

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

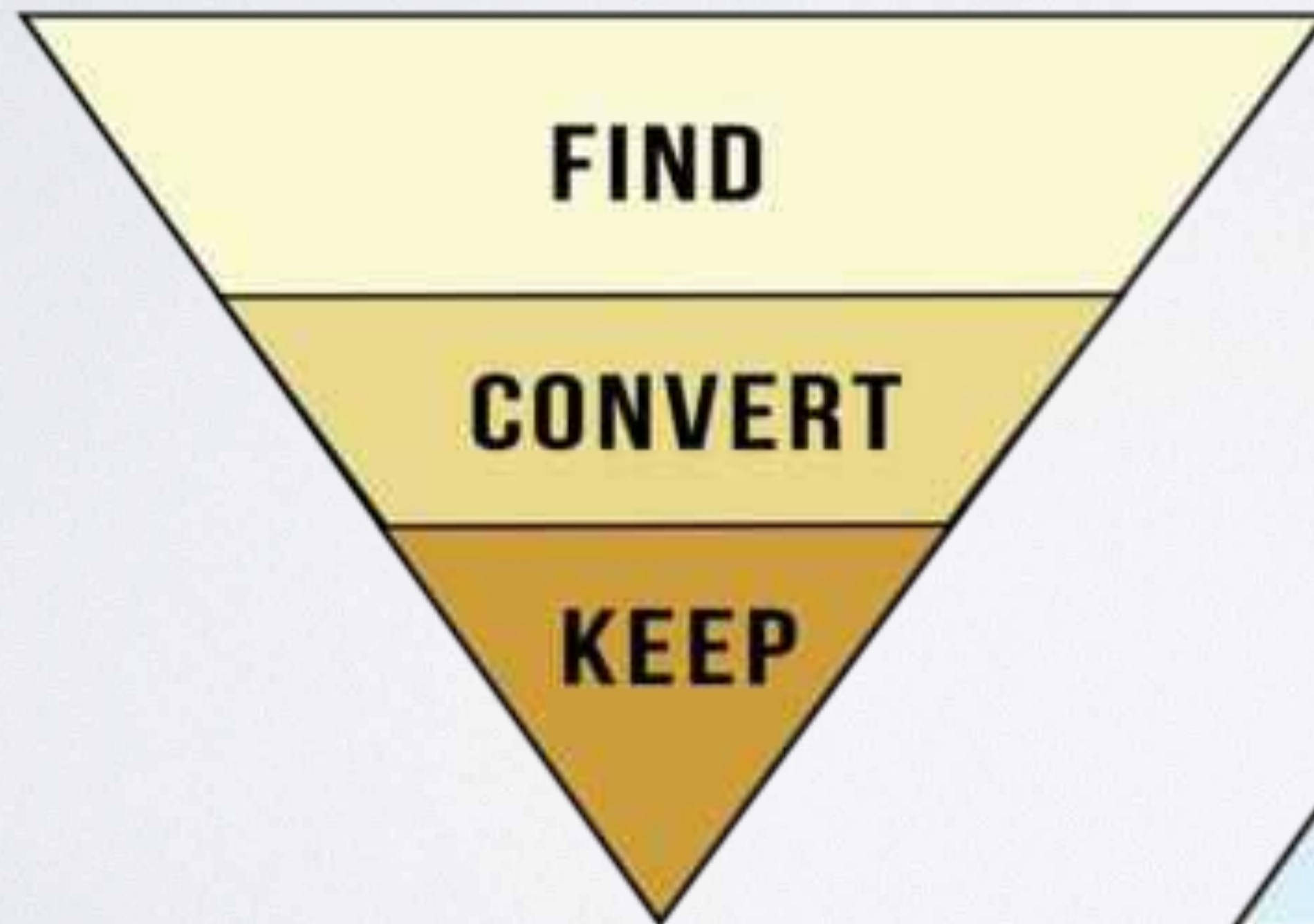
- Founder and Chief Consultant of Piedmont Avenue Consulting, Inc. (www.PiedmontAve.com), an Oakland based award winning business consulting and marketing firm with a proven track record of producing results for our successful clients. The firm has 3 full-time employees and 7 part-time workers.
- Founder 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

