1. Small Business Growth Hacks: Mastering Budgeting and Strategy to Beat the Summer Slowdown - YouTube

<https://www.youtube.com/watch?v=_ksu1iWuvFw>

Transcript:

all right welcome everybody uh to our small business growth hacks webinar featuring our friends at marketing360. uh we'll give folks a few more minutes to trickle in um but in the meantime I'd love to know where you're dialing in from uh or tuning in from I should say and uh drop a note in the chat where you're from and uh maybe introduce yourself to someone you never know where connection will take you a Colorado Austin Pensacola Kentucky New Jersey Indiana nice I'm the only Canadian so far I'm in Nova Scotia

I'm just cutting out thank you Pam Brandon are you hearing that as well uh every once in a while we get a little jump in the sound is anybody having any difficulty hearing me from my mic or is it uh just Colleen from Canada alrighty well we uh I've got things set up here for Success so uh let's hope the Wi-Fi gods are on our side and uh and let's get going thanks for answering that Pam see that alrighty um so thanks for everyone for joining us today I hope the the signing uh the sun is shining wherever you are

um so let's uh let's jump into things and start learning about some small business growth hacks all right so uh to kick things off I'd love to hear from your your thoughts in a poll how many people who are attending right now are investing in marketing this year I'm gonna pop a poll into zoom and you can answer your questions right in the platform there is it responsive so far thanks everyone foreign great thank you very much for that all right uh so before we get officially officially started I do want to make a

land acknowledgment I'm joining in as I said today from Nova Scotia Canada um the traditional and unseated territory of the mcmahi The ancestral territory of the migma people um so to kick things off thank you again for being here taking the time out of your day um I wanted to uh start with some introductions and then we're going to walk through of course the the latest and greatest ways to invest in digital marketing right now um and remember this session is all about maximizing your time and Investments now so your business is

poised and all this hard work will pay off in the summer uh next we're going to talk about how we can cut through all the noise that there is out there right now in the world of marketing and discuss exactly what tools and tactics uh we believe will will work and what you can put to good use uh this summer uh and then we'll end off the webinar with a q a period where you can get your chance to ask any questions that you might have uh and speaking of questions feel free throughout the presentation to

use the chat uh we'll either address them right in the moment or get to them at the very end um and also we'll be sharing a recording of this with everyone so if you do need to hop off or if there's anything that you want to come back to feel free to uh just click on that link after the webinar and you'll be able to relive all the magic once again so on to introductions all right so uh my name is Colleen and I am a Content strategist here at bench accounting um and uh it is my sole purpose at bench

to support small business owners like yourself with guides and resources answer your questions through content and blog articles so we'd really love to hear from folks today about you know what sort of questions you have either about small business finance and obviously with the the theme of marketing today um and then I'll pass it over to Brandon introduce yourself please thanks Colleen I'm really excited to be here I've been in uh digital marketing for professionally for about 15 years now I've been with marketing 360 for 10.

uh teaching educating I started off as an account manager here and now as a senior brand director uh you know I like to say it's a made-up title for a made-up position I get to do a lot of fun things like this a lot of Education a lot of special projects and kind of learning new ways to make digital marketing work for small businesses uh in addition to that I'm a small business owner myself I own a my wife and I own a year-round Halloween and costume store here in Fort Collins Colorado so I am not just a marketing 360 employee I'm a

marketing 360 customer as well and I get to take a lot of the things that I learned from business and bring them into you know how we operate and how we we approach marketing uh and that's I think what we're going to talk a little bit about today is uh is the uh is the the digital marketing for small businesses so I'm pretty excited and Colleen you're muted thank you thank you all right thank you for that Brandon I'll let you roll right into the first slide all right okay sounds good so we

want to talk about establishing your marketing strategy for the summer months right now depending on who you are and what kind of industry you're in what business you have uh you may find that there's a timeliness or you know uh during the summer landscaper right probably going to be a lot busier than maybe uh you know in the middle of winter unless they're also doing like snow removal and stuff like that so there's a little bit of a timeliness to some of this uh some of this marketing but what we want to talk about now

is really focusing in on like this next period right so the first thing we're talking is maintain marketing is a priority now why do we need to talk about marketing as a priority of course marketing is a priority right we want to grow our businesses we want to generate leads we want more sales all these things of course marketing is a priority but is it though and just by joining this webinar you're showcasing the fact that you are interested in making sure that marketing is a priority you want to do it the right way you know you want to

do more of what works and less of what doesn't so that's what we want to focus on you're we've got to get our minds right when it comes to marketing one of the first things that we need to talk about is time the time that it takes the time investment so let's move to invest in technology and improve the productivity or reduce our overhead costs right this is also something that where we can increase the amount of time that we have by improving our productivity or reducing our costs you know we don't

need to spend our energies necessarily in one place we can put them somewhere else so this is really really important when we think about it is where are we spending our time what are we investing in where are we investing time is it in technology is it in uh education you know spending time on a webinar how are we maintaining marketing as a priority you know and finally we talked we want to talk about automating business processes so you can enjoy some well-deserved rest and relaxation uh also very very important right because

