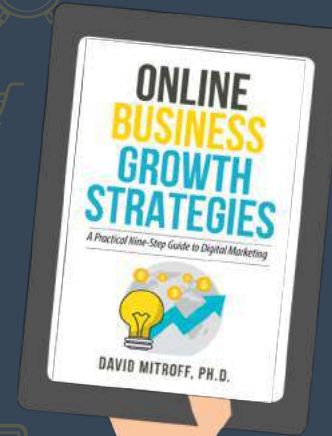


Growing Your Online Presence

David Mitroff, Ph.D.



What We Will Cover



Active /
Passive
Marketing

Current
Marketing
Efforts

Building Your
Brand (Core
Services)

What Do You
Offer?

Website & Social
Media Ecosystem –
9 Key Areas

The Stages of
Becoming an
Expert

Next Steps

Marketing
Calendar



BUILDING YOUR BRAND

Your Three Key Services

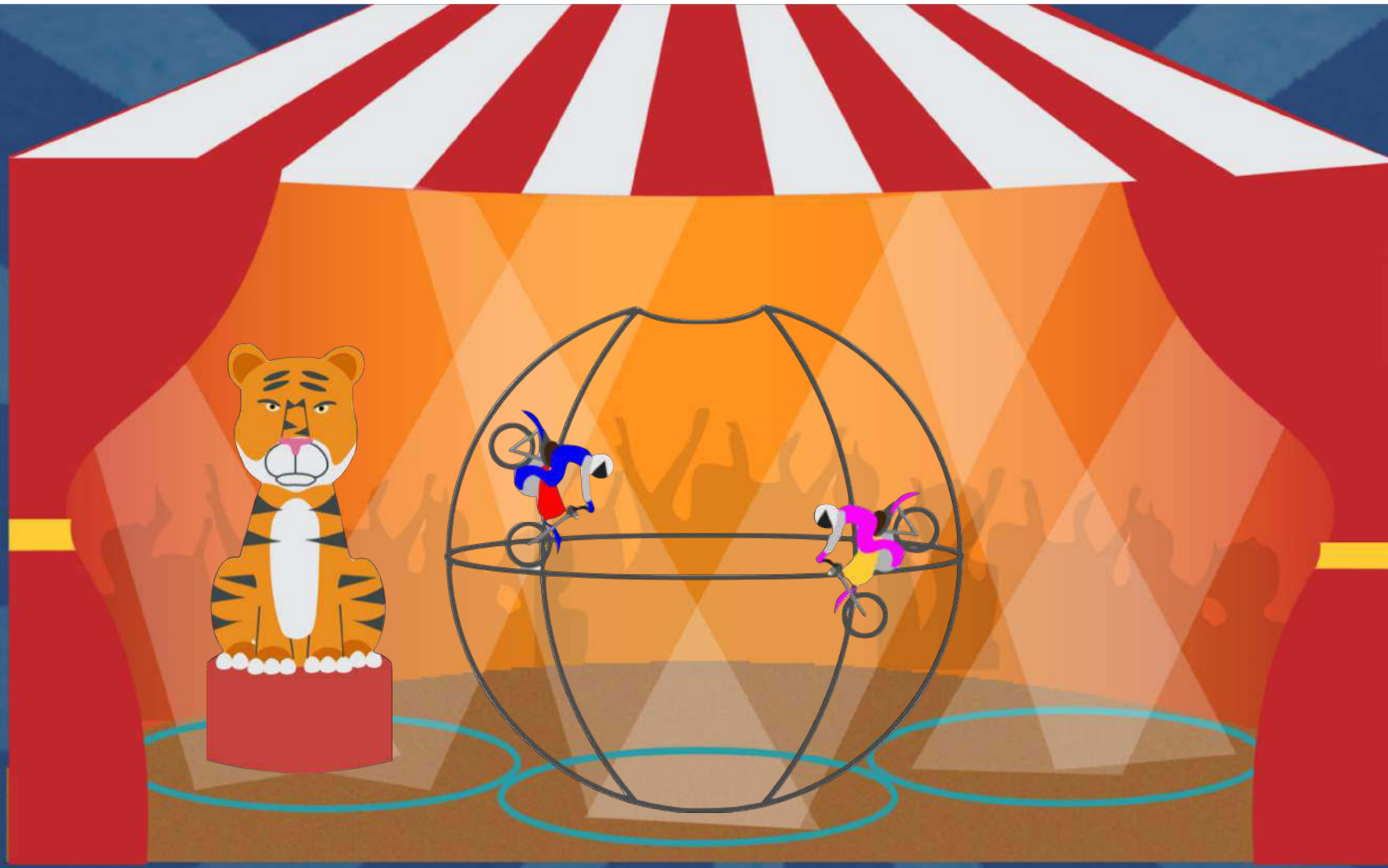


What Makes Up Your Tent?

