

Growing Your Equestrian Business *Online*

David Mitroff, Ph.D.



Proud Sponsor



Metropolitan Horsemen's Association (MHA)

Is an equestrian club and resource for riders and horse enthusiasts. We are located in the Oakland hills and work to promote equestrian sports, uniting horse people across all disciplines to develop good horsemanship. MHA maintains Sequoia Arena in Joaquin Miller Park where we conduct horse shows, clinics, and educational seminars throughout the year. We support the preservation of equestrian facilities and trail access by representing our community in public meetings and collaborating with other groups and agencies to promote a strong equestrian presence in the East Bay.

“Hold your *focus*. Trust the
process. **Never give up.**”

Equine Business Chick Blog

What will We Cover?


1. Website: First Point of Contact
2. Learn new tools to improve your marketing



David Mitroff, Ph.D.

David Mitroff, Ph.D. is a business consultant, marketing expert and keynote speaker who founded Piedmont Avenue Consulting (www.PiedmontAve.com), where he advises on leveraging new technology to create brand awareness, strengthen loyalty and streamline processes with proven results.



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First Point of *Contact*

What makes you and your business *unique*?

How will you *stick out*?

Add *integrity* to your brand by adding some of yourself into it.



Website

- Definition of *you* and *your message*

Tell your story / Clear message

- **Central hub** with links to other sites
 - You control it
 - Provide links to other pages
- Share links to Facebook/Twitter*
- Update your content

Maintain consistency / Invite feedback and questions







TWO24

Summer Collection

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Inspiration & Information To Keep Our Community Connected

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[MY CART](#) 0

SEARCH OUR PRODUCTS



SEO

What happens when you type your business name into Google?

- Helps drive traffic to your site, and thus increases hot leads, opportunities, proposals, new customers
- location and what you do
- Off-page SEO
(work that takes place separate from your website)
- On-page SEO
(website changes to increase rank)



Content for Your Website that can *Utilize SEO*

Business Description

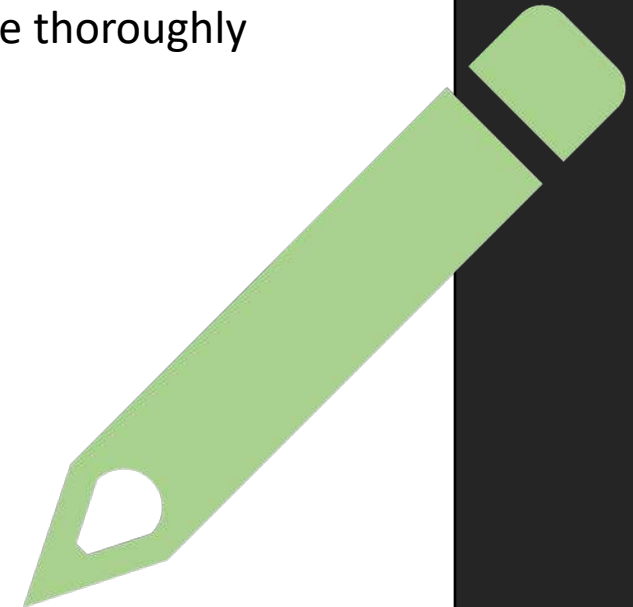
- Emphasize Location
- Brief
- Can be used for more business content and materials

Blog Posts

- Emphasize SEO language more thoroughly
- If updated frequently, helps boost Google Search
- Can be used as promotion material and to maintain relevancy

About Page

- Emphasize SEO language more thoroughly



What Do You Write About?



Event
Invitation



Download
E-Book

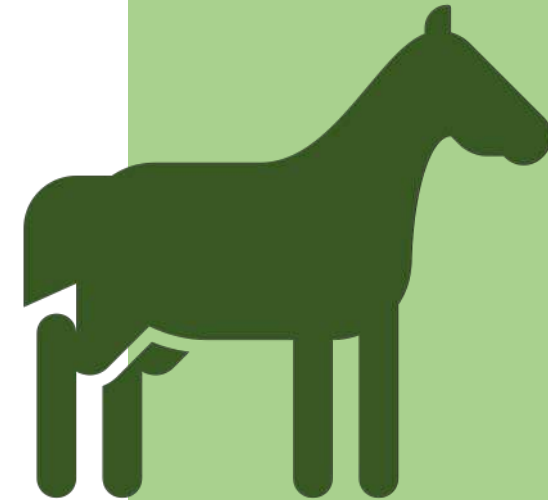


Support a
Cause



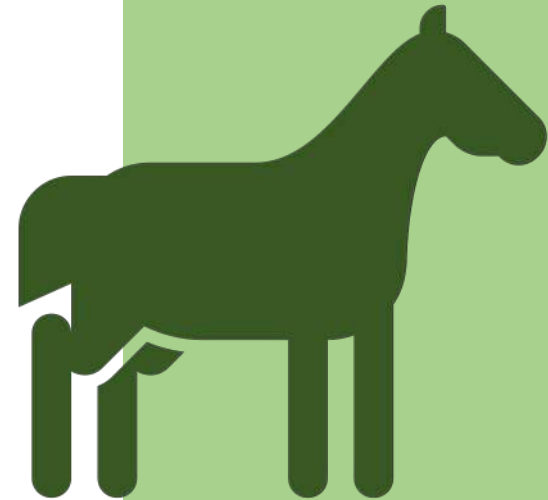
Hints + Tips

- What you know that they don't
- What you have access to that they don't
- “original” isn't required... Just be **interesting** and **relevant**



What Do You Write About?

