

A person stands on the edge of a dark, craggy rock formation on the left side of the frame. The background is a vast, deep mountain valley with steep, rocky slopes and patches of green forest. The sky is filled with soft, wispy clouds, and the sun is low on the horizon, casting a warm, golden glow across the scene. The overall atmosphere is serene and majestic.

# Effective Marketing Strategies To Manage Customer Pitfalls and Boost Loyalty

David Mitroff, Ph.D.

# What We Will Cover

- 15 Marketing Metrics
- 5 Actions to Grow Your Business
- Introduction To Social Media – 9 Key Areas
- Yelp and Reputation Management
- Optimizing OpenTable
- 12 Month Marketing Calendar / Plan
- Next Steps



# David Mitroff, Ph.D.

## My Background

- Founder and Chief **Consultant** of Piedmont Avenue Consulting, Inc. ([www.PiedmontAve.com](http://www.PiedmontAve.com)), an Oakland based award winning business consulting and marketing firm with a proven track record of producing results for our successful clients. The firm has 3 full-time employees and 7 part-time workers.
- **Founder** of 7+ Companies including recruiting and staffing firm, consulting and marketing firm, event planning, hotel and restaurant collective, and more
- **College Instructor** in Marketing and Entrepreneurship for the University of California at Berkeley International Diploma Business program and a **Google Mentor** for the Google Startup Launchpad Accelerator
- **Keynote Speaker** and **Author** who has trained and advised 35,000+ business owners through keynote talks, workshops and business consulting. Author of the book *Online Business Growth Strategies*.
- Featured **Media Expert** for NBC, ABC, Forbes, Entrepreneur, Inc. Magazine, Washington Post, Chicago Tribune, The Meeting Professional, Hospitality Technology, California Lawyer and more.
- **Professional Connector** ([www.ProfessionalConnector.com](http://www.ProfessionalConnector.com)) and hosts over 50 events each year for the last 7 years.
- Extensive educational background, which includes a Doctorate in Clinical Psychology with coursework in Business Administration, Legal Studies, Marketing and Culinary Arts



A grayscale photograph of a desk setup. On the left, a laptop is partially visible. In the center, a pair of sunglasses lies on the desk. To the right of the sunglasses, there is a camera lens and a camera body. The background is a textured surface, possibly a desk or a wall.

# 15 Essential Marketing Metrics

- Brand Awareness
- Test-drive
- Churn
- Customer Satisfaction (CSAT)
- Take Rate
- Profit
- Net present value (NPV)
- Internal Rate of Return (IRR)
- Payback
- Customer Lifetime Value (CLTV)
- Cost per Click (CPC)
- Transaction Conversion Rate (TCR)
- Return on Ad Dollars Spent (ROA)
- Bounce Rate
- Word of Mouth (WOM)

## Non Financial Metrics



- Brand Awareness
- Test-drive
- Churn
- Customer Satisfaction (CSAT)
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## Non Financial Metrics



- Brand Awareness
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## Financial Metrics

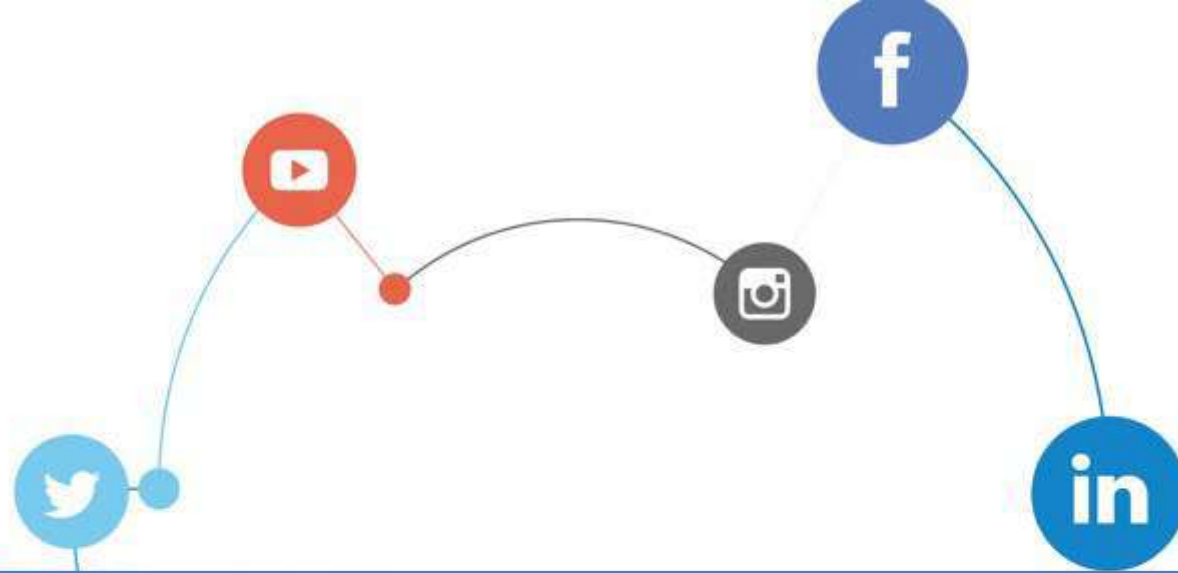


- Profit
- Net present value (NPV)
- Internal Rate of Return (IRR)
- Payback
- Customer Lifetime Value (CLTV)

