

A person is standing on the edge of a rocky cliff, looking out over a vast valley. The scene is captured at sunset or sunrise, with a warm glow on the horizon and a soft, hazy sky. The foreground shows the rugged texture of the rock face, while the background features rolling hills and a valley floor. The overall mood is contemplative and expansive.

Leveraging Technology for Brand Building

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), 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) 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 open. In the center, a pair of glasses lies on the desk. To the right, several camera lenses and a camera body are visible. The background is a textured surface, possibly a desk or table.

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)
- Take Rate

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Financial Metrics



- Profit
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- Internal Rate of Return (IRR)
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- Customer Lifetime Value (CLTV)

Non Financial Metrics



- Brand Awareness
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Financial Metrics

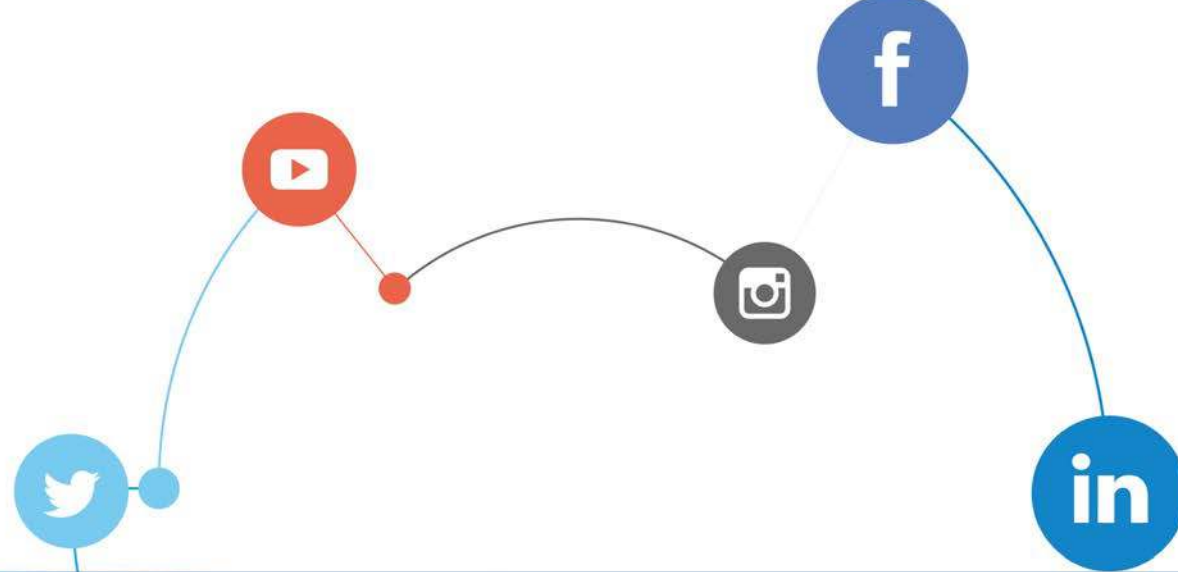


- Profit
- Net present value (NPV)
- Internal Rate of Return (IRR)
- Payback
- Customer Lifetime Value (CLTV)

"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



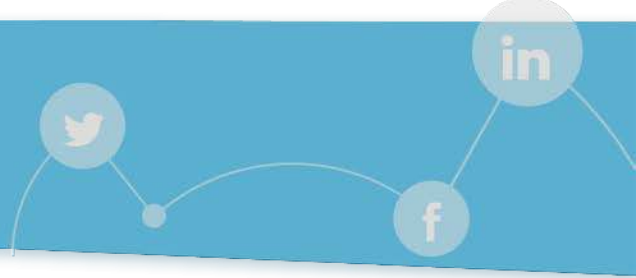
Action #1: Update Your Marketing Strategy



Do it!:

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

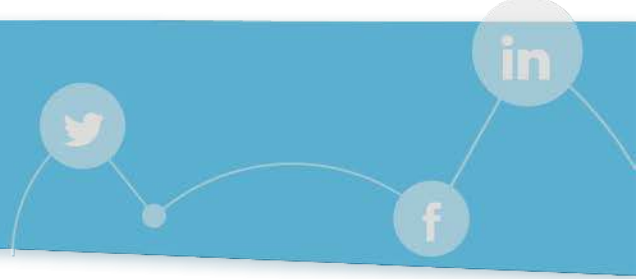
Action #2: Increase Digital Content



Do it!:

