

Create Brand Awareness To Grow Your Business

David Mitroff, Ph.D.

What We Will Cover

- **Who is Your Market?**
- **How to Attract Customers**
- **Active / Passive Marketing**
- **Website & Social Media Ecosystem – 9 Key Areas**
- **Turn your LinkedIn Connections into Gold**
- **5 Tools to Grow Your Business**
- **Next Steps**



David Mitroff, Ph.D.

- Founder and Chief Consultant of Piedmont Avenue Consulting, Inc. (www.PiedmontAve.com), an Oakland based award winning business consulting and marketing firm with a proven track record of producing results for our clients.
- College Instructor at University of California Berkeley and Guest Lecturer at John F. Kennedy University, Diablo Valley College, and more. Google Launchpad Accelerator Mentor.
- Trained and advised 35,000+ business owners through keynote talks, workshops and business consulting
- Extensive educational background, which includes a Doctorate in Clinical Psychology with coursework in Business Administration, Legal Studies, Marketing and Culinary Arts
- Featured business and marketing expert for NBC, ABC, INC. Magazine, Forbes, Northern California Record, California Lawyer, and more.





Are You Ready?

The Truth... It Takes Work

What is Your #1 Objective This Quarter?

3 to 5 priorities that support this...

- What to Start Doing?
- What to Stop Doing?
- What to Keep Doing?





Who is Your Market?

Where to Start Your Business Development Efforts



MARKET

A set of actual or potential customers
For a given set of products or services
who have a common set of needs or wants, and
who reference each other when making a buying decision



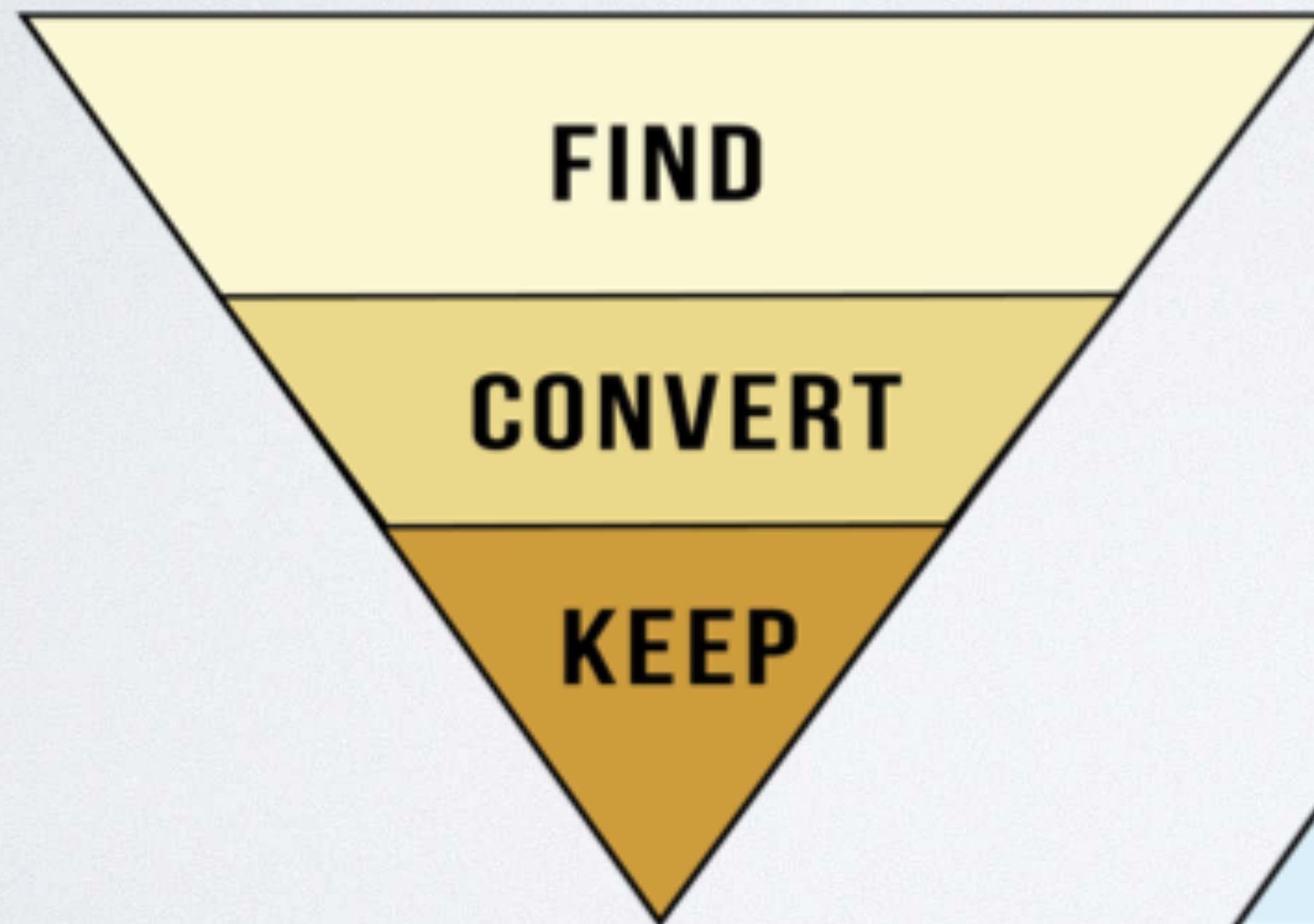
How to Get Customers

and Growing your Business

Two Approaches to Growth

TRADITIONAL

marketing - selling - networking



ENGAGEMENT

marketing - selling - networking

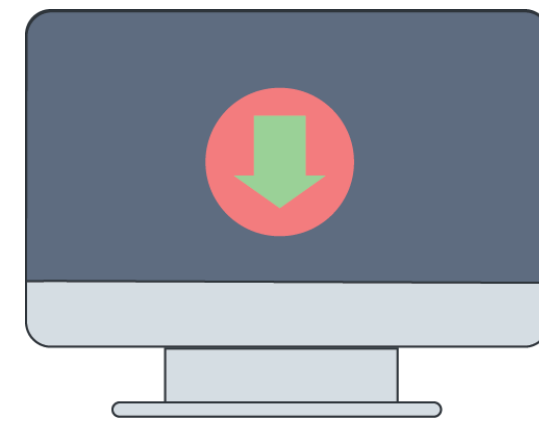


WHAT ARE YOUR CURRENT MARKETING EFFORTS?

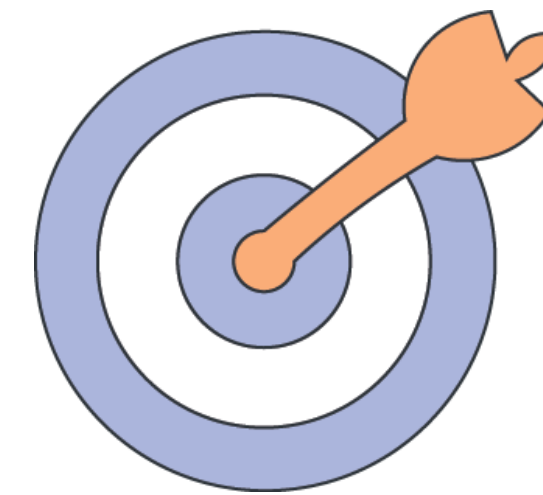




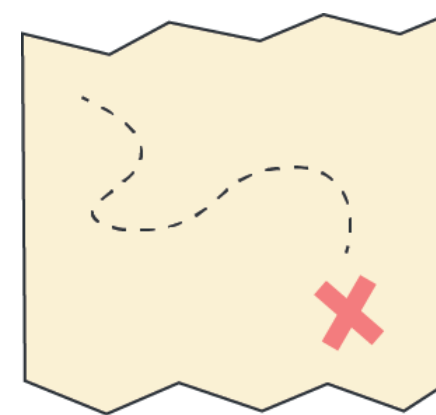
Discounts



Downloads



B2B Services



Hints + Tips



Support a Cause



Events

CALLS TO ACTION: WHAT DO YOU OFFER?