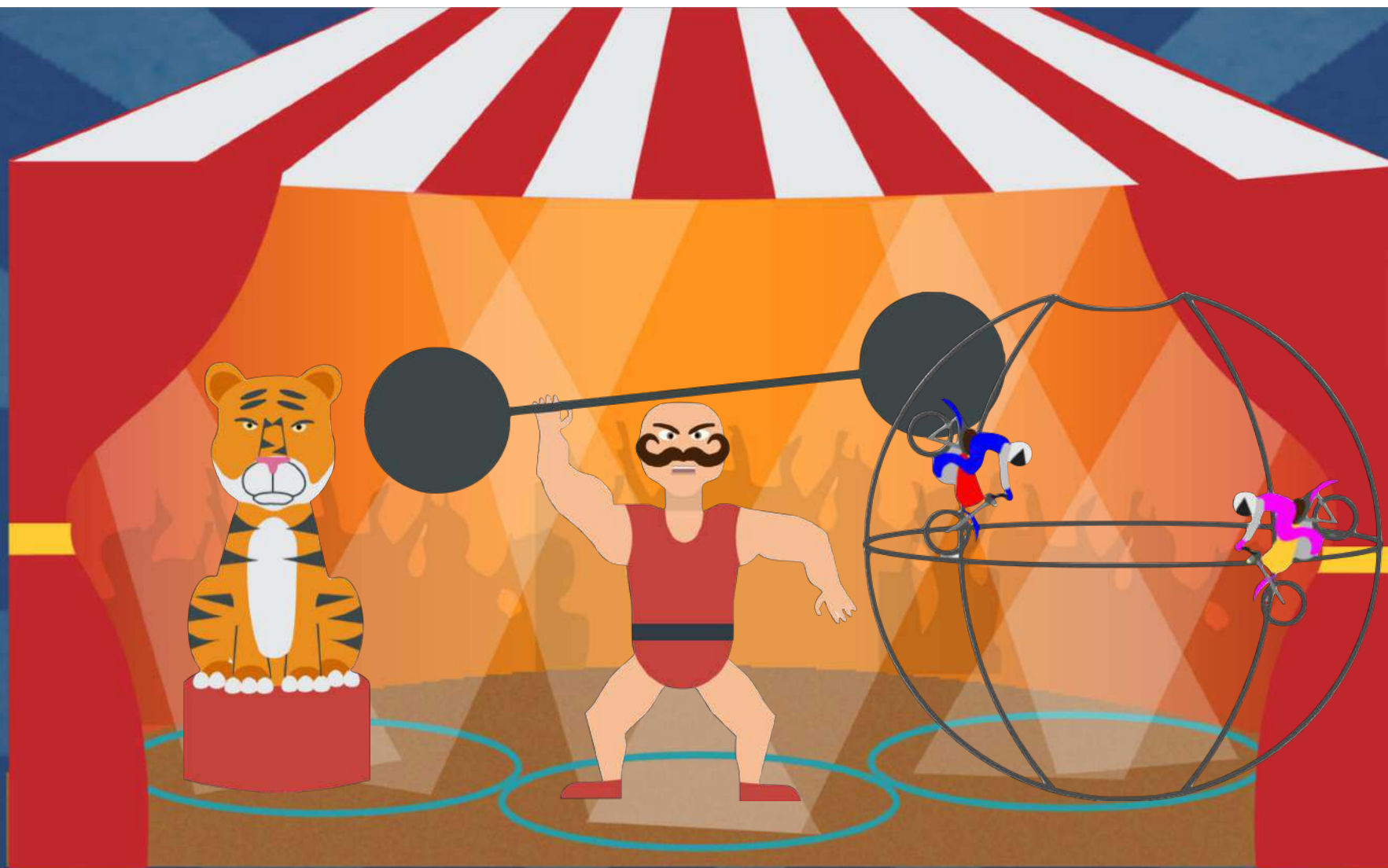
What Attracts Attention?



What Is Tactical?



What is Your Biggest Strength?



Is it Cohesive?

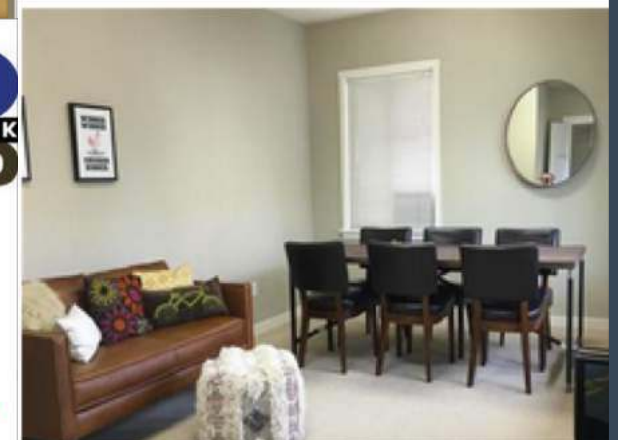




Piedmont Avenue Consulting, Inc. is a San Francisco Bay Area based business development and marketing consulting firm who

- Creates Brand Awareness
- Strengthens Customer Loyalty
- Generates New Opportunities