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

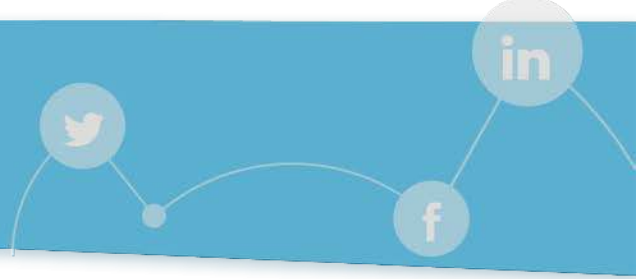
Action #3: Email Marketing



Do it!:

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

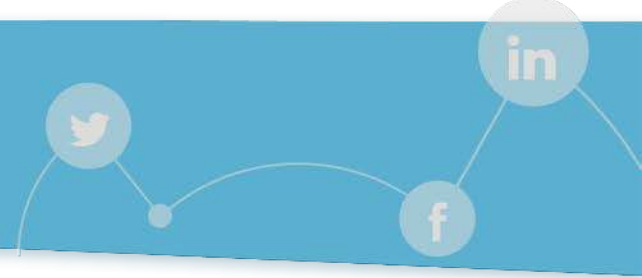
Action #4: Know Your Competitors



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

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



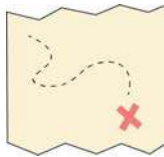
Discounts



Downloads



B2B Services



Hints + Tips



Support a Cause



Events

CALLS TO ACTION: WHAT DO YOU OFFER?

Tracking & Analysis

The Key Benefit of Online Marketing and Technology 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
- 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

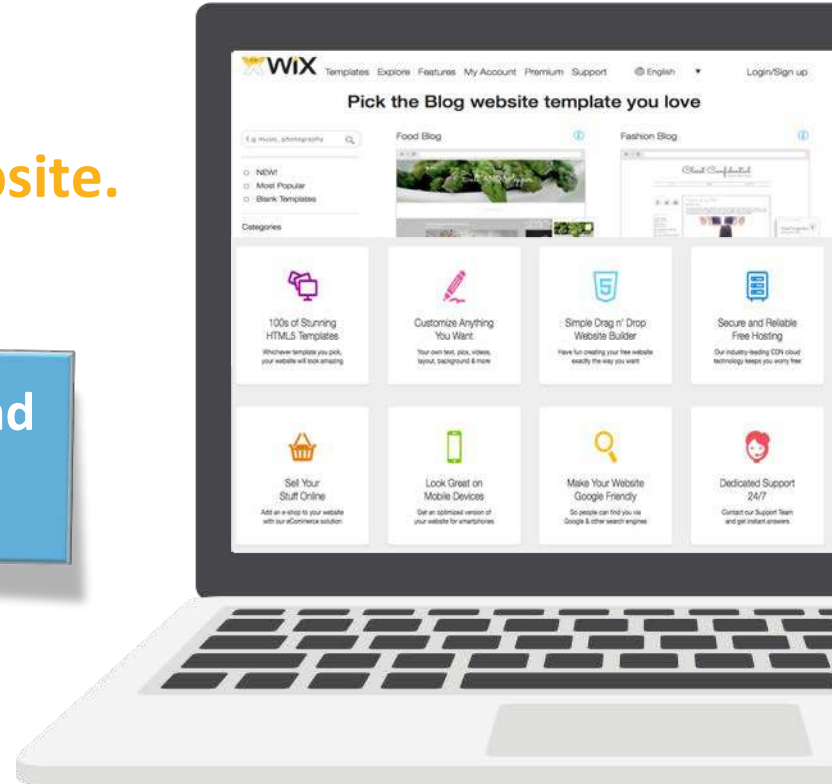
Build your Website Today



Create
Your Stunning Website.

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

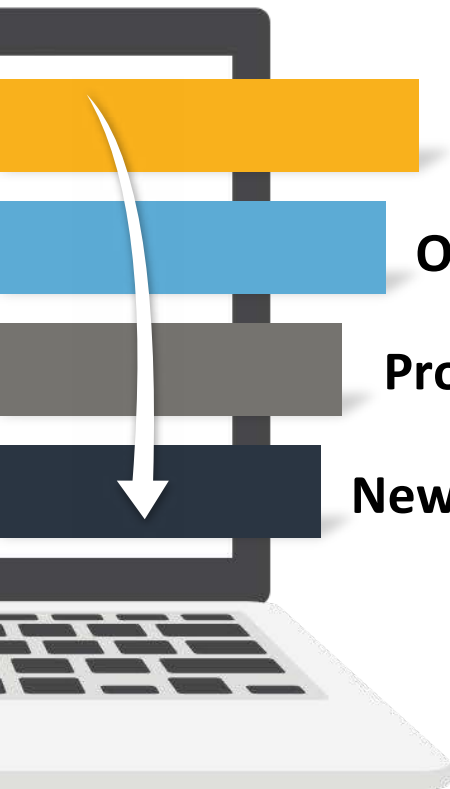
- ▶ **Easy drag-and-drop website builder!**
- ▶ **No coding**
- ▶ **No previous design skills**