Tracking & Analysis

The Key Benefit of Online Marketing is the ability to track and analyze results, then quickly iterate and adjust for optimal performance

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



1 Website & Blog

Google Ranking, Alexa Ranking
(www.alexa.com), SEO/CRO, Wordpress, Wix

- **Control the content.**
A chance to tell your story.
- **Define a clear message.**
What do you offer?
- **Create a medium for contact.**
Invite feedback, questions...
- **Provide links to other pages.**
Share your FB, Twitter...
- **Update your content.**
Consistency in theme and info.

510-761-5895 info@piedmontave.com f t G+

PIEDMONT AVENUE CONSULTING

Consulting Solutions Case Studies About Us Events Contact Us

Creative Insights with Measurable Results

Piedmont Avenue Consulting, Inc. creates brand awareness, strengthens customer loyalty and generates new opportunities.

[Schedule Consultation](#)

Piedmont Avenue Consulting, Inc. is a San Francisco Bay Area based business development and marketing consulting firm who creates brand awareness, strengthens customer loyalty, and increases lead generation by leveraging new technologies and streamlining business processes. Clients who hire us as marketing experts and business consultants include new and established companies, restaurants, franchises, law firms, high-growth start-ups, retail specialty stores, professional services firms, individual entrepreneurs and other diverse organizations.

Brand Awareness & Lead Generation
Create Brand Awareness and Generate Leads

Customer Loyalty
Strengthen Customer Loyalty and retain long-term relationships through custom email

Streamline Operations
Streamline B... by impleman

[How can we help you grow your business?](#)

Website – The Hub Of Your Online Strategy

- Most important area
- Definition of you and your message
- Central hub with links to other sites
- You control it



Website – Wix.com / SquareSpace.com

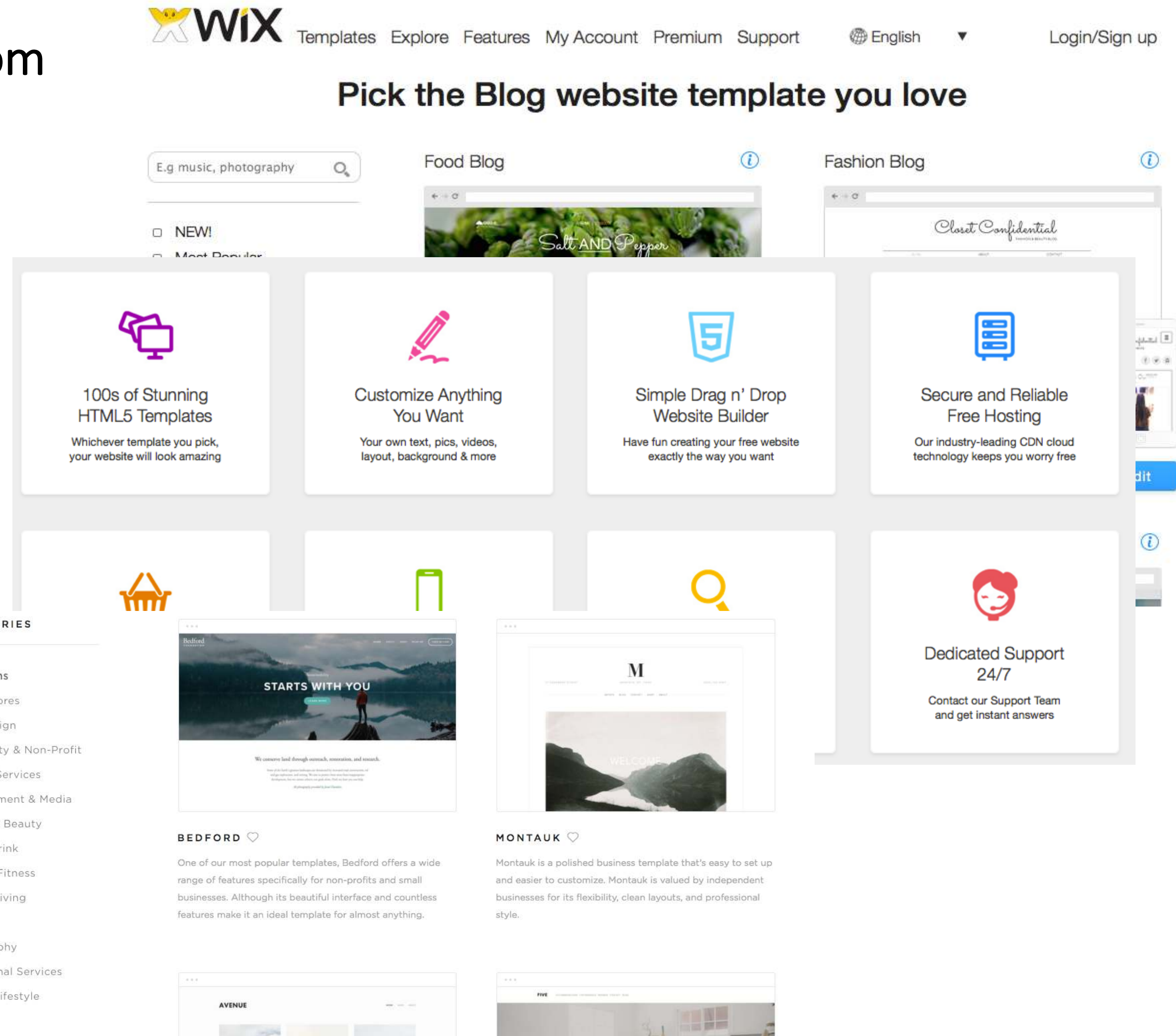
- Build your Website Today



Create
Your Stunning Website.
It's Free

Wix enables everyone to design, publish and host stunning HTML5 websites.

- Easy drag-and-drop website builder!
 - No coding
- No previous design skills



The screenshot displays the Wix website interface. At the top, the Wix logo is followed by navigation links: Templates, Explore, Features, My Account, Premium, Support, English, and Login/Sign up. Below the navigation bar, a search bar contains the text "E.g music, photography". To the right of the search bar, there are two featured blog templates: "Food Blog" and "Fashion Blog". The main content area is divided into two rows of feature cards. The first row includes: "100s of Stunning HTML5 Templates" (with a purple icon of a monitor and document), "Customize Anything You Want" (with a pink icon of a pencil), "Simple Drag n' Drop Website Builder" (with a blue icon of a shield with a checkmark), and "Secure and Reliable Free Hosting" (with a blue icon of a server rack). The second row includes: "Dedicated Support 24/7" (with a red icon of a person's head). Below the feature cards, there is a "CATEGORIES" section with a list of design categories: All Designs, Online Stores, Art & Design, Community & Non-Profit, Creative Services, Entertainment & Media, Fashion & Beauty, Food & Drink, Health & Fitness, Home & Living, Music, Photography, Professional Services, Travel & Lifestyle, and Wedding. To the right of the categories, there are two featured website templates: "BEDFORD" and "MONTAUK". Each template has a preview image and a brief description. The "BEDFORD" template is described as "One of our most popular templates, Bedford offers a wide range of features specifically for non-profits and small businesses. Although its beautiful interface and countless features make it an ideal template for almost anything." The "MONTAUK" template is described as "Montauk is a polished business template that's easy to set up and easier to customize. Montauk is valued by independent businesses for its flexibility, clean layouts, and professional style."

SEO / CRO

Search Engine Optimization / Conversion Rate Optimization

- Helps drive traffic to your site
- Off-page SEO (work that takes place separate from your website)
- On-page SEO (website changes to increase rank)



Call to Action

- What are your next steps, requests, actions
- Are services/products labeled and promoted properly?

Consulting ▾ Solutions ▾ Case Studies ▾ About Us ▾ Events ▾ Contact Us ▾


NEWSLETTER

Subscribe To Our Newsletter

Join our mailing list to receive business growth advice and VIP event invitations.