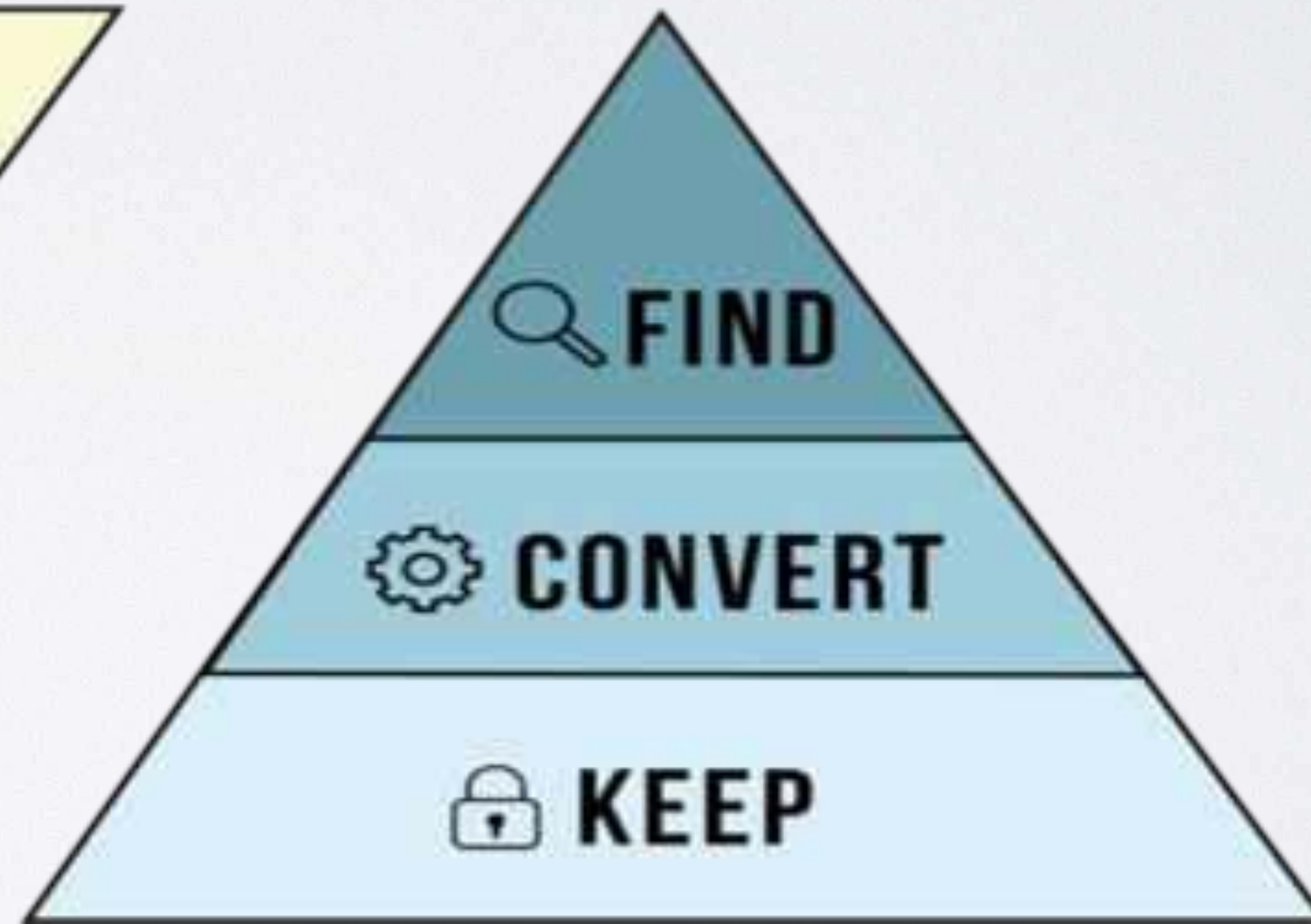
TRADITIONAL

marketing - selling - networking



ENGAGEMENT

marketing - selling - networking

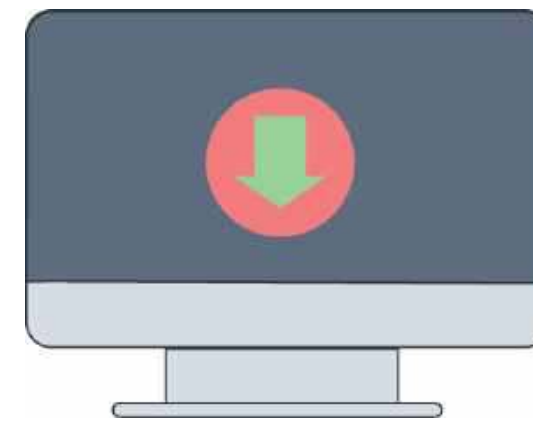


WHAT ARE YOUR CURRENT MARKETING EFFORTS?

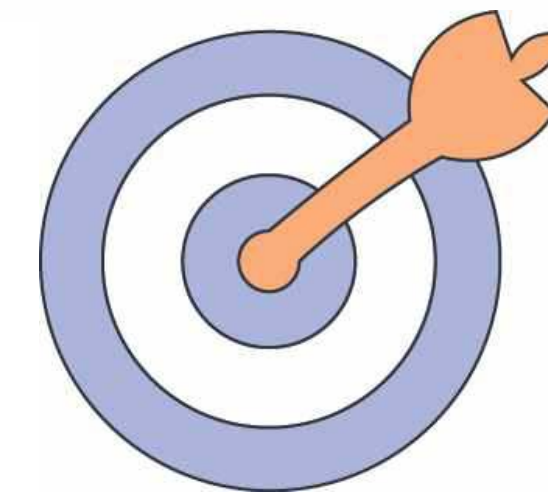




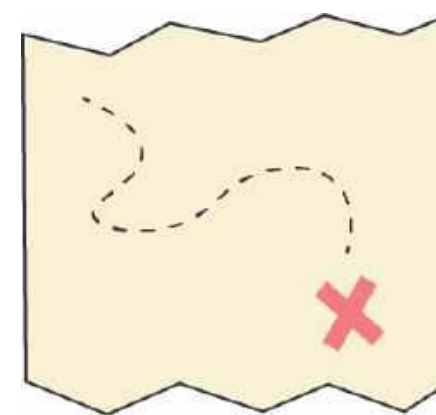
Discounts



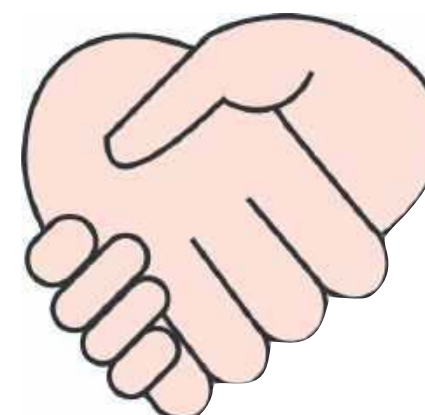
Downloads



B2B Services



Hints + Tips



Support a Cause



Events

CALLS TO ACTION: WHAT DO YOU OFFER?



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

Non Financial Metrics



- Brand Awareness
- Test-drive
- Churn
- Customer Satisfaction (CSAT)
- Take Rate

Financial Metrics



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

Non Financial Metrics



- Brand Awareness
- Test-drive
- Churn
- Customer Satisfaction (CSAT)
- Take Rate

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)

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

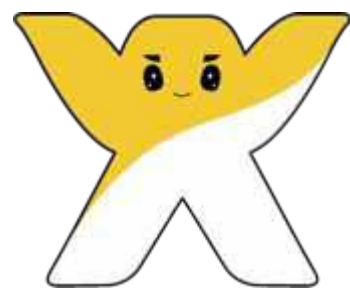
- ▶ Most important area
- ▶ Definition of you and your message
- ▶ Central hub with links to other sites
- ▶ You control it



