

# Marketing Your Business and Services

By David Mitroff, Ph.D.



# What we will cover

- Introduction To Social Media & Growth Model
- 5 Actions to Grow Your Business
- 5 Tools to Grow Your Business
- Additional Resources
- Next Steps



Search for people, jobs, companies and more...



Advanced



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954  
connections

[www.linkedin.com/pub/johnpacker/98/65/937/](https://www.linkedin.com/pub/johnpacker/98/65/937/)

Contact info

## People You May Know



Mery Duncan

Social Manager

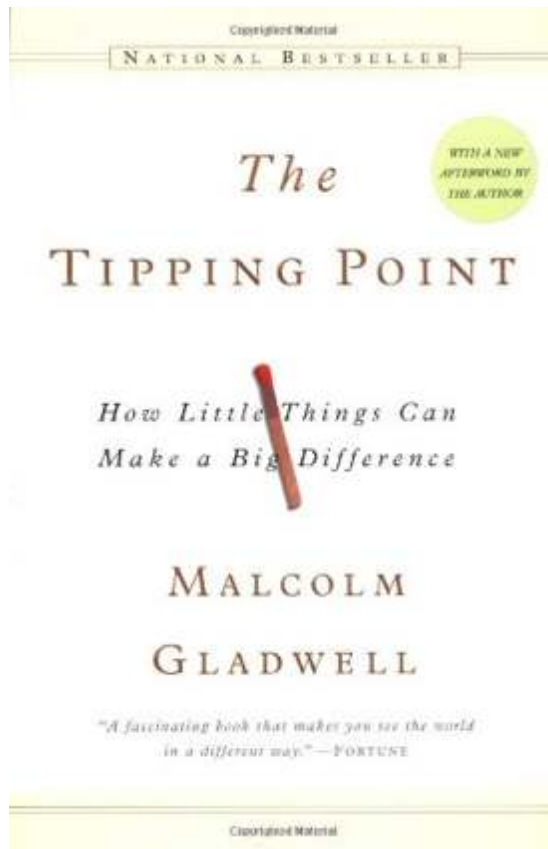
## Who's Viewed Your Profile

7 Your profile has been viewed by 7  
people in the past 90 days.

# INTRODUCTION TO SOCIAL MEDIA

Profile Strength

All-Star

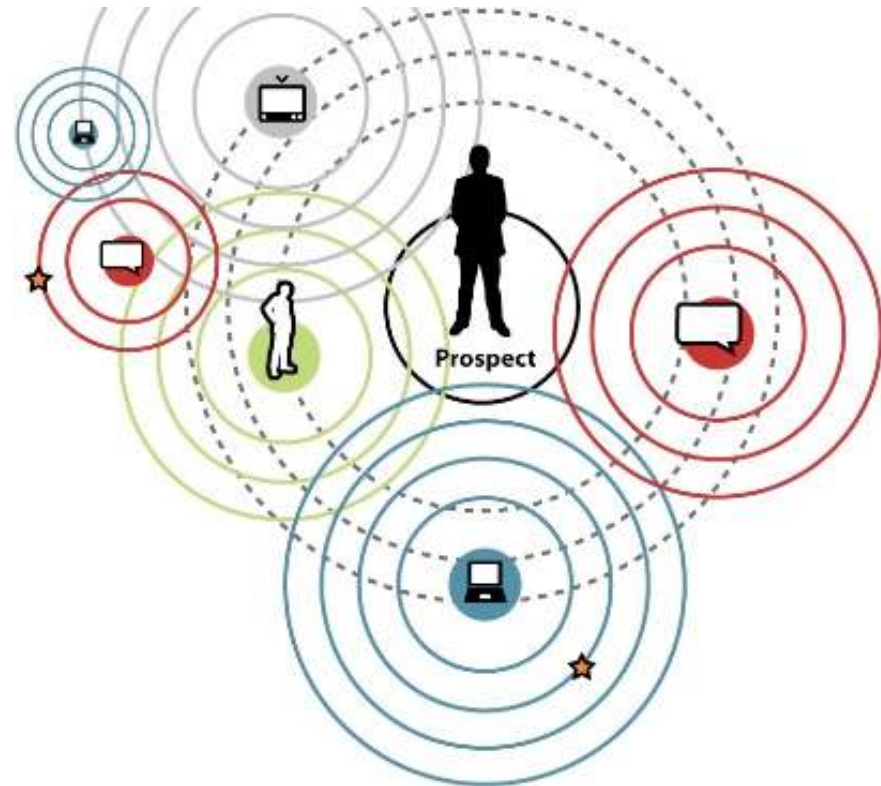


“Acquaintances, in sort, represent a source of social power, and the more acquaintances you have the more powerful you are.”

