

# Growing Your Business Online

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David Mitroff, Ph.D.

June 12, 2020





# Long Beach Small Business Development Center

## We Help Businesses at Every Stage

The SBDC is the SBA's largest service program and provides high quality business & economic development assistance to small businesses & entrepreneurs. We provide no-cost business advising and low-cost training to existing and new businesses.



### Startup

Business Planning  
Financial Projection  
Exploratory Funding



### New Business

Financial Packaging  
Contract Negotiations  
Cash Flow Management



### Growing Business

Rebranding and Market Identification  
Advanced Web Development (Shopping Cart, SEO, Email Segmentation, etc.)

## Business Affected by COVID-19?

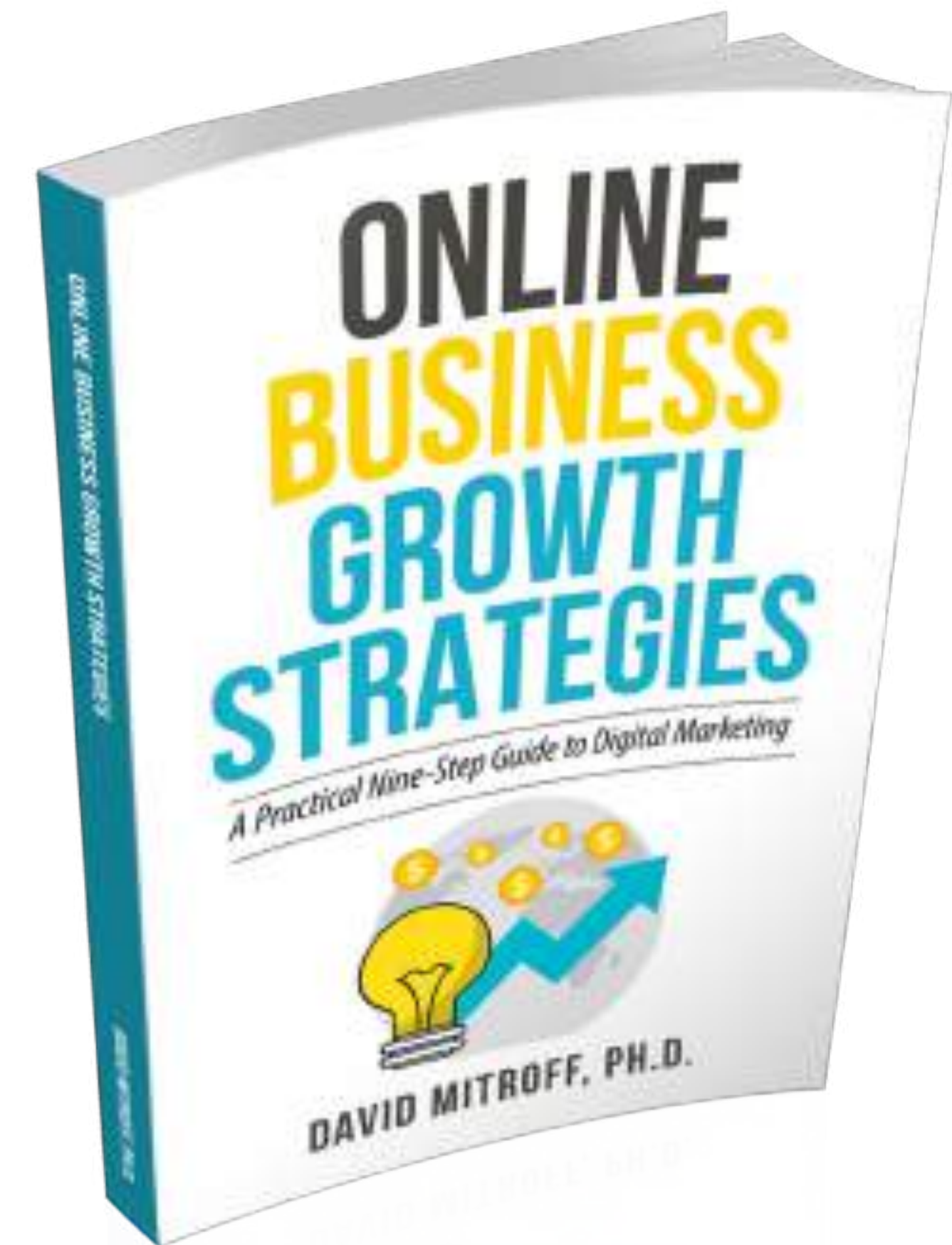
Assess your risk and respond to business disruption.