1

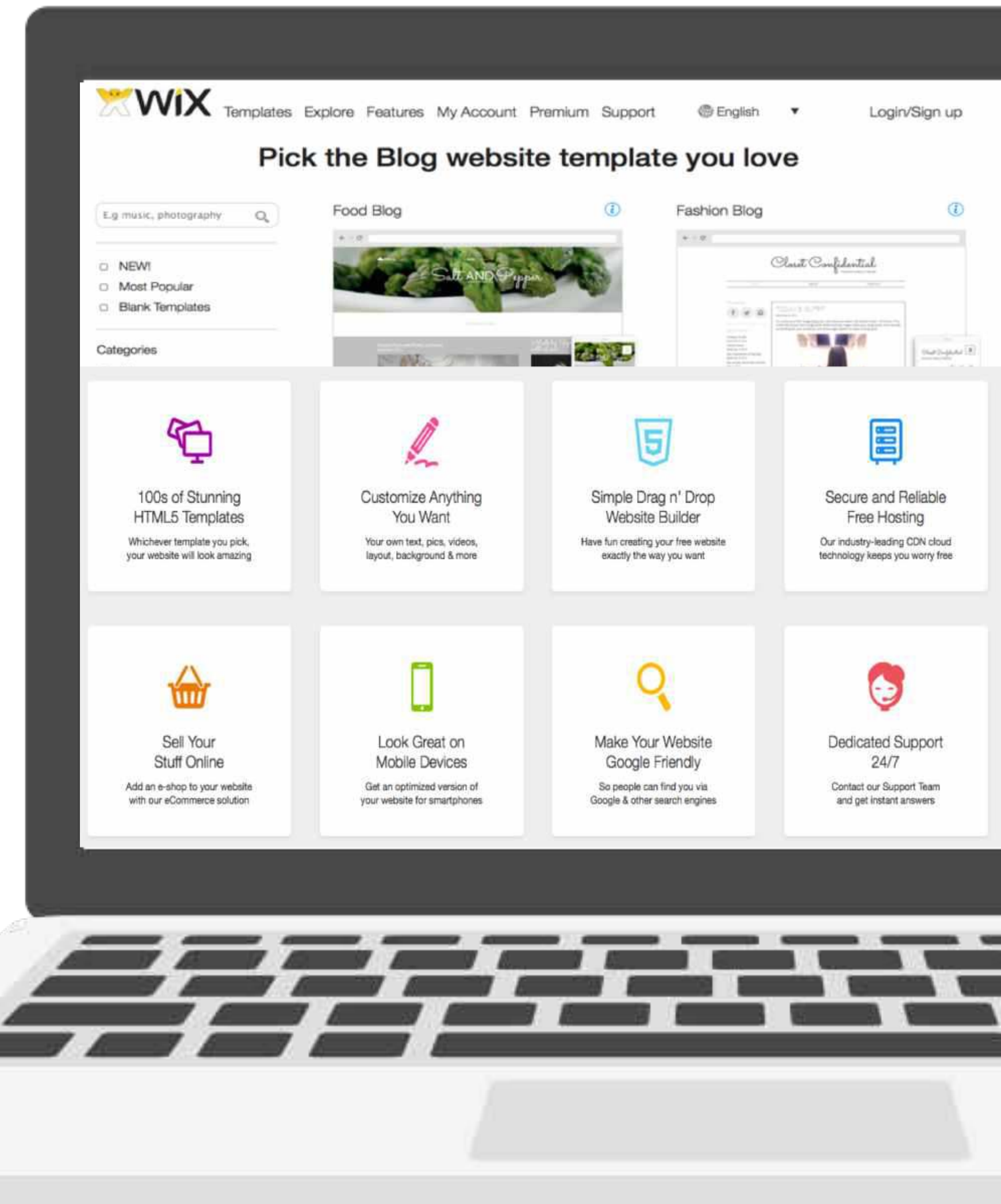
Website - Wix.com

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

Helps drive traffic to your site

Hot Leads

Opportunities

Proposals

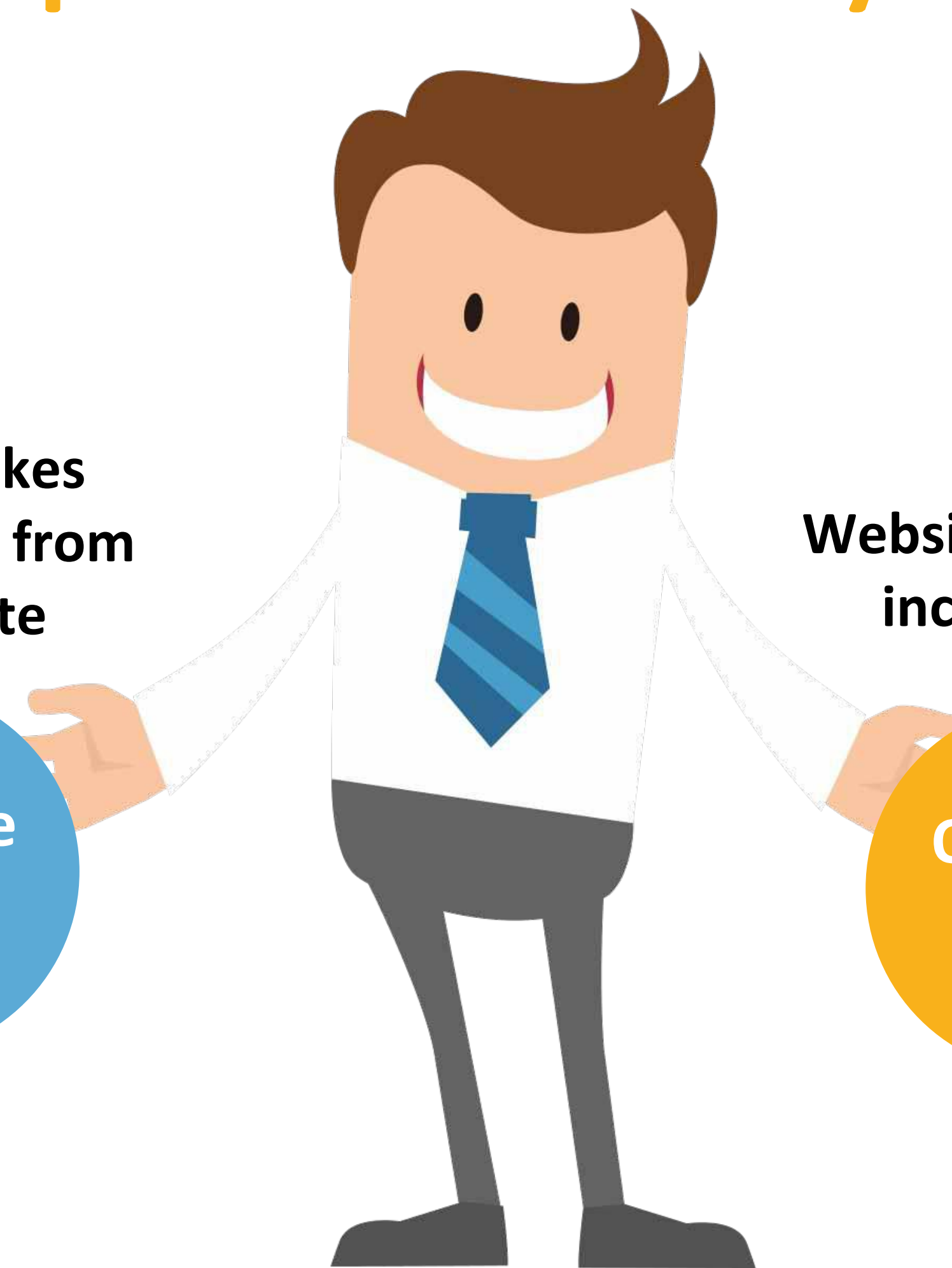
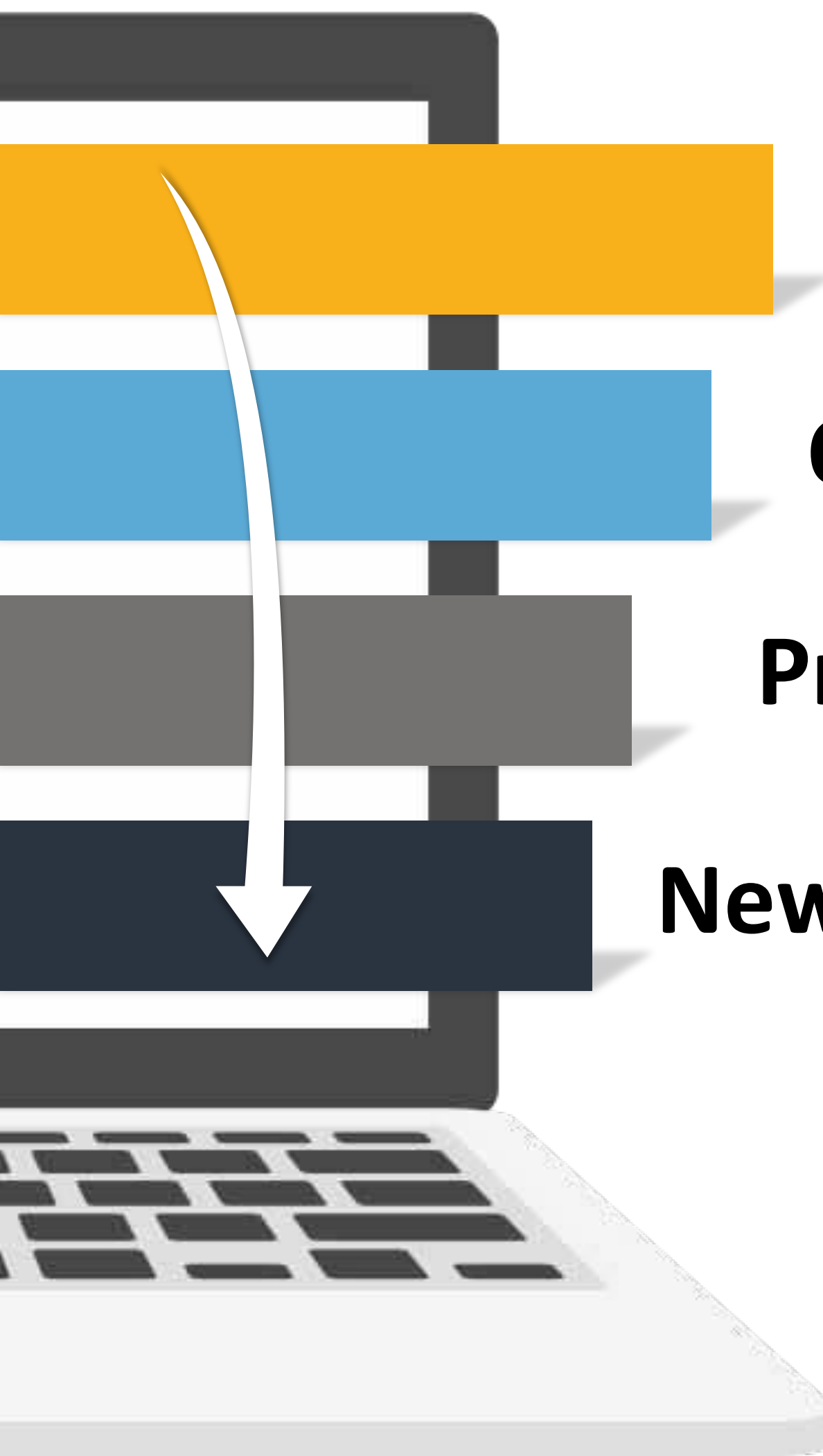
New Customers

