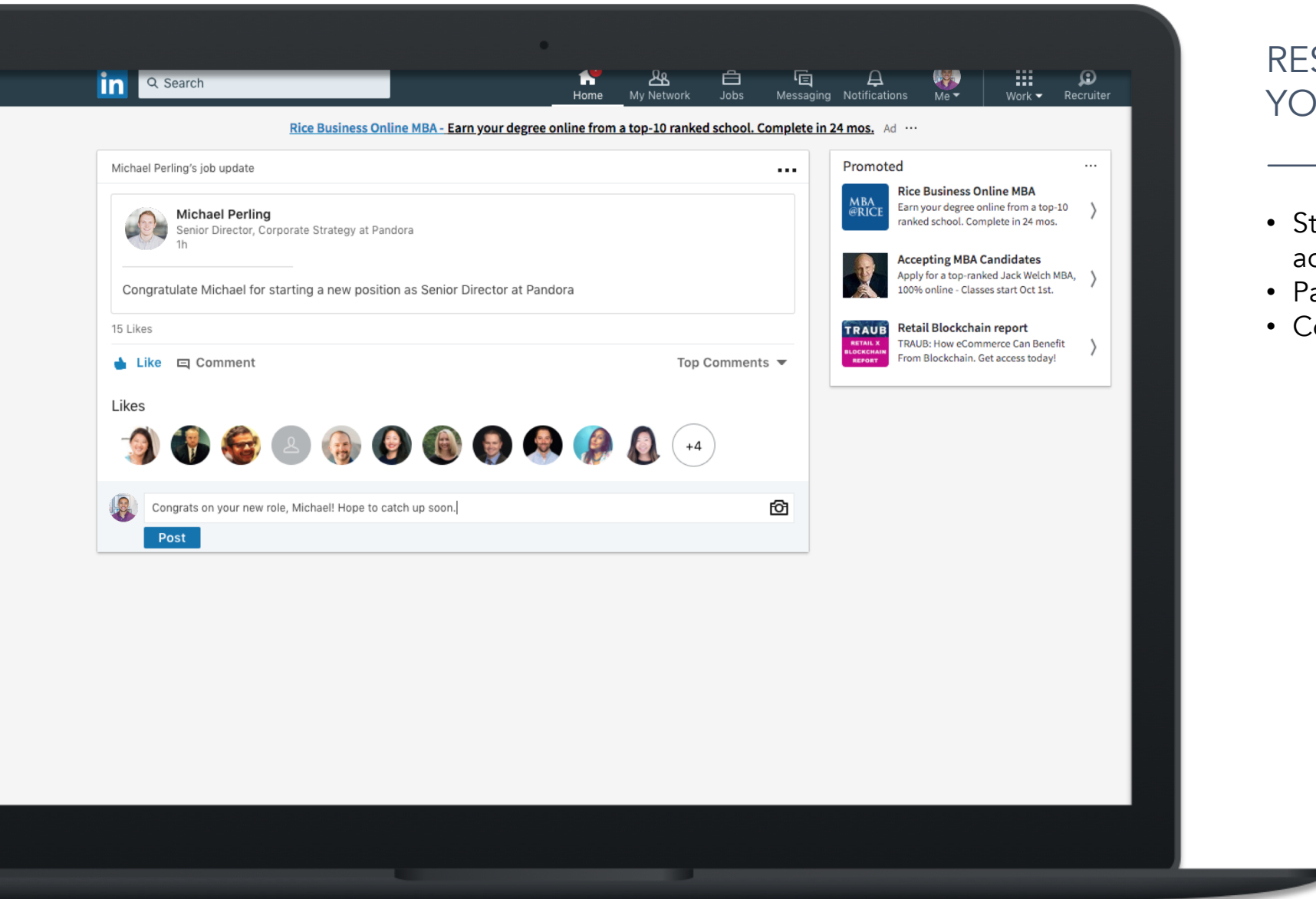


Engage your network

Responding to your network

What & how to post

Who's viewed your profile



RESPONDING TO YOUR NETWORK

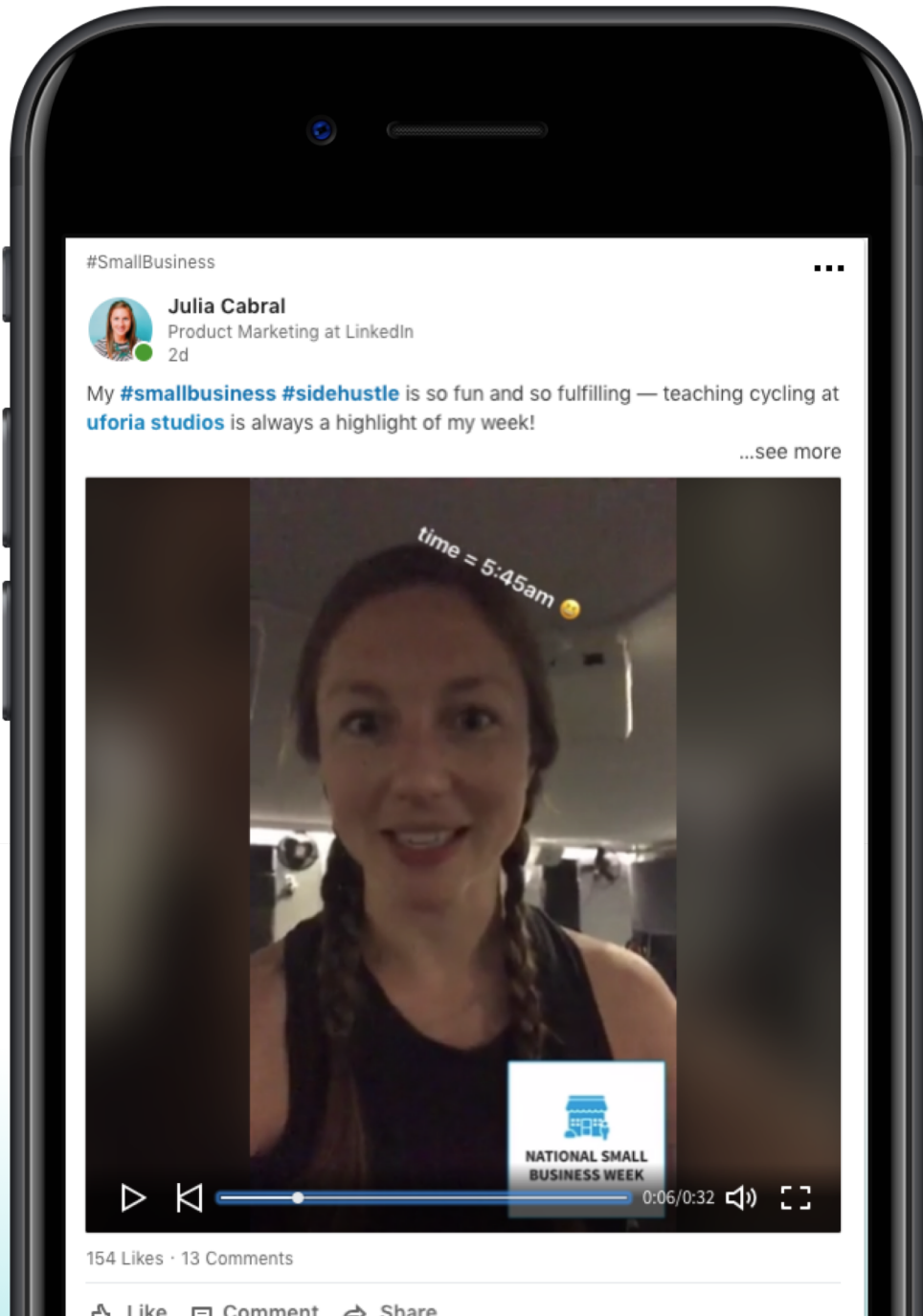
- Start by liking & commenting -- a small acknowledgement can go a long way!
- Pay attention to **new jobs** of past clients
- Consider what topics to weigh in on

WHAT TO POST

- Videos -- shared **20 times more** than any other type of content across LinkedIn!
- Share or publish photos, articles, or statuses
- Stories, thoughts, and ideas related to your career, industry, and development
- Business updates: new website, exciting news
- Use relevant hashtags
- Tag relevant people
- Personality is okay!