the small business owners we know how easy it is to get burned out to just get absolutely um it just crushed under the weight of everything that you're trying to do entrepreneurs are the only people in the world that will work 80 hours a week to avoid working 40. and I I say it all the time but it's super true right you know none of us want to be told what to do we're out here trying to be uh trying to be owners and trying to make our businesses and our communities better you know for the people that we serve

so jumping back up to maintaining marketing as a priority I want to point out that one of the most important things that you can do as a small business owner is understand the power of time and the power of time when it comes to marketing now sometimes this time could be just the timeliness right you know you you have a product and you drop it at the exact right time you know or you uh you you are able to move quickly and respond to a a demand or something like that um you know so that you are you're you're in the right place at the right

time that's obviously very very important and there's you know honestly there's a level of luck involved in a lot of that um or you know you could say or just really understanding the market obviously but what I'm talking about when we talk about the power of time and how to use time as a tool is the um is that you need to give your marketing time and you may not have a lot of budget but let's face it we all do have the same amount of time uh you know we have clients I have small business uh clients

come to us all the time and they say okay well so I want to turn on this campaign at this time uh we're gonna run it for a couple of days because it's just for I'm just promoting something over the weekend right just a weekend marketing well there's a problem with that with not enough time Facebook uh as a great example of this if you start running a marketing campaign it's immediately in what's called The Learning phase that learning phase is generally 21 days long now can you run a campaign for three

days of course you can but you're going to spend more you're going to invest more the costs are going to be higher the results are going to be a little bit less because Facebook is still learning about your campaign now Google kind of does the same thing Google you can turn something on but if you turn it off turn it on turn it off turn it on turn it off it's not optimizing the algorithm isn't working as uh the way that it should the machine learning that goes into making these campaigns powerful is not uh not been

given enough time so this is something to think about for all small business owners and I'm not saying you can't run short campaigns you can't especially if you understand like oh my costs might be a little bit higher that's fine this is what I'm investing in I'm good with it but what we can't do is say I've been doing this marketing for two maybe three weeks and it's just not working well if it's Facebook it's not even out of the learning phase yet you haven't

given it enough time time is one of the most powerful tools that a small business owner can have they're one of the most powerful tools that a small business owner can use and as we move forward we'll talk a little bit more about how we can use time as a tool uh for our marketing campaigns thanks Brandon all right on to uh how to best invest in digital marketing Perfect all right so we're going to talk about a couple of different things here we're going to talk about brand marketing we're going to talk about inbound search

retargeting targeted outbound and shotgun outbound okay so we're gonna talk about five different parts of a marketing campaign and these parts of the marketing campaign are going to stack so you're going to start with one and when you maximize this opportunity in one then you're going to move to two maximize your opportunity move to three okay these opportunities are maximized we drop back down and we we reinvest in some of these so I'll walk you through that whole process the first one that we want to start with

is brand marketing now brand marketing is the easiest it's the quickest it's the fastest it's got a really good Roi you got tons of control over it brand marketing is literally marketing your brand name now you might say well Brandon I'm already showing up on page one for my brand name okay that's great good good that's that's actually really powerful good for you I'm glad that that is working for you however there is still real estate to take on the front page of Google there's still real estate to take in uh

an individual's mind and there are a bunch of studies there's different uh key studies I think search engine watch did one Google has released another uh talking about the more real estate that is taken up on the front page of Google that first search engine results page the serp the more real estate you have the more trust is already natively built into uh your organization so I as a consumer feel like I can trust you more I search for um marketing 360.

I search for bench bench accounting or bench bookkeeping or some some keyword related to uh what we're looking for Branded right marketing 360 marketing for small business the life of the party costume store something like that right we're talking about branding with our name here there's an ad I've got my organic results you know we've probably got some links below that maybe there's a Maps listing or a knowledge panel over on the side all of this is building Trust most of this is at very very low cost as

well so if you are just starting out as a business maybe you don't have a whole lot of budget uh we don't really have a lot to to invest brand marketing is where you start now if you are an established business regardless of marketing budget or available funds or anything like that and you want to start marketing brand marketing is always the first place to start because it's the easiest fastest lowest hanging fruit even if you go back in and you're looking at this you're like okay I've

given it three months I've given it four months five months six months and you're looking and you're like I'm not getting any conversions off of my brand name I will bet you if you go in and you start looking at your organic results you know jump into Google analytics or something like that look at your organic results you will see that your organic conversions are higher because you have built in more trust by running ads against your brand name now beyond that obviously you're taking away potential real estate from

competitors because competitors can also run against your brand name uh however because they are not you they generally are going to be paying a premium for this so maybe someone's already running ads against your name and you come in and you start running ads as well you bumped their costs up because now they have to compete with you in this secondary auction that uh that Google or uh being you know how they operate so really really good way to start driving up your competitors costs if they're already trying to to uh uh nudge

in on your customers two it builds in that trust so brand marketing at a very low cost for you great way to start now I would also say and this is on the next slide but I'm going to bring it up here is going to be retargeting retargeting I like to just set up first thing first things first because 97 of people when they first come to your website or interact with your brand do not make what's called a purchasing decision so they don't decide or they haven't decided whether they're going to fill