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!

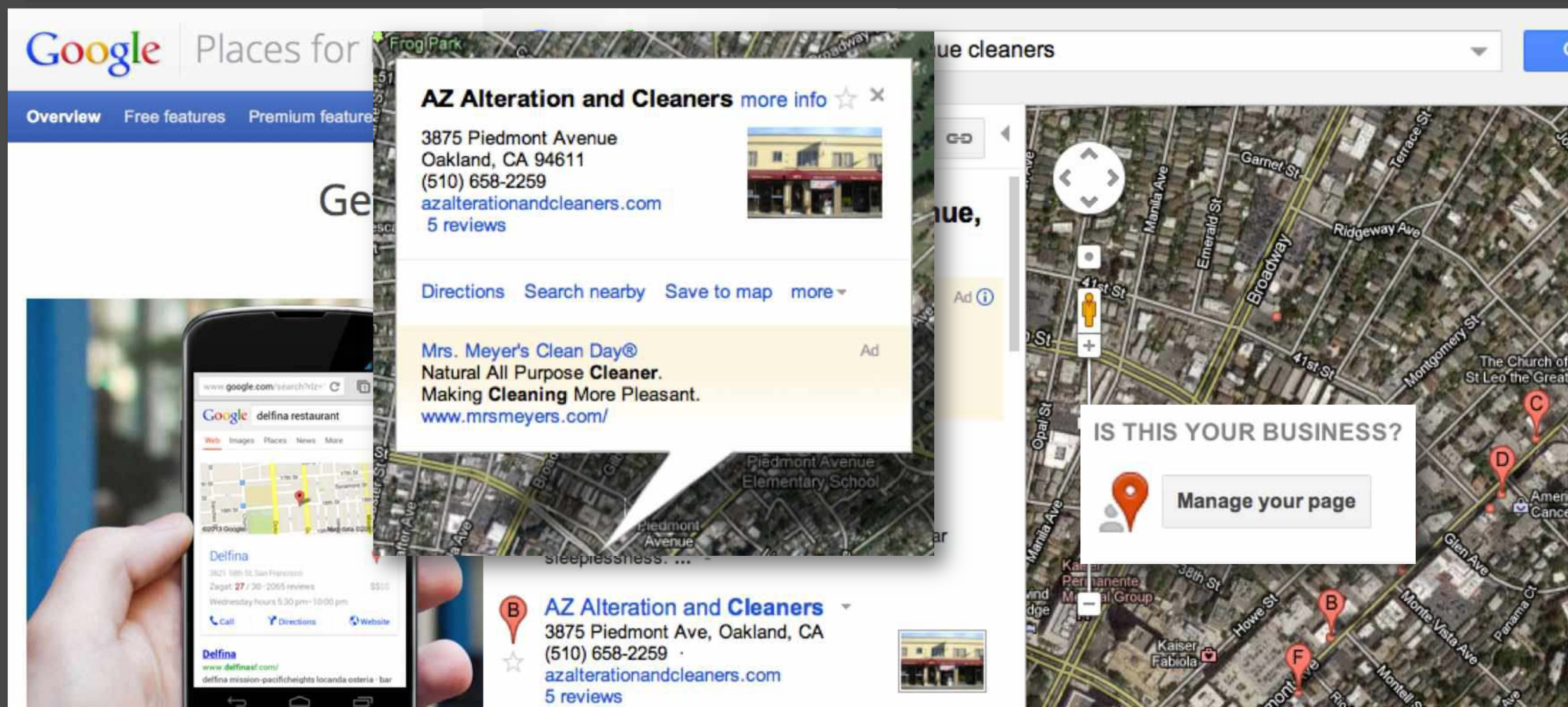
► **Look for similar businesses**
If you're not listed, someone else is

► **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, Lawyers.com, Zillow, RateMDs

► Rely on word of mouth

People trust personal accounts more than ads.