1

SEO / CRO

Search Engine Optimization / Conversion Rate Optimization



Hot Leads

Opportunities

Proposals

New Customers

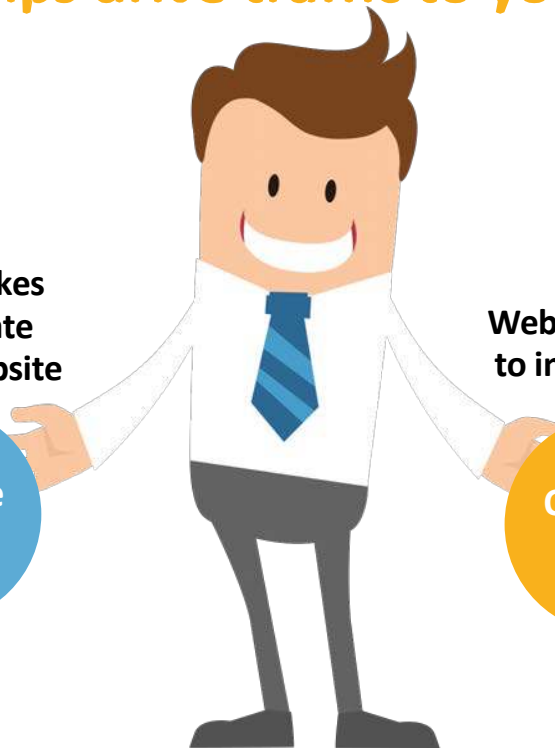
Helps drive traffic to your site

Work that takes place separate from your website

Off-page
SEO

Website changes to increase rank

On-page
SEO



Online Directories

2

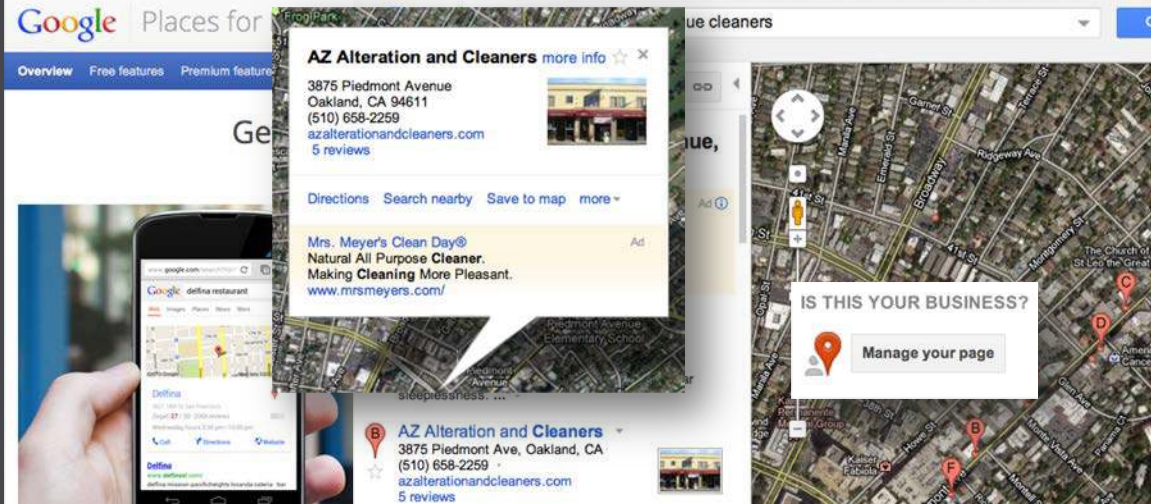
Google Local/Maps, Yahoo Local, Bing

▶ **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.