out that lead form or they're going to buy that product or they're going to give you their contact information 97 of people obviously that's an incredible amount now if we're just doing brand marketing or we're just getting started we're not going to get a lot of people to the site not a lot of folks are going to come in there but some will right and as volume continues and as we continue marketing and we continue to get better we produce more content we get more and more and more people to the site so as a

technical part of the setup I like to make sure that retargeting is uh ready to you know the pixel is installed the audiences are ready to be built so that as soon as people begin coming to the website you can start to build this audience now the audience has to be at a certain level before you can run it on Google or Bing or Facebook or Pinterest or any they all have retargeting so that's why we say you're probably not going to get that organically you're going to have to run some inbound search before you can

kick off retargeting but I wanted to throw that caveat in here now inbound search this is probably where most of your investment marketing investment is going to go however this is also where you get the most tangible results so we've got brand marketing I haven't invested a whole lot of money into it because generally it's not very expensive uh we'll have the retargeting campaign ready to go uh but because the audience is so low it's either not running or we're talking like pennies a

day to keep it operating so again very low on our budget inbound search is generally where more of the investment goes uh investors I like to refer to this as intent based search I the consumer I intend to find something so I search for it I Google it and then I find it right I intended to do that and I am following an intended path that I have set before me now our job as marketers is to make sure that we have created a path that meets our customers intentions so if we are uh running ads for uh let's say Halloween costumes right or

running ads for Halloween costumes I need to make sure that my ad my keyword my ad my landing page that experience is all tied together it's tied to Halloween costumes now if they search for Halloween costumes they click on my ad and it takes them to a landing page and it's all Easter Bunny rentals that is not a good uh that's not a good customer experience right I intended to find something very different I did not find it so now I'm bouncing out of this website I'm going to do my search again

I'm going to keep looking and at this point I might have cost you money so consumer intends to find something what services do you offer what business are you in what industry are you in that's going to be what people are searching for so local search ads map ads uh your standard search ads on Google and Bing shopping ads if you're e-commerce all of this is going to be intent based so this is where you find that you can have explosive growth both in customers and in investment if you're not careful

and you're going to spend a lot of time kind of whittling away doing more of what works and less of what doesn't Okay that keyword it's very expensive but I'm not getting any conversions off of it let's cut that out of here uh this keyword I'm doing pretty good at but it's it's not it's not I don't have enough budget just to run that one so I'm going to move it into its own campaign and let it do its thing oh the shop all these different things right so inbound search we spend a lot of time a

lot of energy here only when you have maximized your opportunity in inbound search only after the opportunity has been maximized and you cannot get any more blood from the stone are you going to move on and we'll go to the next slide and we'll talk about that so obviously I said retargeting now this retargeting list has been growing because you've been getting more and more and more traction and traffic in the site obviously with inbound search that intent based search you're driving more and more folks to the site now

again 97 of them statistically are not going to make a purchasing decision the first time they interact with your brand so retargeting becomes very very very important because we need to bring these people back right we have spent a lot of time we've spent a lot of energy and honestly we've probably spent a lot of money getting them here and just have 97 of them drop out the back that doesn't work for us right that's not a good uh good business investment so we need to invest in our retargeting because this

will help to drive people back if anybody goes to marketing360.com and obviously you should uh here in the next couple of days you're probably going to start seeing marketing 360 ads all over the place reminding you hey you should work with marketing 360. oh you went to marketing 360.

oh look at this marketing automation software oh look at the CRM that is retargeting now the purpose of that obviously is to keep you interested and to bring you back now we can also use that information that audience to go okay well this this audience is not a good one for us if they're not coming back they're not spending money they're not okay so now we build an audience against that and we don't Target to them at all save some money save some some costs there increase our Roi in these in these other audiences as this list is growing

so retargeting is very cyclical As you move into any of these other campaign types and are building out your marketing uh marketing strategy you will always be going back to retargeting and adjusting adjust your messaging adjust your budget right as the audience grows the budget grows as the audience in the list grow uh the budget will grow hopefully you are also driving that kind of Roi so this is a non-issue right retargeting is one of those campaigns I will never turn off just always keep it running it's

always going to be driving more customers through now we're talking about that we're going to talk about targeted outbound now targeted outbound is going to be more of the social platforms right Facebook LinkedIn uh YouTube Pinterest Tick Tock you know things like that and the reason it's a targeted outbound is that be is that ins unlike intent based inbound search I intend to find something I search for it I find it we've reversed the roles and now you the business owner me the marketer my job is

to try to get an ad in front of the consumer before they even know that they need it so I do that by using demographic information uh interest-based information you know audiences and lists that all of these platforms have built into them for targeting purposes uh don't it's not a privacy concern nobody here can be like okay I want to Target Colleen specifically so I know she lives in Canada I don't know no you can't do that right you'll never know she'll never know these audiences and these lists are

going to be based on behaviors and information that these social platforms have kind of learned and gathered okay learn it gather it bulk everybody together and say okay this Brandon is probably interested in this he's a huge nerd so we're going to put him in the huge nerd uh envelope over here this audience and when somebody comes along and they want to Target nerds then this that's this audience and Brandon will probably get that ad assuming I also meet all of the other restrictions and requirements that the marketing or

marketer or business owner has kind of put in place there it's it's a it's a good marketing opportunity when you want to expand what people if people know about you who's looking for your services reaching people before your competitors uh reaching people before it becomes something that they're even searching for so it's targeted outbound it's still an outbound approach but we're able to get really really really targeted with this okay now are we going to see the same kind of