► Offer additional information

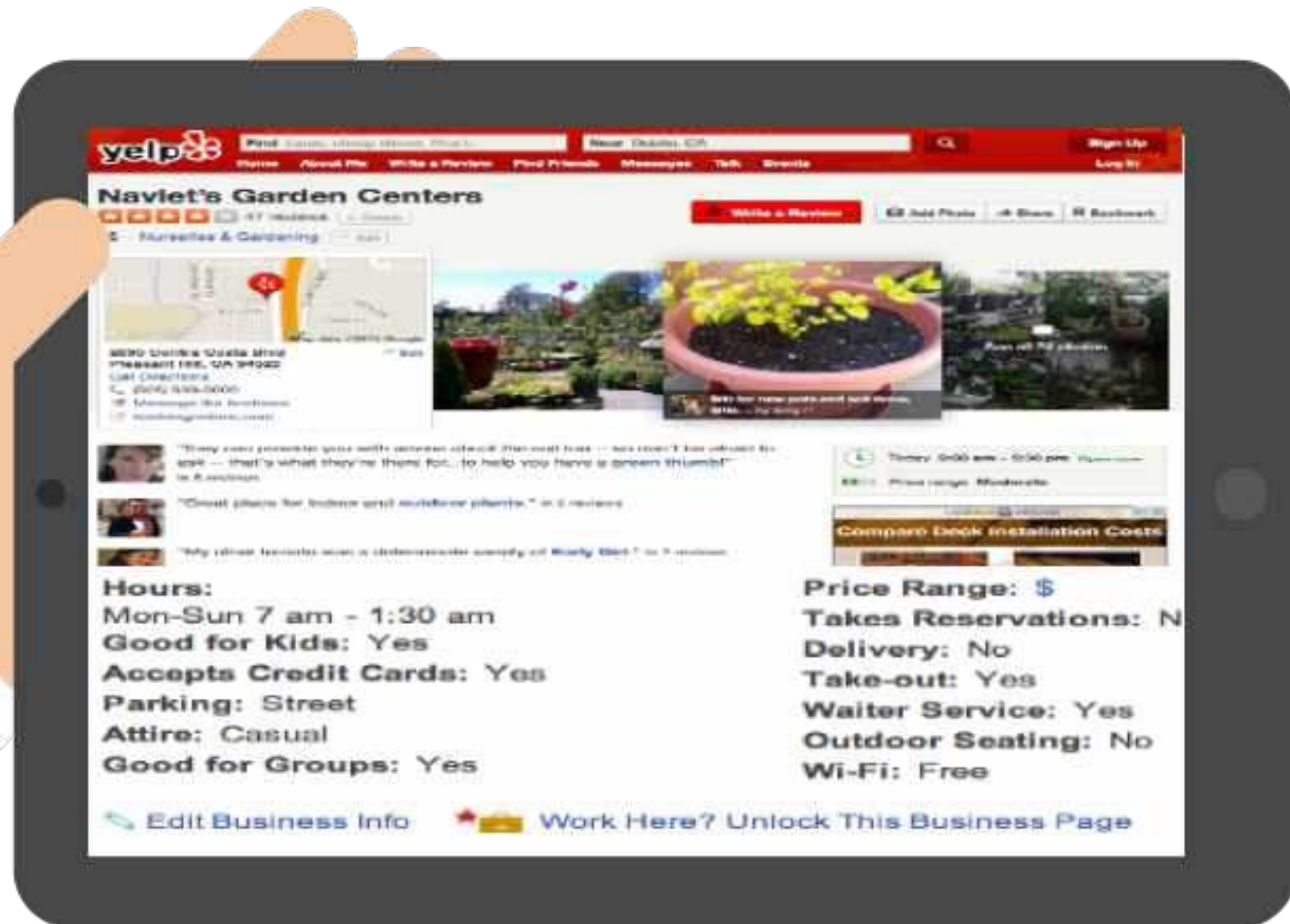
Yelp is a mobile tour guide.

► Respond to reviews

Thank those who provide feedback.

► Learn from your reviews

Don't make the same mistake twice!