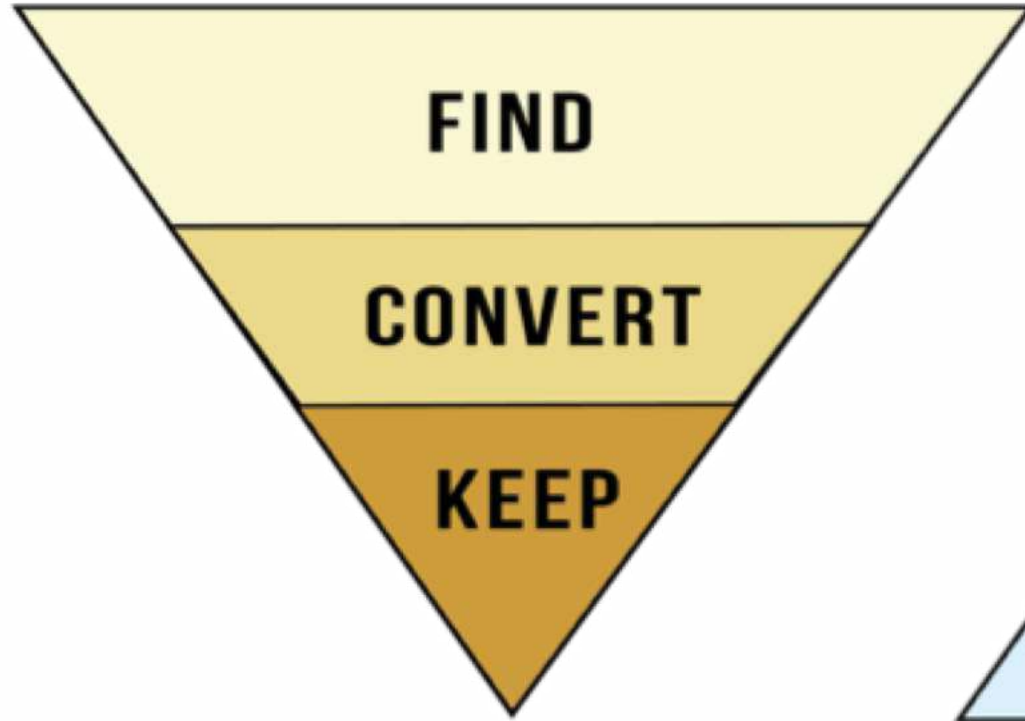
by leveraging new technologies and streamlining business processes



Two Approaches To Growth

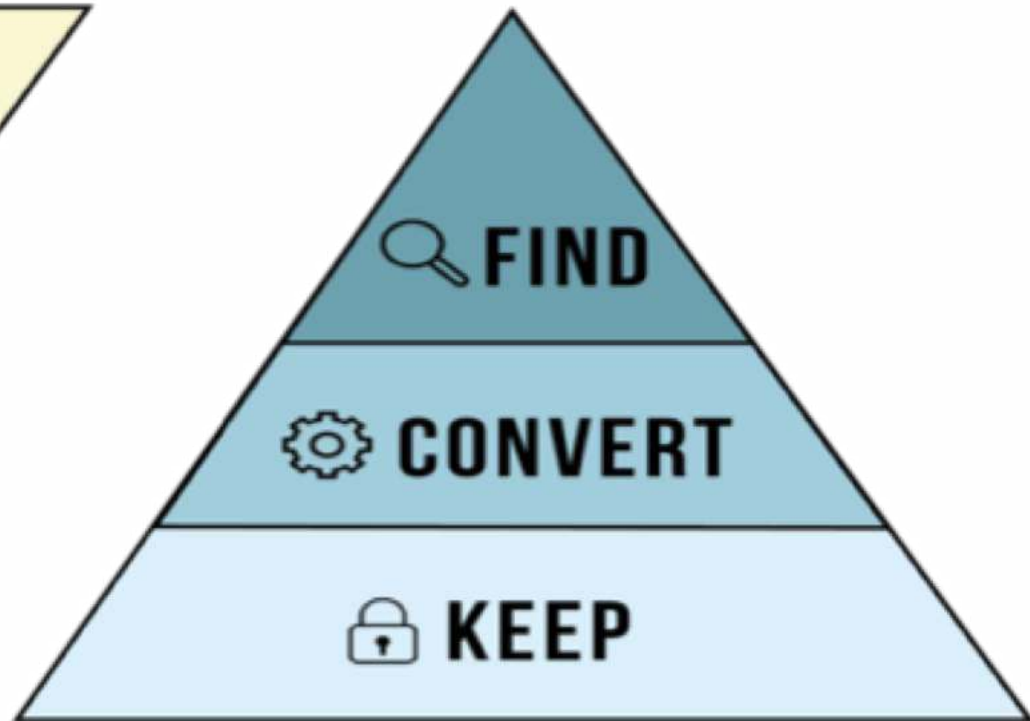
TRADITIONAL

marketing - selling - networking



ENGAGEMENT

marketing - selling - networking

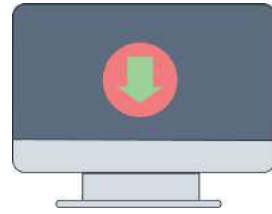


What Are Your Current Marketing Efforts?