## "New Age Marketing Metrics"



- Cost per Click (CPC)
- Transaction Conversion Rate (TCR)
- Return on Ad Dollars Spent (ROA)
- Bounce Rate
- Word of Mouth (WOM)



## **5 Actions**

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

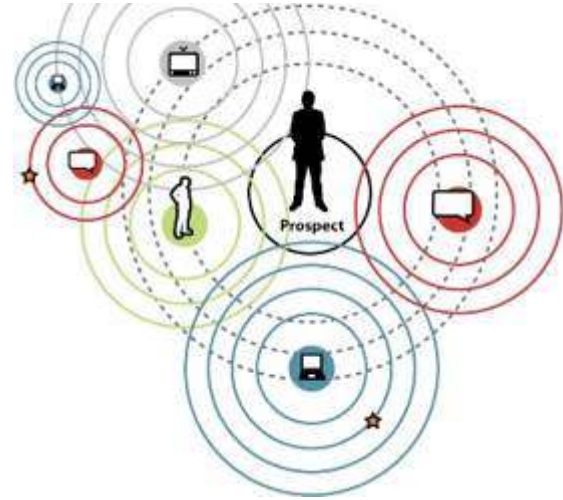


SOCIAL MEDIA



# Building Your Brand with Social Media

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





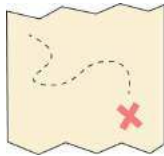
Discounts



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**

# ASSESSMENT PROCESS / BOOK

## 9 Key Areas of Social Media

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

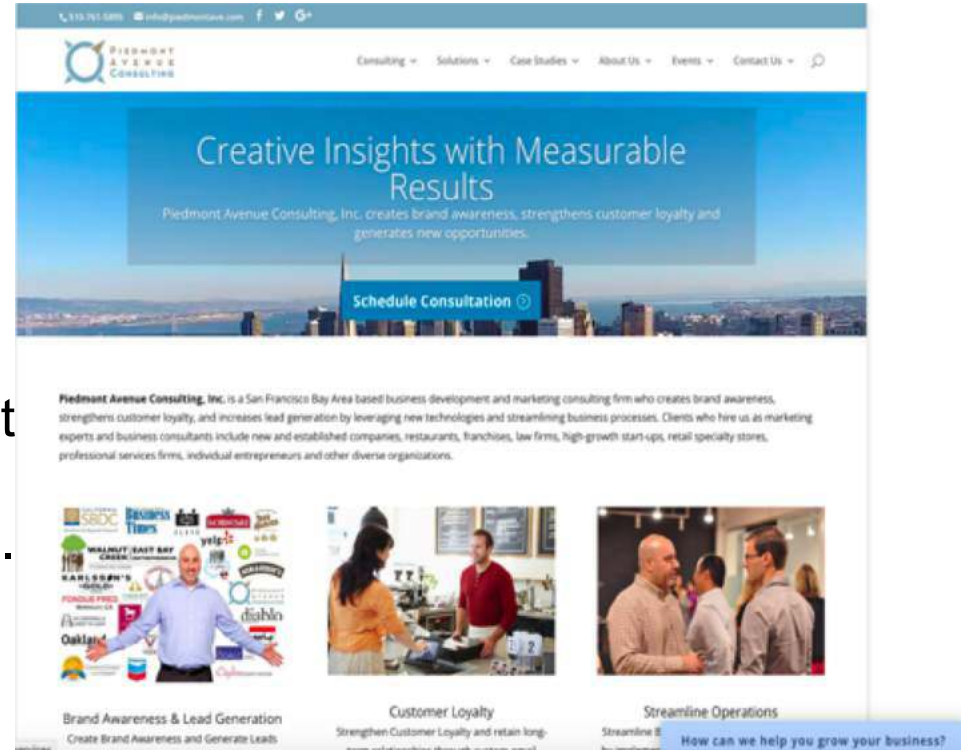


# 1

# 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.



# 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

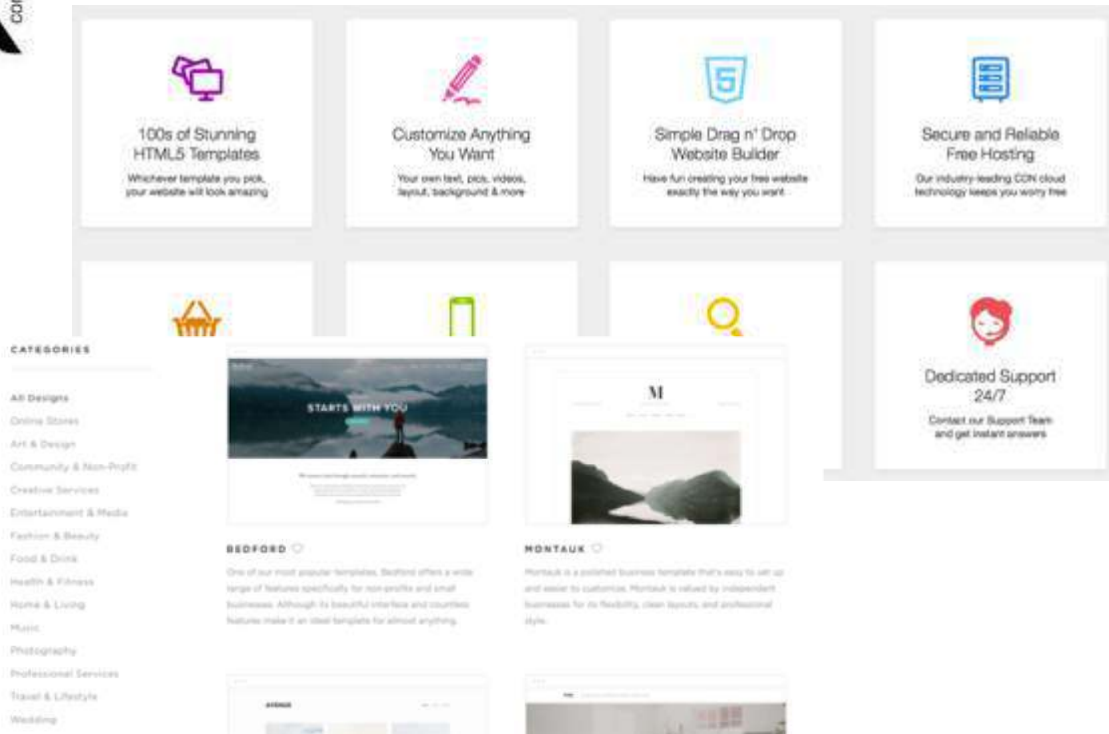
## - Build your Website Today



**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**



# SEO / CRO

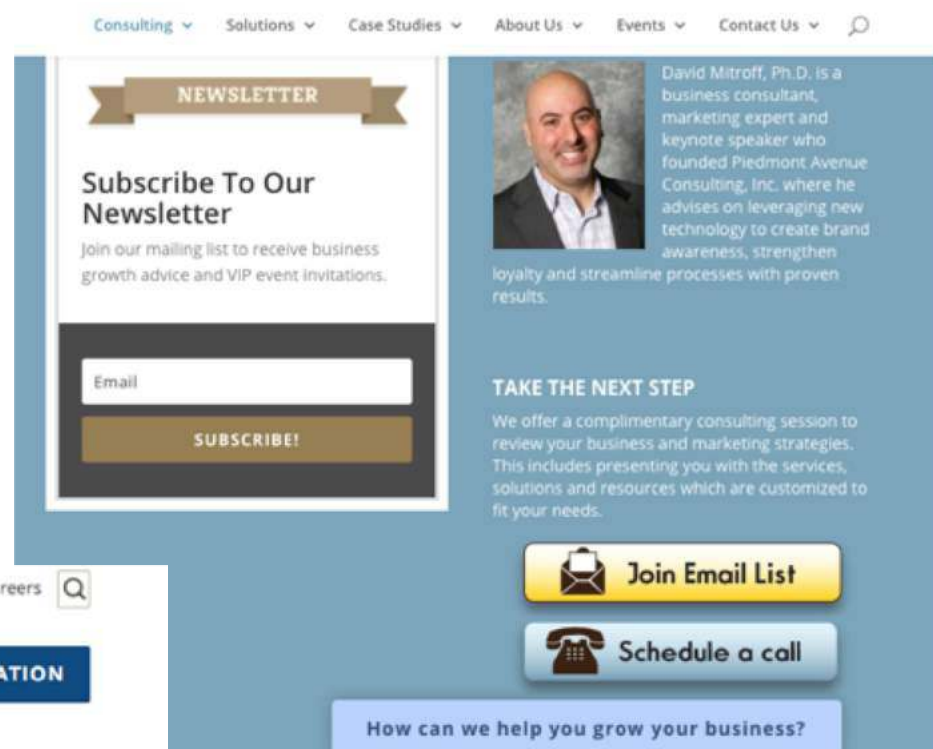
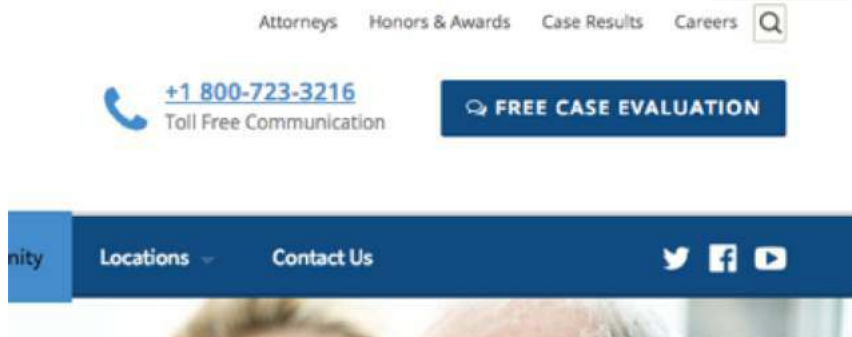
## Search Engine Optimization / Conversion Rate Optimization

- 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?



# Call to Action – vCita Online Scheduling Software and Business Calendar



Easy Appointment  
Scheduling for Your  
Clients

Best Business Calendar for  
You =

A collage of images showing the vCita software interface on various devices. At the top right is a desktop monitor displaying the 'Right Tax' website for Mike Wright, a tax consultant. The website has a contact form with fields for first name, last name, email, phone, and a message, along with a 'Submit Message' button. Below the form is a 'Let's talk!' section with a photo of Mike Wright and a message: 'If I can help in any way, please don't hesitate to set a time to meet or leave your details and I'll get back to you.' There are three buttons: 'Schedule', 'Call (2948576839)', and 'Leave Details'. In the foreground, there is a tablet and a smartphone, both displaying the vCita mobile app. The tablet shows a calendar view for August 2012, with a 'Right Tax' header and a 'Please select a time for an appointment at my office' message. The smartphone shows a similar interface with a calendar for July 2012. In the background, there is a larger calendar grid with various appointment slots and a sidebar with user profiles for Tara Chandler and Cathy Reiss. The bottom right corner shows the 'Online Scheduling' status as 'ON'.

