Digital Leadership

Online Marketing Strategies For Measurable Results

David Mitroff, Ph.D.

What We Will Cover

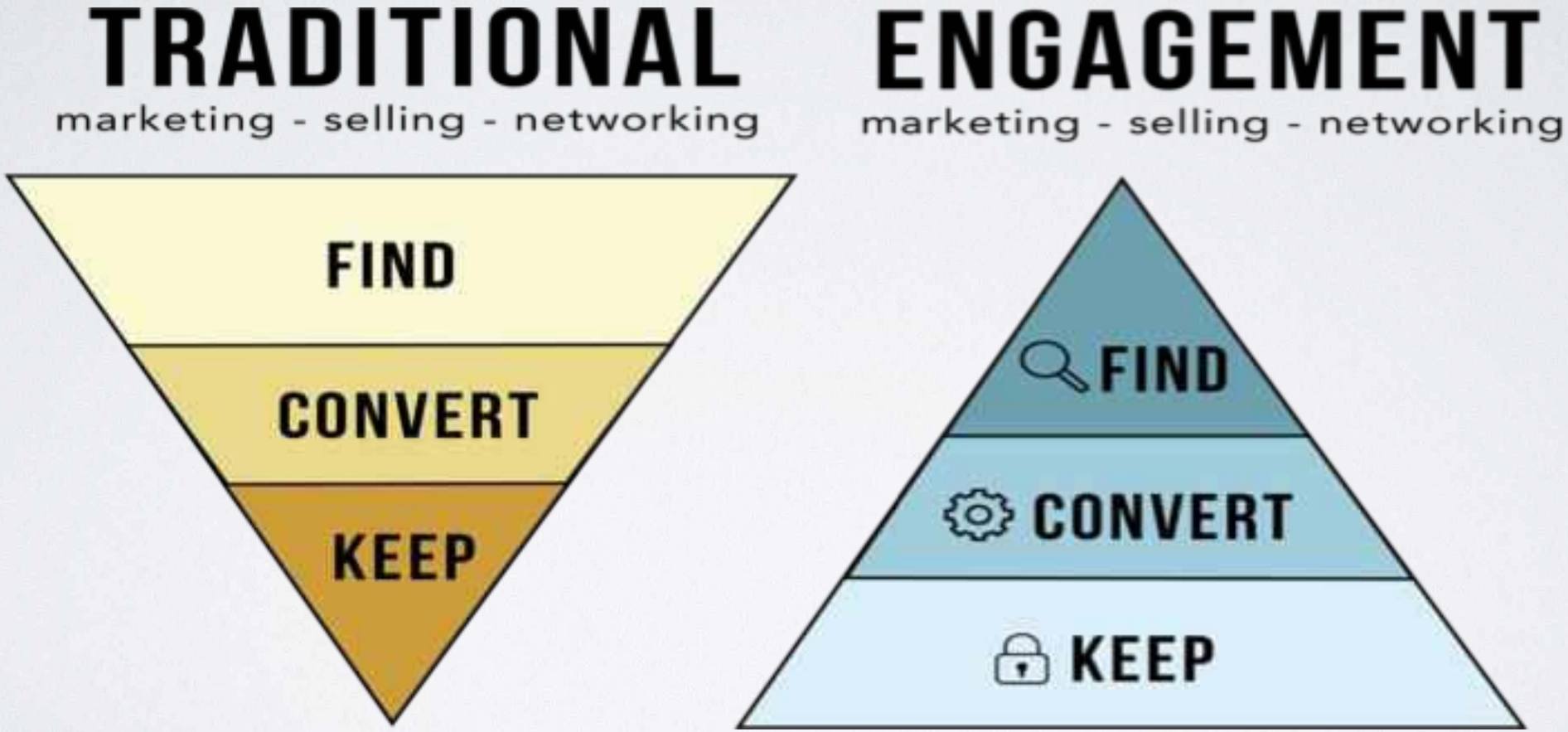
- **How to Attract Customers**
- **Active / Passive Marketing**
- **Data Driven Marketing**
- **Website & Social Media Ecosystem:**
  9 Key Areas of Online Presence
- **Turn your LinkedIn Connections into Gold**
- **Next Steps**

David Mitroff, Ph.D.

My Background

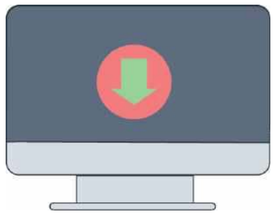
- Founder and Chief Consultant of Piedmont Avenue Consulting, Inc. (www.PiedmontAve.com), an Oakland based award winning business consulting and marketing firm with a proven track record of producing results for our successful clients. The firm has 3 full-time employees and 7 part-time workers.
- Founder of 7+ Companies including recruiting and staffing firm, consulting and marketing firm, event planning, hotel and restaurant collective, and more
- College Instructor 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)

Two Approaches to Growth

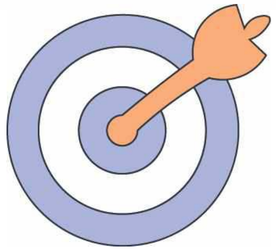


WHAT ARE YOUR CURRENT MARKETING EFFORTS?

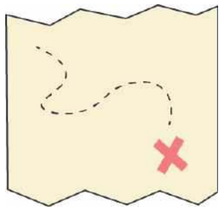
Discounts



Downloads



B2B Services



Hints + Tips

Support a Cause

Events

CALLS TO ACTION: WHAT DO YOU OFFER?