Roi that we see with inbound intent based search probably not but that is okay we're still driving interest we're still creating brand awareness we are still uh building our retargeting list right anybody get those mailers uh the oil you know oil change mailers all the time they just all go into the drawer with the next or the next mailer I need to get an oil change and I'm going to go to that door and I'm going to pull it out and go this one's not expired I think I'll get an oil change

here right it's it's a little top of Mind awareness and that's the whole point of doing this targeted outbound similar in the way that it can build your retargeting list so you're able to build then and retain that top of mind or that mind share you know that we want so targeted outbound is another one where it flexes and grows and you know based on the audience and you know who are we targeting and how are we targeting them uh what's of Interest Now versus what's of Interest later so

that is one of those where you're not going to really find a a point where you've maximized it right it just changes too much it changes too fast but that's okay if we've gotten to a point where we're happy and we don't really need to do a whole lot more here we're pretty happy with our results now we can move on to shotgun outbound now some companies will never need to utilize this some companies they don't need shotgun outbounds it's not something that produces results for them or the budget

just won't allow for it right anything like that so this is not a it's not a goal here right we're not talking about working through all five of these marketing stages to get to shotgun outbound we're saying that all of these things working together work as a very very good marketing campaign however you do not need to move from one stage to the next stage to the next stage to be successful if you're finding success where you are stay there and then move on so shotgun outbound it's not a

requirement some businesses will never do it but for those of you who will this is running advertising to a very large non-specific audience think billboard right not a whole lot of targeting you can do on a billboard so it's very uh it's very broad it's very non-specific this is brand awareness uh this could also be um sponsoring an event now that can be a little more specific because maybe it's an event that's related to your industry or something like that so you can do a little bit of targeting

but not much print advertising would be another one uh now some Industries print advertising still works quite well others you know don't touch it with a 10-foot pole you know your industry you know kind of where that fits so this shotgun outbound approach this is the Capstone to the rest of your marketing that is already working shotgun outbound is not the approach to take when nothing is working it's generally not where you want to then invest your funds and money and time because it is so Broad and there

are so many other digital opportunities that are a lot more effective so this is your five stage marketing plan you've got brand uh intent based inbound search retargeting targeted outbound and shotgun outbound five stages to building a marketing plan a marketing campaign and how to best invest in digital marketing awesome thanks Brendan all right I think we have another poll here um so if you can find it uh in the zoom platform here uh let us know what you're currently investing in and where you're currently

investing thanks everybody so we'll share these results uh later but we're seeing lots of there's lots of options I need help starting yes I'm all in so thanks to you've come to the right place all right so we'll end that poll and uh back to you Brandon for uh marketing Trends and cutting through the noise all right perfect so we're going to talk about two different things here uh and we're gonna we're gonna tie in a bunch of other Trends and things like that mostly because this is how my mind

works so I'm fascinated by all kinds of different things and how they all work together so first thing we're going to talk about is going to be email marketing and I know as soon as I said that half of you already tuned out email marketing come on that's that's that's yesteryear you know I still have yeah I don't personally because I'm not this person I have an AOL email account I'm still using Hotmail or Yahoo or something like that if you're using any of those email accounts by the way in a professional

setting please don't uh it's not it's not difficult to change up your email so you're actually using your your brand uh URL right so very very important good for Branding also critical when we're talking about email marketing now there's a couple of there's a study that came out I think it was two weeks ago that was showing the value of email marketing now we've been hearing as as marketers for years emails dead stop it with the email no one reads email now it's just a waste of

time blah blah blah we've been hearing it for a long long time right hey the Yellow Pages is still around even though I don't think anybody uses it so maybe take some of these things with a grain of salt right email marketing is still still very valuable one it's low cost and I say low cost I mean really low cost most of the time it's not like you most folks here probably don't have a list of 100 200 300 000 people right so nobody here is getting into this uh scenario where you're you're paying percent or you've

maxed out servers or anything like that uh if you are in that in that situation uh come talk to me afterwards because I think we can solve a lot of your your fund problems so that the cost problems a lot of different tricks and tools you can use to solve for that however uh there's the study I was reading a couple of weeks ago was talking about the value of email marketing and its use and one of the things that they that they stated was that nearly 50 percent of people in in the US sorry Colleen nearly 50 of people in the US have made

a purchase off of an email that they have received in the last year that's fantastic that's a really really really good conversion again because we're talking about such a low cost now High investment of time generally in the beginning but very low cost to maintain and to implement so uh email not to be slept on right there's a lot of value here and again it's at a very low cost this is also something that will build and grow over time so start now there's going to be another another conversation had internally of going oh

my gosh it just took so much time and I'm not getting results you haven't given it enough time again the most powerful tool in your tool belt is time invest the time to do it right and then allow the time for it to work so first thing you want to pick a platform that's easy to use and has Integrations right it's got to integrate with the tools that you use it's going to integrate with your CRM it's got to integrate with your website and your forms or your pop-ups or anything like that so you