# 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. Reach them when you work with email relationships, drive [real results](#) for your business.

See how it works.

Sign Up

Name:

Email:

Submit

We respect your email privacy

Wine promotion: Name, Email, Submit, We respect your email privacy

House illustration: Sign up! We respect your email privacy

**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.

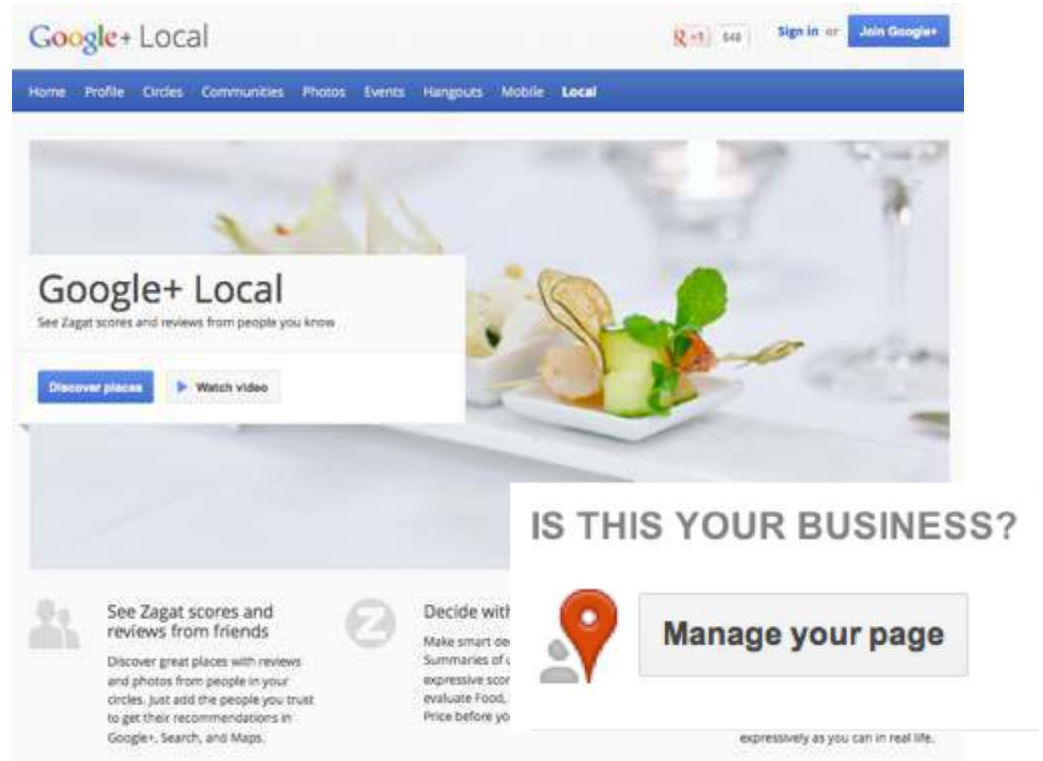
SIGN UP FOR OUR NEWSLETTER ✓

# 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.





# GOOGLE – GET YOUR BUSINESS ONLINE

Google My Business

SIGN IN

START NOW

Home

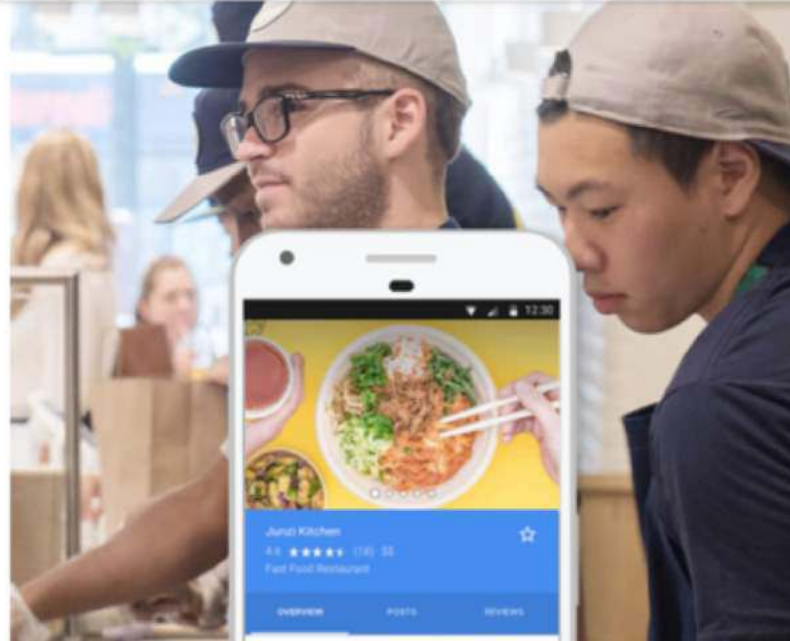
How It Works

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>

# 3

## Review Sites

Yelp, Zagat, Chow

- 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 screenshot shows the Yelp profile for Navlet's Garden Centers. The header includes the Yelp logo, search bar, and navigation links. The business name is 'Navlet's Garden Centers' with a 4.5-star rating and 47 reviews. The address is 2095 Contra Costa Blvd, Pleasant Hill, CA 94523. The page features a map, a photo of a potted plant, and several reviews. Key details like hours, price range, and services are listed on the right side.