- Malcolm Gladwell

# Building Your Brand with Social Media

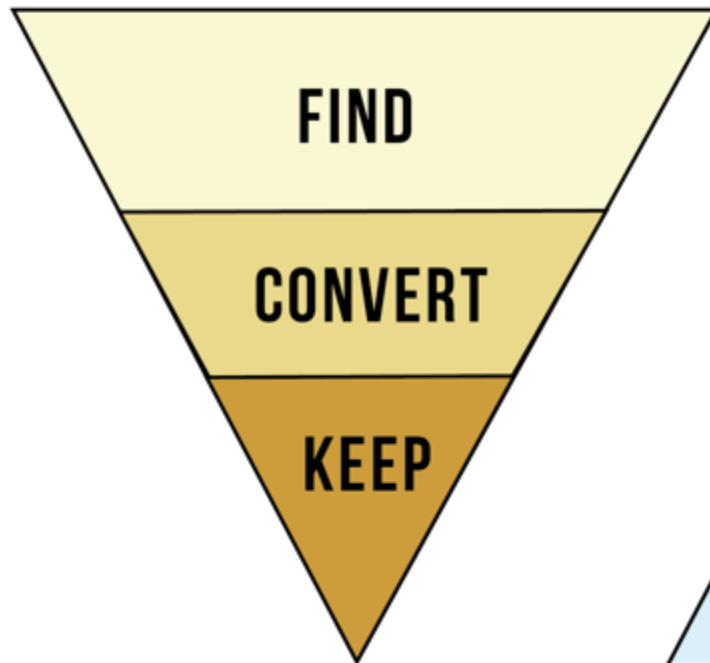
- ✓ Create Awareness
- ✓ Strengthen Current Relationships
- ✓ Generate New Opportunities