HOW TO POST

- Update to the latest version of the LinkedIn app for Android or iOS
- Tap the video icon in the share box on your personal profile page
- Record or upload a video (add a filter by tapping the icon on the top right)





Who's **viewed** your profile

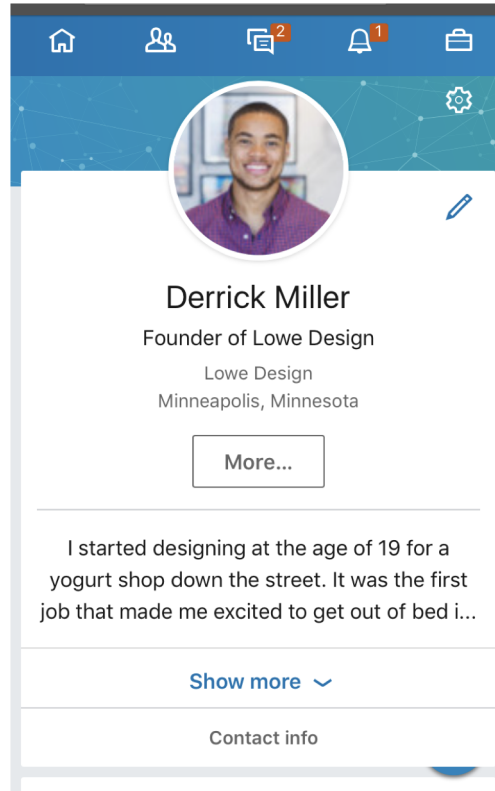
This month we refreshed the "Who's Viewed Your Profile" page with a new look and brought back functionalities that provide a quick snapshot into who has visited your profile over time.

With LinkedIn Premium, you have the added benefit of looking back at all the people who have viewed your profile over the past 90 days.



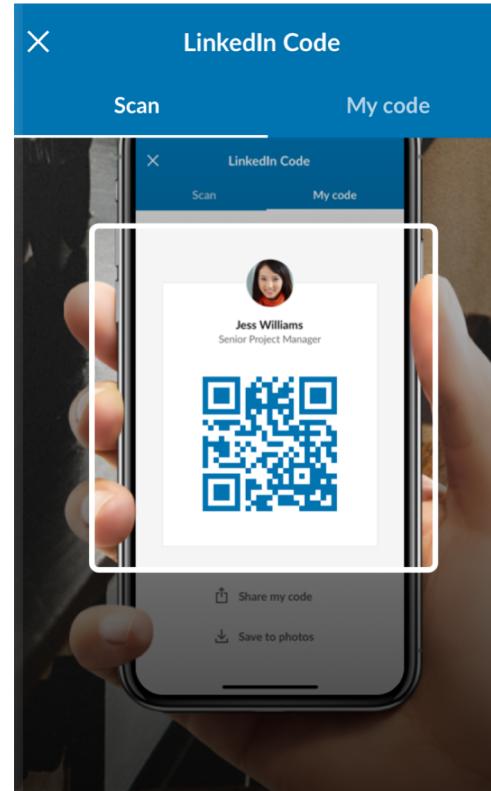


Build your **profile**



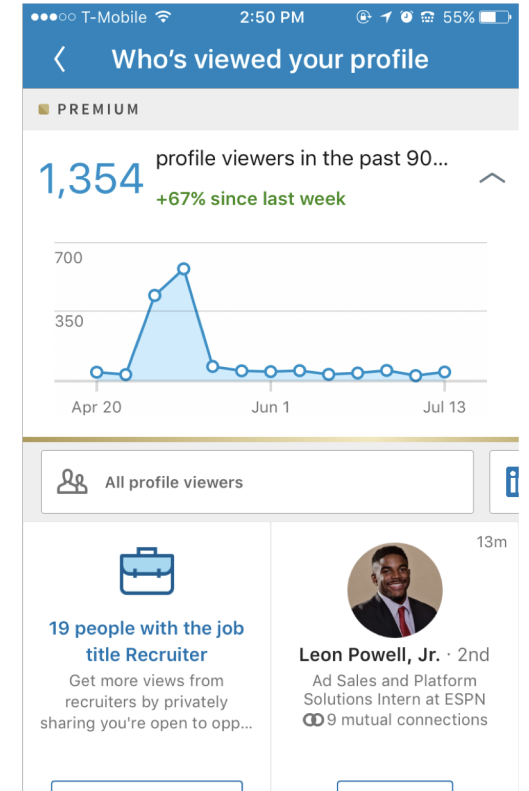
Establish **credibility**

Find the right **connections**



Connect with **key people**

Engage your **network**



Stay **top of mind**



Thank you!

 small business | smallbusiness.linkedin.com



Email Marketing 101 with Constant Contact



Email marketing drives holiday sales!



Email accounted for
20% of online
holiday site visits



Email demonstrated
the highest
conversion rate of
digital sales on Black
Friday through
Cyber Monday



77% of consumers
prefer email over
social media for
permission-based
promotional
messages

Agenda

- How to collect email addresses
- How to engage to strengthen relationships
- Email tips and ideas





How to collect email addresses



ABC's: Always be collecting

➤ In person

➤ Print


➤ Online

Join the Cycle Club!

Exclusive discounts, event invites, tips and more!

Text
SOUTHSIDEBIKES
to **22828** to get started.





Join the Cycle Club!

By subscribing you'll have access to exclusive promotions, coupons and special events we only share with club members. Be the first to know and stay in the know with tricks and tips to improve your health and cycling.

Sign Up

Tip #1: Stop asking, “Join our email list”

Don't make it about
receiving more email.





Tip #2: Focus on what's in it for them

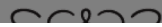
- Promotions and discounts
- Exclusive content
- Show support

Business to Consumer (B2C)



SOUTHSIDE
♦CYCLING♦

EST 2002



[Home](#)

[About Us](#)

Get 15% off on your next visit!

Enter your email address to get your coupon and exclusive access to more discounts and cycling resources.

* Email

Get my coupon!

[Privacy](#)

Business to Business (B2B)

Geraldi Consulting, Inc.



OUR WORK



CONTACT

Sign up and receive a FREE consultation!

In the future, you'll receive exclusive content to market your business.

* Email

Sign Up!

Powered by [Constant Contact](#) | [Privacy](#).

What our clients say

Nonprofit



Specializing in more

123 Main Street Waltham, MA 02160

Phone: 866-289-1234



[DONATE](#)

[ADOPTION](#)

[FO](#)

[EVENTS](#)

[CONTACT US](#)

Sign-up to receive a free adoption guide!

We'll guide you through the adoption process to find the right dog for your family.

You'll also learn about our animals, events, and volunteer opportunities. Together we can find forever homes for our animal friends.

* Email

Get my guide!

Powered by [Constant Contact](#) | [Privacy](#)

Here's what you need to remember:



- (A)lways
- (B)e
- (C)ollecting



Don't make it about
email



Focus on what's in it
for them



How to engage to strengthen relationships

Welcome emails are incredibly effective

3x

the transactions and revenue per email over regular promotional mailings

196%

lift in unique click rate

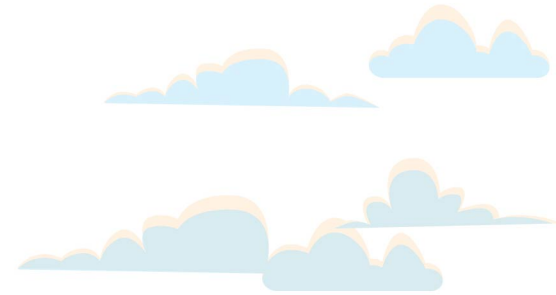
86%

lift in unique open rate

336%

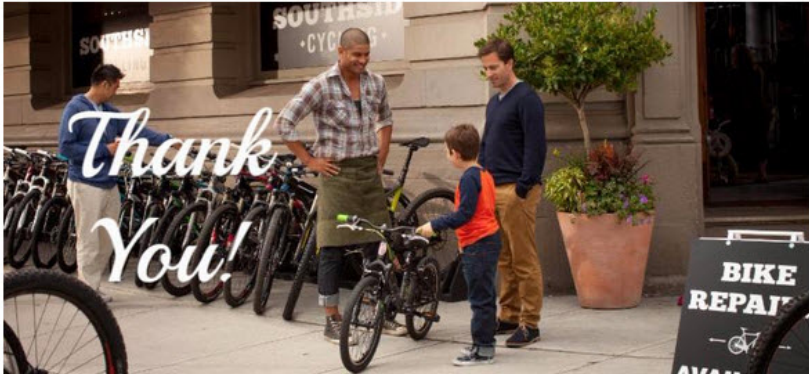

lift in transaction rate

Source: Experian Marketing Services



Email 1: Welcome

- Send immediately
- Deliver asset
- Welcome
- Set expectations



Thank you for joining us!