Email


SUBSCRIBE!

 David Mitroff, Ph.D. is a business consultant, marketing expert and keynote speaker who founded Piedmont Avenue Consulting, Inc. where he advises on leveraging new technology to create brand awareness, strengthen loyalty and streamline processes with proven results.

TAKE THE NEXT STEP

We offer a complimentary consulting session to review your business and marketing strategies. This includes presenting you with the services, solutions and resources which are customized to fit your needs.

 **Join Email List**

 **Schedule a call**

How can we help you grow your business?

Attorneys Honors & Awards Case Results Careers

 **+1 800-723-3216**
Toll Free Communication

 **FREE CASE EVALUATION**

nity Locations ▾ Contact Us

Call to Action – vCita Online Scheduling Software and Business Calendar



- Easy Appointment Scheduling for Your Clients
- Best Business Calendar for Your Team

The image displays the vCita software interface across various devices, illustrating its multi-platform capabilities. A desktop monitor shows the 'Right Tax' website with a contact form for 'Mike Wright, Tax Consultant'. The form includes fields for First Name, Last Name, Email, Phone, and a Message, along with a 'Set an Appointment' button. A tablet in the foreground shows a calendar view for August 2012, with a 'Please select time(s) for: 30 min introduction phone call' prompt. A smartphone displays a similar calendar view for July 2012. A sidebar on the right shows a list of staff members: Jane Andrews (Nutritional consultant), Tara Chandler, and Colby Reins. A 'DASHBOARD' section is also visible. A 'Let's talk!' chat window is overlaid on the desktop screen, encouraging users to set a meeting time. At the bottom right, a status bar indicates 'Online Scheduling' is 'Status: ON'.

Time Slot	Appointment
9:40 - 10:00	Joseph Tills
10:30 - 12p	Meal plan - 0/5
11:30 - 1:45p	Vegan cooking workshop - 2/15
11:30 - 1p	Busy -
11 - 11:45	Ronald Grimm - Healthy diet 101
12p - 1:30p	Meal plan - 0/5
1p - 3:15p	Vegan cooking workshop - 4/15
1:30p - 3p	Meal plan - 1/5
2:30p - 4p	Meal plan - 0/5
3:40p - 4:25p	Tim K. - Healthy diet 101 session
3p - 5p	Vegan cooking workshop - 0/15

Call to Action – Constant Contact Email Marketing – Customer Loyalty Program

- Re-use content and stay on top of mind.



Email Marketing just plain works. See how.

Your customers check their inbox all day, every day. So reach them when you work with them. Build relationships, drive [real results](#) for your business.



Grow

No list? No problem. We make it easy to grow your [email list](#) and manage contacts.



Go Social

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.



2 Online Directories

Google Local/Maps, Yahoo Local,
Yellow Pages, CitySearch, Chambers

- Search yourself.
The power of Google!
- Look for similar businesses.
If you're not listed, someone else is!
- Display correct contact info.
Location, phone #, hours, directions MUST be correct.
- Take a photos
If they know what to look for, they'll find it.


The screenshot displays Google Local search results for law firms in San Francisco. At the top, a listing for "Latham & Watkins LLP" is shown with a 5.0 star rating, 3 Google reviews, and the address 505 Montgomery St # 2000, San Francisco, CA 94111. Below this, a map of the Financial District shows several law firms marked with red pins, including The Armstrong Law Firm, Wolff Law Office, Freedman Law Firm, Davis Law Firm, and Morales Law Firm. To the left of the map, there are two photo thumbnails: one of the Transamerica Pyramid and one of the Hyatt Regency San Francisco. Below the map, a listing for "The Cartwright Law Firm, Inc." is shown with a 5.0 star rating, 4 Google reviews, and the address 222 Front Street, 5th Floor, San Francisco, CA 94104. The listing also includes the phone number (415) 433-0444 and the hours "Open today · 9AM-5PM". At the bottom right, there is a button labeled "Manage your page" with a location pin icon.

Latham & Watkins LLP ★
5.0 ★★★★★ 3 Google reviews
Law firm in San Francisco, California
Website Directions
Address: 505 Montgomery St # 2000, San Francisco, CA 94111
Phone: (415) 201-0600

The Cartwright Law Firm, Inc. ★
5.0 ★★★★★ 4 Google reviews
Personal injury attorney in San Francisco, California
Website Directions
Address: 222 Front Street, 5th Floor, San Francisco, CA 94104
Hours: Open today · 9AM-5PM
Phone: (415) 433-0444

IS THIS YOUR BUSINESS?
Manage your page

GOOGLE — GET YOUR BUSINESS ONLINE



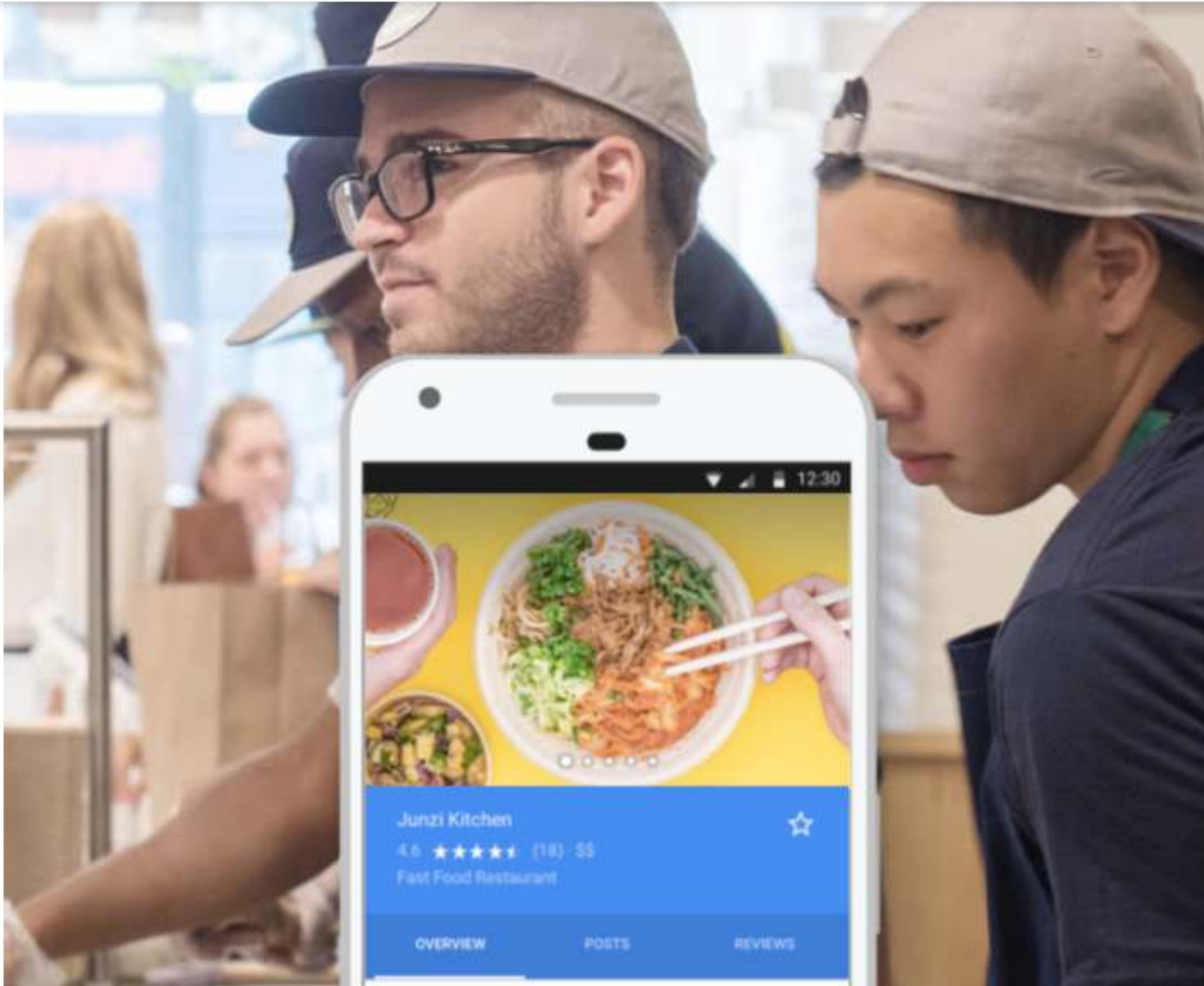
[SIGN IN](#)[START NOW](#)

[Home](#)[How it Works](#)[Resources](#)

Attract new customers with your free Google listing.