[VIEW THE COVID-19 RESPONSE GUIDE](#)



# What We Will Cover

- **Ways to Grow Your Business Today**
- **How to Attract Customers**
- **Active / Passive Marketing**
- **Data Driven Marketing**
- **Website & Social Media Ecosystem:  
9 Key Areas of Online Presence**
- **LinkedIn Connections**
- **Next Steps**





# David Mitroff, Ph.D.

## *My Background*

- Founder and Chief Consultant of Piedmont Avenue Consulting, Inc. ([www.PiedmontAve.com](http://www.PiedmontAve.com))
- Hosts over 50+ SF Bay Area events each year for last 9 years ([www.ProfessionalConnector.com](http://www.ProfessionalConnector.com))
- 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
- Google Mentor for Google Startup Accelerator Program
- TEDx Speaker, Keynote speaker at conferences and events all over the world
- Doctorate in Clinical Psychology with coursework in Business Administration, Legal Studies, Marketing and Culinary Arts
- Featured Media Expert for television (NBC Bay Area, Reality Check), radio (KGO), newspapers (San Francisco Chronicle, SF Business Times, Oakland Business Review) and magazines (San Francisco Magazine, California Lawyer, The Meeting Professional).



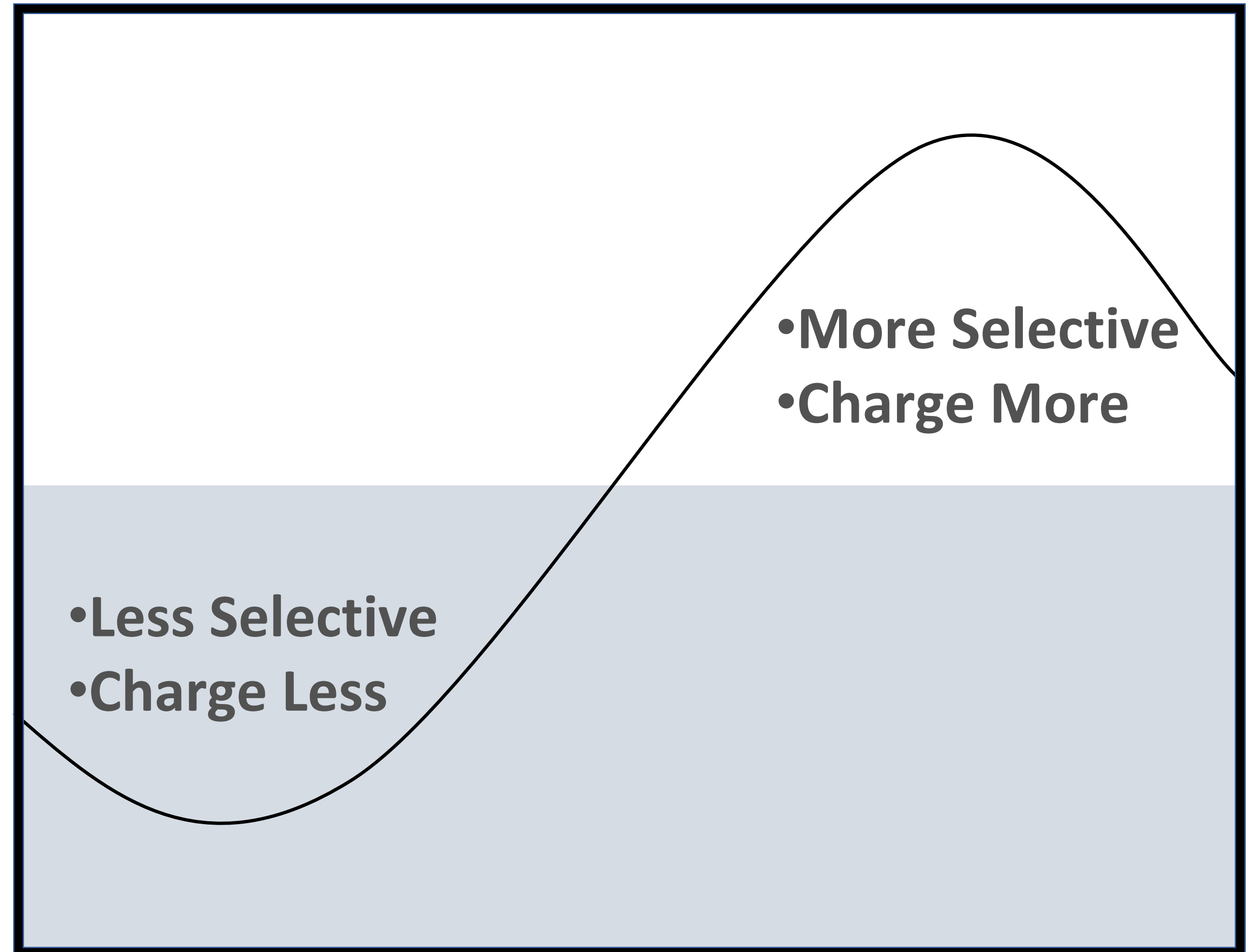


# Right Now

*Grow Your Law Business*

- Focus: List of 10 Things You Can Control
- Consistency: 3 Lunch Meetings per month x 12 months = 36 Lunches
- Top of Mind: Monthly Newsletter (now 1 a week)
- The Event Effect: Firm Events and Workshops (now virtual events)