You'll receive one more email within the next week and then you can expect to hear from us on a monthly basis. You'll receive information on bike care tips, riding safely, and local events.

**ENJOY
15% OFF**

Use the coupon code **[CYCLINGSALE]** when shopping online or show this coupon in store.






SHOP NOW

Southside Cycling
123 Main Street
Washington, MA 02160

www.southsidecycling.com

Store Hours:
Monday - Thursday: 11 am - 8 pm
Weekends: 8 am - 6 pm

866.289.2101



Click Here to Contact Us!



Are you on social media?

Connect with us for the latest conversations and exclusives. Follow us on our social media sites.

Use the hashtag
#SOUTHSIDECYCLING
on your social media to let us know how you found us!



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www.southsidecycling.com

866.289.2101



[Click Here to contact Us!](#)

Email 2: Invitation

- Send a few days later
- Invite them to connect
- Let them know how to reach you

Here's what you need to remember:



Make a timely and relevant first impression in the inbox



Deliver on your promises



Invite contacts to connect with you beyond the inbox



Email tips and ideas





Plan your work

- Consistency is key
- Send at least once a month
- Personalize and automate

Design for today's audiences

- Use mobile-responsive templates
- Remove non-essential items
- Picture, paragraph, call to action



Spring Models Have Arrived!






We've stocked the store with state-of-the-art bicycle models including Giant, GT, Cannondale, and many more!

If you've been thinking of getting a new bike, there's no better time than now. You can even trade your old bike for store credit. Come in for a test drive!

[View New Models](#)

Southside Cycling
123 Main Street
Washington, MA 02160
www.southsidecycling.com

Store Hours:
M-Th: 11am - 8pm
Weekends: 8am - 6pm
866.289.2101





Keep Your Bike in Tip-Top Shape!

Hello Nicole,

We are glad you've chosen to join the Cycling Club. In preparation for your first meetup, let's make sure your bike is in tip-top shape.

Your bike is an investment. We wanted to provide a few things to keep in mind about your bike's care.

1. Keep your tires properly inflated for a great ride. Your bike needs tires need **40PSI**.
2. Keep your chain lubricated. Remember, less is more. Use just a few drops once a month.
3. Have your bike serviced by a professional at least once a year.

If you have questions on your bike or want to schedule your next service. Please click the link below to contact us.

[Contact Us](#)

Southside Cycling
123 Main Street
Washington, MA 02160

Store Hours:
Monday - Thursday: 11 am - 8 pm
Weekends: 8 am - 6 pm

www.southsidecycling.com

866.289.2101



Provide value

- Focus on the customer
- No 'email blasts'
- Ask for feedback

Here's what you need to remember:



Plan for consistency



Design for today's
audiences



Always provide
value

Set yourself up for even more holiday success!



Collect email addresses now for a strong end of year



Engage to strengthen relationships with new contacts



Provide value to contacts for better results

A man with a beard, wearing a red and white plaid shirt over a blue t-shirt, is looking down at a tablet computer he is holding with both hands. He is standing in a room that appears to be a workshop or a cluttered storage space, with various items like clothes, bags, and boxes visible in the background. The lighting is somewhat dim, and the overall tone of the image is slightly desaturated. The text "You can do this!" is overlaid in the center of the image in a bold, black, sans-serif font.

You can do this!



Local Marketing 101 with Google



55%

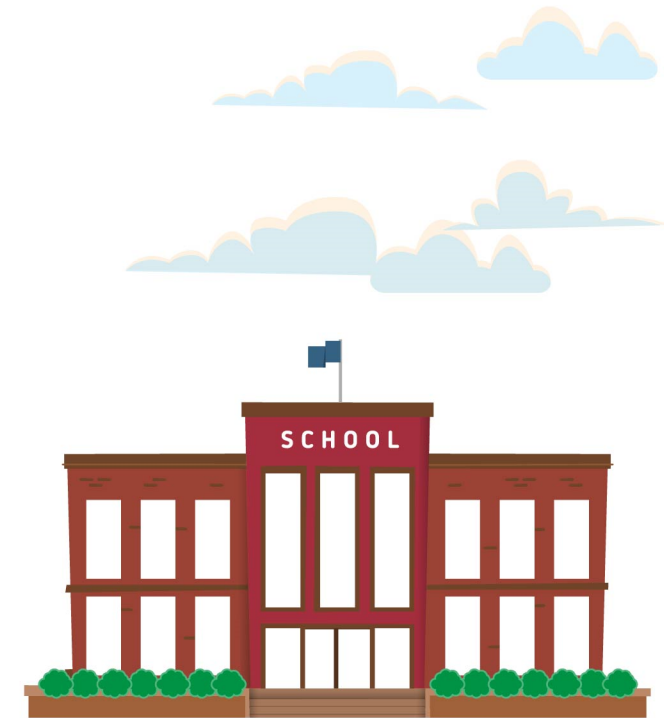
of holiday shoppers begin research in October or earlier.

NRF, 2017 Retail Holiday Planning Playbook.



Agenda

- ▶ Shopping trends during the holiday season
- ▶ Anatomy of a Google My Business listing
- ▶ Tips to prep your listing for the holidays





Last minute shoppers use Google up until the last minute.

Mobile search for “store hours” peak on
December 25th.



Shoppers expect answers tailored to their specific need.

People are now specifying who it is they need gifts for - be it "gifts for coworkers" or "gifts for hairdressers."

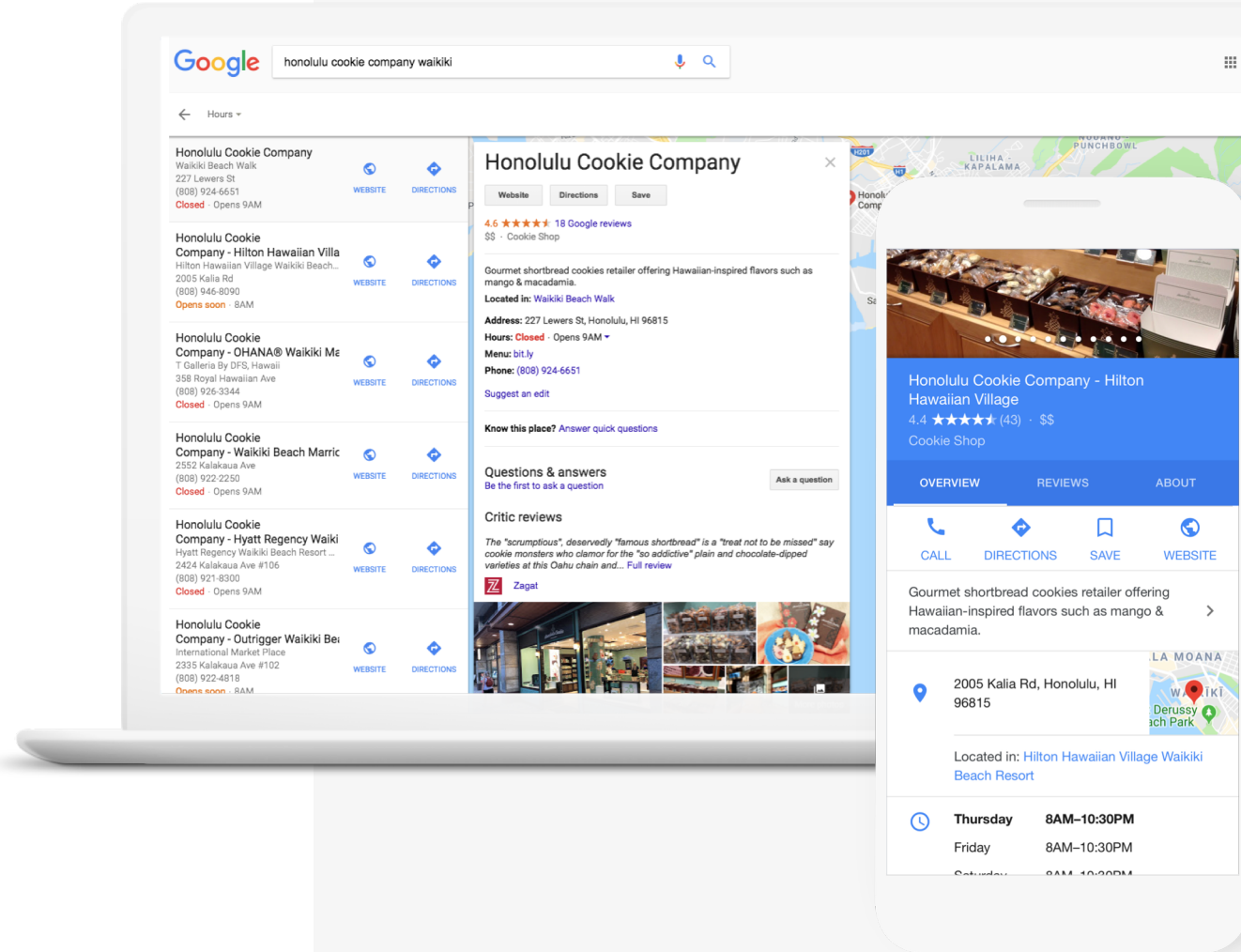


Shoppers turn to video to understand what they're buying.