know don't you can't just go out and find the cheapest or the free or something like that because most of the times it's not going to integrate with your tools it's going to end up taking you a lot more time to do what you're trying to do second is taking advantage of Automation and this has a lot to do with the Integrations that we chose right so you want to make sure that you've got an opportunities to use email marketing or email automation here too so just as a as a quick example of this

right I work full time I own a full-time business I have two amazing uh and exhausting young children you know I've got a lot on my plate right um but I like it that way and I couldn't be more more happy if I'm going to do something whether it's personal or even sometimes business research or something like that it's usually happening at night you know kids are in bed um you know wife's on Pinterest uh honestly for being honest she's playing with Legos all right Lego um and I'm doing whatever I'm doing all

right so I go to the website and I fill out the form now we're talking 11 30 at night right I don't anticipate that a sales person is going to call me immediately in fact I would hope that they don't I don't want to talk to you at 11 30 at night if I want to talk to you during the day I would reach out during the day now you're not the only website that I'm on I've probably got two or three websites up that I'm looking at and I'm going okay I want information from this one and I want information from that one

and you know what now that I thought about it I don't want to talk to them at all bye the website that emails me the information that I'm asking for the information that I wanted or at least communicates with me has a much higher likelihood a much higher chance of closing that sale down the road because they've already started the conversation so this is where automation comes in right you are probably not on your phone at 11 30 at night responding to my emails maybe you are uh you know get some balance please

but the emails that come back those are all automated emails right provide me with the information that I have asked for this is something that can be built left and forgot every time somebody fills out a form they get an email right they get a response now beyond that right they get that response and that response has uh something else in there to do oh schedule a time for our call Perfect all right I'll click on that and okay 9 30 tomorrow perfect that works click scheduled well now you've got a scheduled lead to talk to early in the

morning beyond that this customer has now taken a Next Step which allows you to use more automation now that they have clicked on that link move them out of this initial email campaign that just sends a welcome email into another one and this email this email campaign starts with how to prepare for our phone call what questions you should ask what questions to answer blah blah right and so that gets sent out almost immediately after they've clicked on the and scheduled a a uh a call with you so or whatever that happens to be maybe

it's uh purchasing something and they purchased it and they get the hey thanks for buying this product email right and then a little while later go maybe a day two three days afterwards you go hey yo thank again thanks so much we'd love for you to review the product have you reviewed the product yes no I'll take them through there oh thanks so much for reviewing our product would you like 15 off the the next time you order from us heck we'll just give you free shipping you know something like that all of

these pieces of email can all be built out in advance one time and then you never have to think about it again until you want to change things up right if something's not working so take advantage of the automation because it's going to make you seem a lot larger and it's going to take so much effort off your plate as a part of this as we're creating these emails you want to use catchy subject lines right now some studies are showing that emojis in the subject line are actually becoming too spammy uh and some email

systems are actually catching those and their Gmail especially uh starting to shunt them into the spam folder again when it first started it was very cool you know and now everybody's doing it so like whoa okay calm down but be smart with your subject lines try different ones use something catchy I always recommend whenever you can personalize the subject line if I we're all conditioned to when we see our name to stop what we're doing and to focus on that so if I get an email that says Brandon here's the information you

requested oh perfect now I know exactly what I'm gonna what I'm gonna see when I click on that email right hopefully this is the information I requested now if it's not I'm gonna be pissed but if it is you have already started to build some more trust into uh into my involvement with your organization right so personalize the subject line uh whenever you can and obviously content within the email as well one really important uh tip is to make sure that this is designed for mobile most emails that I read I read from my

phone right especially if it's a more of an ad right business correspondence yeah I'm usually sitting at my sitting at my desk or I'm on my laptop so you know whatever that's fine I'm reading that out of those clients anything beyond that anything personal that's all coming in on my phone right so you've got to make sure that not only does the email look good on a desktop but it also looks good on a phone iPhone and Android right uh Gmail and Apple Mail It's gotta look good on all these

uh standard mode and dark mode right I see that mistake a lot uh we're a little beautiful email and then about what is the 715 hits and my my phone changes and then that email looks terrible right can I get the black background and all that so you've got to consider how are you designing these for mobile as well and test them out this goes into the designing right test test test test test before sending now if you happen to send out an email with a broken link or the image didn't work or you hit send just too early

now didn't actually put a subject line just sends it out blank listen it's not the end of the world everybody on this call has received an email like that right we've all been there yes it's embarrassing Shake It Off send out another email haha sorry my mistake uh by the way here's 10 off your next purchase for needing to deal with two emails from me Perfect Right do something like that to generate a little bit of Goodwill a little humor um but you know always be testing before you send uh send out emails

couple of emails through these automations there's no scenario in which you can go oh man 10 emails have gone out and it's just not working the way I thought okay you're gonna need to wait a little bit longer 10 emails a a a a a strategy does not make or break right so we've got to analyze this we've got to learn a little bit more before we can say that we're going to um that that this is or is not working so that's email marketing that's the first one let's move on to uh the next