DATA-DRIVEN MARKETING

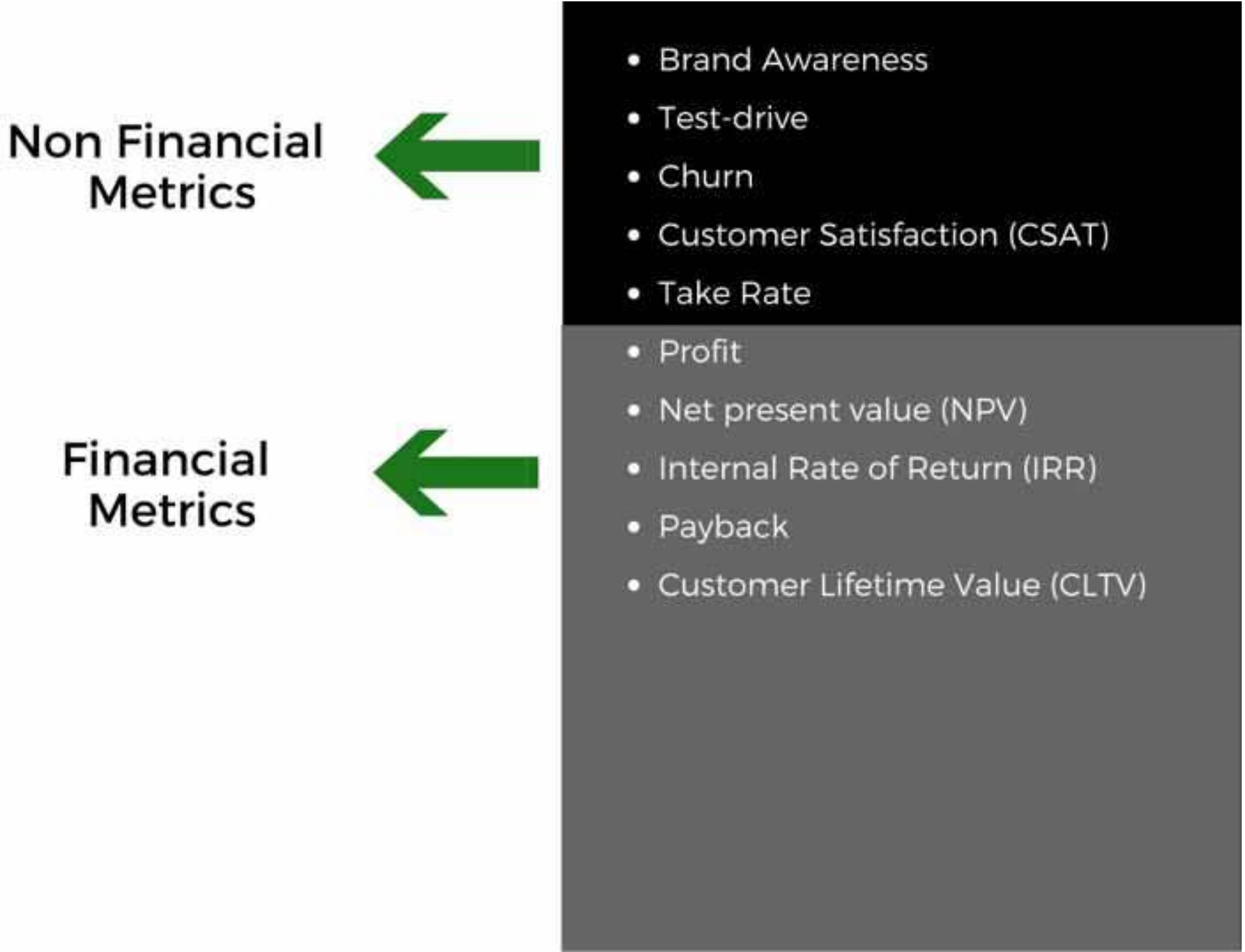
MARK JEFFERY

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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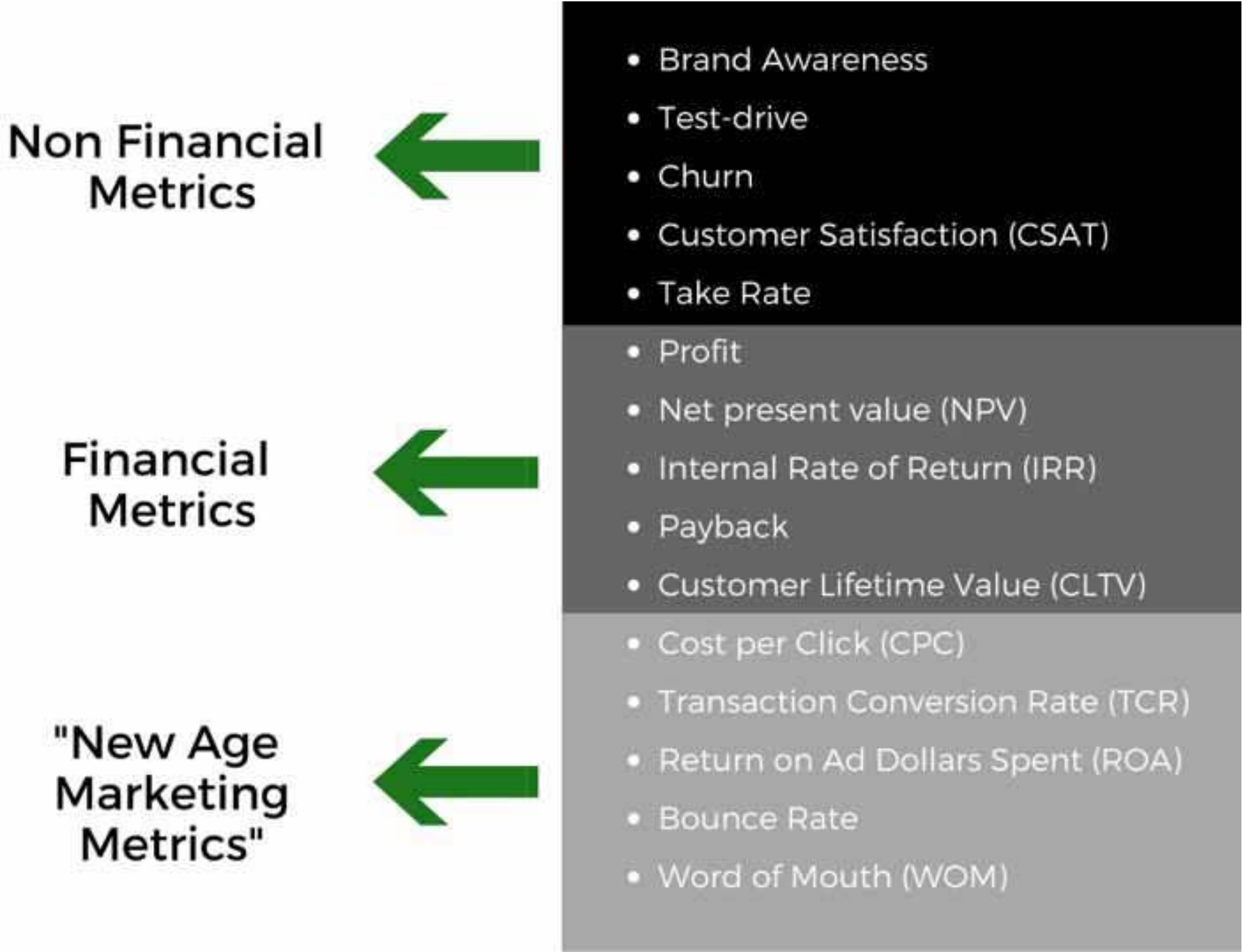
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"New Age Marketing Metrics"
Cost per Click (CPC)
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Return on Ad Dollars Spent (ROA)
Bounce Rate
Word of Mouth (WOM)

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
6. Rich Media
7. Mobile Apps
8. Industry Specific
9. Event Promotion

1

Website & Blog

Google Ranking, SEO/CRO, Blogger, Wix, Squarespace, 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