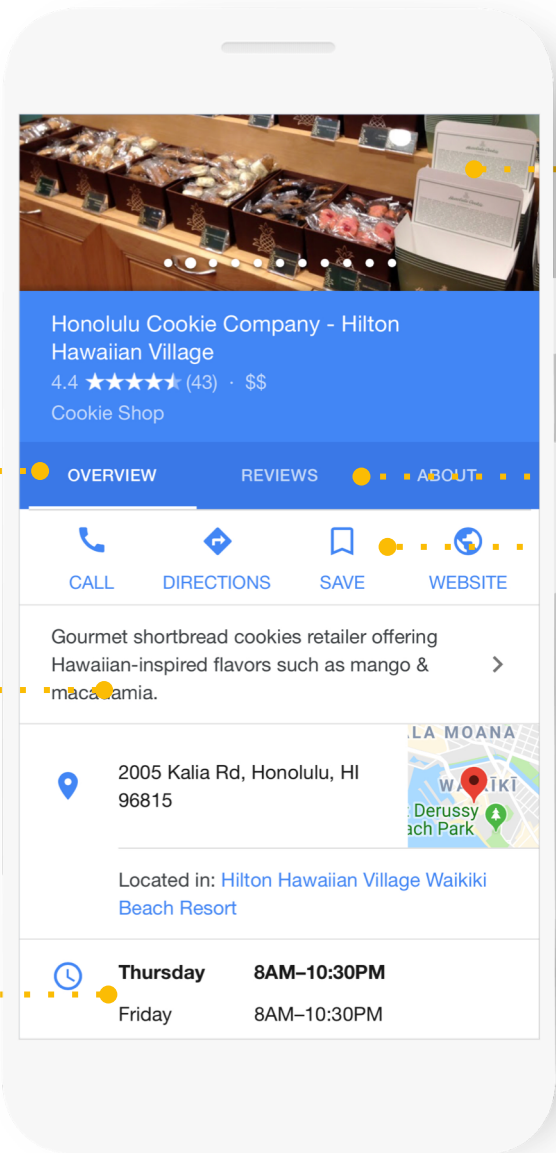
The amount of time people have spent watching unboxing videos on their phones is the equivalent of watching the holiday classic "Love Actually" more than 20 million times.

Google My Business

Helps create connections using Search and Maps to provide key info about local businesses.



Anatomy of a Google My Business listing



Photos and videos

Reviews

Quick links

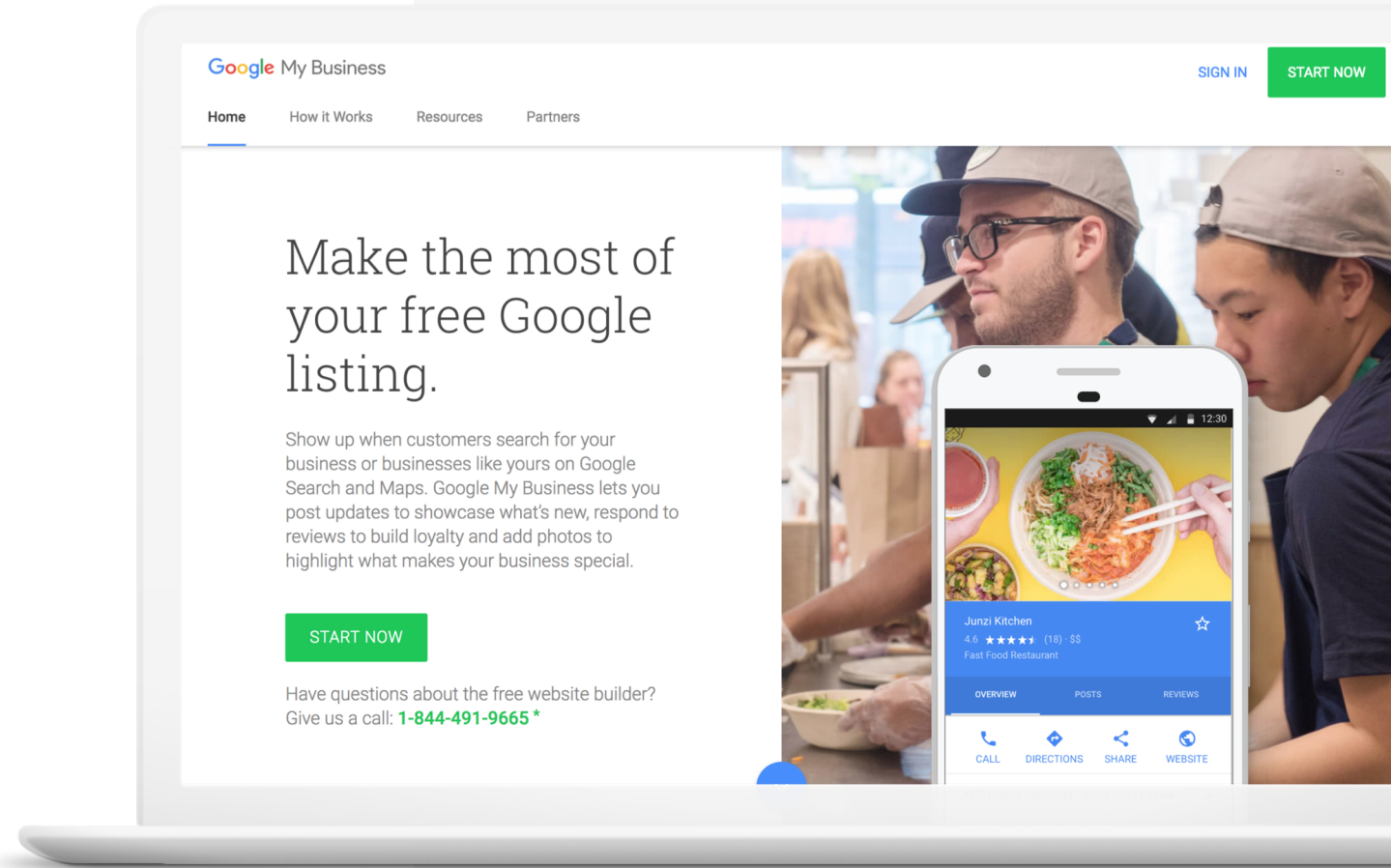
Business overview

Description

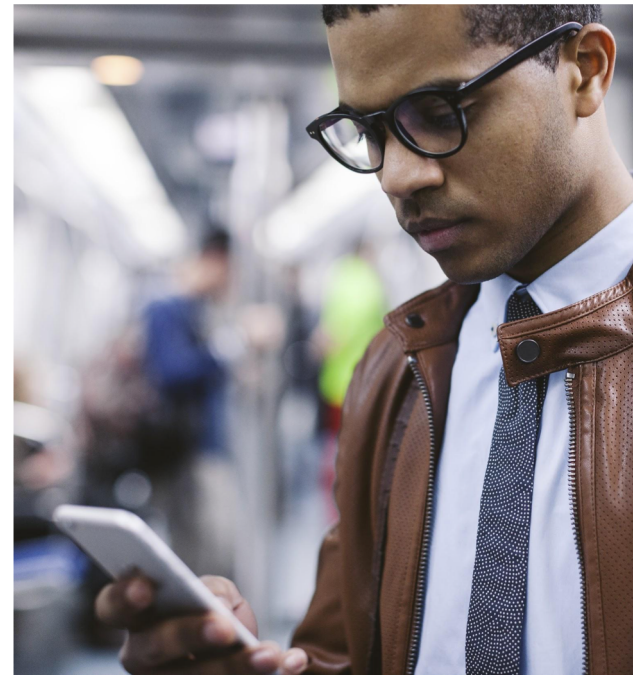
Business hours

To get started create or claim your listing

google.com/business



Tips to prep your listing for the holidays



Tip #1

Confirm special hours

For days when your business has an irregular schedule, like holidays, you can enter special hours in advance.