Your listing appears right when people are searching for your business or businesses like yours on Google Search and Maps. Google My Business makes it easy to create and update your listing—so you can stand out, and bring customers in.

[START NOW](#)



<https://www.google.com/business>



GOOGLE+ ONE *GOOGLE* ACCOUNT FOR EVERYTHING *GOOGLE*

Google+

David Mitroff

Search Google+

Home

Discover

Communities

Profile

People

Notifications

David Mitroff

182 followers · Be Social. Food is Culture. Chief Networker · PiedmontAve.com. Busine

Posts

David Mitroff · Public

May 3, 2016

David Mitroff, Ph.D. - The Business of Marketing

David Mitroff

Key Areas

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

310

70

David Mitroff, Ph.D. Keynote Speake

David Mitroff

HANGOUT EMAIL CALL SCHEDULE

Contact info

dm@bespokeby.us

ga@piedmontave.com

SEE MORE

About David

Introduction

David Mitroff, Ph.D. is the Founder and Chief Consultant at Piedmont Avenue Consulting. David questions assumptions, offers creative ideas and encourages new initiatives from strategy through implementation. David's wealth...

Links

Piedmont Avenue Co...

Walnut Creek Event...

DavidMitroff

Facebook.com/David...

davidmitroff.yelp...

Linkedin.com/in/da...

David Mitroff Blog

Oakland Business E...

David Mitroff Blog

piedmontave.com

walnutcreekevents...

walnutcreekevents...

SF Sake Tasting and East Bay Networking Events!

Saturday

SEE MORE

Photos

SEE ALL PHOTOS

3 Review Sites

Yelp, Zagat, Chow, Lawyers.com

- Rely on word of mouth.
 - People trust personal accounts more than ads.
- Offer additional information.
 - Yelp is a mobile tour guide.
- Respond to reviews.
 - Thank those who provide feedback.
- Learn from your reviews.
 - Don't make the same mistake twice!

The image shows a collage of two legal firm profiles. The top profile is for **Boxer & Gerson, LLP** on Yelp, located in Downtown Oakland at 300 Frank H Ogawa Plz Ste 500. It has a 4.5-star rating from 42 reviews and lists services like Employment Law and Personal Injury Law. The bottom profile is for **Jeffer Mangels Butler & Mitchell LLP** on Lawyers.com, located in San Francisco. It has a 4.8/5.0 rating from 49 peer reviews and 100% client recommendation. Both profiles include contact information, hours, and a 'Write a Review' button.

Boxer & Gerson, LLP ✓ Claimed
★★★★★ 42 reviews Details
Employment Law, Personal Injury Law, Workers Compensation Law
Edit

300 Frank H Ogawa Plz Ste 500
Oakland, CA 94612
Downtown Oakland

Today 9:00 am - 5:00 pm **Open now**

Hours

Mon	9:00 am - 5:00 pm	Open now
Tue	9:00 am - 5:00 pm	
Wed	9:00 am - 5:00 pm	
Thu	9:00 am - 5:00 pm	
Fri	9:00 am - 5:00 pm	
Sat	Closed	
Sun	Closed	

Edit business info

Elena F.
First to review

From the business

The law firm Boxer & Gerson, specializes in workers' compensation cases, personal injury lawsuits, product liability and employment discrimination lawsuits in the San Francisco Bay ...

Learn more about Boxer & Gerson, LLP

Lawyers.com / Find a Lawyer / Land Use / California / San Francisco / Jeffer Mangels Butler & Mitchell LLP

Jeffer Mangels Butler & Mitchell LLP

Established in 1981
Law Firm in San Francisco, CA

Peer Reviews ★★★★★ 4.8/5.0 49 reviews
Client Reviews 100% recommended 3 reviews

ATTORNEY AWARDS
Martindale-Hubbell
AV **PREEMINENT**
Peer Rated for Highest Level of Professional Excellence 2017

4 Social Networks


Facebook, LinkedIn

- Communicate with clients.
 - Be involved with the conversation.
- Connect.
 - Associate your business with related pages and people.
- Establish a following.
 - Invite past clients/customers to view your page.




Personal Profile - **LinkedIn**


- Custom URL
- Title = Story
- Websites
- Summary
 - Keywords
 - Include Contact info
- LION
- Privacy Settings



David Mitroff, Ph.D. • 1st

Business Consultant | Marketing Expert | Professional Speaker | Connector | Mentor
Piedmont Avenue Consulting, Inc. • University of California, Berkeley Extension
San Francisco Bay Area • 500+ 

[Message](#)

Connect & Grow Your Network  LinkedinMitroff@gmail.com / 510-761-5895

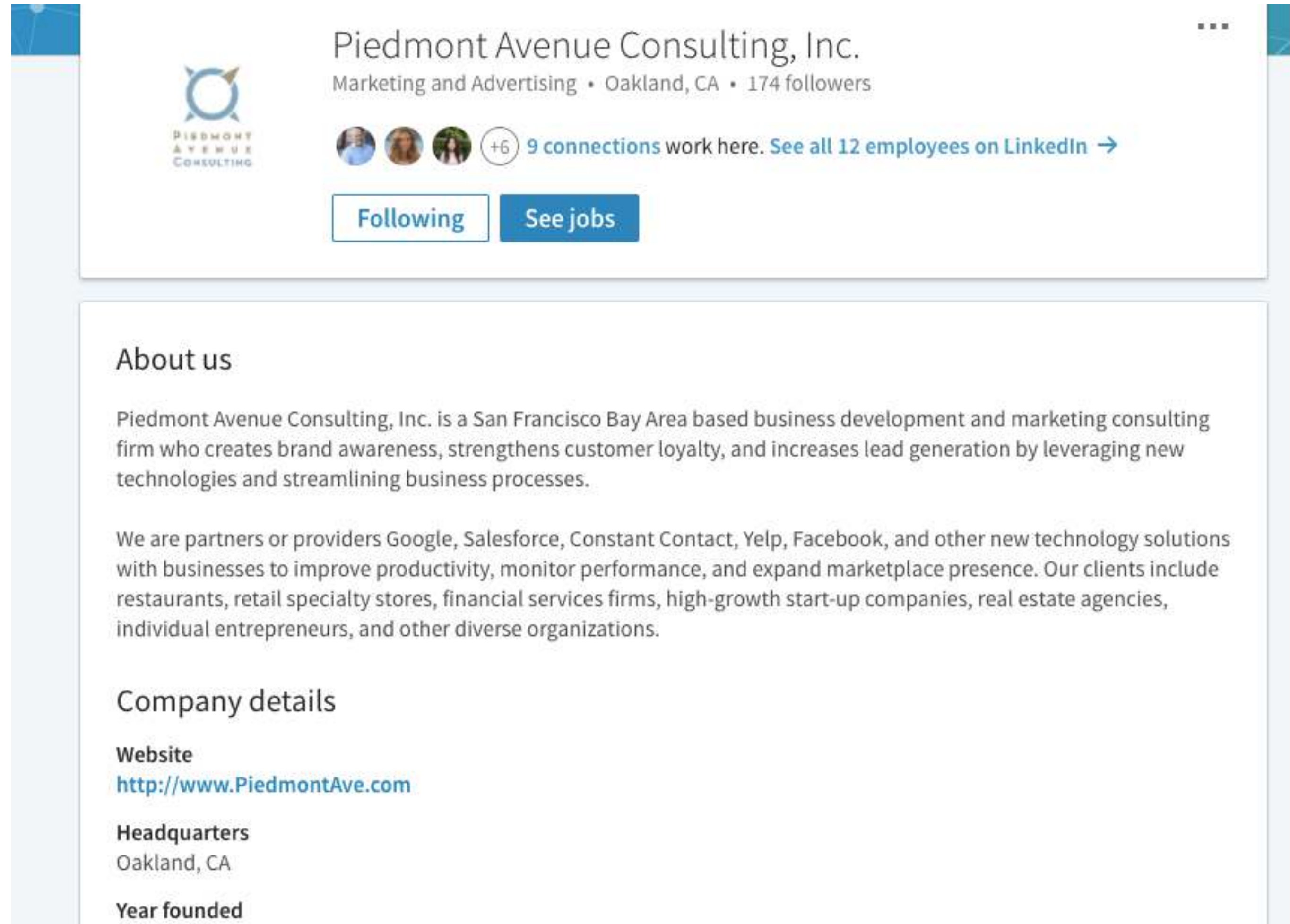
David Mitroff, Ph.D. is a business consultant, marketing expert and keynote speaker who founded Piedmont Avenue Consulting, Inc. (www.PiedmontAve.com) where he advises on leveraging new technology to create brand awareness, strengthen loyalty and streamline processes with proven results.