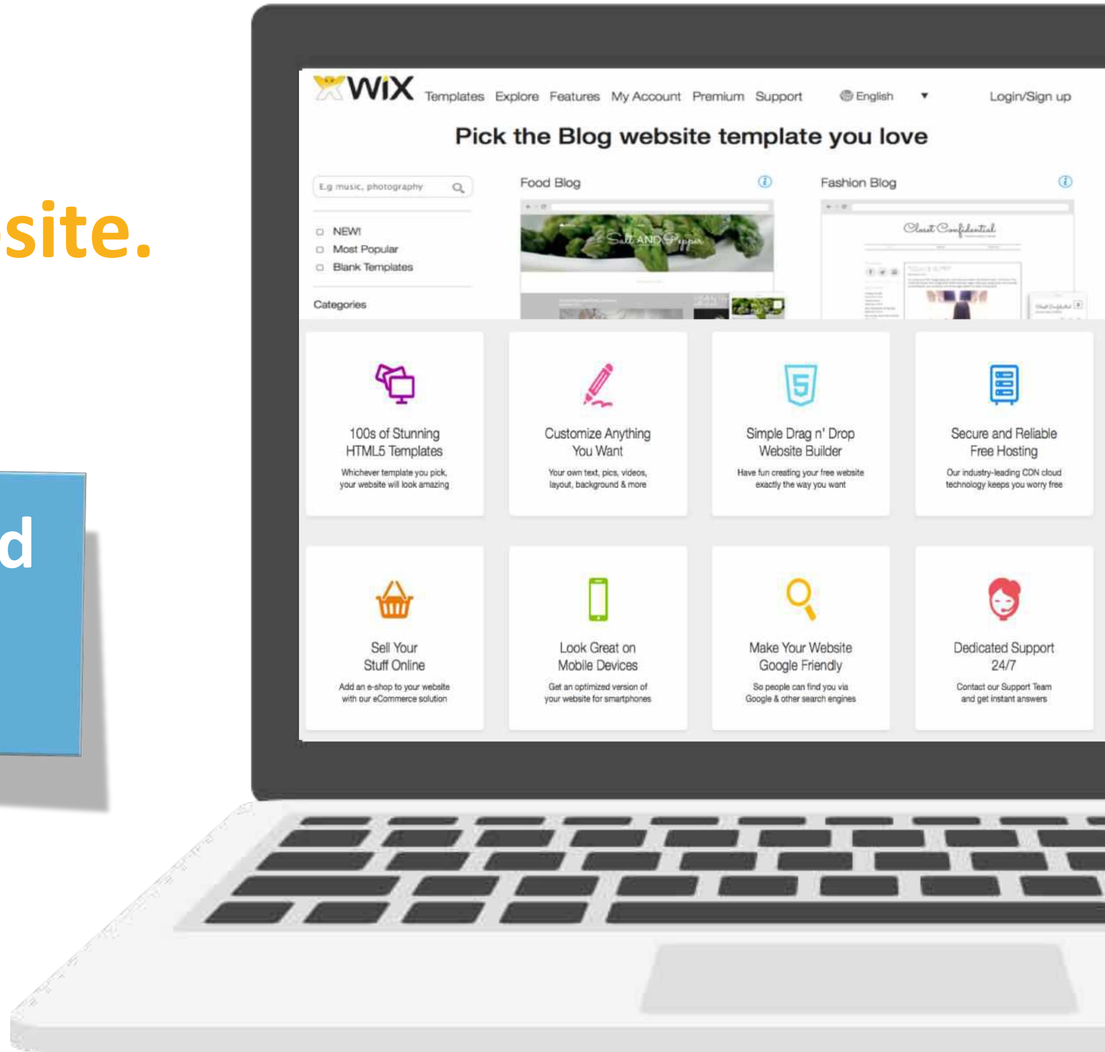
Build your Website Today

Create

Your Stunning Website.

It's Free

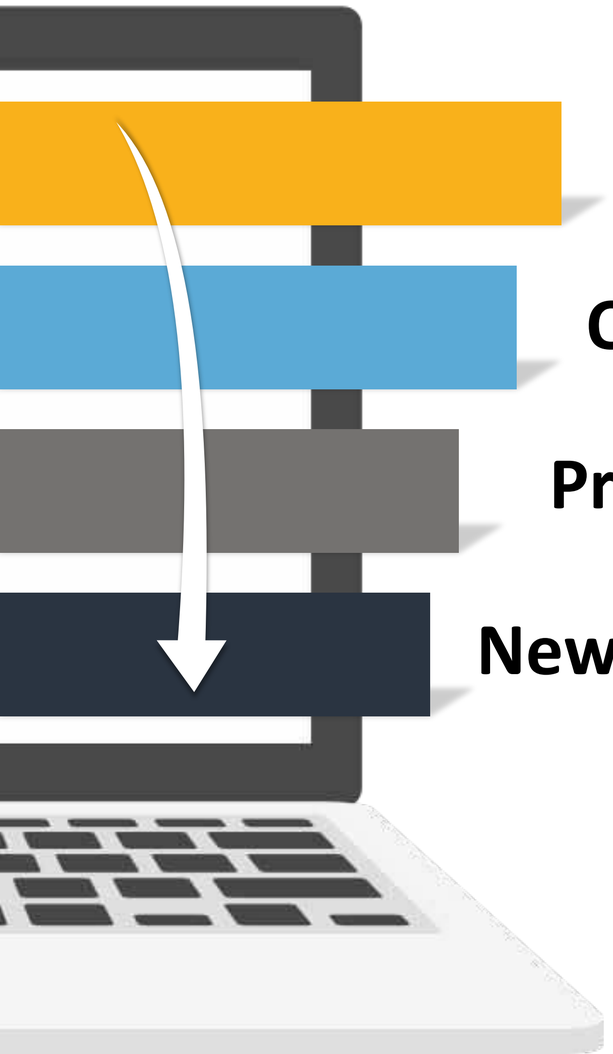
Wix enables everyone to design, publish and host stunning HTML5 websites.