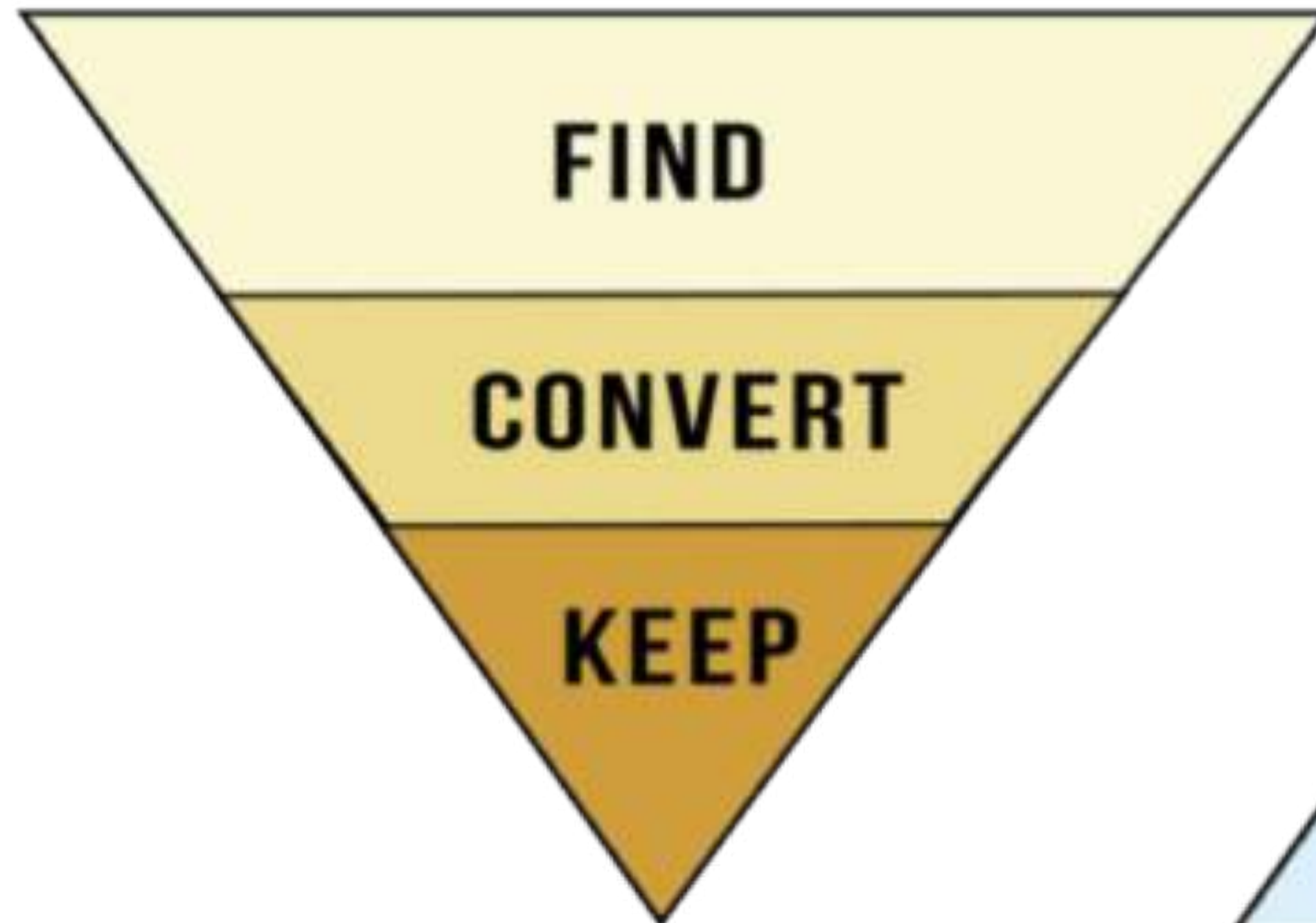
## New Business Growth Cycle



# Two Approaches to Growth

## TRADITIONAL

marketing - selling - networking



## ENGAGEMENT

marketing - selling - networking



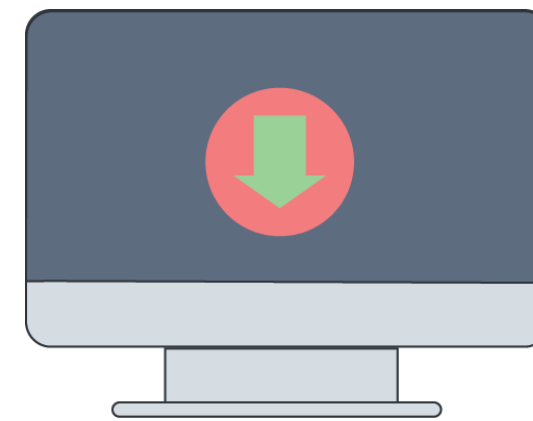


# WHAT ARE YOUR CURRENT MARKETING EFFORTS?

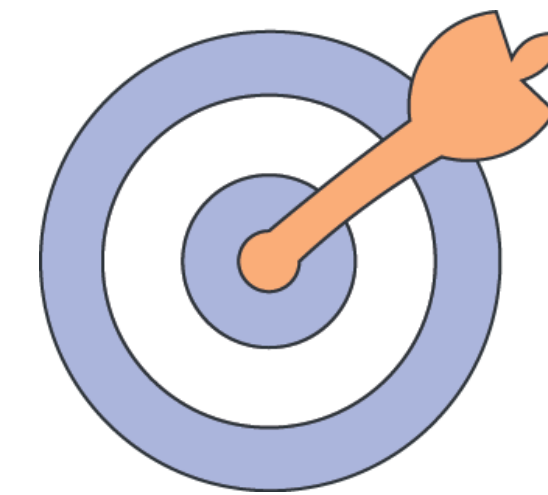




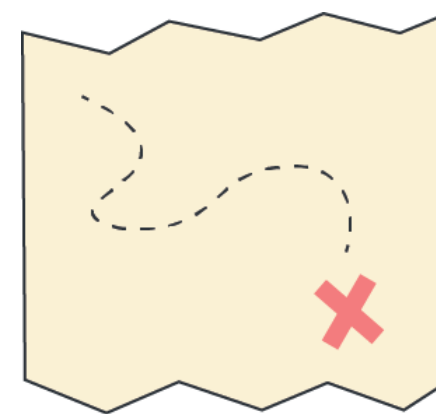
Discounts



Downloads



B2B Services



Hints + Tips



Support a Cause



Events



# 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)
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- Profit
- Net present value (NPV)
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## 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)