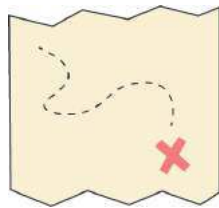
Discounts



Downloads



B2B Services



Hints + Tips



Support a Cause



Events

Call 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, SEO/CRO, Blogger, Wix, Squarespace, Instapage, WordPress

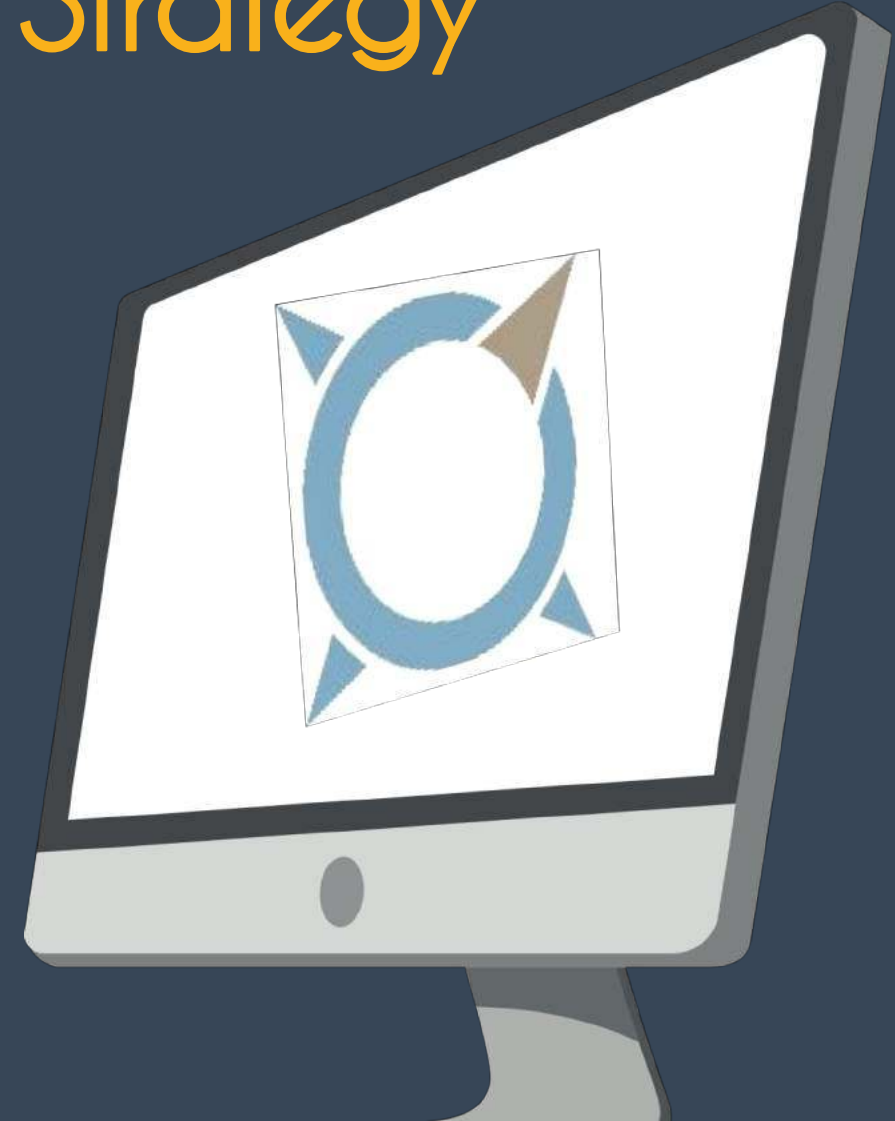


- ▶ **Control the content**
A chance to tell your story.
- ▶ **Define a clear message**
What do you offer?
- ▶ **Create a medium for contact**
Invite feedback, questions...
- ▶ **Provide links to other pages**
Share your FB, Twitter...
- ▶ **Update your content**
Consistency in theme and info.