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

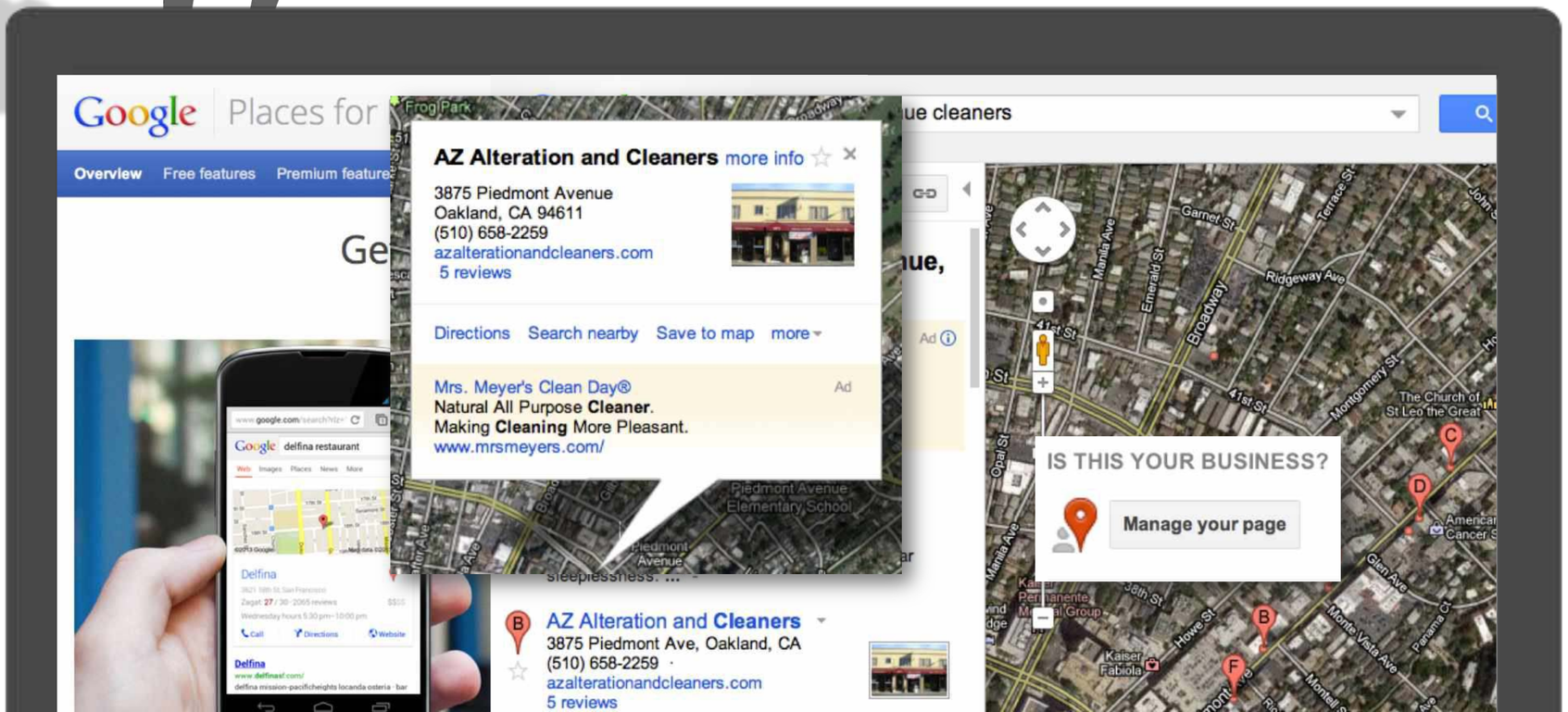
Online Directories

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



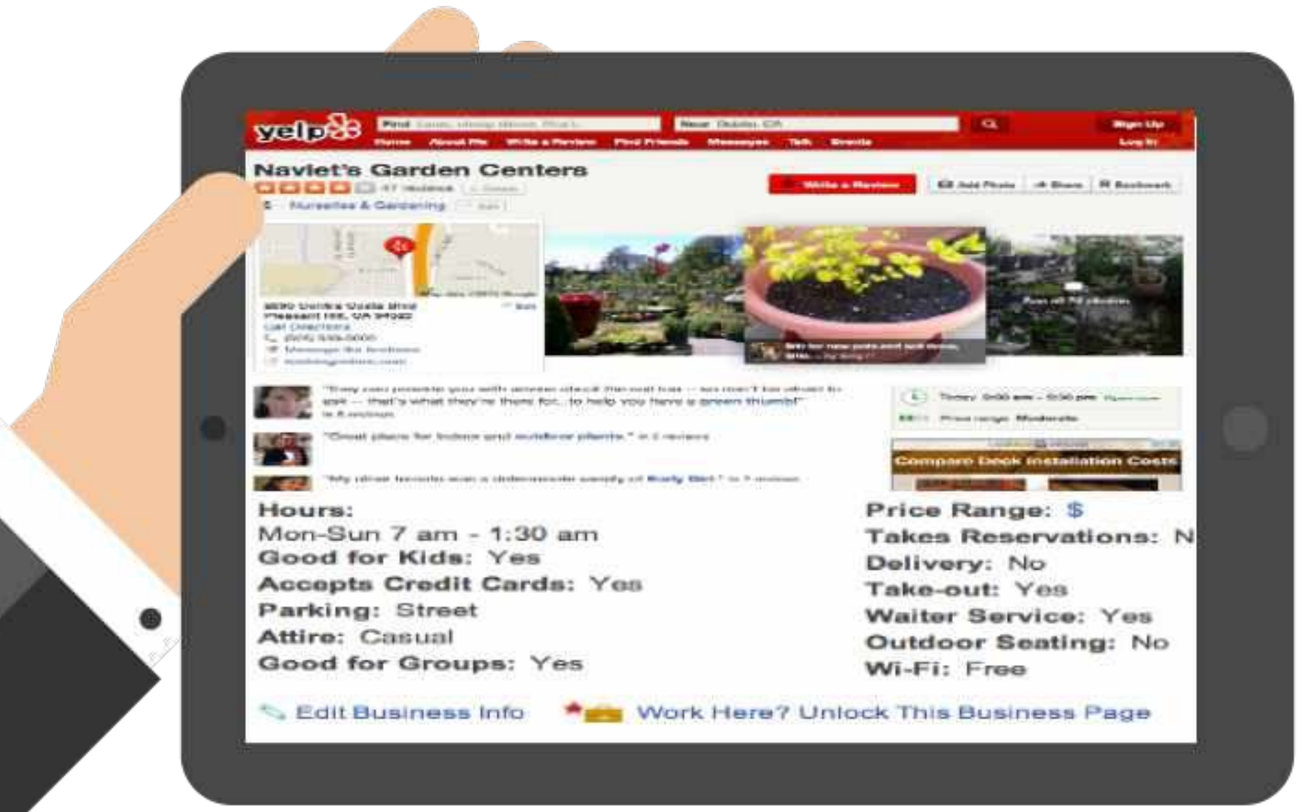
Display correct contact info
Location, phone #, hours, directions MUST be correct.