He has held numerous consultative positions for diverse organizations such as LexisNexis, United Healthcare Group, Providian Financial Corporation, Nordstrom, Limited Brands, Constant Contact, Ben & Jerry's, and the YMCA.

Consulting clients include San Francisco Bay Area restaurants (Library On Main, The Oxford), retail specialty stores (FashionKnit, Rarebird, Az Cleaners), community (Oakland Diocese, Chambers of Commerce), franchises (Ben & Jerry's, T-Mobile, Sandler Training, California Closets), financial and legal services firms (Mass Mutual), high-growth start-up companies (Starrforce), real estate agencies (Better Homes & Gardens, Prudential Realty), and individual entrepreneurs.

Company Profile - **LinkedIn**

- Find individuals you know in a professional capacity
- Company Profile
- Participate in discussions
- Recruit attendees to your events
- Invite people to join your mailing list



The screenshot shows the LinkedIn profile of Piedmont Avenue Consulting, Inc. The header includes the company logo, name, industry (Marketing and Advertising), location (Oakland, CA), and follower count (174). Below this, there are buttons for 'Following' and 'See jobs', and a link to view all 12 employees. The 'About us' section describes the company as a San Francisco Bay Area based business development and marketing consulting firm. The 'Company details' section lists the website (http://www.PiedmontAve.com), headquarters (Oakland, CA), and year founded.

Piedmont Avenue Consulting, Inc.
Marketing and Advertising • Oakland, CA • 174 followers

9 connections work here. [See all 12 employees on LinkedIn](#) →

[Following](#) [See jobs](#)

About us

Piedmont Avenue Consulting, Inc. is a San Francisco Bay Area based business development and marketing consulting firm who creates brand awareness, strengthens customer loyalty, and increases lead generation by leveraging new technologies and streamlining business processes.

We are partners or providers Google, Salesforce, Constant Contact, Yelp, Facebook, and other new technology solutions with businesses to improve productivity, monitor performance, and expand marketplace presence. Our clients include restaurants, retail specialty stores, financial services firms, high-growth start-up companies, real estate agencies, individual entrepreneurs, and other diverse organizations.

Company details

Website
<http://www.PiedmontAve.com>

Headquarters
Oakland, CA

Year founded

5 Micro Blogging

Twitter, Tumblr

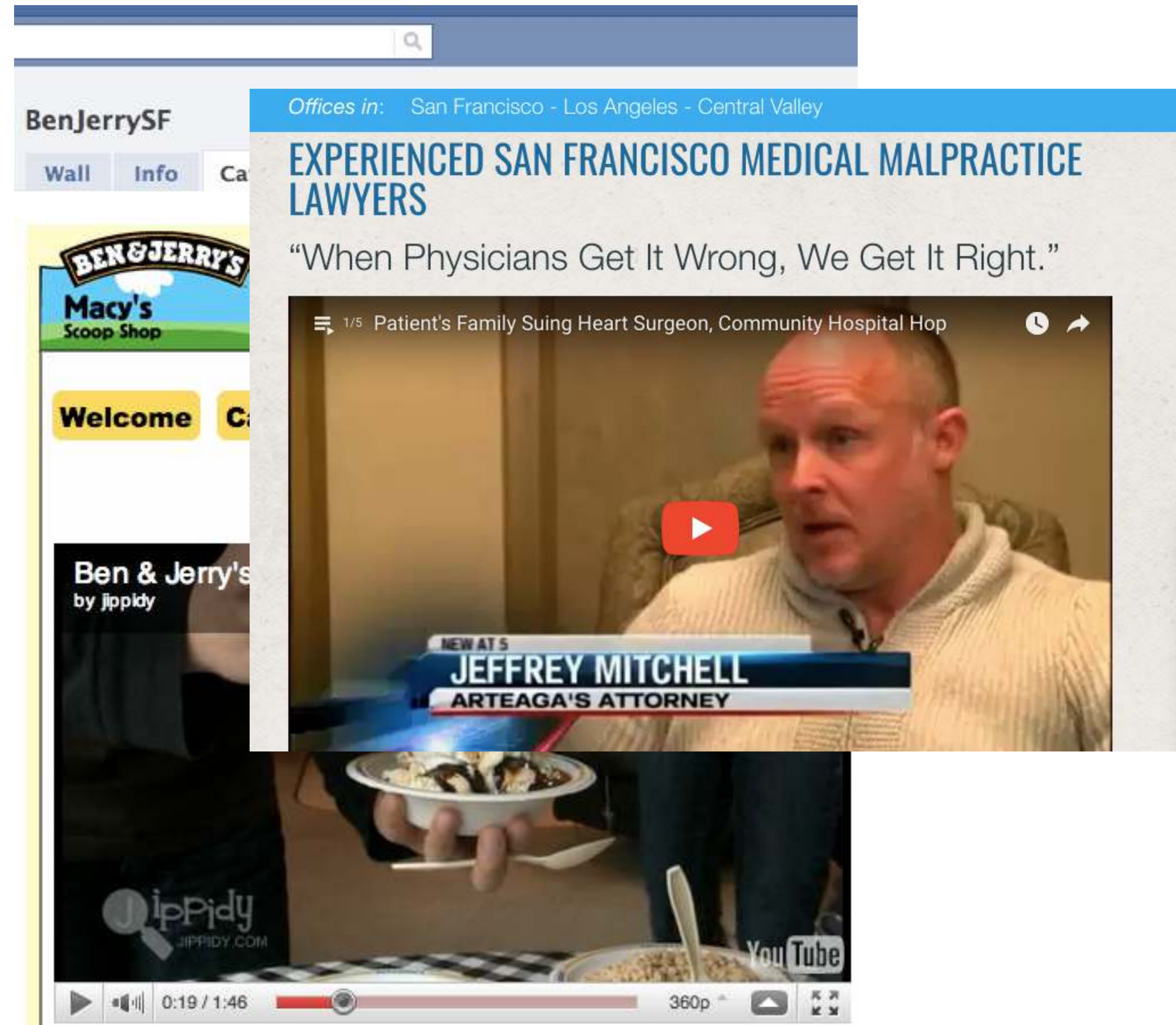
- Interact with daily events.
 - How can you relate to what's happening?
- Remind everyone about events.
 - Update information leading up to the event.
- Invite new customers.
 - Friend of a friend of a friend...



6 Rich Media

Youtube Videos, iTunes Audio
PodCast, Flickr Pictures

- Appeal to the senses.
 - The eyes are drawn to an image/video first!
- Attract new customers.
 - If the website quality is great, then people assume the business quality is great, as well.
- Entertain your audience.
 - Get creative with images and videos.