slide digital TV ads now I'm not going to spend quite as much time here but I do really like to talk about this one because it's fun this is fun to do right so digital TV ads now we've all seen them we've all received them uh whether it's on um you know our connected devices uh connected TVs Roku you know Netflix is getting into this now they've got an ad supported tier uh Hulu uh uh all these different um uh advertising opportunities right so all of this is digital TV ads they really do work and they're actually

very very Advanced with targeting which is wild you know the amount of targeting that they can do is really interesting based off of uh one where they gather this data to what they understand about the household not just you know not just the individual and based on shows that you're watching how you know similar or dissimilar you are to other audiences it's very interesting um interesting types of targeting that can be done here so very targeted which is great and you can also generally get very focused

geographically uh ZIP codes in the US I think are postcodes uh Colleen in Canada yep okay so you can get very very specific in targeting like I said I own a Halloween store online I'll sell Nationwide I mean I run my ads all over the place but my store I I don't need to be running ads uh for you know Denver which is an hour away I do want to run ads in Fort Collins but maybe specifically I want to run ads in a certain zip code a mile radius or a very targeted area around my store this will allow me to do that I can get

very very targeted which unlike traditional TV advertising you go you spend a lot of money you negotiate and you go okay I'm going to be on channel nine right well Channel 9 is a footprint this wide and it goes to Wyoming and it goes down to South Colorado and all this kind of stuff and you're buying you know okay well we'll get uh three premium slots and we'll get six bumper slots and then we'll get two uh they'll just kind of slide them in there right we're not talking about that that's not how this

works that is traditionally how traditional TV works so don't think about them the same way they are very very separate obviously this is going to require higher quality advertising components compared to some other channels because you're going to be on TV right you know so you've got to have a good commercial uh it's uh you've got to build something create something that generates a lot of trust and can tell your story so there is definitely an investment of building some high quality advertising but then

the actual cost is nothing like what you would traditionally experience on a traditional TV or something like that now again this build we talk about trust and awareness listen if you're on TV your brand is on TV it makes you seem to the consumers like you've got you you've just got it together uh you're really doing a good thing here you are uh you know you're telling a great story it starts to build trust because as consumers they they don't they're not really aware of the difference between traditional and

digital it doesn't make much it doesn't make a difference to them it's not something they're supposed to know stuff we know right so all they know hey you're on TV your brand is on TV and didn't they just see an ad for that earlier yeah I think I did oh did I also just yeah they've got a billboard or they're sponsoring uh John's baseball team you know oh yeah I saw that they were doing that too all these different pieces start to work together to build this brand and the brand awareness uh bonus to this is

obviously you can tell a really strong story in 30 seconds and you've got a captured audience so you can tell them exactly what they need to know about your business in 30 seconds captured audience really really powerful really really useful so there we go those are two things I think that are uh really on the uh on the edge here we didn't even uh we didn't even talk about Ai and uh chat GPT and all that kind of fun stuff which does give us a lot of really great tools to help with the creation here

um so these are two things I think that are really important for small business owners to focus on because they really work thank you very much and TV what better opportunity to you know create a jingle catchy jingle that people remember for years and years to come all right we've got one last poll here for everyone uh so a quick pivot to do you wish your business website looked better or could do more uh that might be features that might be conversion whatever that means for you so uh in the zoom platform please vote

pretty even split so far between no I'm not sure and yeah both all right great thanks for everyone for participating and uh on to the next slide Brendan all right yeah we wanted to to sneak this in here because uh let's be honest if you're spending money on marketing and you're investing time you're investing energy and effort into marketing most of the time you're going to be driving people back to your website and if your website is hot garbage if your website is trash all the marketing in the world is not

going to fix that so I wanted to make sure that we had an opportunity to discuss uh a couple of quick website design tips before we uh we kind of get closer to our q a so tip number one again mobile It's gotta look good on a cell phone it's got a little gun on a tablet It's gotta look good on a laptop gotta look good on a desktop now when uh when Mobile Traffic first started becoming a thing we would build the desktop website and the mobile website and then pick where where that traffic went to now we don't do that

there are still some some places that use that but that does not help anybody any at any point now you got two things to maintain anyway build a responsive website a responsive website means when it has this much room it lays elements out in the amount of room that it has when has this much room it changes those elements so that they stack differently it's responsive to the amount of of space that it has right so that way it can be shown both on desktop and on mobile and bouncing back and forth so if your website is not responsive that's

your first place to start you have to start with the with the the responsive design second reduce the content especially on your primary Pages way down most of the time people are not really looking to read a dissertation right so you don't want the content to wrap a whole bunch especially on mobile I don't want to have to scroll through to find the information that I'm looking for um you know go for go for those those big headlines the big pops because that's obviously what catches people's eye

that's what they look for just for you know give that information now it's not to say that after the fact right we we've done pretty much our above the fold uh We've created all our content this is everything that someone needs to know there's nothing to say that after the fact we can't have more content that is more uh for the Deep divers the researchers like me right that content can still exist but we want to ensure that you know most of the page is dedicated to work moving people through

that sales funnel and providing them what they're looking for tip three kind of falls into that as well open space keep those healthy margins right we want people to be able to read through the content and not have to fight through the content right so if the if everything is really really crowded that's not going to be very very useful um and finally big buttons clear buttons right your call to actions they've got to be large uh partially because we're doing everything on touch screens um or tablets touch screen

at most laptops these days touch screen right so we're not even using uh mice or other input devices we're using our finger so you got to make sure that on every one of those devices that that is something that can easily be done you know the easy to read easy to see easy to interact with so there's your four tips on Modern website design um if you have other questions about websites design uh we'll talk about a little bit that right here how can we help with marketing 360.