Social Networks

Facebook, LinkedIn

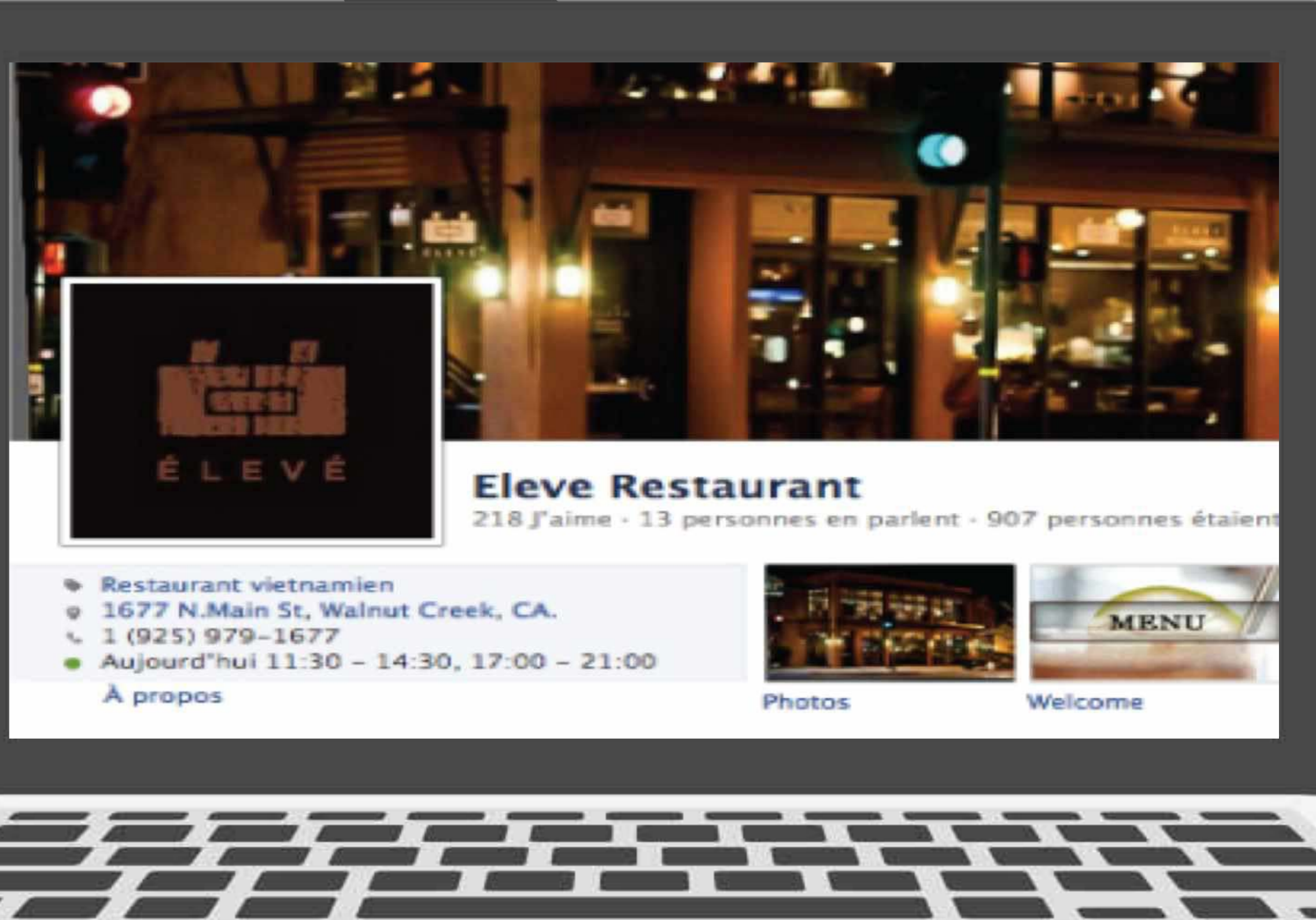
4



► **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

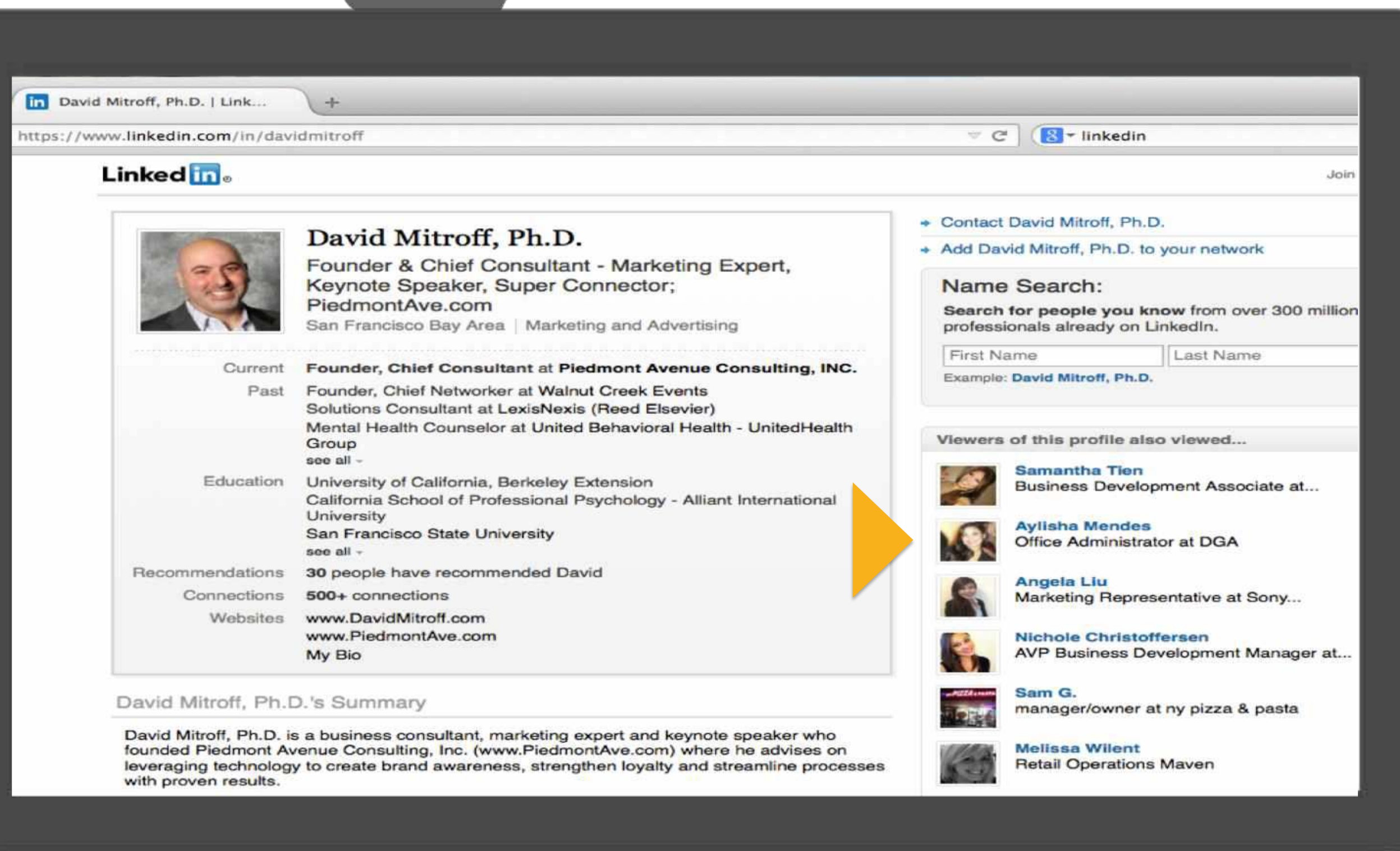
► Summary

→ Keywords

→ Include Contact info

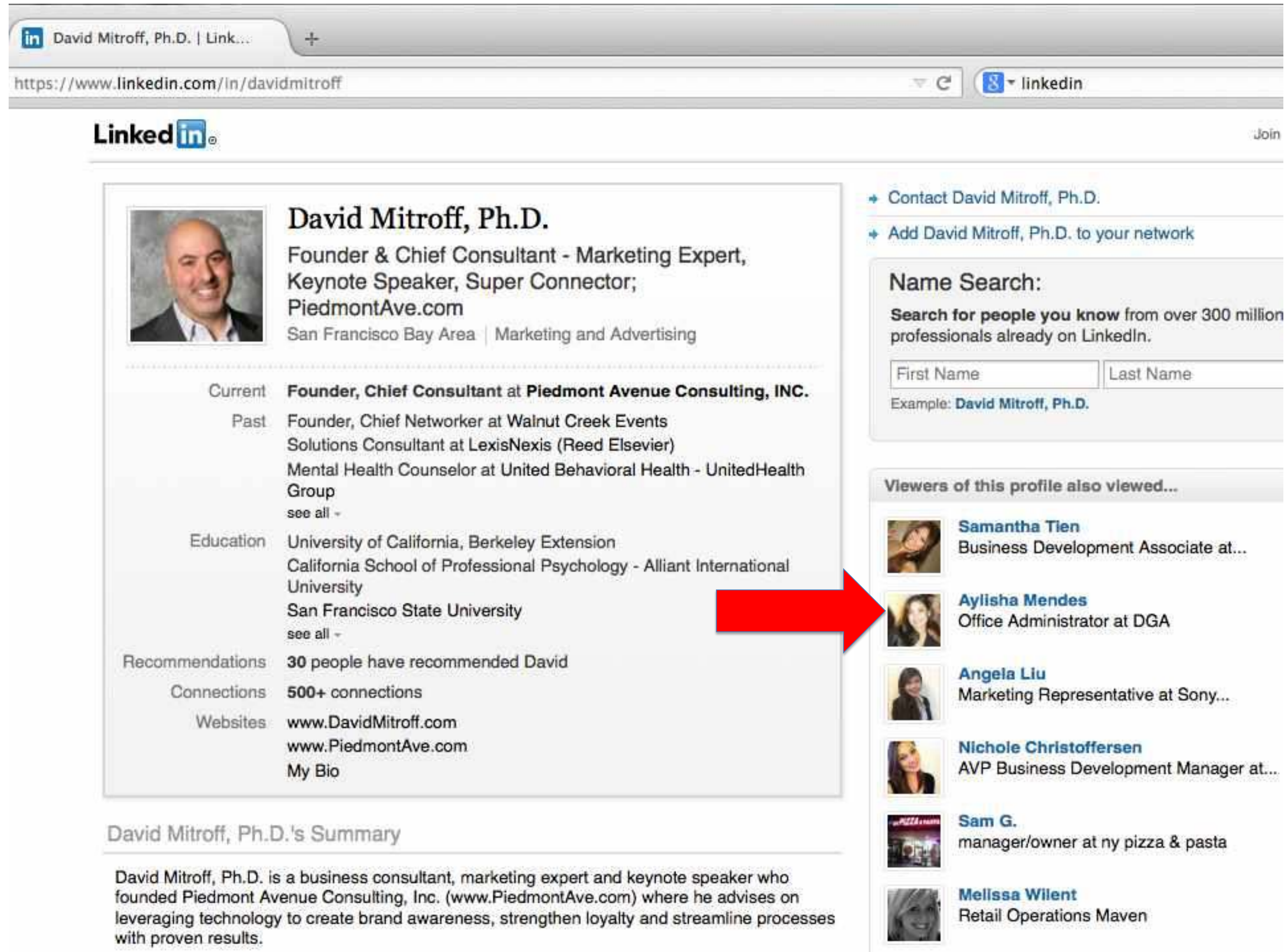
► LION

► Privacy Settings



Personal Profile - **LinkedIn**

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



The screenshot shows a web browser window with the LinkedIn profile of David Mitroff, Ph.D. The browser's address bar displays the URL <https://www.linkedin.com/in/davidmitroff>. The profile header includes a profile picture of a man, his name "David Mitroff, Ph.D.", and his title "Founder & Chief Consultant - Marketing Expert, Keynote Speaker, Super Connector; PiedmontAve.com". Below this, the location "San Francisco Bay Area" and industry "Marketing and Advertising" are listed. The main section of the profile is divided into tabs: "Current", "Past", "Education", "Recommendations", "Connections", and "Websites". The "Current" tab is selected, showing his role as "Founder, Chief Consultant at Piedmont Avenue Consulting, INC.". The "Past" tab lists previous roles: "Founder, Chief Networker at Walnut Creek Events", "Solutions Consultant at LexisNexis (Reed Elsevier)", and "Mental Health Counselor at United Behavioral Health - UnitedHealth Group". The "Education" tab lists his degrees from the "University of California, Berkeley Extension", "California School of Professional Psychology - Alliant International University", and "San Francisco State University". The "Recommendations" tab shows "30 people have recommended David". The "Connections" tab shows "500+ connections". The "Websites" tab lists "www.DavidMitroff.com", "www.PiedmontAve.com", and "My Bio". To the right of the profile, there are links to "Contact David Mitroff, Ph.D." and "Add David Mitroff, Ph.D. to your network". Below these links is a "Name Search" section with a prompt to "Search for people you know from over 300 million professionals already on LinkedIn." and input fields for "First Name" and "Last Name". At the bottom right, a section titled "Viewers of this profile also viewed..." lists several other professionals, including Samantha Tien, Aylisha Mendes, Angela Liu, Nichole Christoffersen, Sam G., and Melissa Wilent. A red arrow points from the "Websites" section of the profile to the "Viewers of this profile also viewed..." section.