Your business is live on Google
 View on Search

Hours

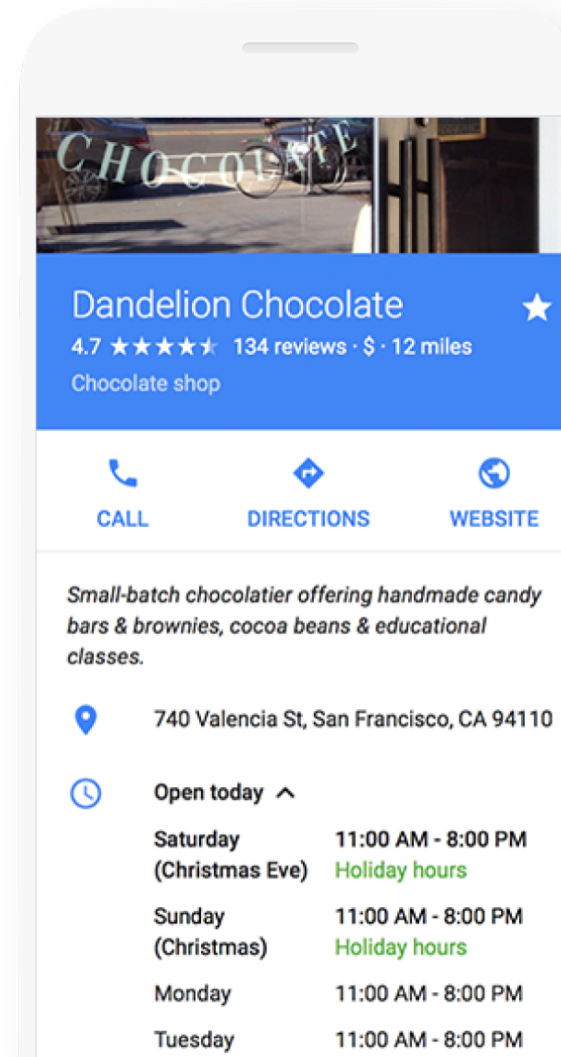
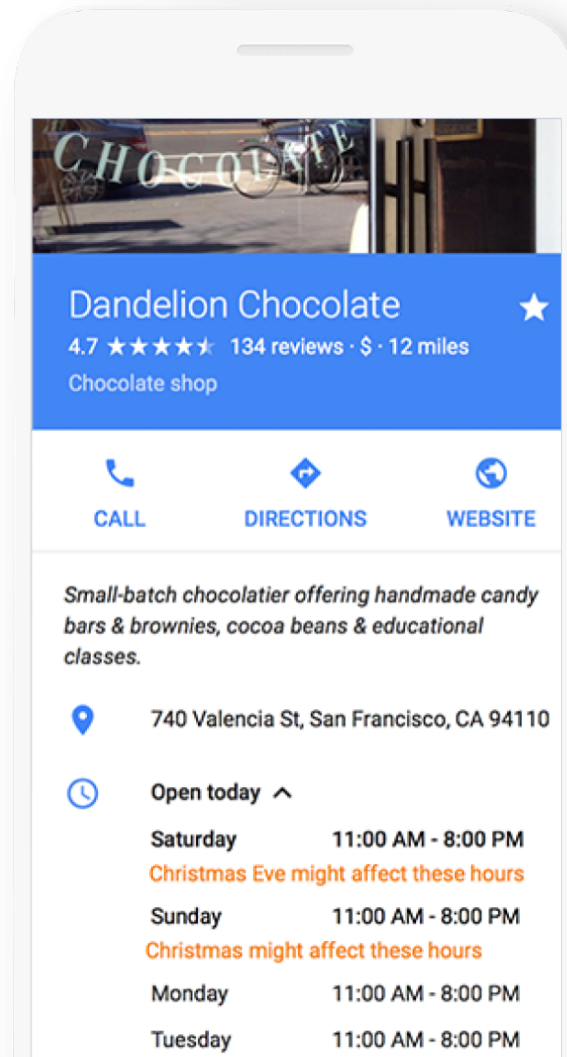
Sunday	<input type="checkbox"/> Closed			
Monday	<input checked="" type="checkbox"/> Open	7:30 am	4:00 pm	ADD HOURS
Tuesday	<input checked="" type="checkbox"/> Open	7:30 am	4:00 pm	ADD HOURS
Wednesday	<input checked="" type="checkbox"/> Open	7:30 am	4:00 pm	ADD HOURS
Thursday	<input checked="" type="checkbox"/> Open	7:30 am	4:00 pm	ADD HOURS
Friday	<input checked="" type="checkbox"/> Open	7:30 am	4:00 pm	ADD HOURS
Saturday	<input type="checkbox"/> Closed			

[CANCEL](#) [APPLY](#)

Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)

	7/4/17	Closed	
	12/24/17	Closed	
	12/25/17	Closed	
	12/31/17	Closed	
	1/1/18	Closed	

How special hours appear on Google



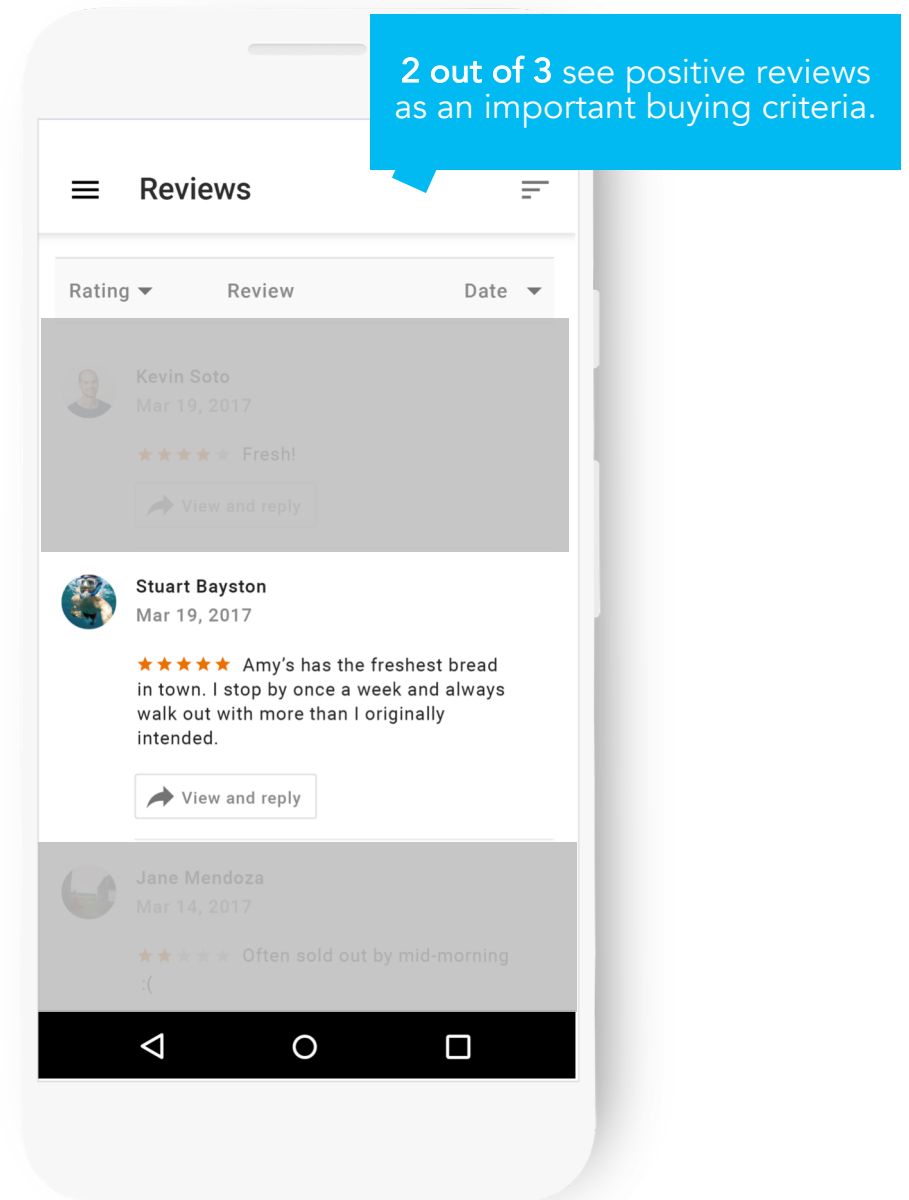
Setting up special hours

- To set special hours, sign in to Google My Business.
- Click the special hours section.
- Confirm hours next to an upcoming holiday or click add new date to choose a different date.
- To finish, click 'Apply.'