7 Mobile Apps

FourSquare, Yelp, iPhone, SMS Text

- Stay in contact.
 - People are ALWAYS on their smart phones.
- Solidify your relationship.
 - Make the client feel special for receiving extra attention.
- Go the extra mile.
 - This shows that you're following through.



It's easy to join our mailing list!

Just send your email address by text message:

Text
DAVID
to **22828** to get started.

8 Industry Specific

East Bay Express, San Francisco
Chronicle, DiabloMag.com

- Network within your group.
 - Get the scoop on what's the latest and greatest.\
- Surround yourself with what you want to become.
 - Hang out with like-minded businesses.
- Help those who help you.
 - You never know when you'll need something.



Industry Specific Example “Best of...” Sites



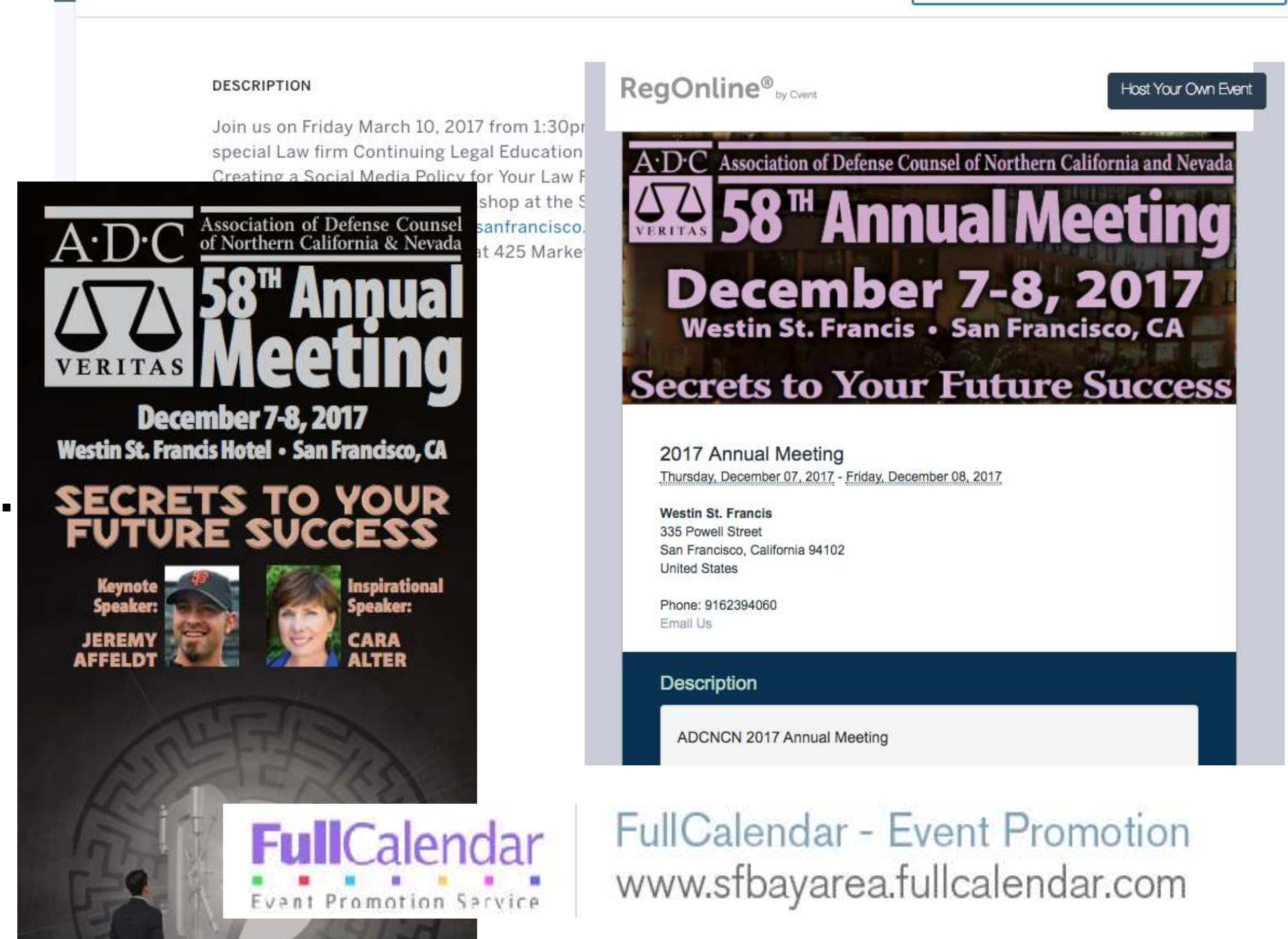
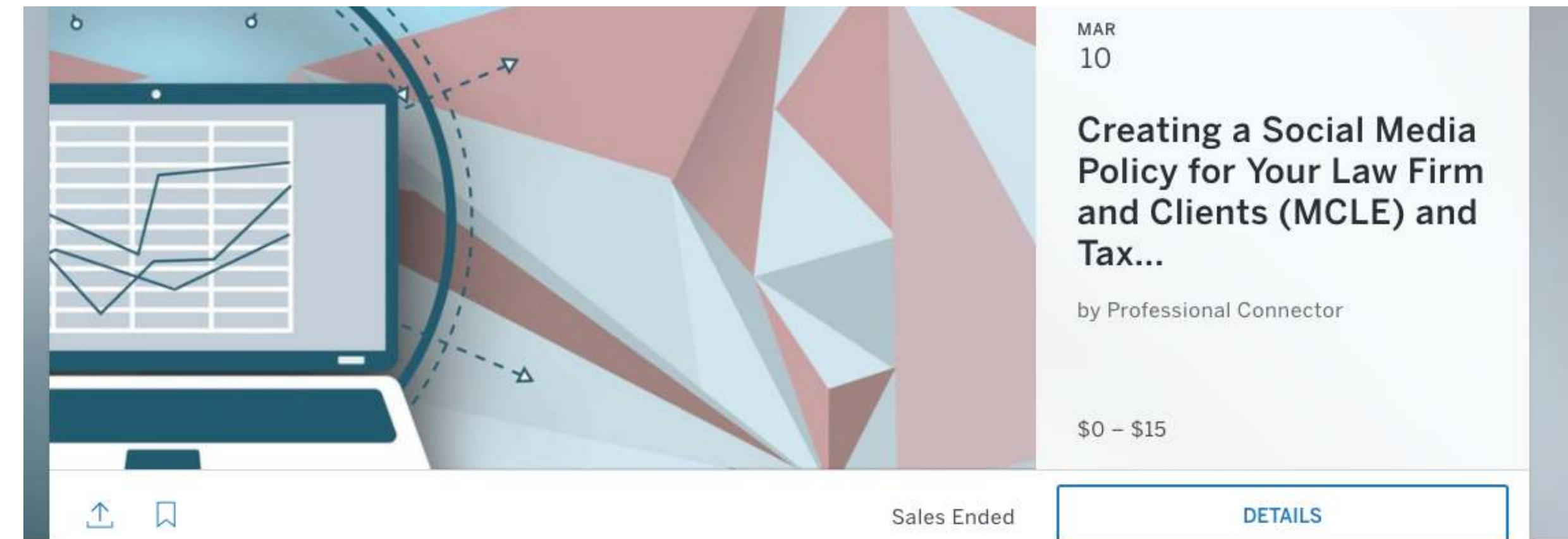
2016 Best Injury Lawyer: Chris Dolan