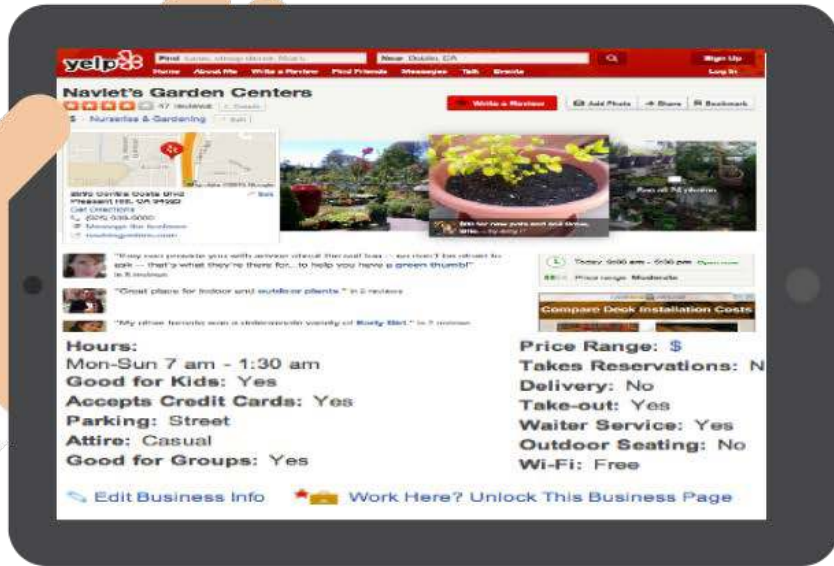
▶ **Take a photos**
If they know what to look for, they'll find it.



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.

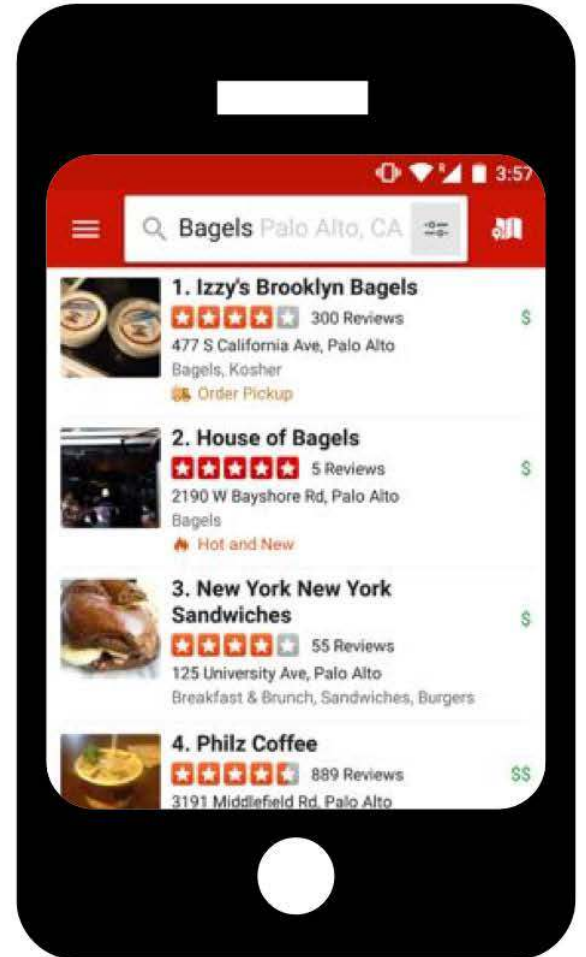
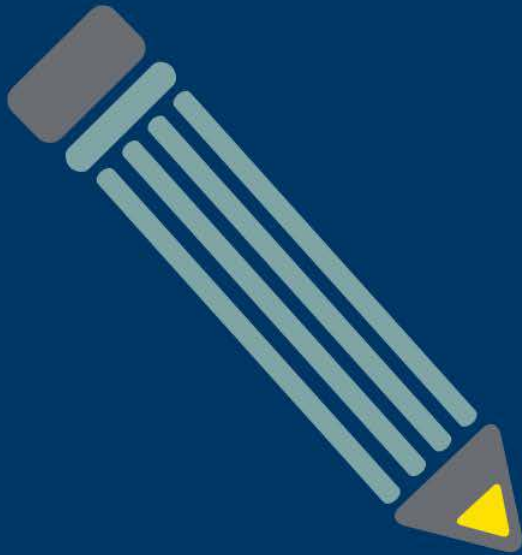
▶ Respond to reviews

Thank those who provide feedback.

▶ Learn from your reviews

Don't make the same mistake twice!

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

Waiter 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?