1 Website

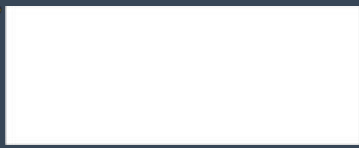
The hub of your Online Strategy

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



1 Website - Wix.com

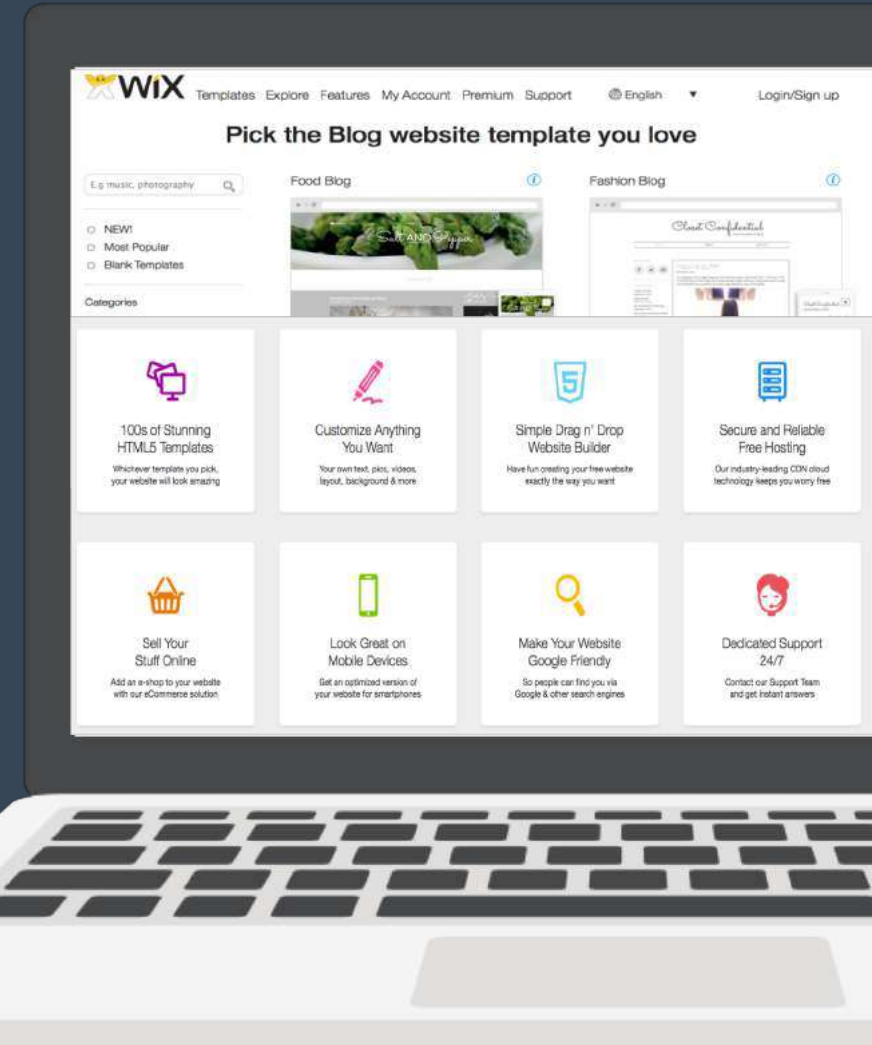
Build your Website Today



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



1

SEO / CRO

Search Engine Optimization / Conversion Rate Optimization

Helps drive traffic to your site

Hot Leads

Opportunities

Proposals

New Customers

Work that takes place separate from your website

Off-page
SEO

Website changes to increase rank

On-page
SEO



Online Directories

2

Google Local/Maps, Yahoo Local, Bing

▶ **Search yourself**
The power of Google!

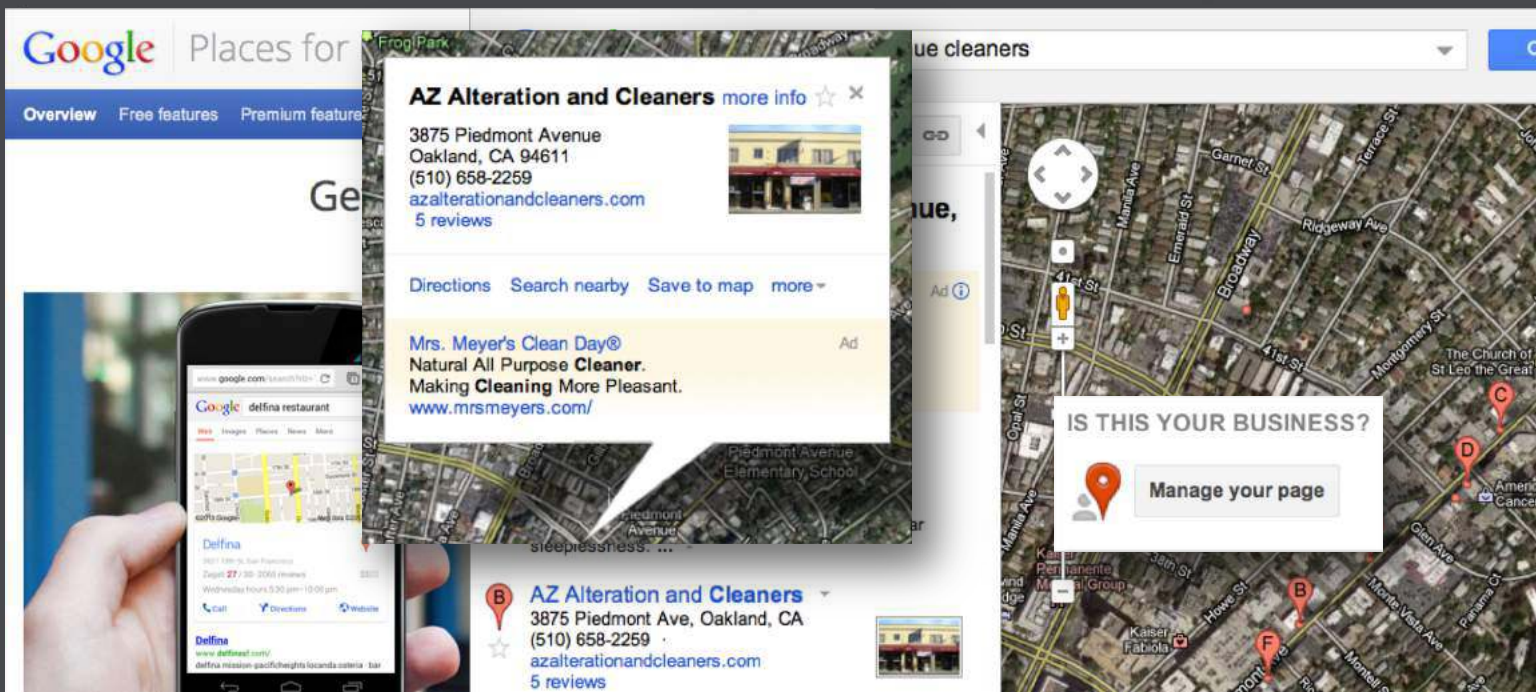
▶ **Look for similar businesses**
If you're not listed, someone else is!