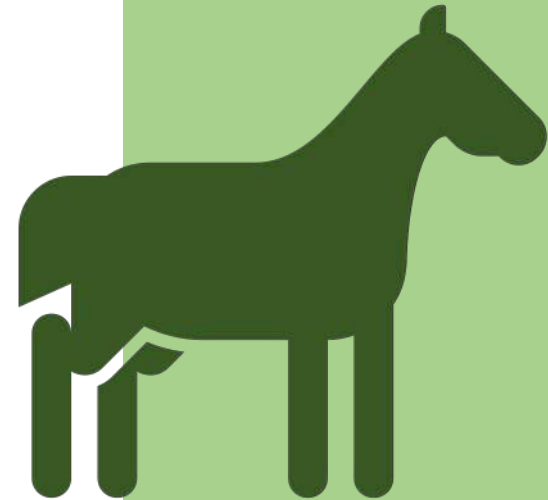
- Focus on a vertical or a project
- Write articles or find related resources on a single subject
- Come up with a weekly or monthly theme
- Keep it short
- Pictures are key, but keep them small
- Videos get clicked



- Write down *3 things that you know* that “they” don’t
- Write down *3 things that you have* access to that they don’t
- Write down the *top 3 questions* you get from your audiences



This is your starter Content !



REPURPOSE and REUSE

Your audience will appreciate you repeating yourself !

Why? How many people open EVERY email, read EVERY tweet, Facebook post etc...

Nobody.

The goal is to provide people with the information they need where and when they want it.



Call to Action

- What are your next steps, requests, actions
- Are services/products labeled and promoted properly?

The image shows a screenshot of a website footer and a mobile app interface. The website footer is a light blue bar with the text "CONTACT US TODAY" in bold, followed by "Stephen M.H. Braitman, ASA 415-897-6999". To the right is a dark blue button labeled "Sign Up for Email Updates" with the subtext "For Email Marketing you can trust." below it. The mobile app interface on the right features a profile picture of a man, the text "Let's Talk!", and a message: "Thanks for stopping by! We're here to help, please don't hesitate to reach out." Below this is a blue button labeled "Leave details" with a right arrow. At the bottom of the app interface is a grey bar with three icons: a phone, an envelope, and a person. Below the phone icon is the text "Click-to-call 415-897-...", below the envelope icon is "We'd love to hear from...", and below the person icon is "My Account".

CONTACT US TODAY

Stephen M.H. Braitman, ASA 415-897-6999

Sign Up for Email Updates

For Email Marketing you can trust.

Let's Talk!

Thanks for stopping by! We're here to help, please don't hesitate to reach out.