The screenshot shows a Yelp search for 'knit' in Alameda, CA. The search results are as follows:

Rank	Business Name	Categories	Address	Phone	Rating	Reviews
1.	knit-one-one	Arts & Crafts; Art Schools	3360 Adeline St Berkeley, CA 94703	(510) 891-1355	4.5	22
2.	Knit One One	Arts & Crafts	3360 Adeline St Berkeley, CA 94703	(510) 891-1155	4.0	11
3.	Alameda Yarn Company	Art Supplies; Knitting Supplies	2002 Encinal Ave Alameda, CA 94501	(510) 523-9003	4.0	15
4.	Piedmont Yarn & Apparel	Arts & Crafts; Knitting Supplies	4171 Piedmont Ave Oakland, CA 94611		4.5	39

Yelp's rating system 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...



A screenshot of the Yelp for Business Owners Support Center page. The page has a blue header with the Yelp logo and "for Business Owners". Below the header, there is a navigation bar with "Log In To Your Account" and "Support Center". The main content area is titled "Support Center" and includes a "Responding to Reviews" section. The "Responding to Reviews" section has a sub-header "Responding to Reviews" and a "Show All" link. Below this, there is a paragraph of text: "Responding to reviews is a great way to learn from and build goodwill with one of your most vocal to respond publicly and privately to user reviews. However, contacting reviewers should be approached with care. Internet messaging is a blunt tool come across badly. We've put together some examples to help you get this balance right." Below the paragraph, there is a list of three items: "1. Your reviewers are your paying customers", "2. Your reviewers are human beings with (sometimes unpredictable) feelings and sensitivities", and "3. Your reviewers are vocal and opinionated (otherwise they would not be writing reviews)". To the right of the text, there is a video player showing a man in a dark jacket speaking. To the left of the text, there is a blue box with white text: "3X points on airfare", "2X points on purchases in the U.S. for advertising in print media, products at U.S. stand-alone gas stations, and shipping.", and "Points are earned only on eligible purchases. Bonus points limitations apply."

Yelp - Promotions

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



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

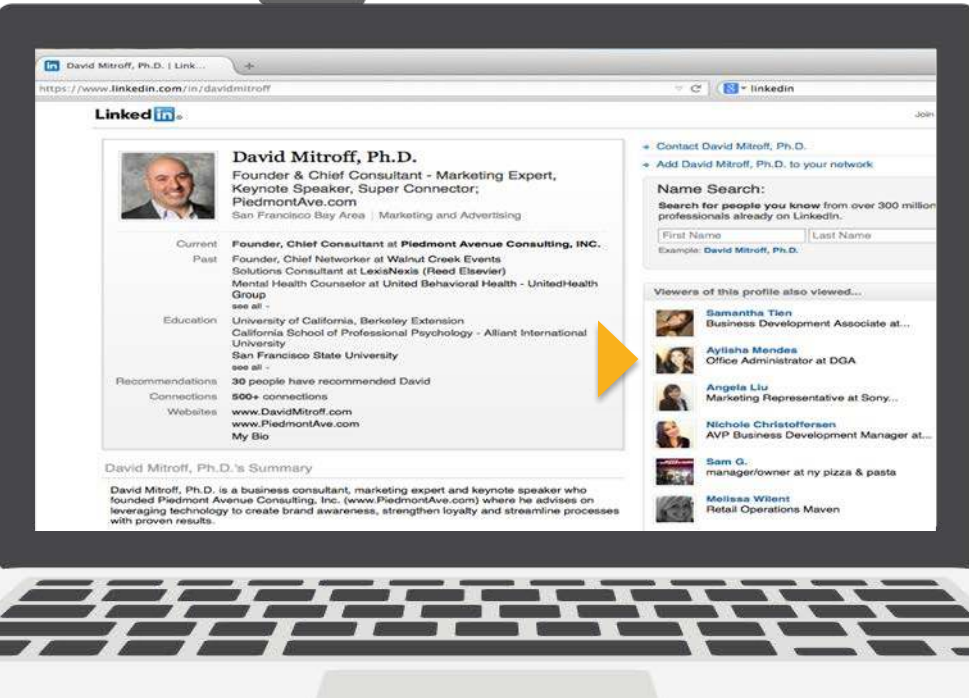
4



- ▶ Custom URL
- ▶ Title = Story
- ▶ Websites
- ▶ Summary
 - Keywords
 - Include Contact info

▶ LION

▶ Privacy Settings



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

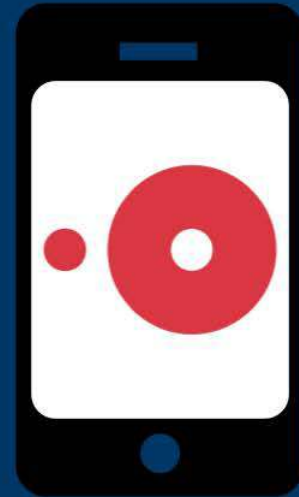
- ▶ **Promote what you've got**
An event can attract more business.
- ▶ **Collaborate with others**
Get other businesses involved.
- ▶ **Feature your calendar**
The internet is a great way to publicize!