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

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

LinkedIn

Join

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

Contact David Mitroff, Ph.D.

Add David Mitroff, Ph.D. to your network

Name Search:
Search for people you know from over 300 million professionals already on LinkedIn.

First Name Last Name
Example: David Mitroff, Ph.D.

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

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.

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. The header includes the LinkedIn logo, a search bar, and navigation links for Home, Profile, Network, Jobs, and Interests. The company name is "Piedmont Avenue Consulting" with 40 followers and a "Following" status. Below the header is a section for sharing updates, with a text box and a "Share" button. The main content area features a detailed description of the company, its specialties, website, industry, type, headquarters, company size, and founding year. On the right side, there is a "How You're Connected" section showing 7 first-degree connections and 8 employees on LinkedIn. At the bottom right, there is a "Careers" section with a link to learn more about the company and culture.

Piedmont Avenue Consulting 40 followers ✓ Following Edit

Home Analytics

Share an update

Share with: All followers Share

Share with your followers to drive engagement.

Analytics · What's New

San Francisco Bay Area business process consulting firm specializing in leveraging new technology for business development and marketing. We integrate 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.

Specialties
Internet, Marketing, Consulting, Business Development, Website, Technology, Social Media, Google, Constant Contact, Salesforce.com, FohBoh, Yelp, Facebook, LinkedIn, Twitter, Youtube, SEO, CRO, Restaurants, Retail, Entrepreneurs

Website http://www.PiedmontAve.com	Industry Marketing and Advertising	Type Privately Held
Headquarters Piedmont Avenue Oakland, CA 94611 United States	Company Size 1-10 employees	Founded 2001

How You're Connected

7 first-degree connections
8 Employees on LinkedIn

[See all](#)

Careers

Interested in Piedmont Avenue Consulting?
Learn about our company and culture.

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

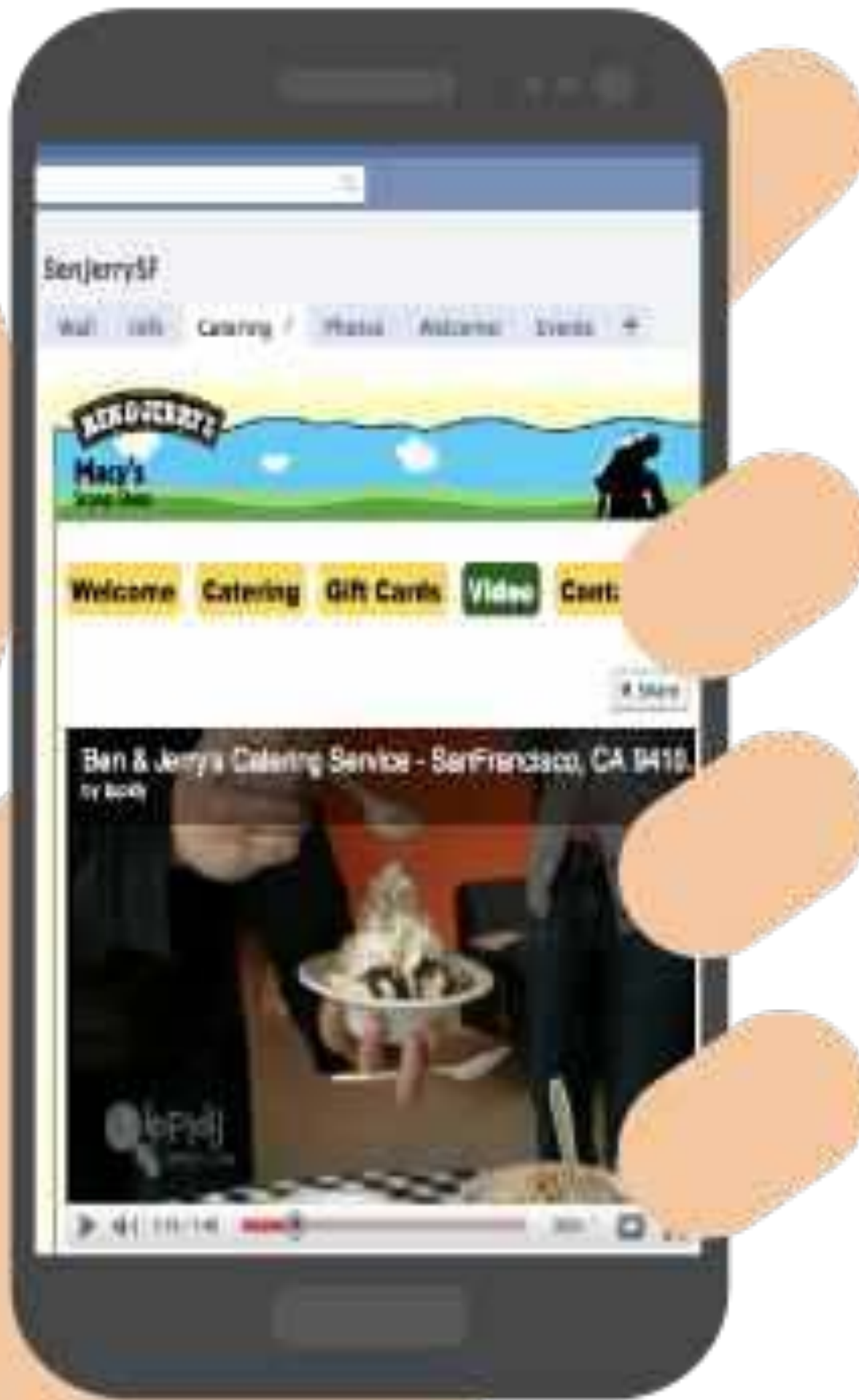
The eyes are drawn to an image/video first!