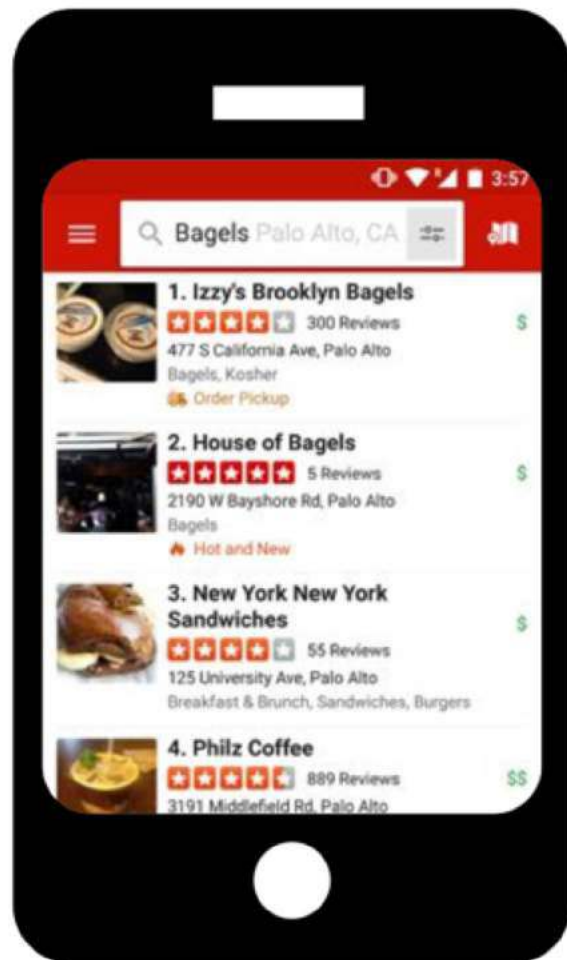
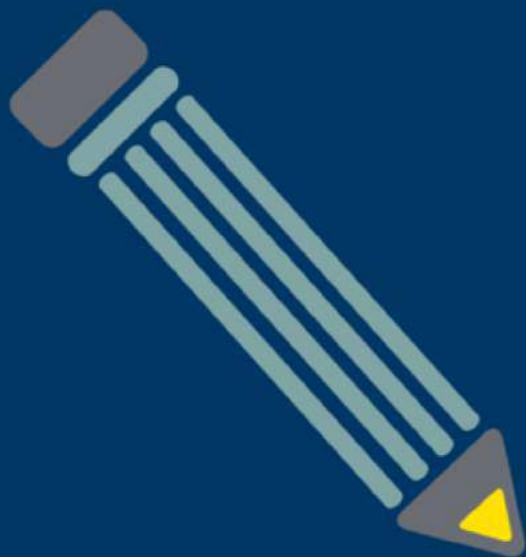
**Navlet's Garden Centers**  
4.5 stars 47 reviews  
Nurseries & Gardening

2095 Contra Costa Blvd  
Pleasant Hill, CA 94523  
Get Directions  
(925) 939-9000  
Message the business  
navletsgardens.com

Hours: Mon-Sun 7 am - 1:30 am  
Good for Kids: Yes  
Accepts Credit Cards: Yes  
Parking: Street  
Attire: Casual  
Good for Groups: Yes

Price Range: \$  
Takes Reservations: N  
Delivery: No  
Take-out: Yes  
Waiter Service: Yes  
Outdoor Seating: No  
Wi-Fi: Free

# YELP



# Yelp - Why claim your business?

## Benefits:

- Full control
- Reply to comments
- Monitor Traffic
- Reliable source/information
- Take on full control of your business on their site
- Update business information and be accurate
- Keep your customers up to date with offers
- Create Check-in Offers
- Respond to reviews
- Track visitor statistics



# Yelp – Claim Your Listing

## Shooting Star Cafe

★★★★☆ 406 reviews [Rating Details](#)

Categories: [Coffee & Tea](#), [Desserts](#), [Asian Fusion](#) [\[Edit\]](#)

1068 Webster St  
(between 11th St & 10th St)  
Oakland, CA 94607  
Neighborhood: Oakland Chinatown

(510) 251-9882

### Hours:

Mon-Sun 7 am - 1:30 am

**Good for Kids:** Yes

**Accepts Credit Cards:** Yes

**Parking:** Street

**Attire:** Casual

**Good for Groups:** Yes

**Price Range:** \$

**Takes Reservations:** No

**Delivery:** No

**Take-out:** Yes

**Walter Service:** Yes

**Outdoor Seating:** No

**Wi-Fi:** Free

**Good For:** Dessert

**Alcohol:** No

**Noise Level:** Loud

**Ambience:** Casual

**Has TV:** Yes

**Caters:** No

**Wheelchair Accessible:** Yes



[Add Photos](#)

[Edit Business Info](#) [★ Work Here? Unlock This Business Page](#)

[First to Review](#)  Eileen M.