# Two Approaches for Growth

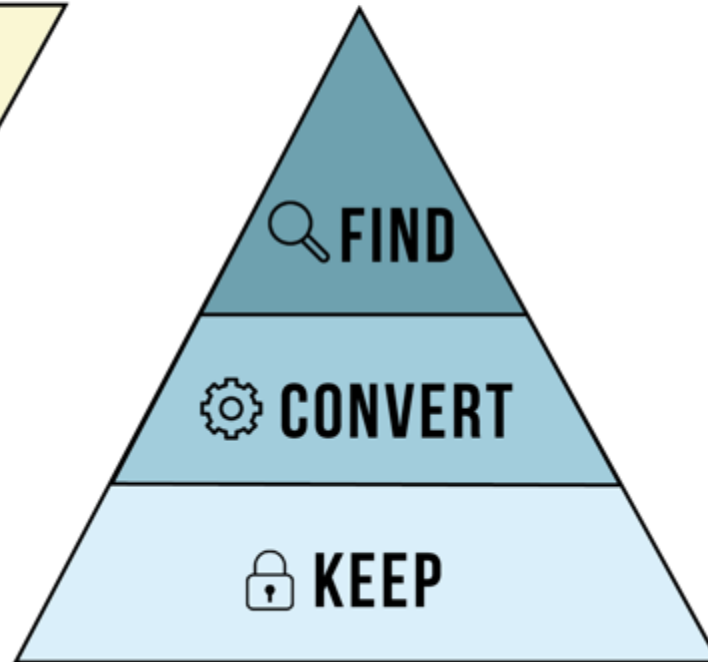
## TRADITIONAL

marketing - selling - networking



## ENGAGEMENT

marketing - selling - networking



***social  
media***

print ad

**ACTIVE**

**PASSIVE**

website

email  
marketing

referral/  
introduction

talks

strategic  
partners

events

direct  
mail

cold  
calling

phone call

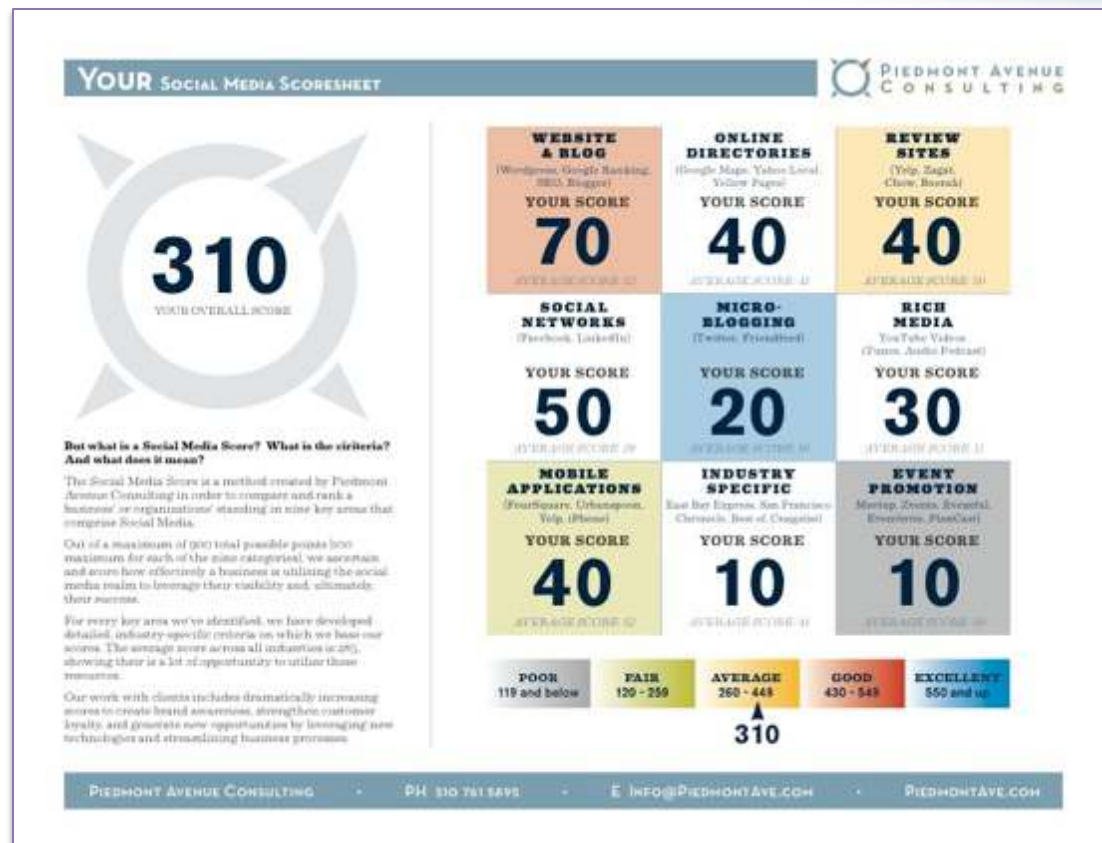


face to face  
meeting



# 9 Key Areas of your Online Presence

1. Website & Blog
2. Online Directories
3. Review Sites
4. Social Networks
5. Micro Blogging
6. Rich Media
7. Mobile Apps
8. Industry Specific
9. Event Promotion







# 5 ACTIONS

What you could be doing to grow your business

# Action #1: Update Your Marketing Strategy

## Do it!:

- Keep your strategy relevant
- Mix it up, even if it's working
- Don't be afraid to outsource

## Action #2: Increase Digital Content

### Do it!:

- Know your target market & find them
- Start small, be consistent, then add to it
- Create content you can recycle

## Action #3: Email Marketing



### Do it!:

- It's the most effective digital marketing tool
- Be clever with your subjects
- Focus on **click rates** rather than opens

## Action #4: Know Your Competitors

### Do it!:

- Follow on Social, sign up for emails, etc.
- Have a real answer for “why choose you?”
- Don’t try to beat them, just be yourself

## Action #5: Form Partnerships



### Do it!:

- Connect with complementary companies
- Team up as event partners/sponsors
- Create content to share with each other



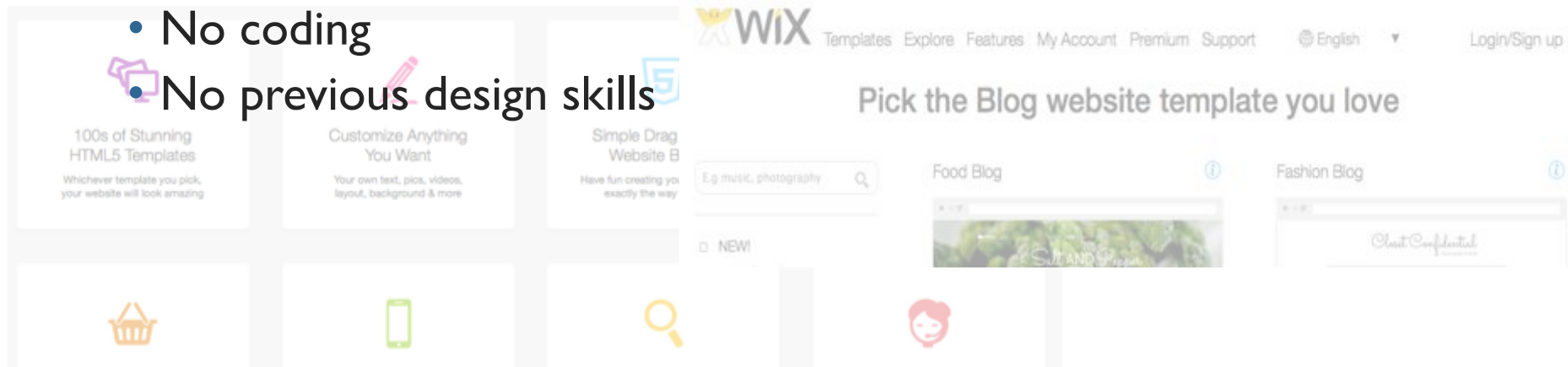


# 5 Tools

These assets will help you grow your business



- Wix enables everyone to design, publish and host stunning HTML5 websites for free.
- Easy drag-and-drop website builder!
- No coding
- No previous design skills