▶ **Display correct contact info**

Location, phone #, hours, directions MUST be correct.

▶ **Take a photos**

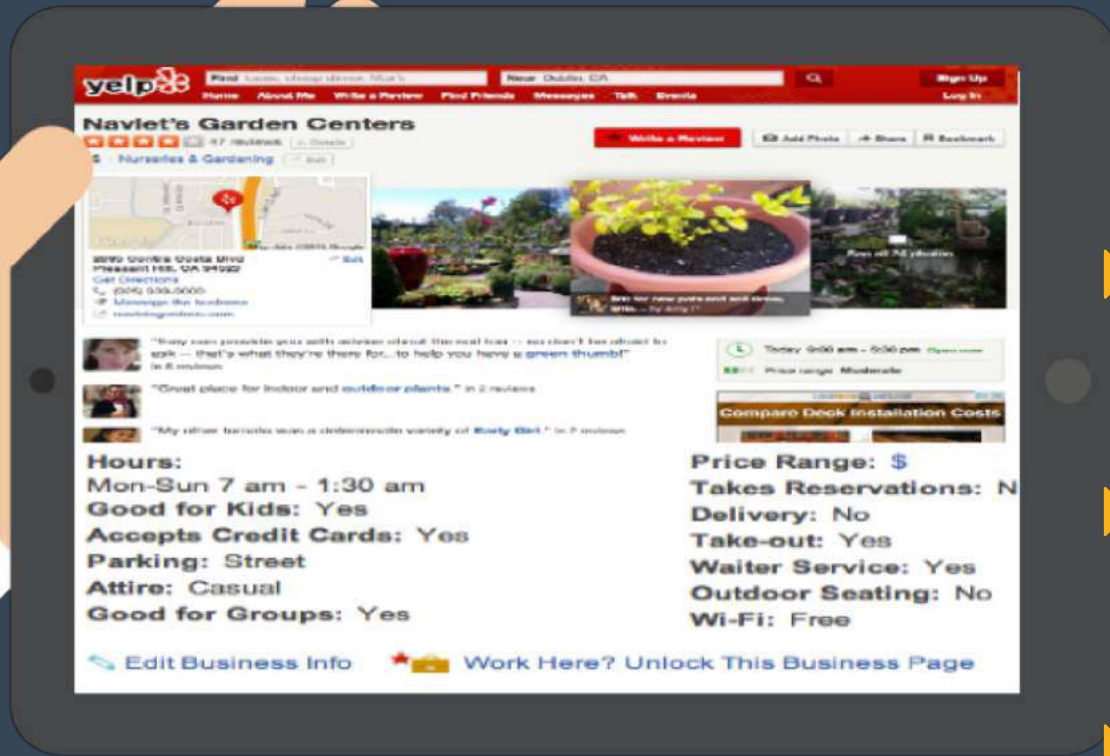
If they know what to look for, they'll find it.



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!



Social Networks

4

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

4



▶ Custom URL

▶ Title = Story

▶ Websites

▶ Summary

----> Keywords

----> Include Contact info

▶ LION

▶ Privacy Settings

David Mitroff, Ph.D. | Link...

https://www.linkedin.com/in/davidmitroff

LinkedIn

David Mitroff, Ph.D.
Founder & Chief Consultant - Marketing Expert,
Keynote Speaker, Super Connector;
PiedmontAve.com
San Francisco Bay Area | Marketing and Advertising

Current Founder, Chief Consultant at Piedmont Avenue Consulting, INC.
Past Founder, Chief Networker at Walnut Creek Events
Solutions Consultant at LexisNexis (Reed Elsevier)
Mental Health Counselor at United Behavioral Health - UnitedHealth
Group
see all -

Education University of California, Berkeley Extension
California School of Professional Psychology - Alliant International
University
San Francisco State University
see all -


Recommendations 30 people have recommended David
Connections 500+ connections
Websites www.DavidMitroff.com
www.PiedmontAve.com
My Bio

David Mitroff, Ph.D.'s Summary

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 technology to create brand awareness, strengthen loyalty and streamline processes with proven results.

Viewers of this profile also viewed...

- Samantha Tien**
Business Development Associate at...
- Aylisha Mendes**
Office Administrator at DGA
- Angela Liu**
Marketing Representative at Sony...
- Nichole Christoffersen**
AVP Business Development Manager at...
- Sam G.**
manager/owner at ny pizza & pasta
- Melissa Wilent**
Retail Operations Maven

A chef in an orange uniform and white headband is stretching a long, thin noodle in a kitchen. The chef is holding the noodle with both hands, pulling it taut. The background is a kitchen with a stainless steel range hood and various kitchen items. The text "When Are You An Expert?" is overlaid on the image.