[Send to Friend](#)

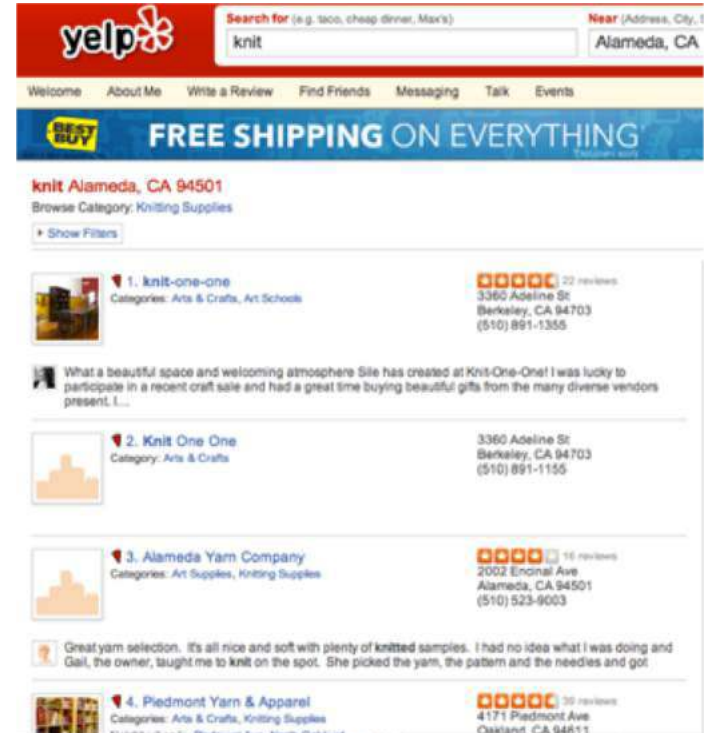
[Bookmark](#)

[Send to Phone](#)

[Write a Review](#)

# Yelp – Best Practices

- Does the business name appear in a Yelp search?
- How specific is the search in order to yield the correct results?
- Is the website address included?
- Appear in Type of Service Search? How many categories?
- Have Check In offers?
- What's the rating?





Yelp

works!

**“Yelp ratings affect both customer flows and the probability of booking a reservation”**



An **extra half-star rating** causes restaurants to sell out **19% points more frequently** (from 30% to 49% of the time), and up to 27% more frequently when alternate information is more scarce.

- Yelp is a great source of info when researching a business you're unfamiliar with!
- For business, the best strategy to build a strong reputation and take advantage of a great rating stars in the offline world with great customer service, allowing reviews to build on Yelp organically.

# Yelp - Negative Review or Trends

Lots of negative reviews tell you what to avoid. However, a few negative reviews or fake looking reviews tell you the business or reviewer was just having a bad day or life...



# Yelp - Promotions

- Getting good deals  
→ Happy Customer
- More likely give your business a try.
- Getting customer's attention
- Returning customers for more promotions



# 4

## Social Networks

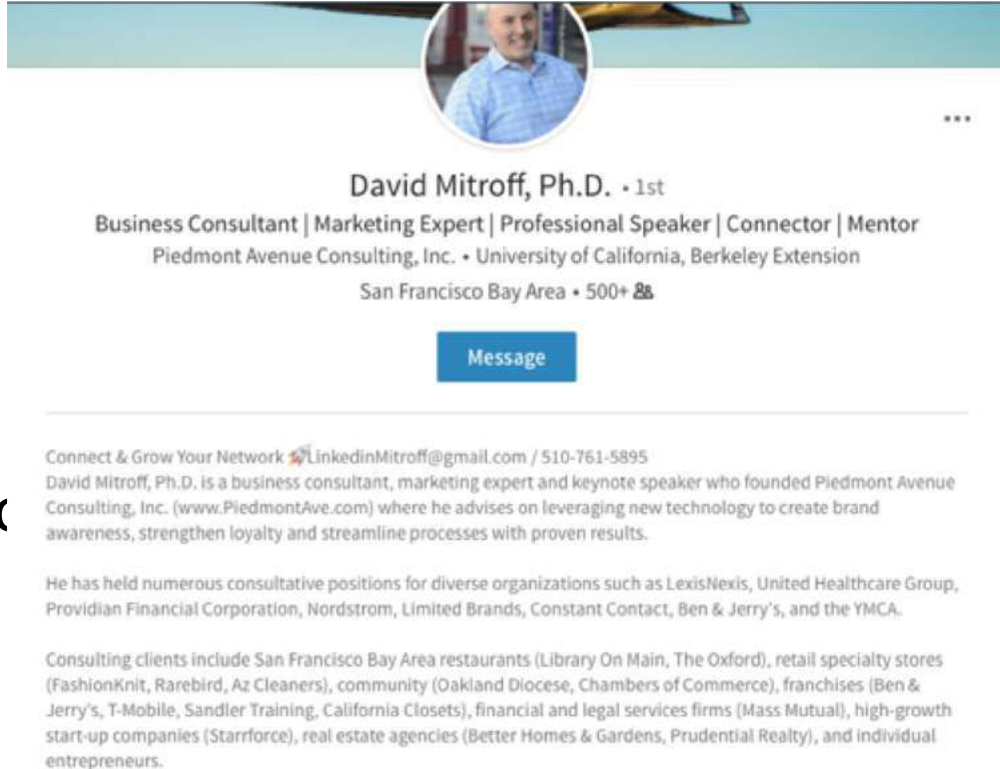
Facebook, LinkedIn

- 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 - **Linked in**.