Leave details

Powered by vCita

Click-to-call 415-897-... We'd love to hear from... My Account

TOOLS For **Your Business**

1. Email Marketing
2. Event Marketing
3. Rich Media
4. Getting published



BUSY

- Too busy for meetings



FULL

- Time to Think
- Proactive

IN

- Day to Day Tasks



ON

- Growing Business



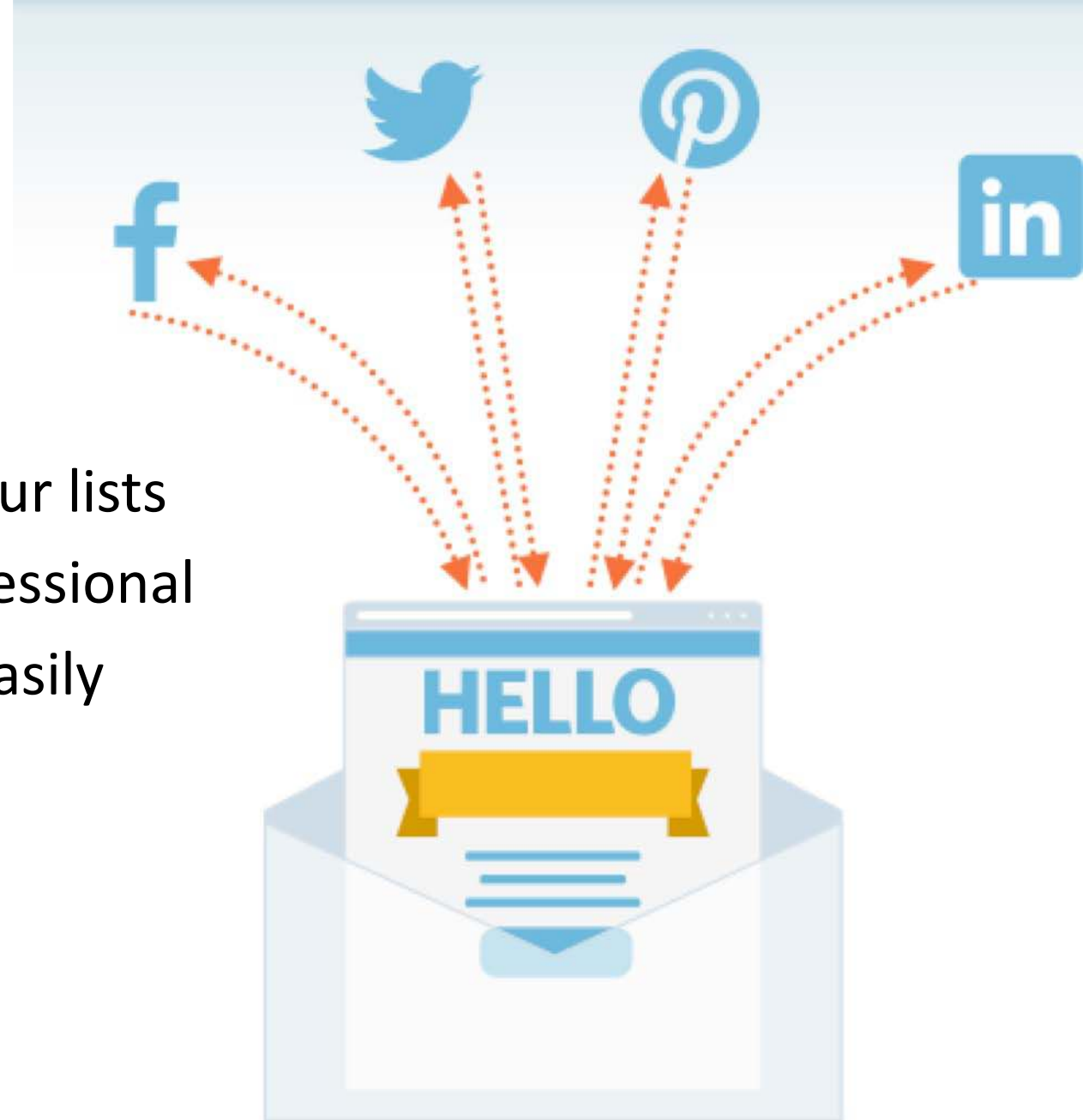
Email Marketing

The Most *Cost*
Effective Marketing



Email Marketing Strategy

- Easy tools for keeping track of your lists
- Make email campaigns look professional
- Track your open and click rates easily



SLEEP STAGES

A Guide to the Different Stages of Sleep



READ MORE

Get ready for your best sleep. Ever.

With its perfect blend of ingredients like lavender and chamomile, rellloom Natural Sleep Drink is the secret to better sleep, every night.

SHOP NOW



WORK IT OUT

These Items Make for the Perfect Plant Lady Starter Pack

READ MORE

JOIN US FOR PILLOW TALK



YOUR GUIDE TO NEW ADVENTURES

Put together by passionate travelers who scour the globe for authentic and excellent experiences, the *REAL ADVENTURES* app recognizes that travelers want the tools to start exploring a destination quickly and with confidence. They also want to get a sense of what makes a place special and how its inhabitants enjoy it.



DANCE

TRINIDAD - CASA DE LA MUSICA

One of Trinidad's and Cuba's classic venues, this casa is an afternoon after that congregates on the sweeping staircase beside the Iglesia Parroquial off Plaza Mayor. A good mix of tourists and locals take in the 19th-century architecture here. Alternatively, full-on salsa concerts are held in the casa's rear courtyard. Be prepared to participate for the whole experience!

READ MORE ABOUT CASA DE LA MUSICA



DRINKS

HAVANA - EL FLORIDITA

Promoting itself as the 'cradle of the daiquiri', El Floridita was a favourite of expat Americans long before Ernest Hemingway dropped by in 1930s (hence the name which means 'Viva Florida'). A bartender named Constante Ribalago invented the daiquiri soon after WWI, but it was Hemingway who popularized it and ultimately the bar christened a drink in his honour: 'the Papa Hemingway Special' (basically, a daiquiri made with seasonal grapefruit juice).

READ MORE ABOUT EL FLORIDITA



CATAMARAN CRUISE

VARADERO - SAFARI CAPO BLANCO

One of Varadero's most popular cruises is the Safari Capo Blanco. This trip includes the dolphin show at the Delphinario, open bar, lunch on Capo Blanco, two snorkeling stops, live music and towel transfers. This trip comes with a free sunset cruise that can be carried over to the following day if desired. There's also a two-hour guided 'Real Adventure' by jet ski as an optional extra.

READ MORE ABOUT SAFARI CAPO BLANCO



CULTURE

HAVANA - CATEDRAL DE SAN CRISTOBAL

Dominated by two unequal towers and framed by a theatrical baroque facade designed by Italian architect Francesco Robotti, the graceful Cathedral de San Cristobal de La Habana was described by novelist Andr  Carpenter as 'music set in stone'. When the building was finished in 1787, the choice of Havana was crowned and the church became a cathedral - one of the oldest in the Americas. Tours run on weekdays from 10.30am to 11.30am.

READ MORE ABOUT CATEDRAL DE SAN CRISTOBAL DE LA HABANA



REAL ADVENTURES APP

Real Adventures guide for your smartphone. Get to the heart of any country in no time with the *Real Adventures* app! Features include: city guides, language translator, audio walking tours and audio phrasebooks. And with no internet connection required, you won't incur any roaming fees. Find the guide to match your mobile device.

Available for 50 countries. Download the *Real Adventures* App and find the guide for your destination or sample one of the Free Lib Guides.



FOLLOW OUR ADVENTURES



So you're the only designer at your company

A guide to surviving—and prospering—as a one-person design team.

LONELY IPSUM

DSM.

Managing your design system just got easier

The latest release of InVision Design System Manager is packed full of enhancements that our early users have been asking for.