Tip #2

Invite customer reviews

Business reviews appear next to your listing in Maps and Search, and can help your business stand out on Google.



Create a link for customers to write reviews

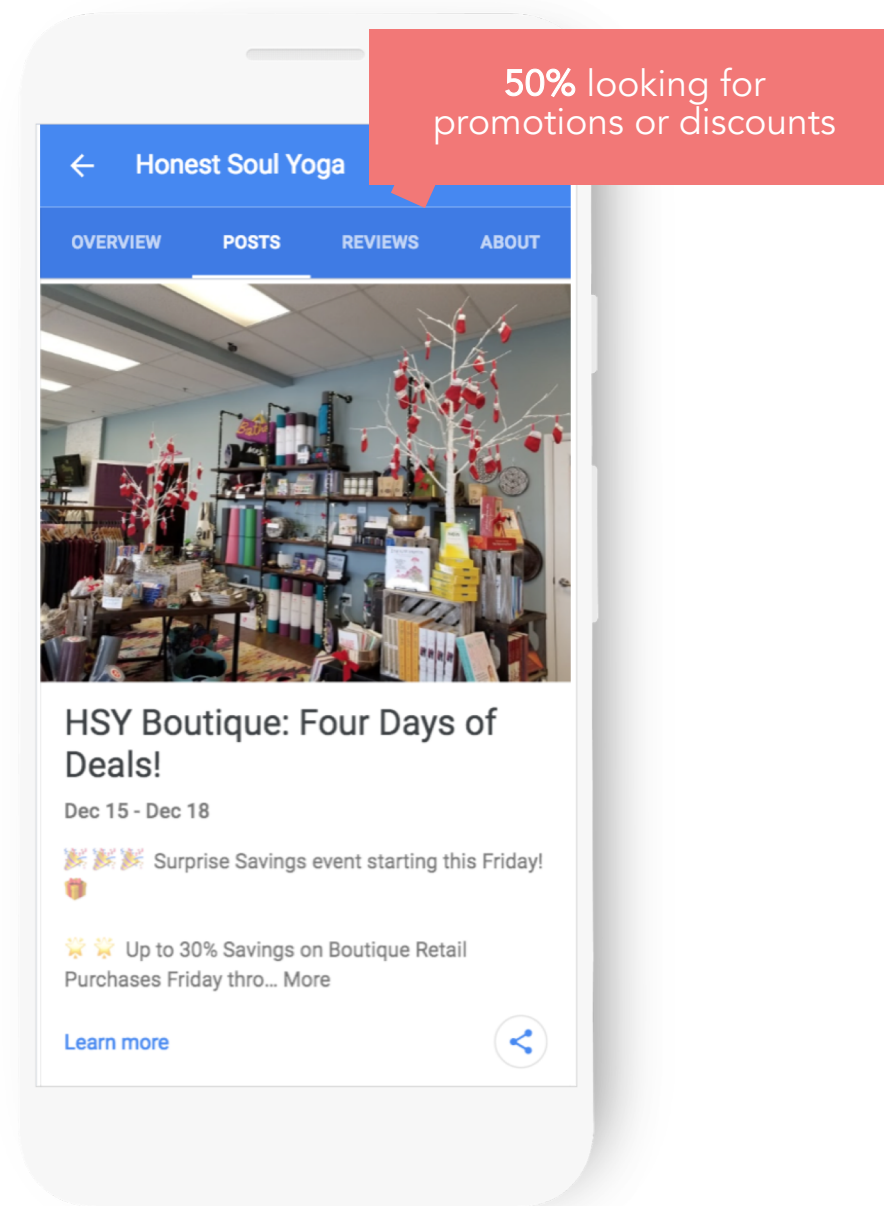
To create a link from Google Search:

- On your computer, search for your business on Google.
- Find your business listing and click '**Write a review.**'
- Copy and paste the URL you see in your address bar.

Tip #3

Post special offers and promotions

Share updates, like special offers and promotions, directly to your business listing.



Posts can help your business in many ways



Announcements



Events



Products

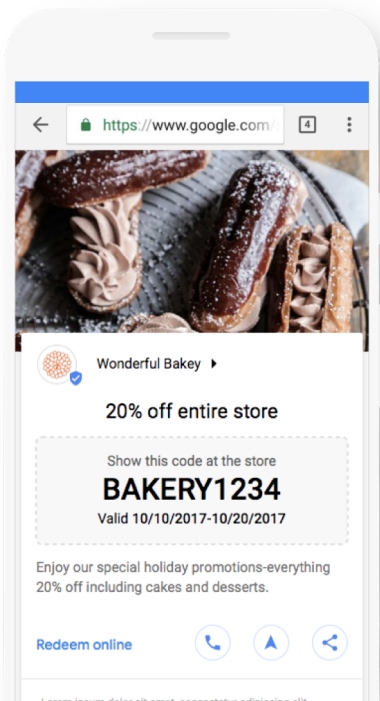
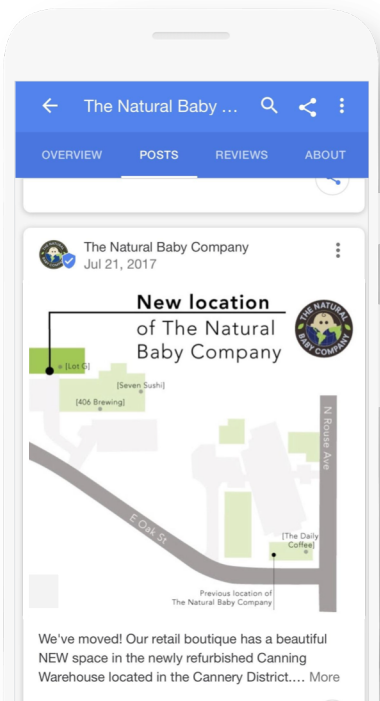
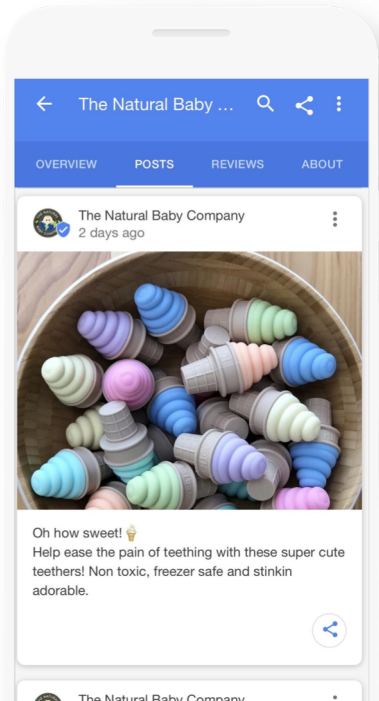
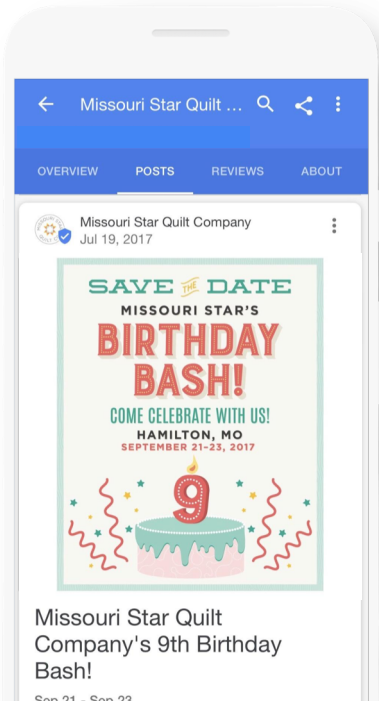
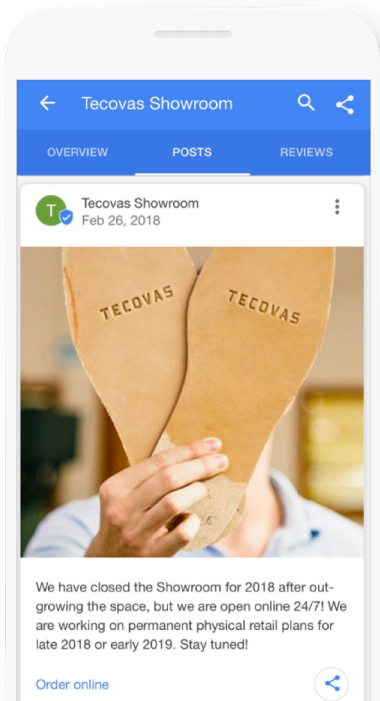