OPENTABLE

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



4 Ways to Optimize OpenTable to Make Your Restaurant More Successful

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



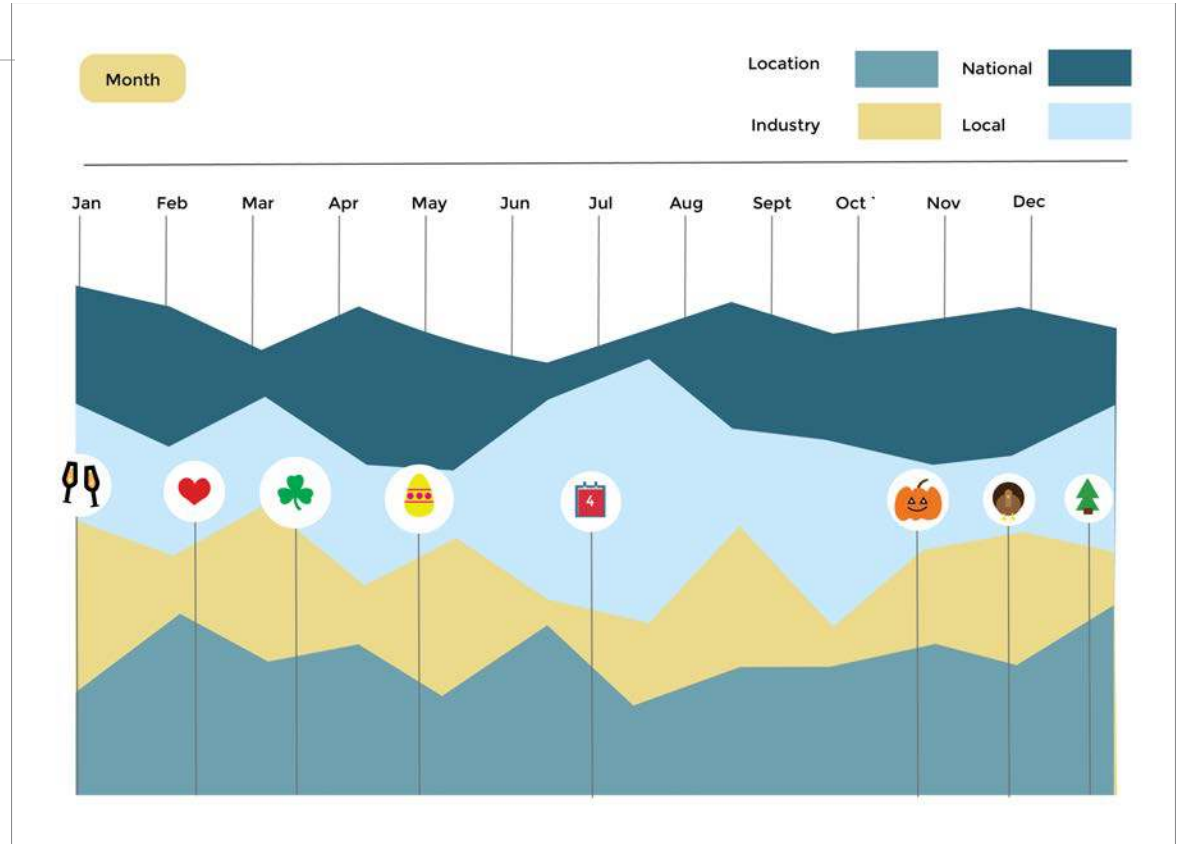
12 Month Marketing Calendar

National Holidays

Local Holidays / Events

Industry Related

Location Based



Next Steps

A person with long blonde hair, wearing a denim jacket, stands on the Golden Gate Bridge, looking out over the bay. The bridge's towers and cables are visible on the left, and the water and distant hills are on the right. The text "Next Steps" is overlaid in the center.



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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ANSWERS