what do we do well we're an all-in-one marketing platform uh and we streamline your Tech stack with a full integrated Solution that's a lot of fancy words what it means is we take all of the different aspects of marketing and all the different aspects of digital and we bring it all together into marketing 360.

so not only can you interact with it in one place all this information can interact with each other in one place Google search console Google analytics all of your Social all of your uh your your payments your CRM your email your website all of this is tied into the marketing 360 platform it's all in one even just on saving costs on all these different disparate softwares we can usually end up saving our customers a couple hundred bucks a month now maybe you don't actually want to do all of this oh it's great to see all this stuff in one place but boy I'm not

a copywriter I'm not a designer I'm a I'm a business owner right I don't have the time to do that cool we can do that for you uh we've got 400 some odd team members all based here in the United States uh and we do that for you so you don't want to do the copywriting you don't want to run the ads don't want to do the emails don't want to do the design development anything like that we do as well we've got the tech and the talent to back it up and everything is custom tailored to you your business

your area your uh goals where you need to where you need to to be what you want to achieve that's us at marketing 360. thanks so much all right now I'll share a little bit about how benching helps so Benchmark marketing 360 our partners and what bench small business owners with expert will take the keepers all with the goal of getting your books up to date and IRS compliant um so we offer day-to-day bookkeeping and income tax filing and I'll get to it shortly but also retro award and catch-ups if you find yourself

um so how bench can help uh so if you improve your finances the idea is that you know a little less work is required in terms of income tax prep uh bookkeeping and inputs uh required for your accountant um as a bench client you get expert support any time um so clients have uh expert advisors that they have access to no extra costs they're available five days a week and are really just there to answer your personal finance questions uh personal business finance but I should say um I'm sure they've seen their tips too

if you were talk nicely to them um and yeah they can answer uh you know complex questions uh about you know where it's the deductions that you can that you can leverage different benefits that you have access to uh changes in tax code and uh you know just sort of reliable advice as well um through the bench platform we offer uh interactive and easy to read monthly Financial reports over the last few months it's really exciting it means that just within a few clicks that you can see you can have at a glance

um exactly where your where your business Financial Health stands so you have access to your your cash flow statements your income statements uh balance sheets and all of those important documents and that's all located in app and that's all drawing information from the connected bank accounts that you set up when you on board with bench so a very cool platform and you can see a uh what Victoria has to say here about her experience with benj and then I mentioned retro um there's some interesting stats but

it's thousands and thousands of Americans in mind on uh filing their small business taxes so if you do find yourself in this position just know that you're you're not alone at all life happens um and uh you know it's a day behind [Music] years and years behind and uh you know wherever you are that's okay um bench has a specialized team that is able to get you back on track offer that emergency support because they know you know if you find yourself in this position that it can weigh heavy on your

brain especially if you're running payroll and have other um you know you're trying to run your business and not just to worry about the IRS right um we have affordable payment plans uh we work with you to create a customized plan that works for you and then that suits your situation and you know if we're talking about being behind urgency and a quick turnaround time is important as well so we do pride ourselves in being able to complete years of bookkeeping uh in a matter of a couple weeks so uh that's bench

um there's some links here that we'll share in the chat as well on how you can get started with marketing 360. um there's some cool uh promo codes there as well to take advantage of and same thing over on bench so uh we've got just uh eight to ten minutes left I would love to hear any questions that uh that you might have either from the content that we have here or maybe Brandon if you wanted to kick us off with just a thought or two about AI I know you mentioned we haven't talked about that explicitly today but it's uh

it's certainly everywhere in the world so yeah I like how you're giving me that platform thank you yes please um throw your questions into the Q a or into the chat so we can get those answered uh but yeah one brief thing I was I actually was having a conversation with a young man yesterday um and he asked me do you think that AI is going to make uh being a small business owner and being a being a marketer easier or harder and I said it's both it's going to be both uh it's definitely going to make some things easier but

it's also going to make some things harder right because now you now we have to learn a little bit more about AI it's just another it's another tool it's another thing to research another thing to read about so if you're looking at it that way like it could be very exhausting right oh just one other thing I have to learn how to do on the flip side of this the amount of opportunity that you have I I don't have writer's block anymore I I ask a question I'll throw it out into uh into a chat gbt or

we have some internal tools here um for our team throw that in there get my all we're doing is just prompting and getting a response prompt get a response I'm I'm not gonna get writer's block anymore because I had a question I had an idea throw it in there I get a response it's great right um I can ask it to do research for me now I have to double check it because it may or may not be right but it gave me a starting point it gives me great starting point I don't have to get lost down the Wikipedia rabbit hole which by