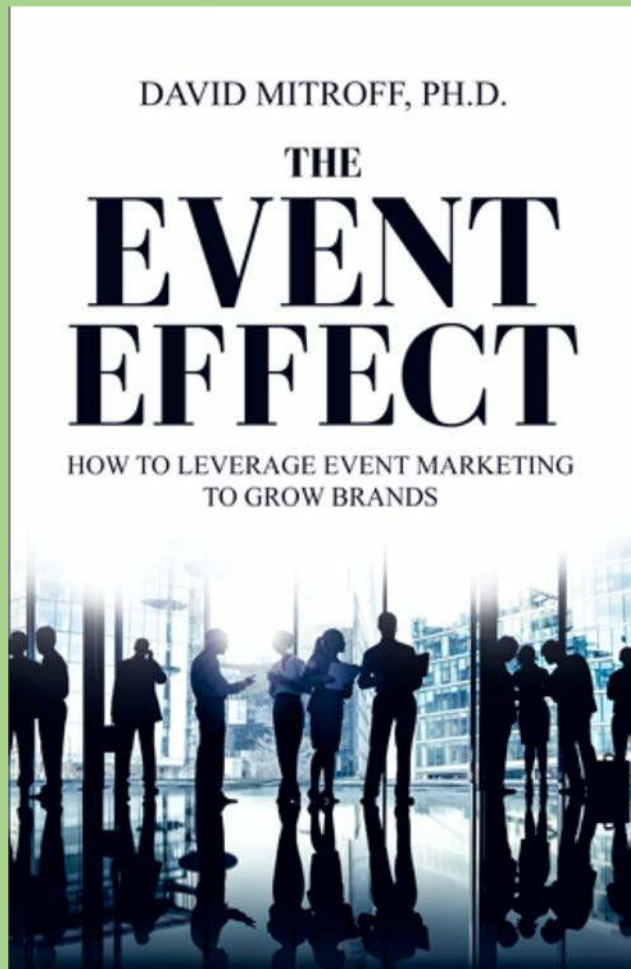
ALL SYSTEMS GO

*Don't Obsess Over What is
in it – **SEND IT OUT.***

Events (Remote)

- ❖ Reinforcement and enhancement of brand awareness - Throwing an event will help you get your company in the eye of more people.
- ❖ Lead generation - You can target people and follow up with them after the event.
- ❖ Creation of better relationships - Meet people who are interested in similar things as you and your business.
- ❖ Collaboration with others and development of partnerships
- ❖ Letting your audience know what's going on - Use Social Media to publicize and make it easy for your audience to find out what's going on with your business.





Getting Started with Events

Is this Event Remote?

WHO will be at the event? How many people?

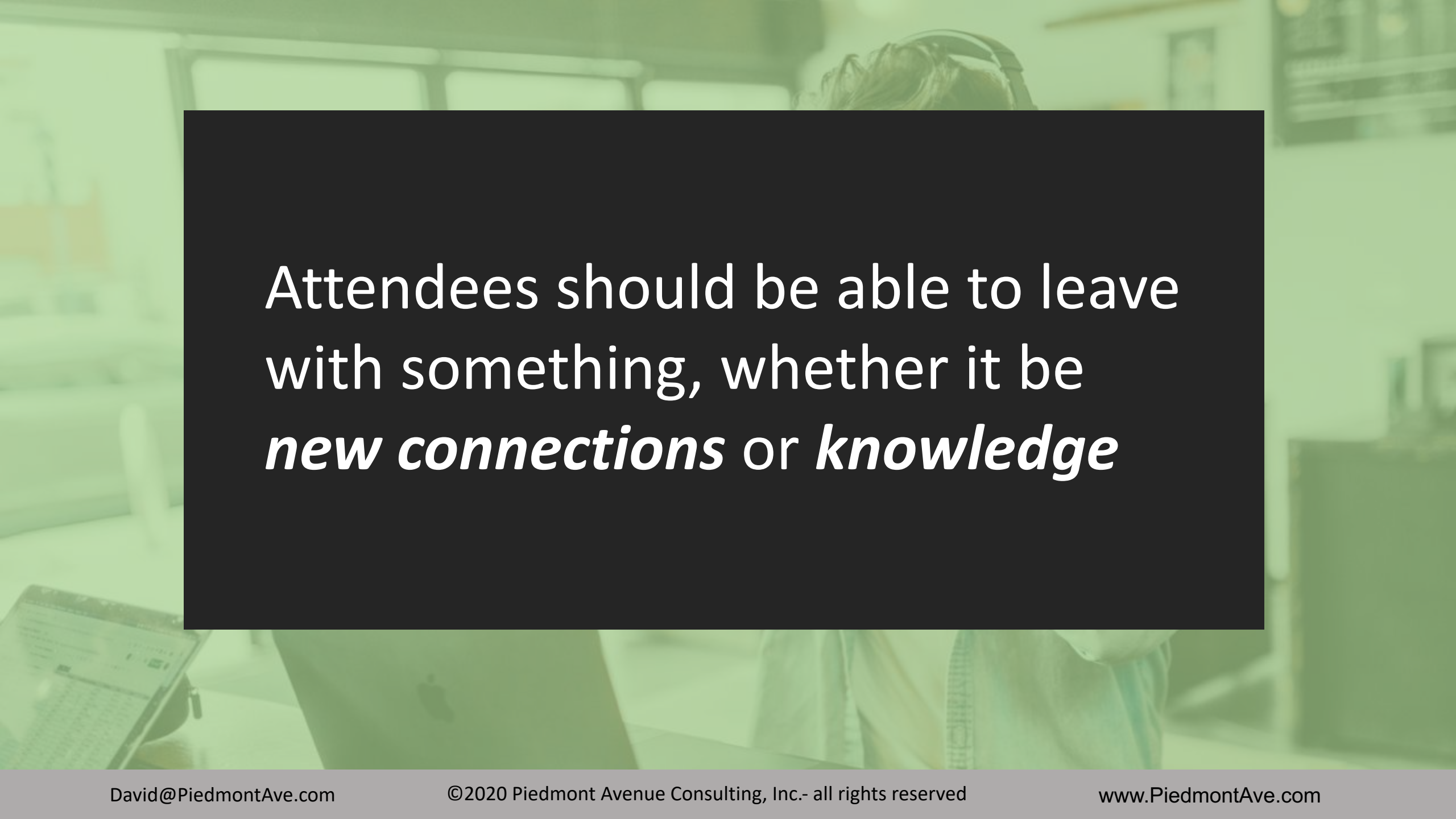
THEME for the Event? Educational, food, social, business?