Business info



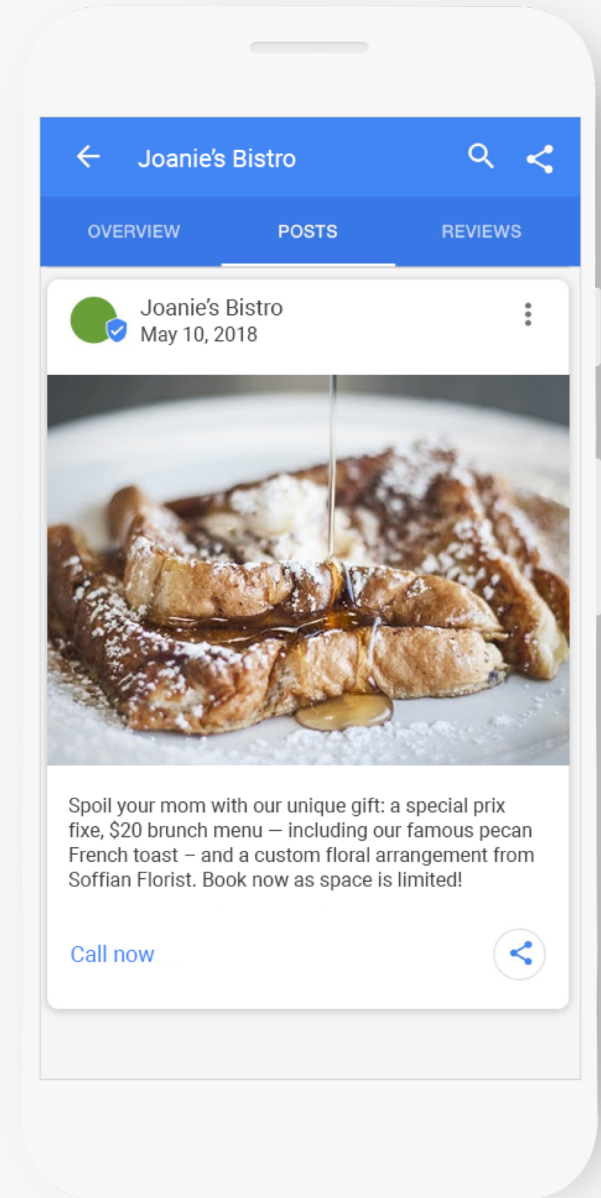
Offers

NEW



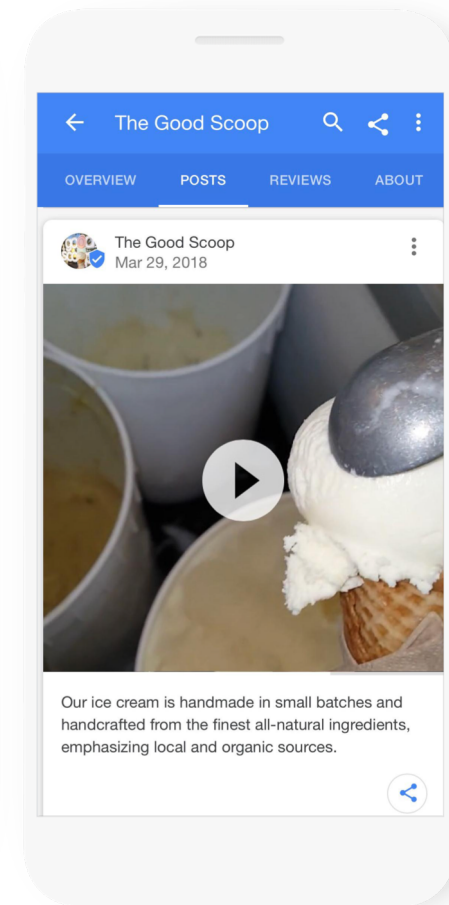
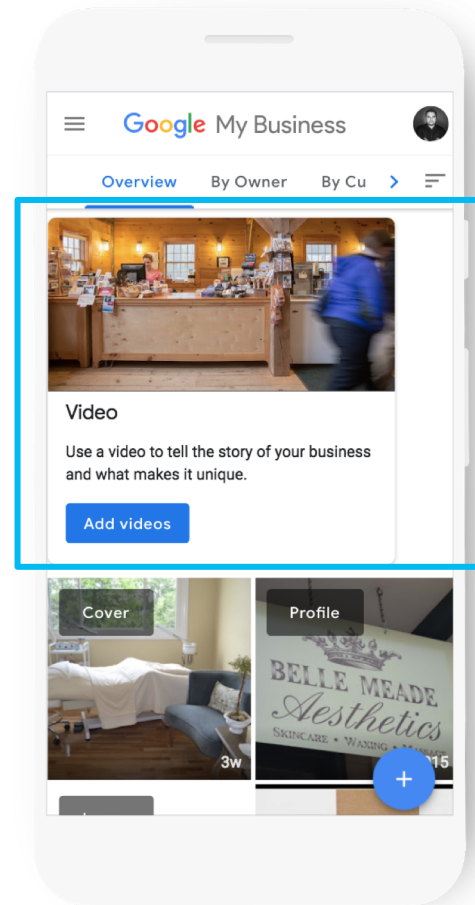
How to write a great post

- Choose the right post type
- Use high quality visuals
- Write a clear title
- Provide details
- Include a call to action