When Are You An Expert?

How long does it take?

When Are You An Expert?

ex·pert

/ˈɛkˌspɜrt/ 

noun

1. a person who has a comprehensive and authoritative knowledge of or skill in a particular area.

"experts in child development"

synonyms: specialist, authority, pundit; [More](#)

adjective

1. having or involving authoritative knowledge.

"he had received expert academic advice"

synonyms: skillful, skilled, adept, accomplished, talented, fine; [More](#)

When Are You An Expert???

- When YOU say you are?
- When OTHERS say you are?
- When PAID to do something?
- When TRAINED to do something?



David Mitroff, Ph.D.

Founder & CEO - Business Consultant, Marketing Expert, Keynote Speaker, Super Connector, Stand-Up Comic; PiedmontAve.com

San Francisco Bay Area | Marketing and Advertising

Expert - Example

BUSINESS RESOURCE RUNWAY 2014

Guest Speaker
David Mitroff, Ph.D.



**Maximize Your Retail
Successful Strategies for F**

Tuesday, September
500 Ellinwood Way, Pleasant Hill

11:30 am – 1:30 pm
(Registration & Networking begin: 10:30 am)
\$15 Pre-register by September 12
Register Online: <https://businessrunway.com>

Founder & CEO - Business Consultant,
Marketing Expert, Stand-Up Comic;
PiedmontAve.com

Includes Expert Panel Discussion and Q&A:
Business Success Stories
Retail businesses in our community talk about
their strategies for success



Shop Pleasant Hill

September 19, 2014 at 8:55 am

It's not too late to attend today's Business Runway Workshop that will begin at 11:30 at 500 Ellinwood Way. \$25 tickets at the door, includes lunch. Hope to see you there!

Event Description:

Maximize Your Retail Opportunities
Successful Strategies for Retail Readiness

The third of the Business Runway 2014 Workshop Series features speaker David Mitroff, Ph.D. Founder & CEO of Piedmont Avenue Consulting INC. Business Consultant, Marketing Expert and Stand-Up Comic, ready to help your business be prepared for the upcoming holiday season.

Take advantage of this opportunity and get ready before your competition does!

Expert - Example

Google

[Web](#) [Shopping](#) [Videos](#) [Images](#) [News](#) [More](#) [Search tools](#)

About 138,000 results (0.75 seconds)

Shop Pleasant Hill
shoppleasanthill.org/
Don't forget to include a visit to the Pleasant Hill Farmer's Market held every ... Business Consultant, Marketing Expert and **Stand-Up Comic**, ready to help your ...

Business Runway 2014 September 19 - Pleasant Hill ...
business.pleasanthillchamber.com/events/.../business-runway-2014-2941
Business Consultant, Marketing Expert and **Stand-Up Comic**, ready to help your business be prepared for the upcoming holiday season. Take advantage of this ...

Pleasant Hill Business Resources Workshop | Berkeley ...
www.berkeleyysg.com/events/pleasant-hill-business-resources-workshop/
5 days ago - The Pleasant Hill Chamber of Commerce, partnering with the City of ... and CEO - Business Consultant, Marketing Expert, **Stand-Up Comic** ...

Pleasant Hill stand up comedy events - Zvents
www.zvents.com/pleasant_hill_ca/events/stand+up+comedy
Find 74 Pleasant Hill stand up comedy events and show tickets and more on Zvents. Popular stand up comedy Events are Best of SF Stand-up Comedy, Best of ...

Business Resource Runway - Maximize Your Retail ...
www.eventbrite.com/.../business-resource-runway-maximize-y... Eventbrite
Eventbrite - Pleasant Hill Chamber of Commerce presents Business ... Ph.D., founder and CEO - Business Consultant, Marketing Expert, **Stand-Up Comic**; ...

Pleasant Hill Business Resources Workshop 9/19 ... - Mee...
www.meetup.com/WalnutCreekEvents/events/206254572/
5 days ago - 500 Ellinwood Way Pleasant Hill, CA 94523, CA (map) ... Ph.D., founder and CEO - Business Consultant, Marketing Expert, **Stand-Up Comic** ...

Pleasant Hill Business Resources Workshop 9/19 @ 11a...
entrepreneur.meetup.com/922/events/206256642/
6 days ago - 500 Ellinwood Way Pleasant Hill, CA 94523, CA (map) ... Business Consultant, Marketing Expert, **Stand-Up Comic**; www.piedmontave.com.