WHEN during the year would the event be? Time your event announcements?

WHAT does success look like? How will you measure it?

BUDGET for the event? Charge for attendance?

PARTNERSHIPS & SPONSORS with media, alumni, local associations, etc.?



Attendees should be able to leave
with something, whether it be
new connections or knowledge

VIDEO



Tutorials on various important tasks



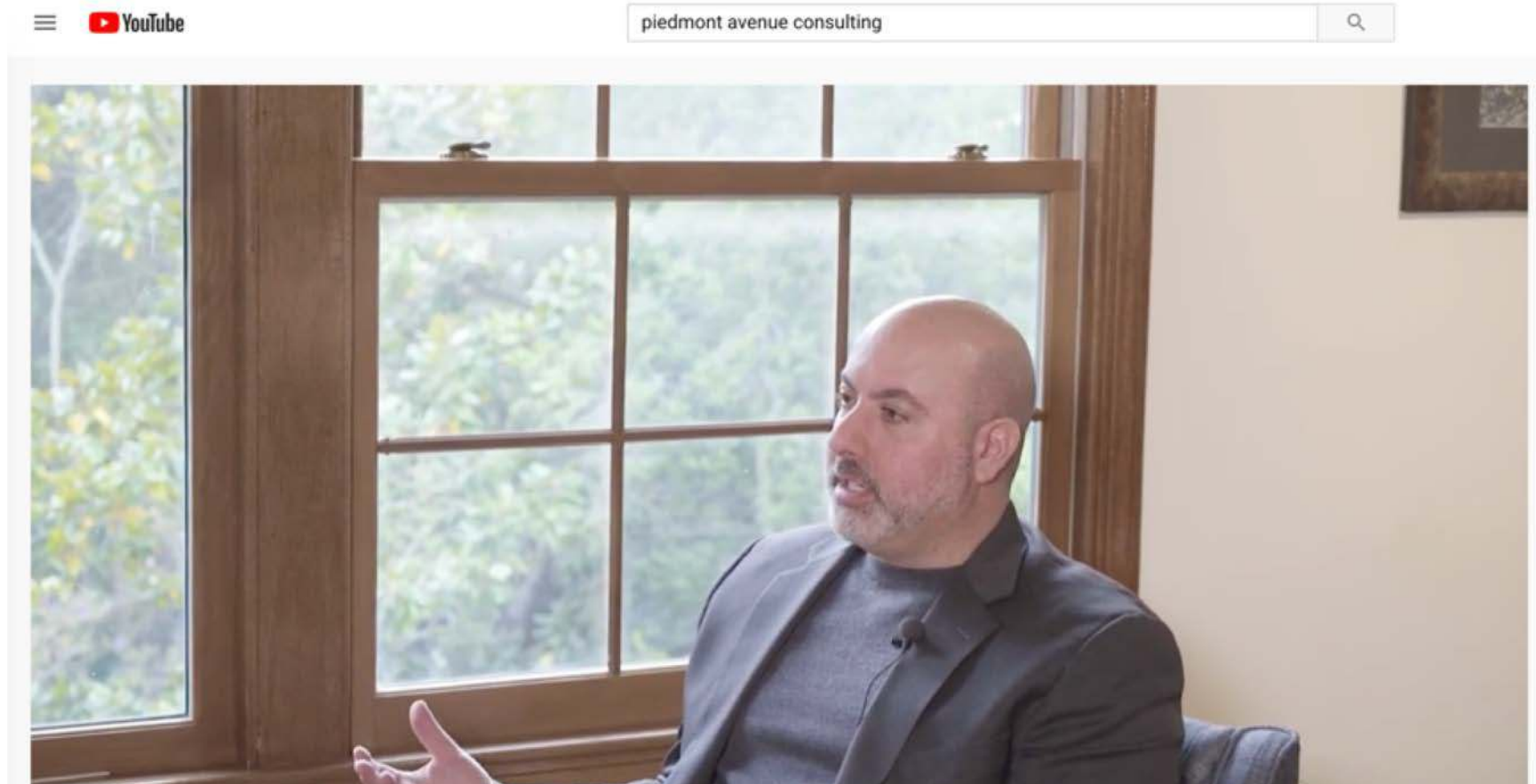
Video summary of your business

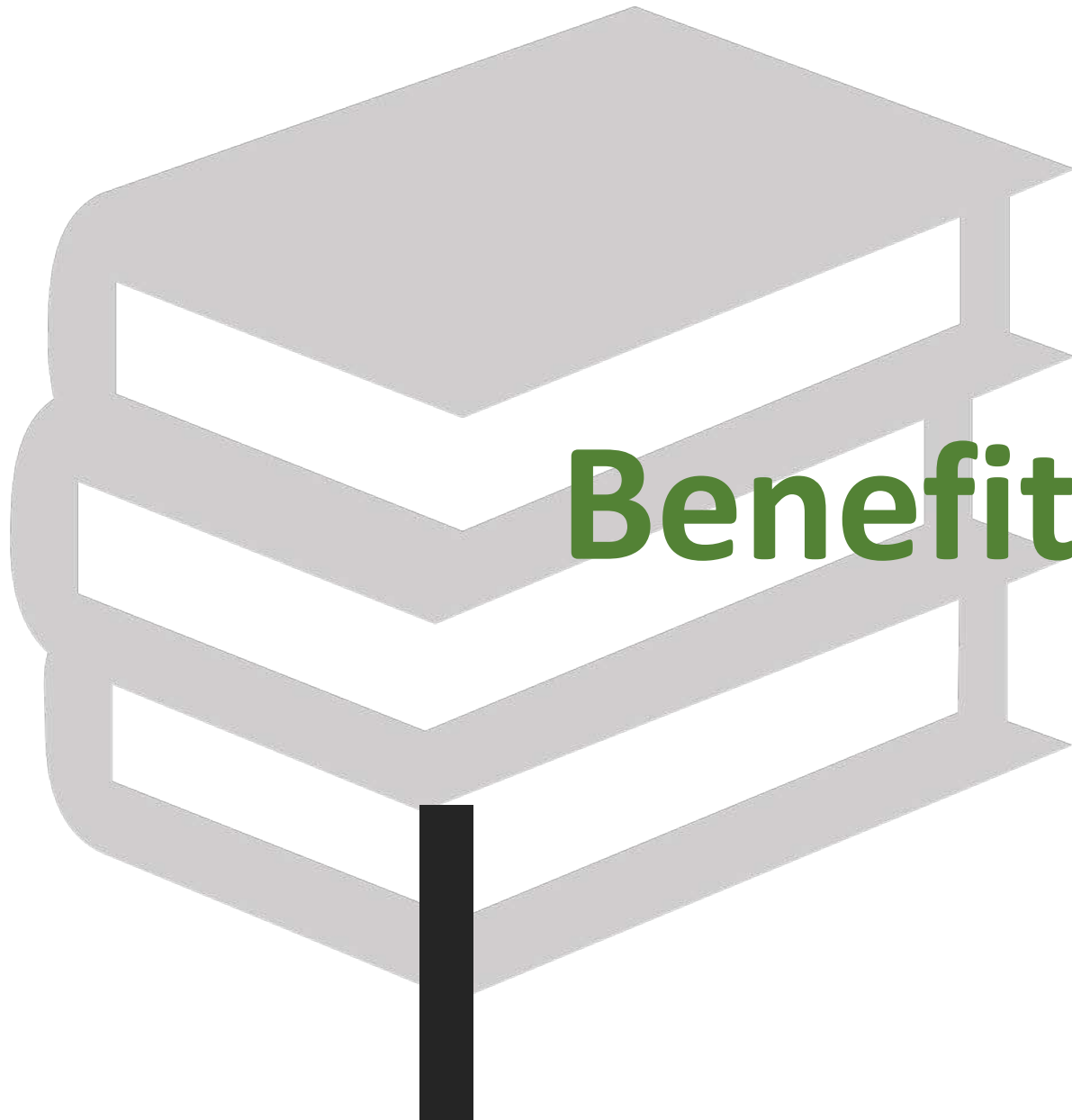