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

3

Review Sites

Yelp, Lawyers.com, Zillow, RateMDs



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

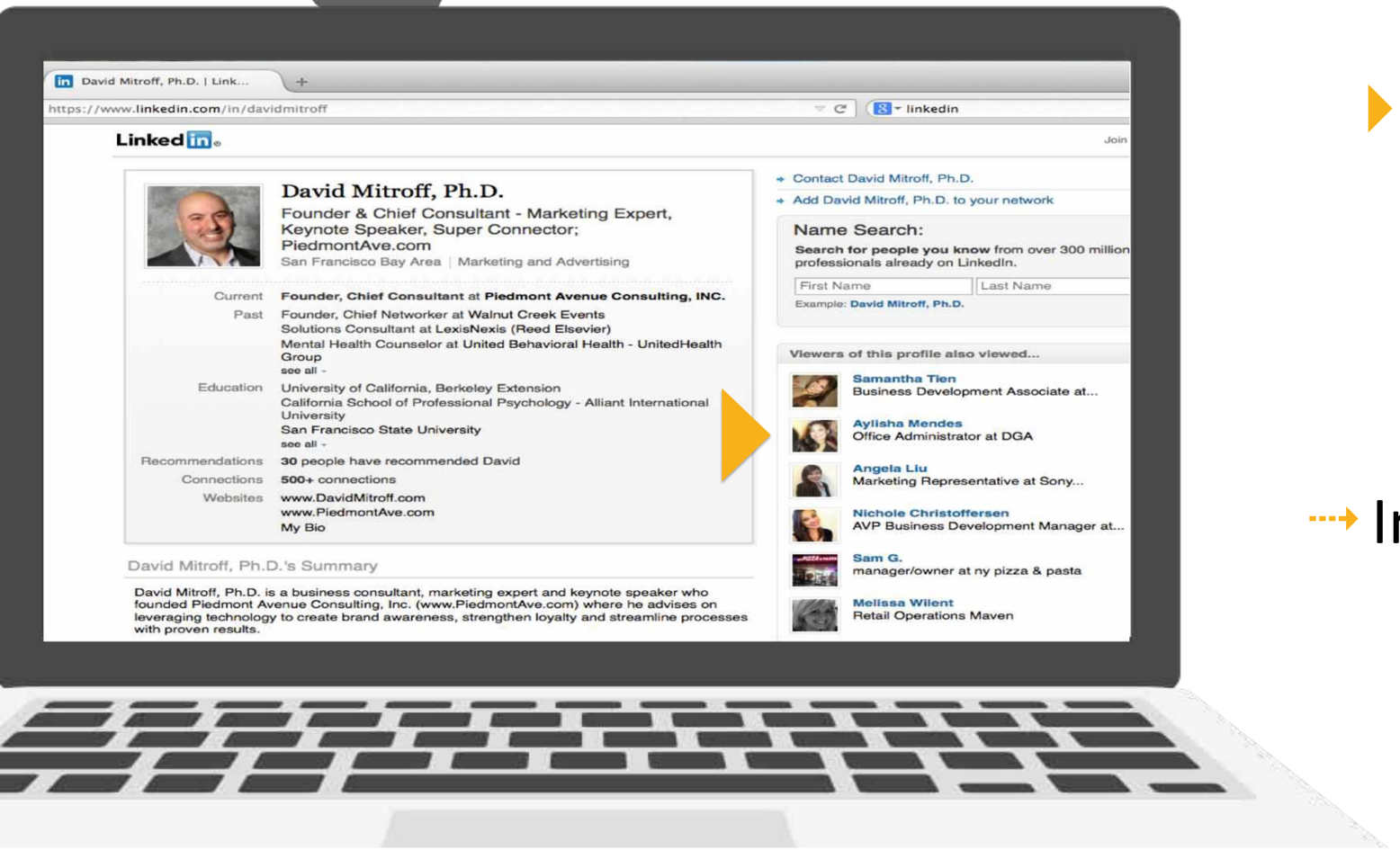
Associate your business with related pages and people.