9 Event Promotion

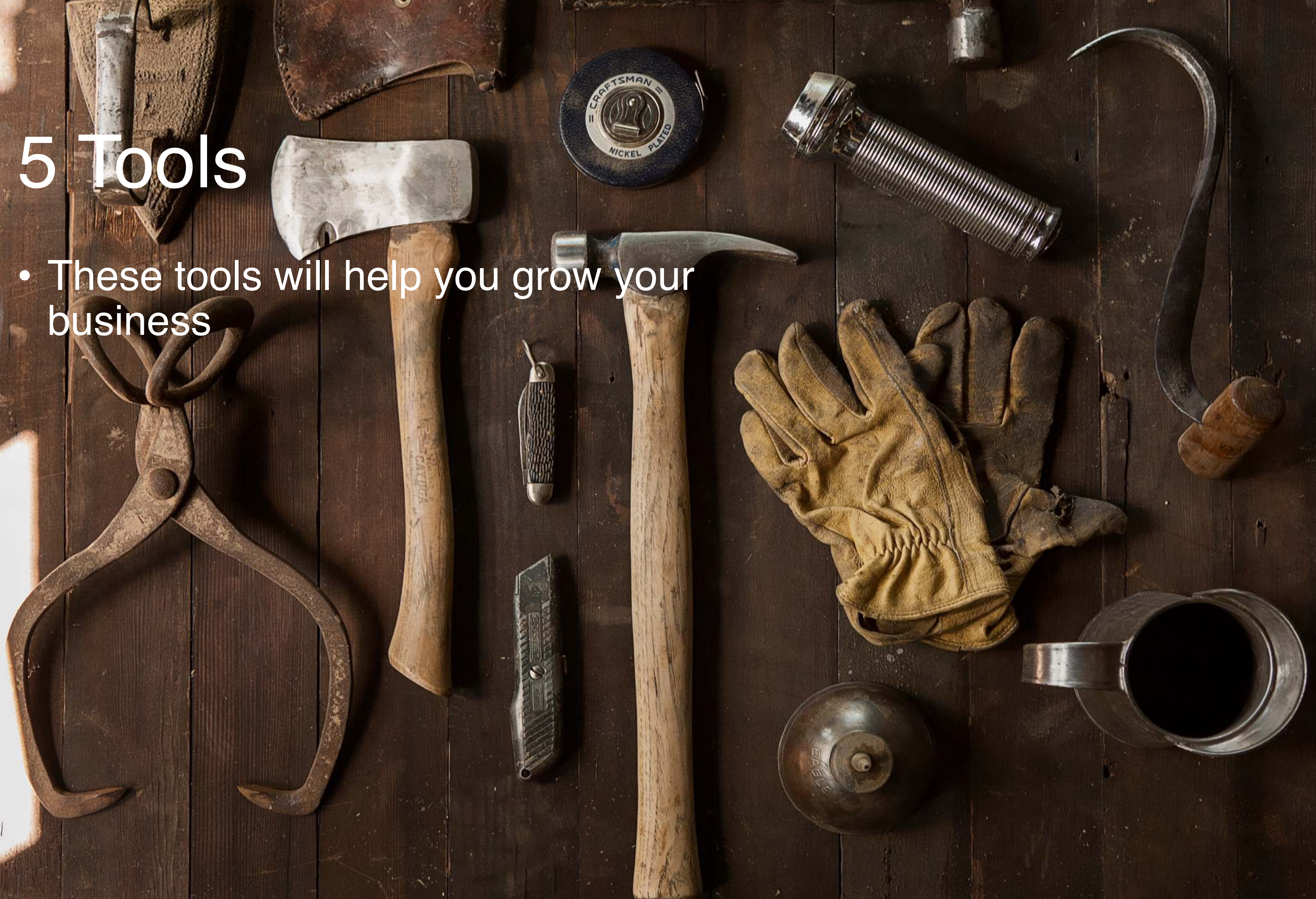
Eventbrite, Meetup, FullCalendar.com

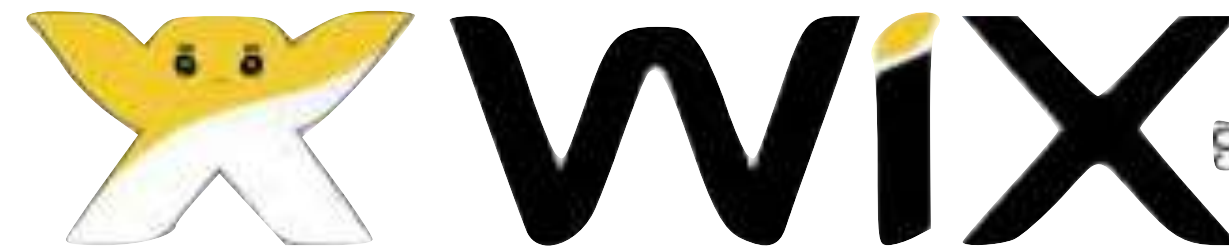
- Promote what you've got.
 - An event can attract more business.
- Collaborate with others.
 - Get other businesses involved.
- Feature your calendar.
 - The internet is a great way to publicize!



5 Tools

- These tools 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

The screenshot displays the Wix website builder interface. At the top, the Wix logo is followed by navigation links: Templates, Explore, Features, My Account, Premium, and Support. A language selector shows 'English' and a 'Login/Sign up' button is on the right. Below the navigation bar, a heading reads 'Pick the Blog website template you love'. On the left, a search bar contains 'E.g music, photography'. Below it are filter options: 'NEW!', 'Most Popular', and 'Blank Templates'. A 'Categories' list includes 'All', 'Business & Services', 'Music', 'Entertainment', 'Online Store', 'Blog' (highlighted), 'Business', 'Personal', 'Reviews', and 'Restaurant & Hospitality'. The main area shows four blog templates: 'Food Blog' (Salt AND Pepper), 'Fashion Blog' (Closet Confidential), 'Gaming Blog' (VICT DITCH), and 'Literature Blog'. Each template card includes a preview image, a price tag (eCommerce or Free), and 'View' and 'Edit' buttons.



- 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



Google Alerts

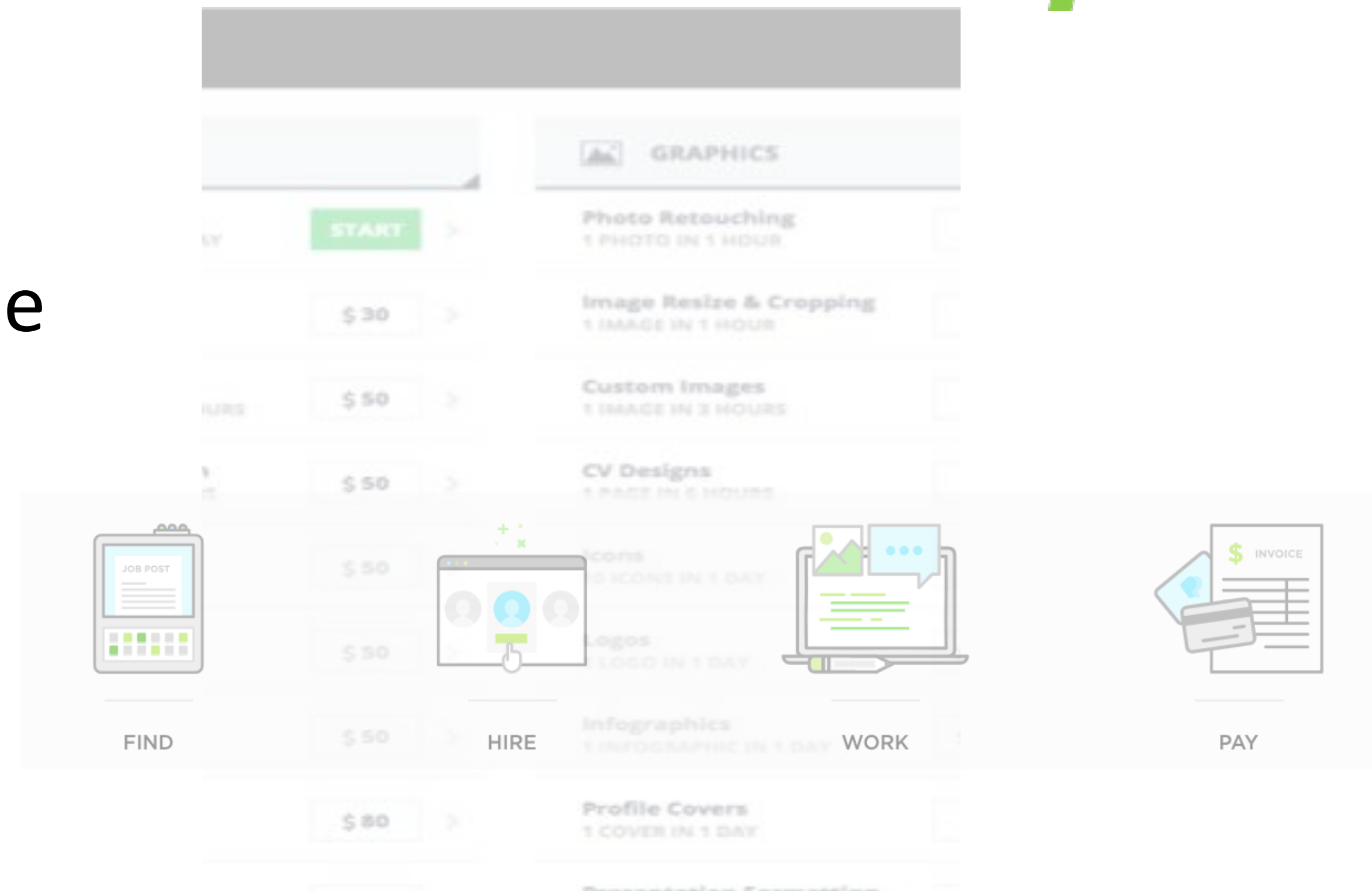
- Keep track of mentions of your company and competitors
- Be aware of what's going on in your industry in real time
- Use the found content for your marketing plans