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



A screenshot of a LinkedIn profile for David Mitroff, Ph.D. The profile header shows a circular profile picture of a man in a blue shirt, a teal background banner with an airplane, and the text "David Mitroff, Ph.D. • 1st". Below this is a list of roles: "Business Consultant | Marketing Expert | Professional Speaker | Connector | Mentor", followed by "Piedmont Avenue Consulting, Inc. • University of California, Berkeley Extension" and "San Francisco Bay Area • 500+ &". A blue "Message" button is visible. The summary section includes contact information: "Connect & Grow Your Network ✉️ LinkedInMitroff@gmail.com / 510-761-5895", a paragraph about his business consulting work, and a list of past consultative positions and clients.

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

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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, Provident 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.

# 5

Twitter, Tumblr

## Micro Blogging

- 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...

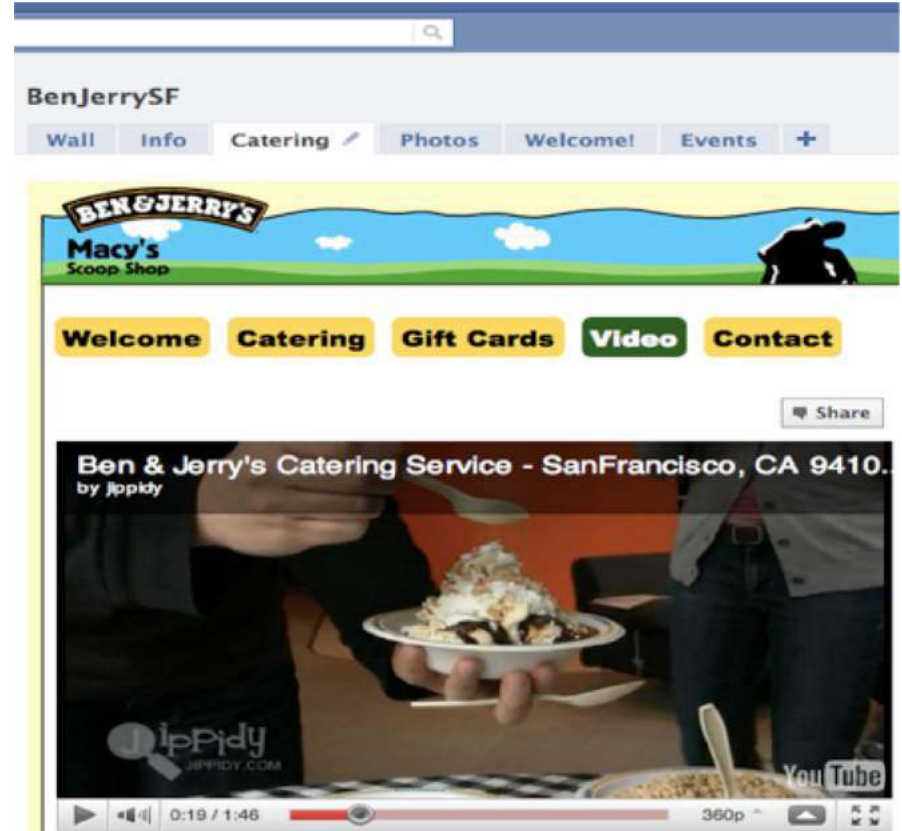


# 6

## 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!



**PIEDMONT AVENUE CONSULTING**

**TRES AGAVES TEQUILA**

VIP Tres Agaves Tequila Tasting Event  
Thur. May 24, 2012 6pm to 8pm

We invite you to explore the origins of the Tres Agaves while enjoy four tequila tastings created by Elevé, along with a select food from Elevé Restaurant award winning menu.

[Get more information](#)

This event is completely complimentary because of relationship with David Mitroff, Ph.D., Piedmont Avenue Consulting, Walnut Creek Events, Elevé Restaurant, or Tres Agaves Tequila.



**PIEDMONT AVENUE CONSULTING** **WALNUT CREEK EVENTS**

BRAND AWARENESS | LEAD GENERATION | CUSTOMER LOYALTY | CONTACT US

**Upcoming Events:**

Discover the Hospitality Gems of the Tri-Valley Food & Wine Tastings ~ Social Media Marketing Experts Panel ~ Social & Business Networking

Cresta Blanca Ballroom - Robert Livermore Community Center  
4444 East Avenue, Livermore, CA 94550  
Wednesday 05/19/2012 from 4:30pm - 8:00pm

Discover the Hospitality Gems of the Tri-Valley on Tuesday, March 19th from 4:30-8:00PM in the Cresta Blanca Ballroom at the Robert Livermore Community Center. [Register now](#) for this perfect event to try Livermore Valley wines (Vintas, Ravenwood Vintas, Gamis, Tenuta), taste gourmet cuisine, has built with organizations and business owners in the San Francisco Bay Area and beyond over the last 15.