Establish a following

Invite past clients/customers to view your page

Personal Profile

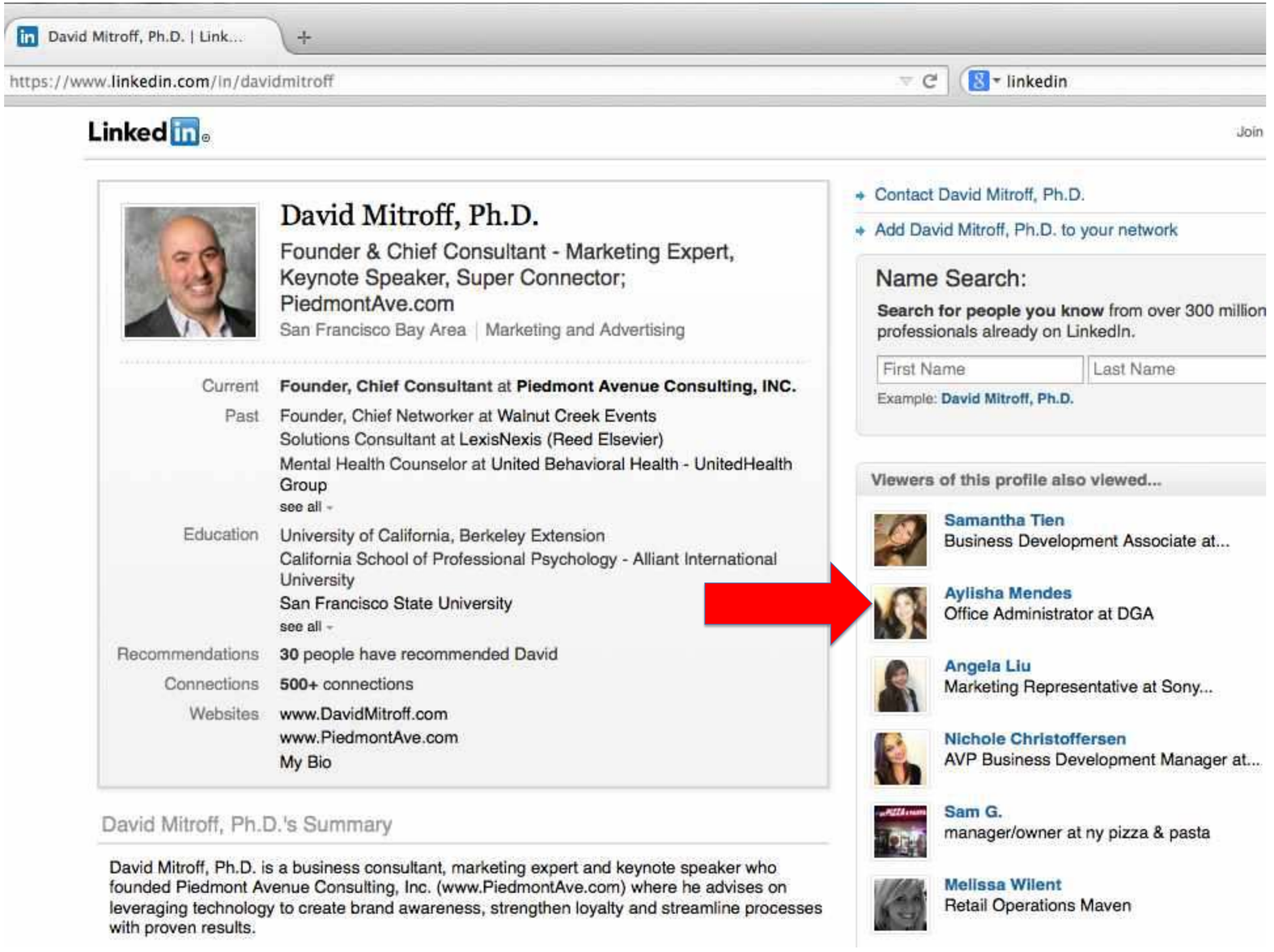
4



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

Personal Profile - LinkedIn

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



Company Profile - LinkedIn

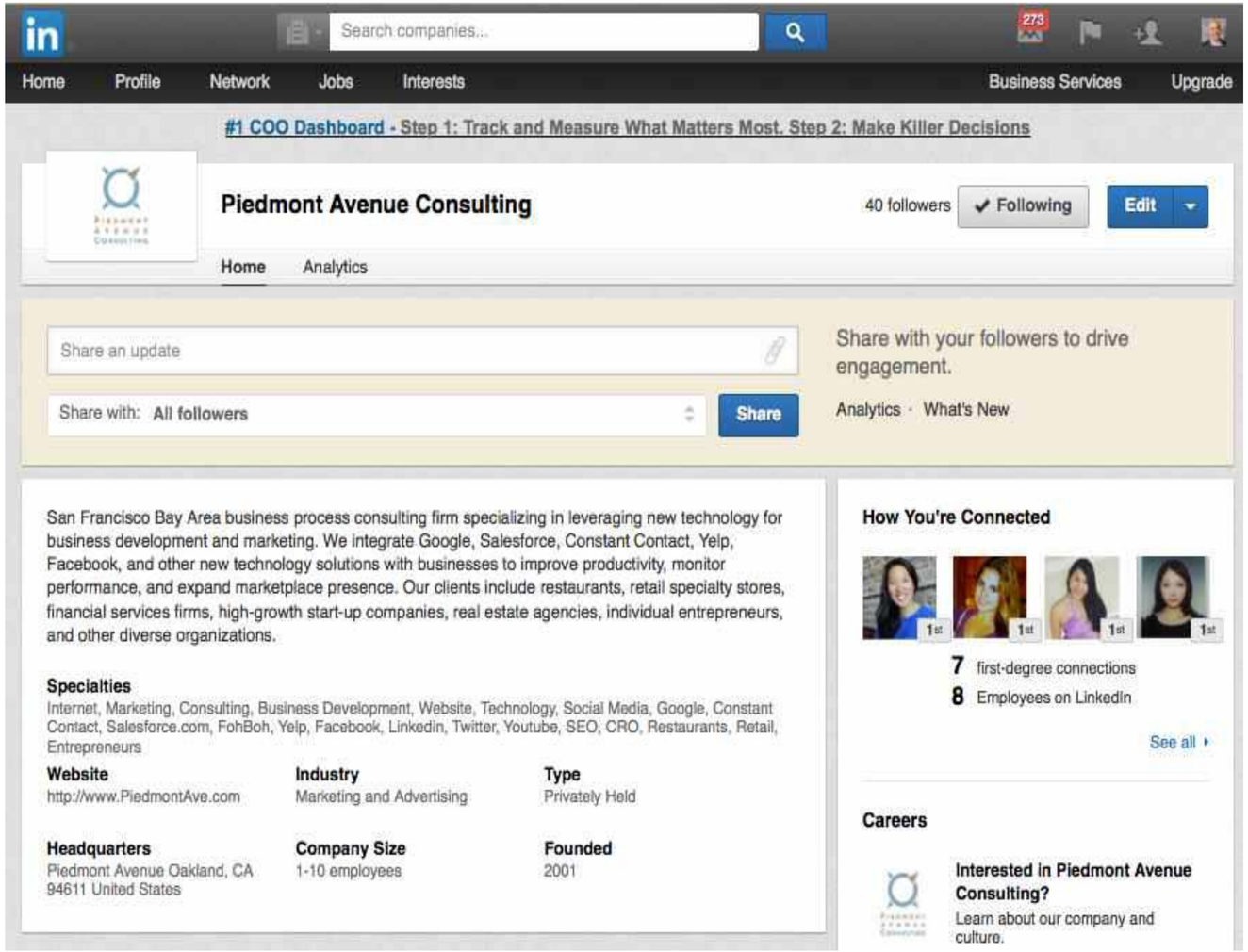
Find individuals you know in a professional capacity