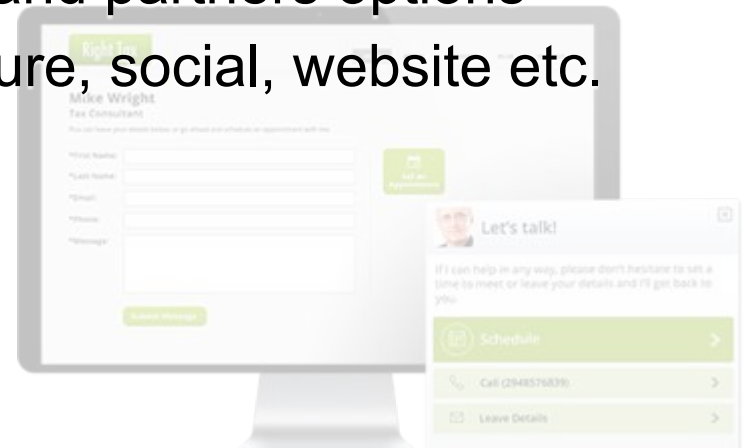


# Google Alerts

- Keep track of mentions of your company and competitors
- Be aware of what's going on in your industry in real time
- Use the found content for your marketing plans

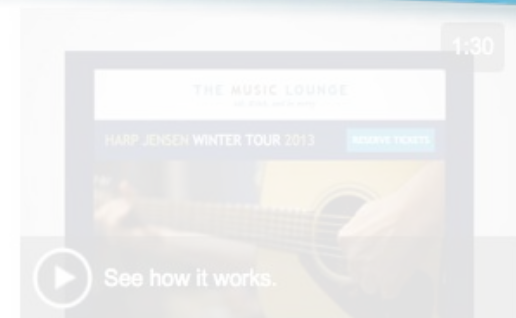


- Be organized with your schedule
- Look professional and give clients and partners options
- Offer meeting maker in your signature, social, website etc.





- Easy tools for keeping track of your lists
- Make email campaigns look professional
- Track your open and click rates easily



Get ready to extend your reach and build your business with powerful [social media integration](#).



Track

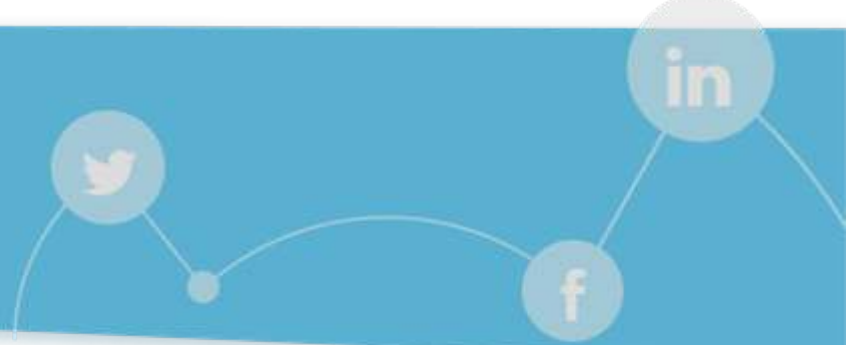
Track your success with real-time [reporting](#) that makes it easy to plan your next move.



- Outsource work you don't have time for
- Get experts to do work you don't know how to do
- Pick and choose when you need the help



# Next Steps



1

## Build Your Brand & Take Action

### Today

- Come up with your Growth Plan
- Create a Wix.com website and/or update your website to include:
  - Clear call to action
  - Integrate social media

2

## Increase Brand Awareness

### Next 30 days

- Make adjustments to your Online Business and Personal Presence (test and see what works)
- Work on increasing your brand awareness on Social Media



3

## Keep Learning & Improving

### Next 60 days

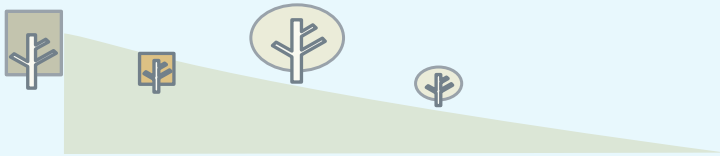
- Develop a more comprehensive marketing plan based on your initial tracking and experiments in social media.
- Attend another workshop or event



# Thank You!

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