THREE YEARS / PHASES TO BECOME A EXPERT





YEAR 1

Look Like An Employee

Act Like An
Employee

Get Paid Like An Employee

YEAR 2

Look Like An Partner

Act Like An Partner

Get Paid Like An Partner





YEAR 3

Look Like An Expert

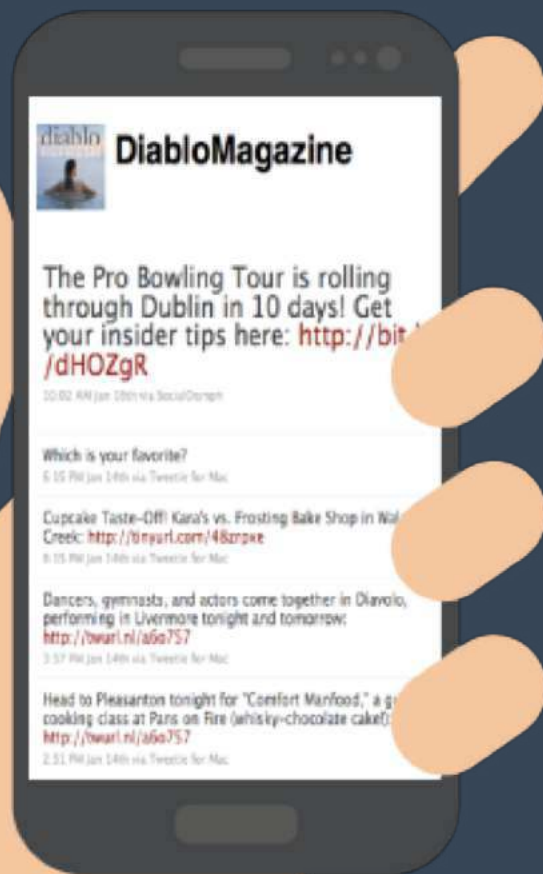
Act Like An Expert

Get Paid Like An Expert

5

Micro Blogging

Twitter, Tumblr

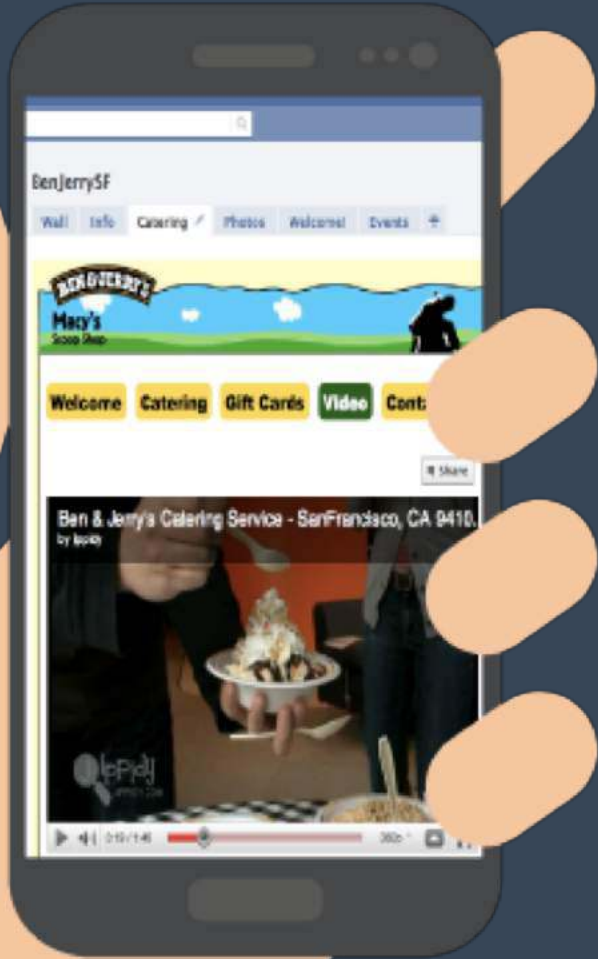


- ▶ **Interact with daily events**
How can you relate to what's happening?
- ▶ **Remind everyone about events**
Update information leading up to the event.
- ▶ **Invite new customers**
Friend of a friend of a friend..

Rich Media

6

YouTube, Podcast, Flickr, Instagram



- ▶ **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

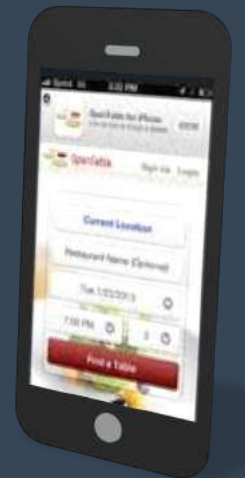
People are ALWAYS on their smart phones

▶ Solidify your relationship

Make the client feel special for receiving extra attention.

▶ Go the extra mile

This shows that you're following through.



Industry Specific

8

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

8



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!



Month

12 Month Marketing Calendar

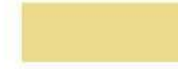
Location



National



Industry



Local



Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sept

Oct

Nov

Dec





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



David Mitroff, Ph.D.



david@PiedmontAve.com



510-761-5895



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twitter.com/DavidMitroff



linkedin.com/in/DavidMitroff

ANSWERS



David Mitroff, Ph.D.

My Background

- 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 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 at University of California Berkeley and General Assembly; Guest Lecturer at John F. Kennedy University, Diablo Valley College, and more.
- Trained and advised 25,000+ 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 television (NBC Bay Area, Reality Check), radio (KGO), newspapers (San Francisco Chronicle, SF Business Times, Oakland Business Review, Northern California Record, Jewish Weekly, Catholic Voice) and magazines (San Francisco Magazine, California Lawyer, The Meeting Professional)