Company Profile

Participate in discussions

Recruit attendees to your events

Invite people to join your mailing list



5

Micro Blogging

Twitter, Tumbler

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

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

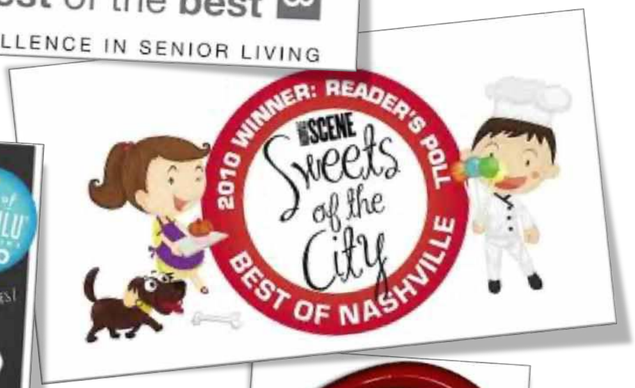
Hang out with like-minded businesses.

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!

SET UP A MARKETING CALENDAR

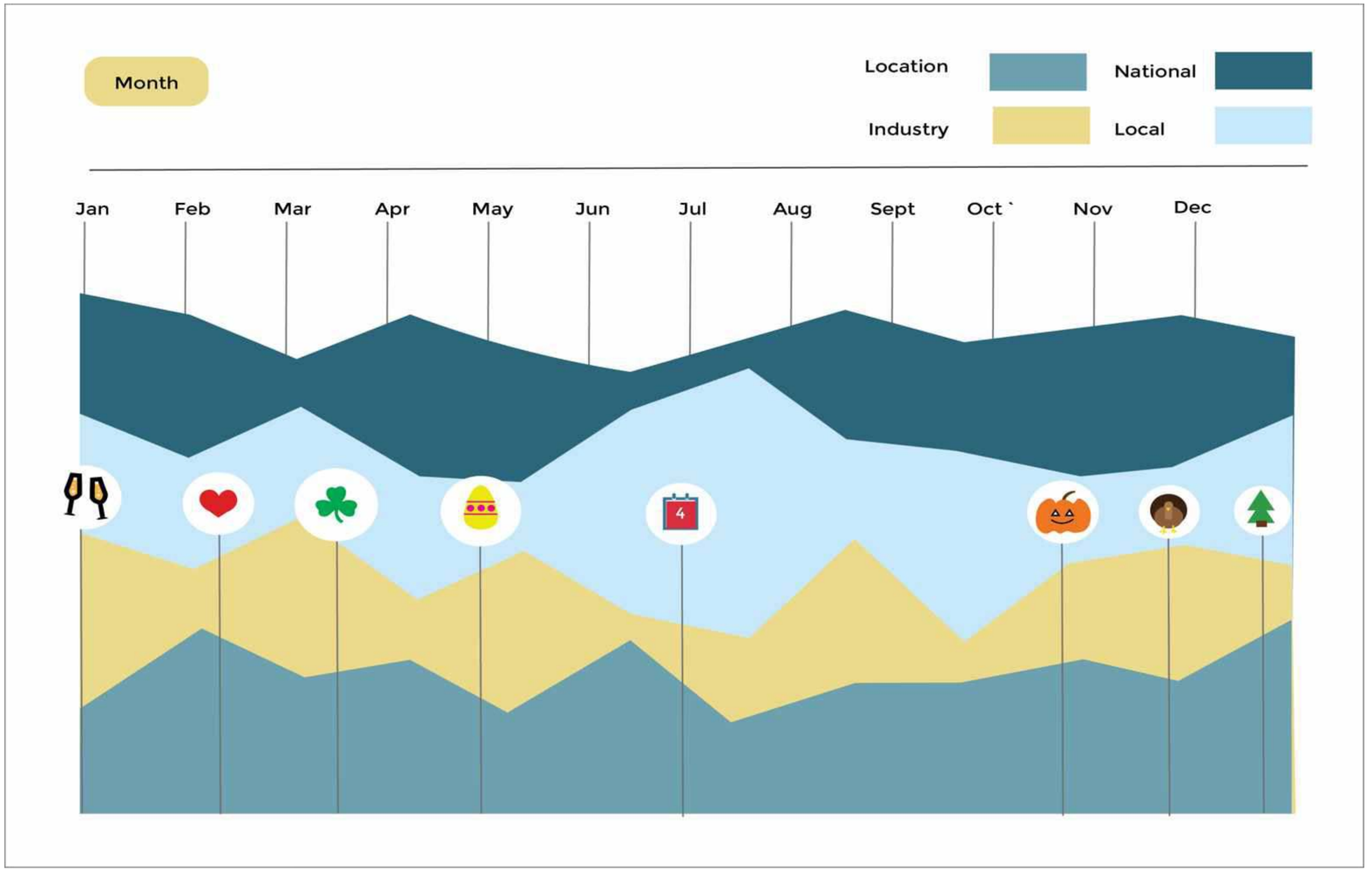
12 Month Marketing Calendar

National Holidays

Local Holidays / Events

Industry Related

Location Based



Next Steps

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