the way is one of my favorite things to do let's just find the weirdest articles on Wikipedia they're great um always very helpful during trivia so yeah there's a lot of opportunity with AI uh if you're using it right and I think as we move forward we're going to find that uh people that are really good at prompts they're really good at engaging with AI uh marketers small business owners writers designers all that folks that are really good at prompting Ai and getting responses that they can interpret correctly are going

to start to outpace other folks they're just going to be able to move faster there's always going to need be that need for human element but uh yeah I think AI is a very very interesting tool for small business owners especially to keep a close eye on all right looks like we do have a question came in from Ronnie uh what's the best way to set up email automation is marketing 360 assist with this type of marketing yes we do actually the marketing 360 platform does have email marketing built into it that email

marketing is tied directly into the CRM that CRM is directly tied into forms those forms are directly tied into the website we built all of it so it all works together and it works together essentially flawlessly so yes we will help set up the email marketing we will help set up the automation um automation is basically a uh yeah it's most basic terms uh it's most basic is uh is it yes or no did a customer do this yes then then this happens you know if this then that okay did the person in the email do this

no they didn't okay then this happens it's just a a waterfall essentially you're pouring leads into that first email and then they're getting segmented out onto this list uh so yes that's uh that's kind of the easiest way to think about email marketing uh email automation uh but yes we do help set that up the next question is it true that Google can tell when content is created by AI uh within reason yes um there are some AI tools out there uh you know there's some colleges that have

recently um gotten themselves into the news because they're using AI um uh detectors and then finding out later on like they they told one person they couldn't uh graduate and then they found out later on that oh they didn't use AI whatsoever so yes and no um honestly I don't think Google's gonna care I don't think that like from a search engine optimization side of things I don't think they're going to Care Google is also doubling down and putting a lot of money into their AI tools so I don't

think that this is something that is going to negatively affect um like a search engine results or anything like that but I could be wrong I've been wrong before it's back in 93 when I thought I was mistaken okay uh what else what other questions uh Colleen do you have any on your side uh I had one what about uh attribution so we you talked about you know the different different tips and tools that you could use how you know as a business owner do you get like a dashboard with marketing 360 maybe to see that you know

at 10 of your leads are coming through emails yeah yeah so that's that's critical regardless of if you're using marketing 360 or not being able to understand where your mark what your marketing is working uh you know the the joke right uh I know half of my marketing works I just don't know which half you know that that's a real struggle it's a real problem for small business owners so you do have to be able to attribute where things are going uh at its most basic form you can do a lot of

that to an extent with Google analytics um you know Google analytics can really help you understand what's working and what's not um but you're gonna have to go to different parts and pieces right A lot of times you'll have to go to your email service provider you have to go to analytics you have to go to Google ads you have to go to all the different places to see what's actually happening uh where the conversions are coming from marketing 360 we tie all that together so it's all in one dashboard you don't

it's one click to find your information um but yeah attributing the marketing uh and understanding how marketing affects things down the road right you know I ran this ad boy this ad didn't get any results or did it right and how can we attribute things all the way down this funnel to see if it is affecting final uh transactions final conversions or if it truly is just just not functioning looks like another one we've got different areas of Google page that are paid and organic and does this change

um the different areas on Google that are paid they say add or they say sponsored or something like that usually it's three to four spots at the very top of Google anything in between is going to be organic you know if it doesn't have that add tag on it and then Google's kind of moving away from the clicking through to different pages they're just uh they're kind of just cascading now so you'll see another break of a couple of ads and then it goes back to organic uh you'll see the same thing at Google Maps if you

have a physical location again it'll say add or sponsored uh something like that so Google's always testing new things sometimes those uh those ad badges are green I've seen them green I've seen them blue I've seen them gray you know they're always changing and trying new stuff so uh yeah it can change often it might change for you and not for me you know and who knows but primarily the spots of Google are going to be that top three to four spaces but they will always say add on them so great questions though Ronnie

uh if you don't have a brick and mortar store is there anything that folks can do regarding like local search and map ads for example so your e-commerce store is there any tips that way so you're really not supposed to if you don't have a local footprint you cannot be on mems right that's kind of that's kind of the rule um there are ways around that but it's not not really going to provide a lot of value in that instance also if what you're selling is Ecom only you don't want to confuse your customers and make

them think that they could just come pick it up or that they could see it or look at it something like that so I I generally wouldn't recommend that course of action uh especially if you're selling a widget or something it's also something to be said for if you are a service provider and you're trying to Market outside of your service areas right like if you're based in uh Dallas Texas but then in Houston you know a big hail storm and you want to go down to Houston uh because you're a roofer right

(1:00:10) you're not really going to be able to be like oh I have a physical location down here oh I'm definitely local uh you just want to run your intent based ads you know and be upfront and honest with uh who you are and what you do honestly being fourth right is always the best policy right that's right yep honesty awesome well thank you everyone for participating for joining and being an attentive audience today um you will get a link to this recording uh shortly in your inbox and uh yeah Brendan and the team at marketing360 and

(1:00:44) myself and the team Adventure are happy to answer any questions you have and support you on your small business Journey so thanks again and have a wonderful day everyone see ya thanks everyone