► 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

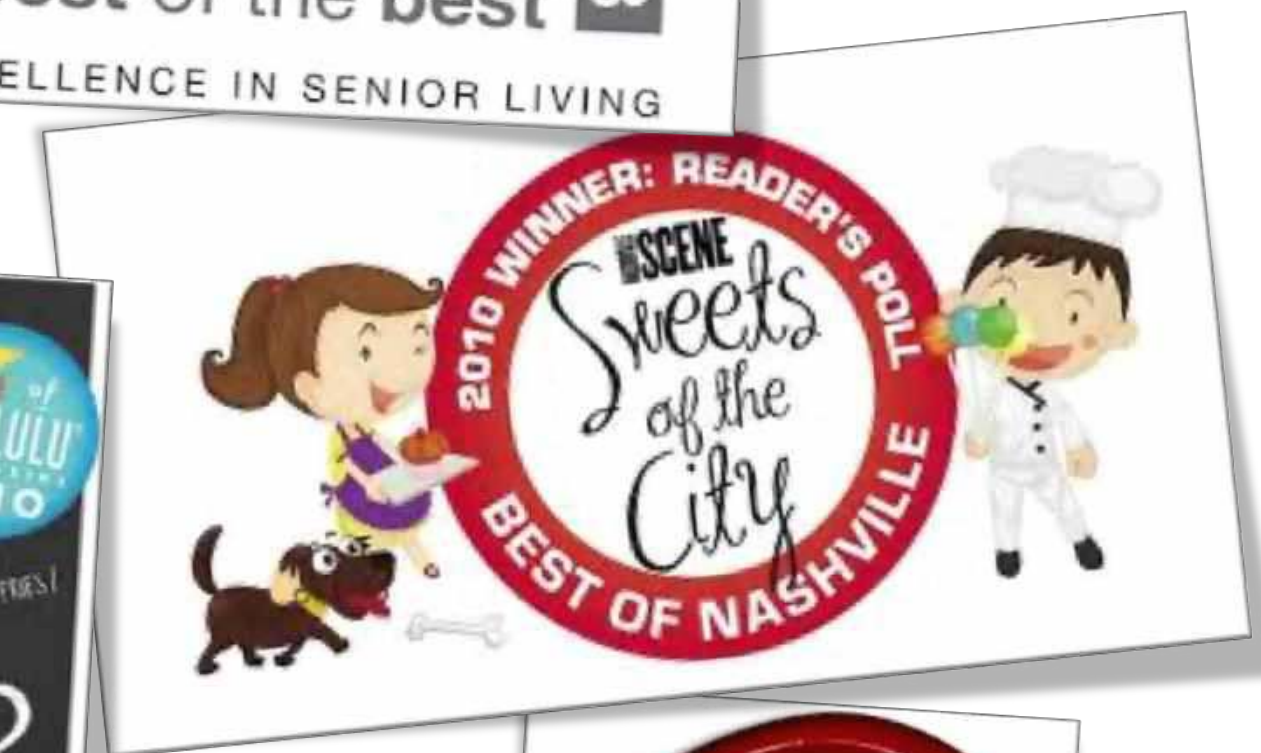
Hang out with like-minded businesses.

► Help those who help you

You never know when you'll need something.

Industry Specific Example “Best of...” Sites

8



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



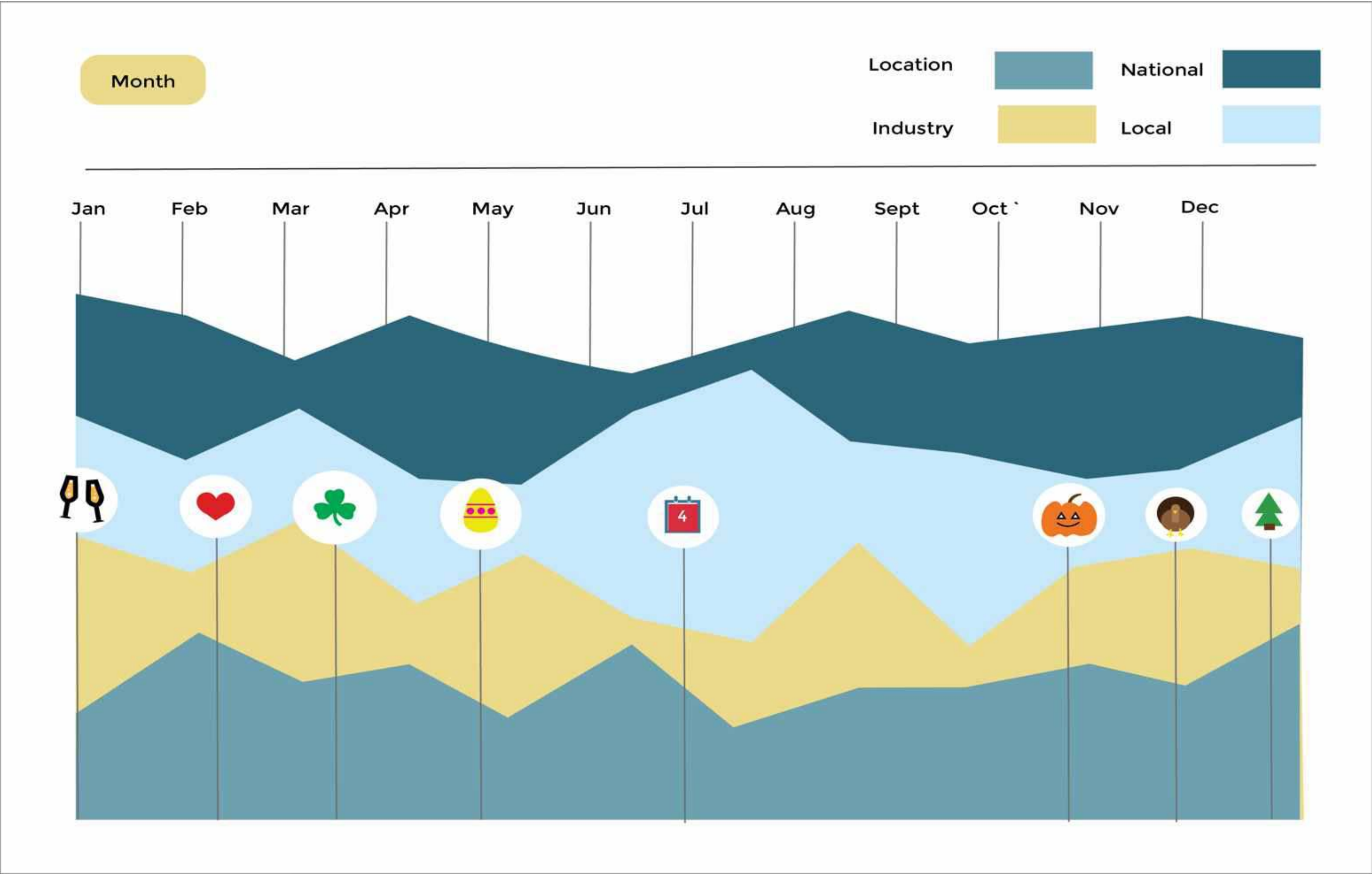
12 Month Marketing Calendar

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



David Mitroff, Ph.D.

david@PiedmontAve.com

510-761-5895

fb.com/PiedmontAve

twitter.com/DavidMitroff

linkedin.com/in/DavidMitroff

ANSWERS