NOTE: Does not need to be a full production, but can be as easy and simple as a screen recording

- You can include these as marketing materials
- Easier to communicate with outsourced employees
- Can act as a reference guide



VIDEO – RICH MEDIA





Benefits of Writing a Book

- Clients/Customers **connect with you better** through tangible items
- **Adds credibility** to your brand
- Can be a **point of reference** for others to understand you and your brand
- **Easier to market** your brand

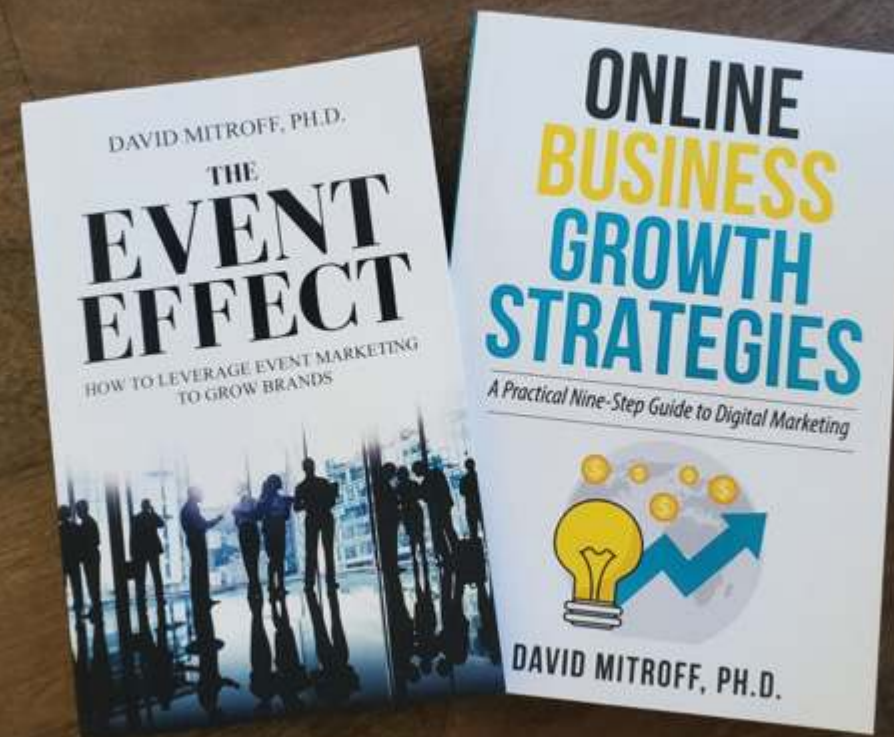
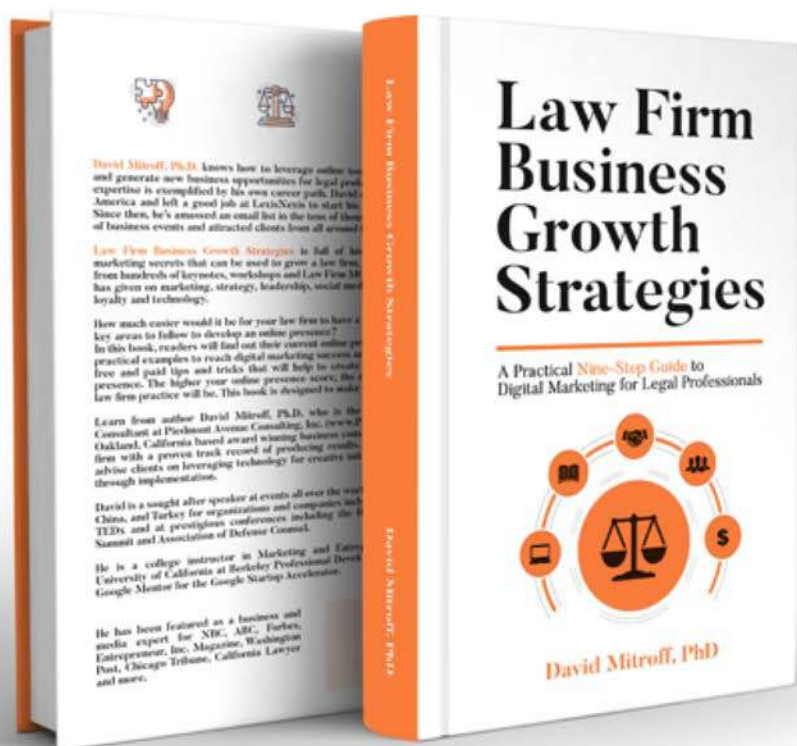