The screenshot shows the Google Alerts interface. At the top, it says "Google Alerts - Monitor the Web for interesting new content". Below this is a search bar. To the right of the search bar are several dropdown menus for configuring the alert: "At most once a day", "Automatic", "English", "Any Region", and "Only the best results". Below these menus is a blue "CREATE ALERT" button and a link that says "Hide options". Below the button, there is a list of search results. The first result is "Jesse Draper, Creator and Host of The Valley Girl Show". The second result is "Cuban, Sheryl Sandberg, Supreme Court Justice Sandra Day O'Connor, the former CEO of Google ...". The third result is "Wendy Fewkes" with a sub-header "Star" and a snippet "i faux pas was: MC Hammer pants. I wish I hadn't: Lost my dad th with my dad on his boat."



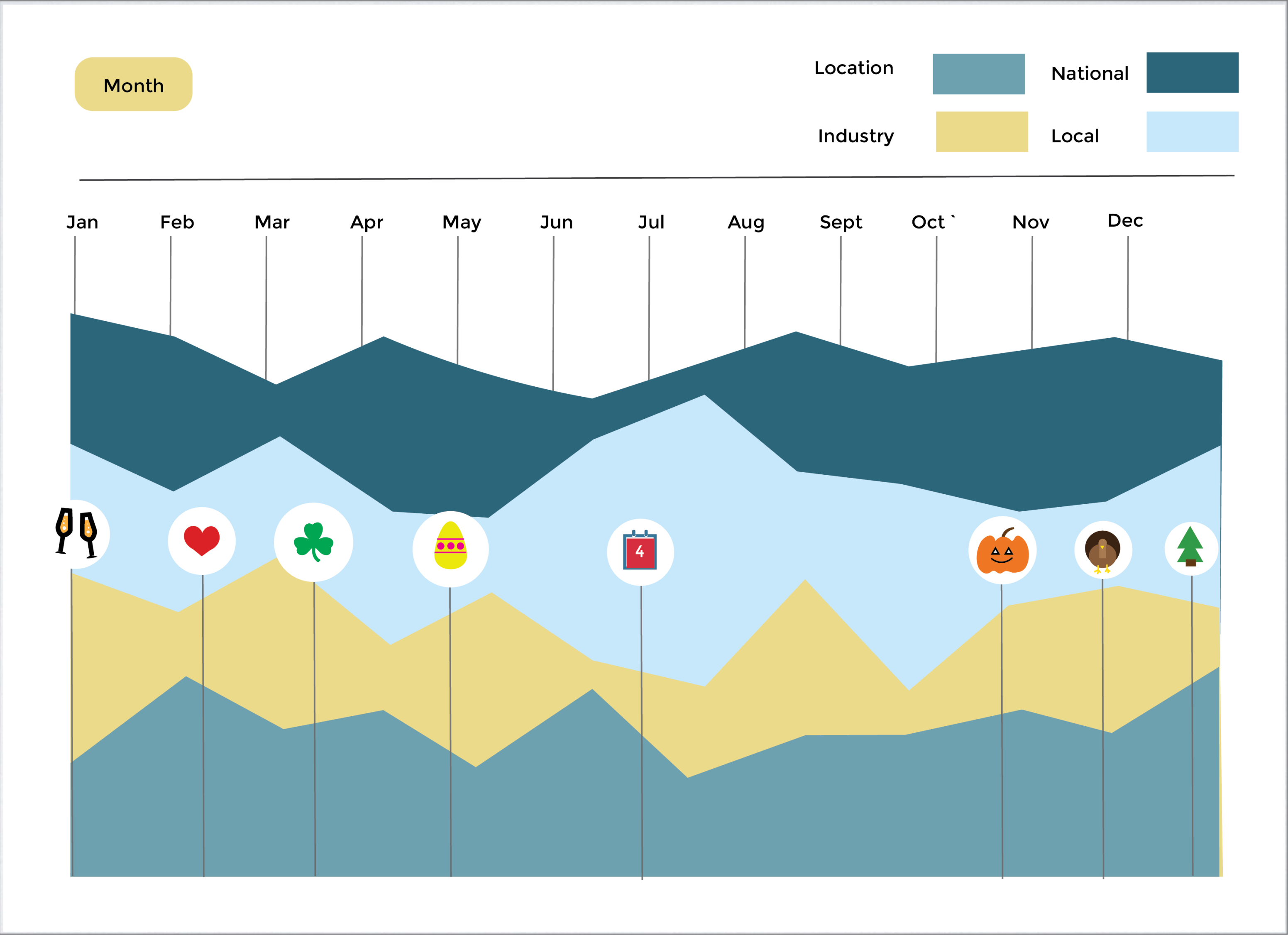
- Outsource work you don't have time for
- Get experts to do work you don't know how to do
- Pick and choose when you need the help





NEXT STEPS

12 MONTH MARKETING CALENDAR



MONITORING – NUTSHELLMAIL



Settings Help Feedback Tell a Friend

Get Latest Messages

New items:  12  24

facebook

27 New fans 9 New likes
521 Page views 3 New comments

My Status

Constant Contact As back-to-school time is upon us, do you have plans to learn anything, change anything, grow anything or do more/less of anything to drive your business or org? What is the fall bringing for you?

My Posts

 Constant Contact Tell us the social network you prefer. Obviously Facebook is one of them if you're reading this ;-)

Constant Contact Support Blog: Poll Question: What social media networks do you use?
supportconstantcontact.blogspot.com
Even if you are still sampling the social media marketing landscape, you probably have an idea of what you like. So what are your favorites?

Sep 2, 9:49 AM

 Corissa St. Laurent Facebook and LinkedIn – also love YouTube!
Sep 2, 12:12 PM

 LisaMarie Dias My FB Business Page, Twitter and Linked In for work (in that order) FB personal for family and friends (and I do NOT like to find marketing there!)
Sep 2, 12:15 PM

Comment Like Share Reply to Wall

Track your Page Insights

Read Fan comments

Reply from your
Inbox

Sign up for a Free
NutshellMail Account.

www.nutshellmail.com

facebook

twitter

You Tube

Linked in

yelp

foursquare

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



Find more at www.PiedmontAve.com/Resources



QUESTIONS?

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