**David Mitroff, Ph.D.**  
[David@PiedmontAve.com](http://David@PiedmontAve.com)  
310-761-5895

Piedmont Avenue Consulting was founded by David Mitroff, Ph.D., to meet the growing needs of the

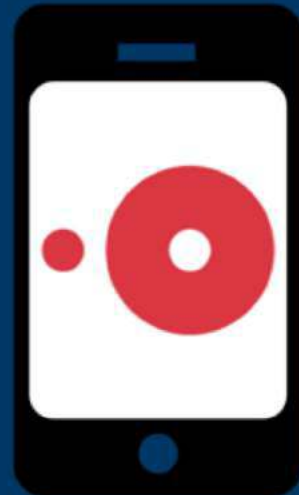
**FullCalendar**  
Event Promotion Service

FullCalendar - Event Promotion  
[www.sfbayarea.fullcalendar.com](http://www.sfbayarea.fullcalendar.com)



# OPENTABLE

- Set up your OpenTable promotion and reach
- out to more customers.





## 4 Ways to Optimize OpenTable to Make Your Restaurant More Successful

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### Join Promotions

Find promotions you would like your restaurant to be a part of and join the lists. Joining promotions will increase your restaurant's visibility to potential customers.

### Deals & Offers

Deals & Offers show your restaurant's current deals. For example, you may offer a free appetizer on a slower night. This deal will be seen by visitors of your site and may influence them to come. Also you can promote different drink specials or new prix fixed menus. **Tip:** *Once submitted, an offer cannot be edited for 24 hours.*

### Diner Feedback

Pick 3 of your customer's reviews to be placed at the top of the Diner Feedback section. This will showcase the best of what your customers have say about your restaurant. **Tip:** *Reviews only stay on OpenTable for 120 days so try to pick recent good reviews.*

### OpenTable Widget on Restaurant Website

Make it easier for your customers to make reservations when you add the OpenTable Widget on your restaurant website.



# SET UP A MARKETING CALENDAR



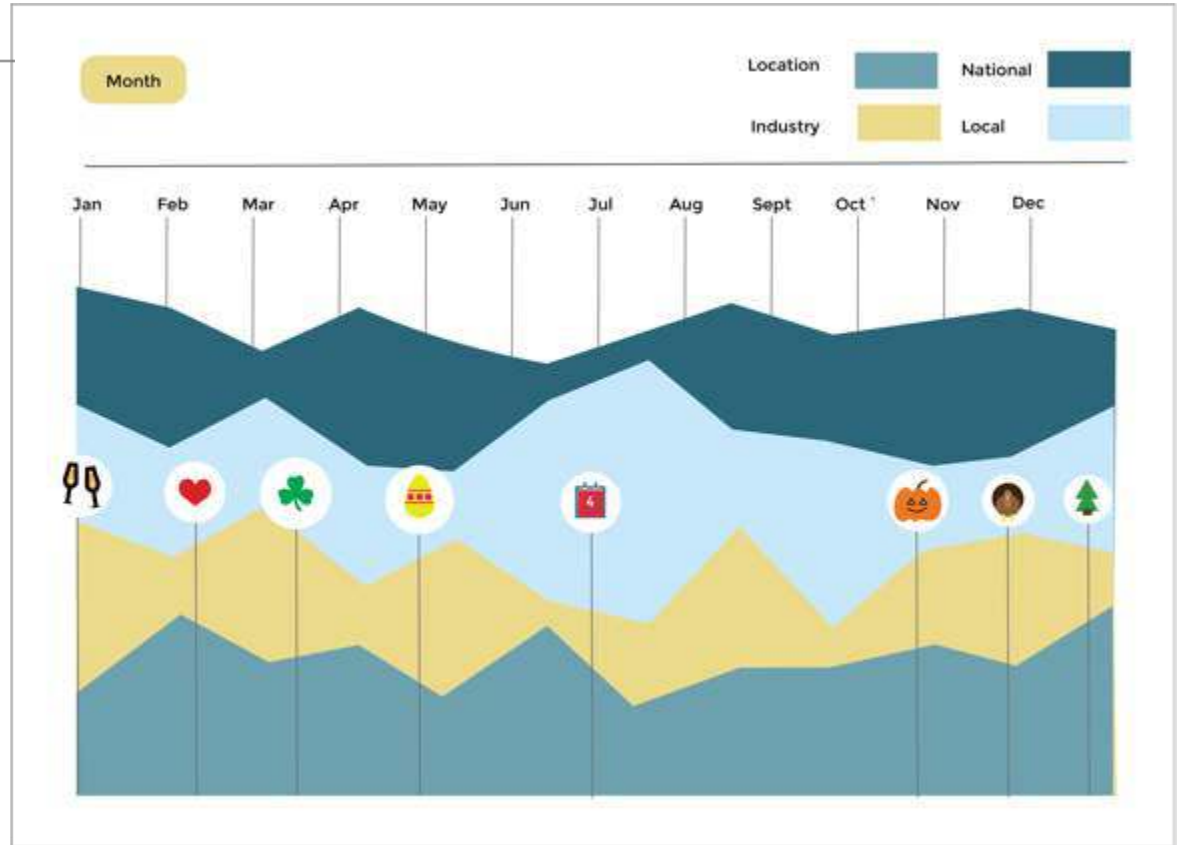
# 12 Month Marketing Calendar

National Holidays

Local Holidays / Events

Industry Related

Location Based



# Next Steps





# Next Steps



Find more at [www.PiedmontAve.com/Resources](http://www.PiedmontAve.com/Resources)



# QUESTIONS?

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[linkedin.com/in/DavidMitroff](https://linkedin.com/in/DavidMitroff)



Upcoming Events



PIEDMONT  
AVENUE  
CONSULTING