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publishing



- Printed Per Order
- Discounted Price for Author
- Copywritten & Protected
- 70% Royalty
- eBook Version



Press Releases publish
business information to the local
public;

**Great for event promotion,
grand openings,
and announcements**



Submit paid and free *press releases*

EINpresswire.com

Service.prweb.com

Newswire.com

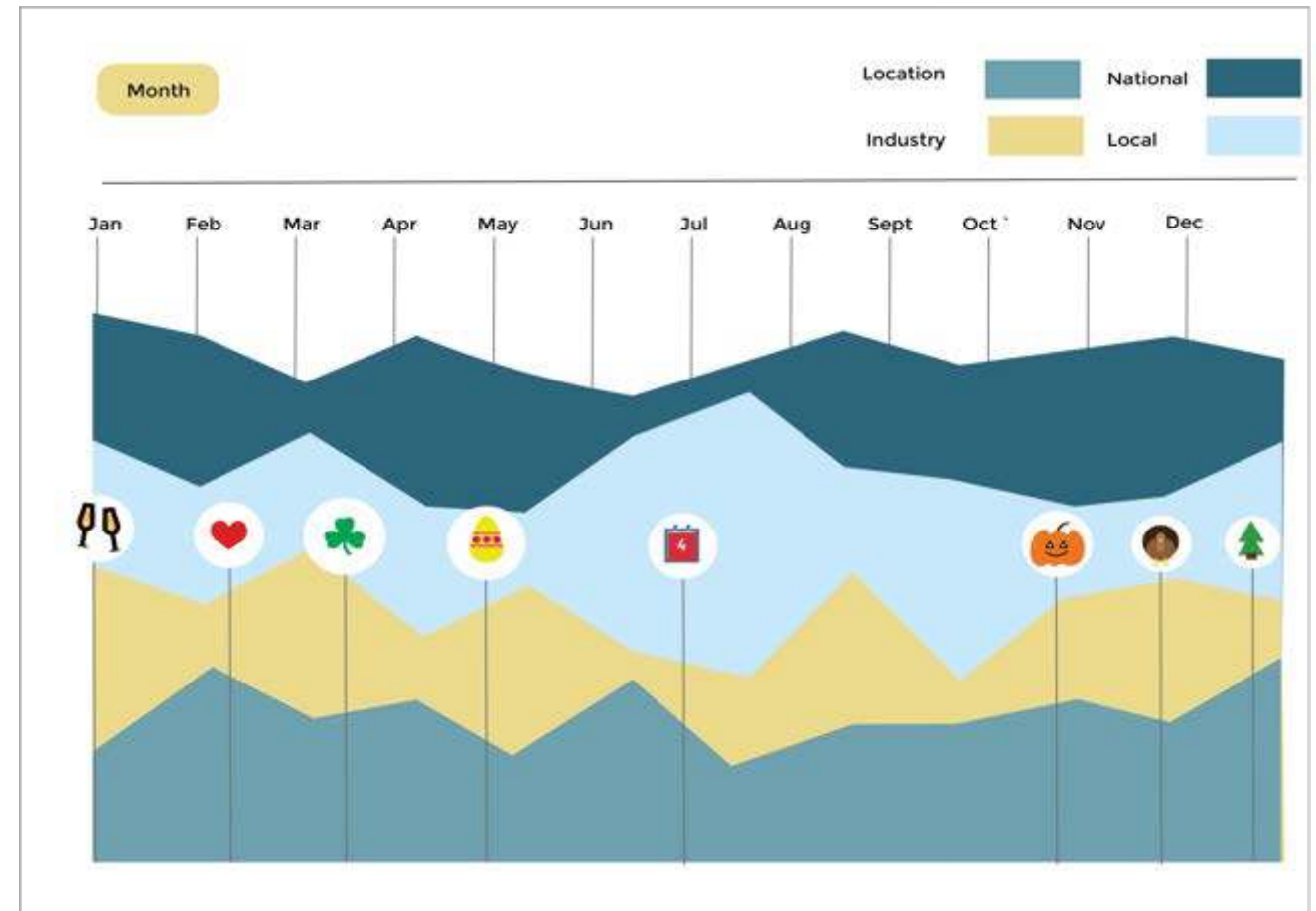
HelpAReporter.com - HARO



The logo for NewsWire features the word 'NEWSWIRE' in white capital letters on a blue rectangular background.