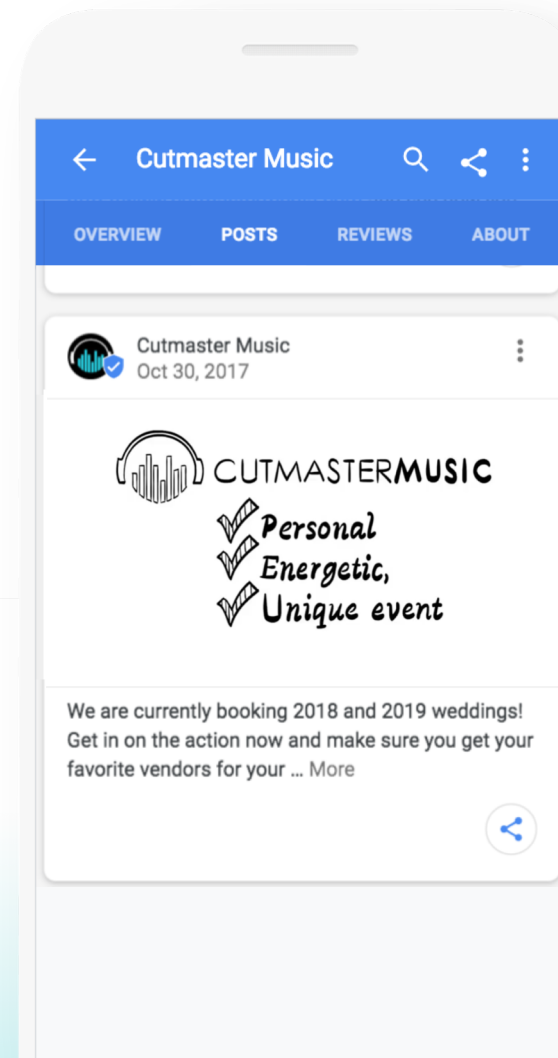
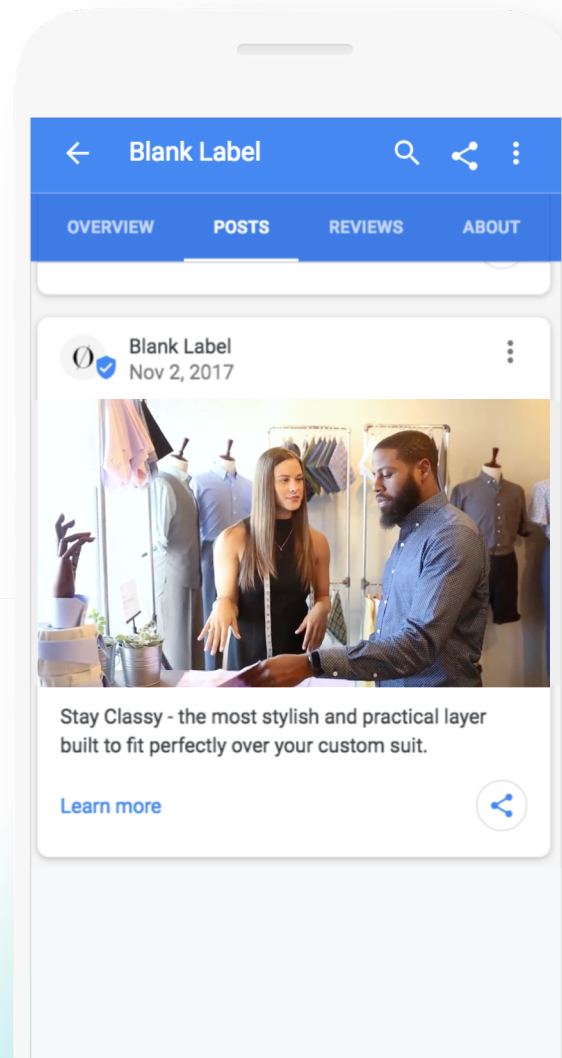


Tip #4: Use videos to promote your products or services

Upload videos directly to
Google My Business.



Video content with Posts



Creating effective video content

- Open strong. Your video has seconds to grab and hold someone's attention.
- Show products in natural usage. Avoid being too "salesy."
- Connect with your audience through storytelling.
- Provide a clear call to action.

Recap

- Confirm that all business info is up-to-date on your listing.
- Confirm special hours during the holidays.
- Encourage customers to leave reviews.

- Create Posts that promote holiday specials.

- Use videos and photos to showcase holiday products.



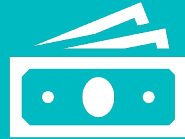


Holiday Marketing 101 with Vistaprint





Nearly one-third (29%) of U.S. small store owners say that the survival of their business in 2018 will depend on revenue earned during the holiday season.



Small business owners spend an average of
\$560
on marketing during the holiday period.



The top marketing activities small business owners will undertake during this period are:

81%

Decorating their storefront

64%

Promotional offers or discounts

44%

Themed social media posts or campaigns



How can you prepare for the busiest season of the year?





Early phase
Summer – October

Early phase: Plan ahead

- Devise a detailed holiday plan of attack
- Create a holiday budget
- Bring in backup



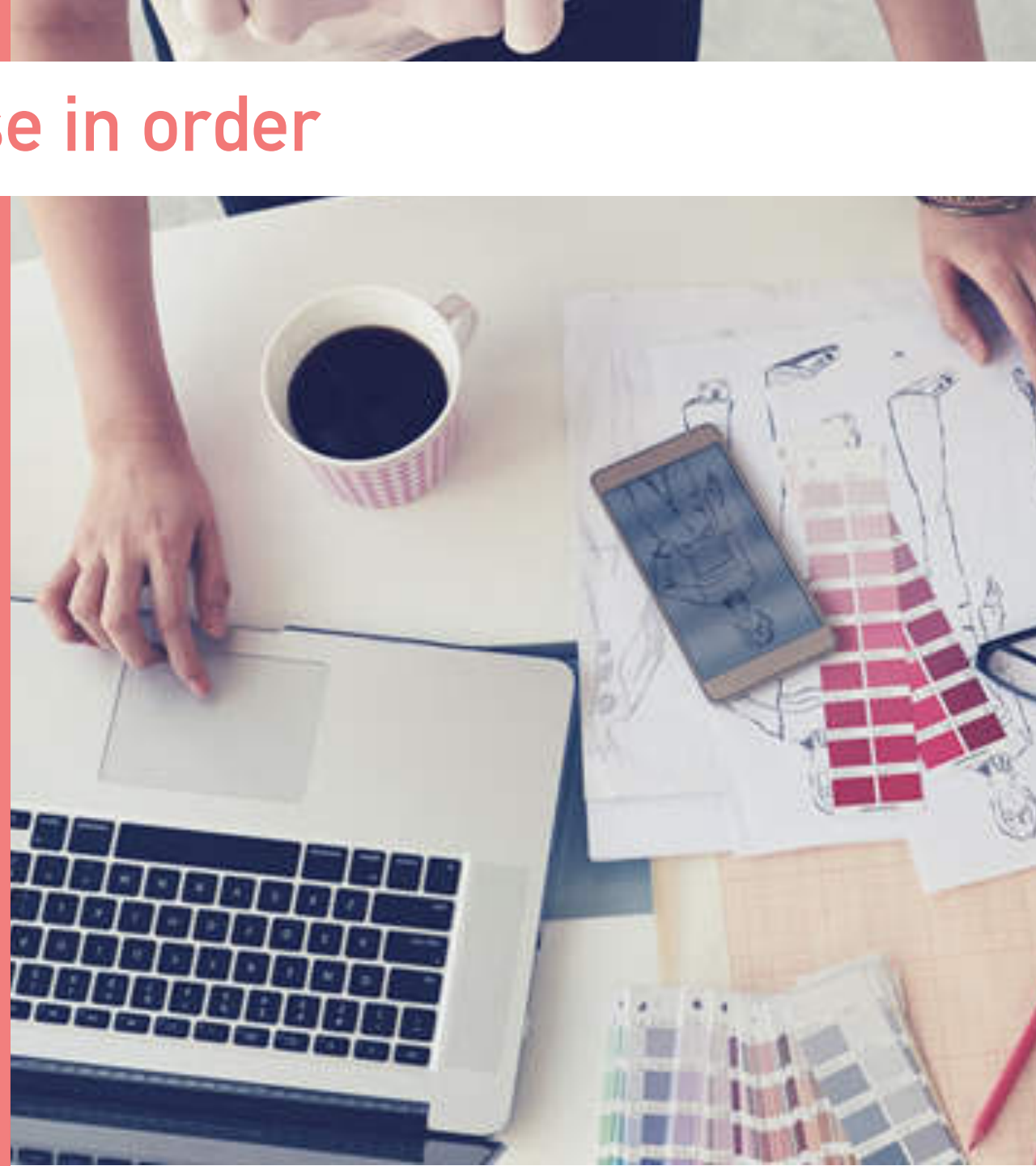
Early phase: Do your research



- Get inspired by your competition
- Do some market research

Early phase: Get your house in order

- Prepare your inventory
- Clean up your website



Early phase: Devise your holiday sales



- Plan your Black Friday/Small Business Saturday/Cyber Monday sales
- Take professional photographs
- Order and send out your advertising materials
- Launch a limited-edition holiday product or service

<http://bit.ly/VPHolidayPic>



Mid-phase November

Mid-phase: Get in the spirit!

- “Holidize” your store or website
- Order your holiday cards in advance

<http://bit.ly/HolidayStorefront>



Mid-phase: Thank your customers

- Order thank you cards or gifts, like mugs, calendars or branded promo items with your logo on them
- Give thanks to customers on social media



Mid-phase: Promote your holiday sales

- Launch and promote your Black Friday/Small Business Saturday/Cyber Monday sales
- Social promotions





Peak phase
December

Peak phase: Last-minute adjustments



- Analyze sales results
- Final holiday arrangements
- Employee gifts
- Holiday coverage

Peak phase: Kick-start the new year

- Take a break
- Consider a refresh





Download the checklist here:

<http://bit.ly/SmallBizMarketingChecklist>

Live Q&A with Sonja Rasula

@sonjarasula

@UniqueMarkets

Tweet your questions to **#SmallBizSchool**