12 Month Marketing Calendar

Include national holidays, local holidays, and events, industry-related events, and location-based events



Plan out your social media for the month:

The screenshot displays a social media management dashboard. At the top, there's a 'Streams' header with a 'New Post' button. Below this, a navigation bar includes tabs for 'Nest Hotels (Global)', 'Nest North America', 'Nest Europe', and 'Nest Eco Suites'. The main content area is divided into three columns:

- Timeline Nest Hotels North America:** Shows a post from 'Nest Hotels North America' (40 mins ago) about waking up with a pug in bed. The post has 372 likes and 21 comments. Below the post are several comments from users like Zoe Zhang, Noah Haney, and Penelope Donnelly.
- My Posts nesthotels:** Displays a post featuring a breakfast spread with fruit and coffee. It has 781 likes and 30 comments. Below the post is a comment from 'Nest Hotels' (2 hours ago) mentioning a user and a location.
- Mentions @nesthotels:** Shows mentions from users like Geoffrey Bear, Liz Sang, and Bill Ballet. Geoffrey Bear's mention includes a photo of a neon sign that says 'today was a good day'.



TOOLS



Robly



buffer



Hootsuite™



Constant Contact®



MailChimp.



It's okay to seek help for your business, so
it can grow faster and more efficiently.

Outsourcing Options

Tip: This is where
the operations
binder will come in
handy for these
employees.



What You Can Outsource:

- Graphic Design
- Content Writing
- Translation
- Video
- Music
- Voice-Over
- Social Media
- Illustration
- Packaging Design





TOOLS



G Suite

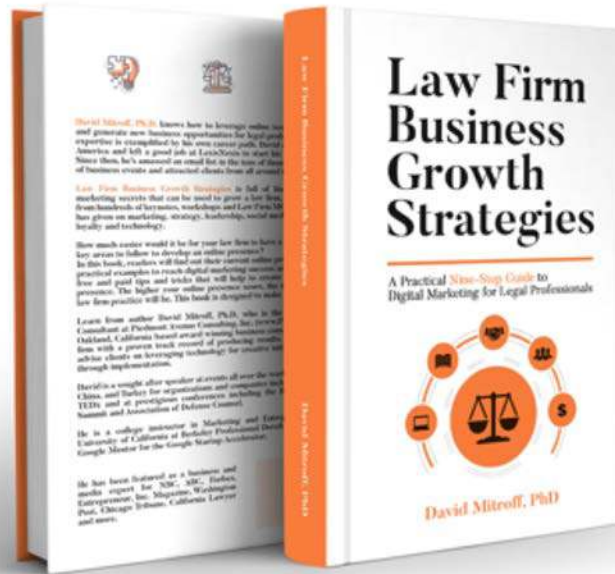
In Summary

Having a strong online presence is detrimental in your business success.

If the tools mentioned are utilized and you emphasize how you are unique, your business will become a staple in the industry.



Stay in Touch !



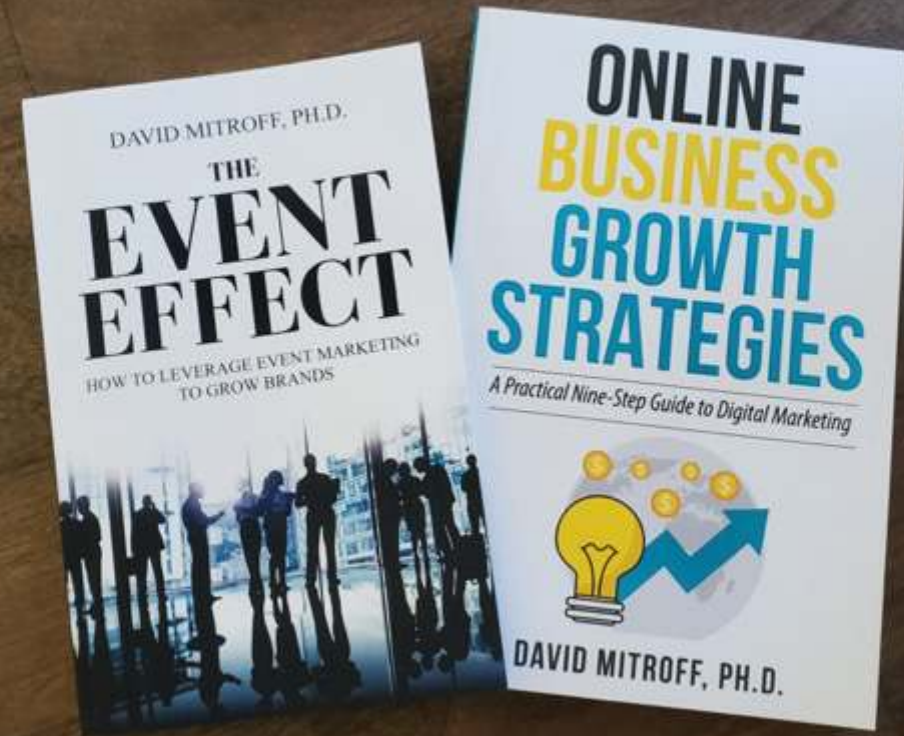
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