# Tracking & Analysis

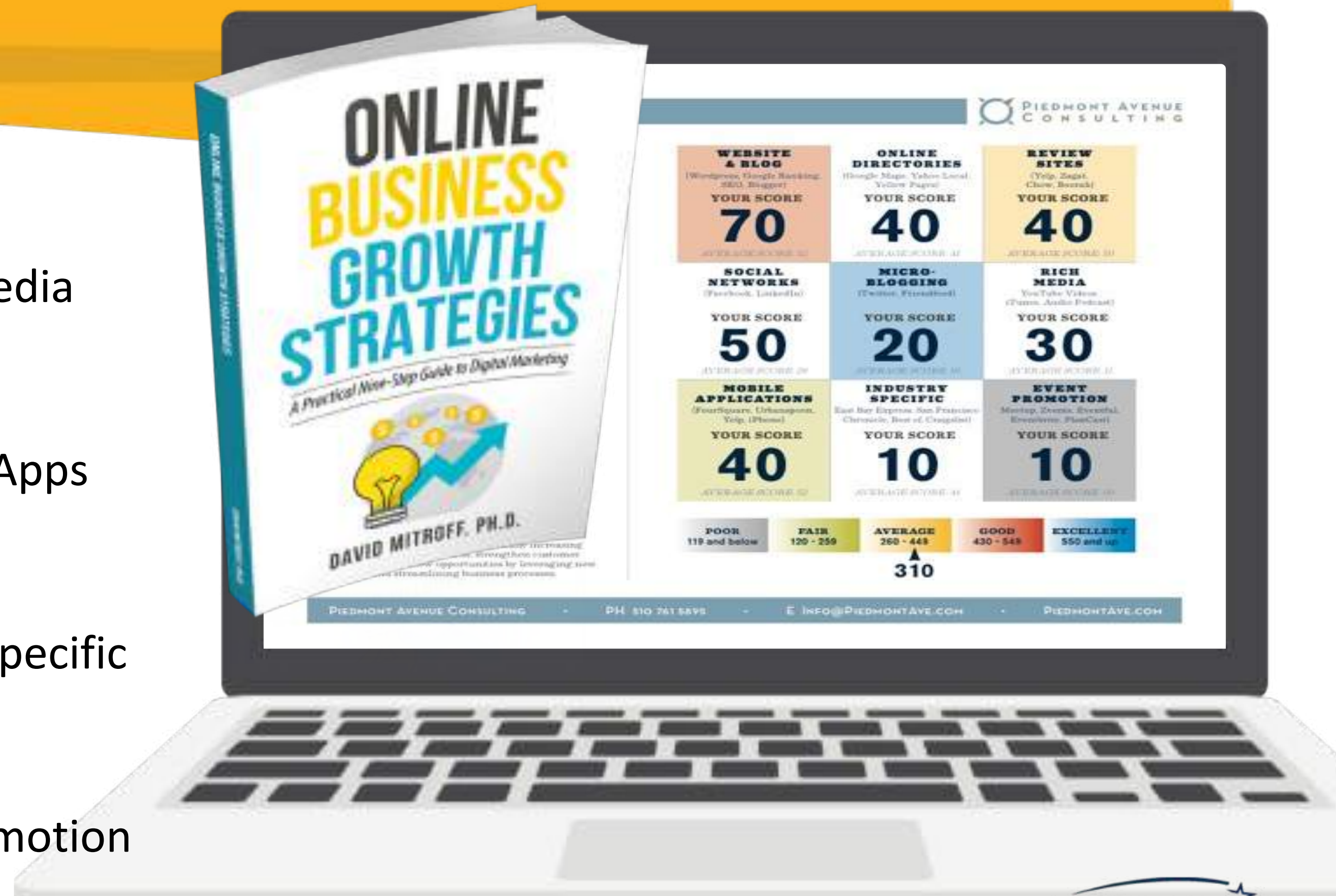
**The Key Benefit of Online Marketing and Technology is the ability to track and analyze results, then quickly iterate and adjust for optimal performance**





# 9 Key Areas of your Online Presence

- 1 Website & Blog
- 2 Online Directories
- 3 Review Sites
- 4 Social Networks
- 5 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

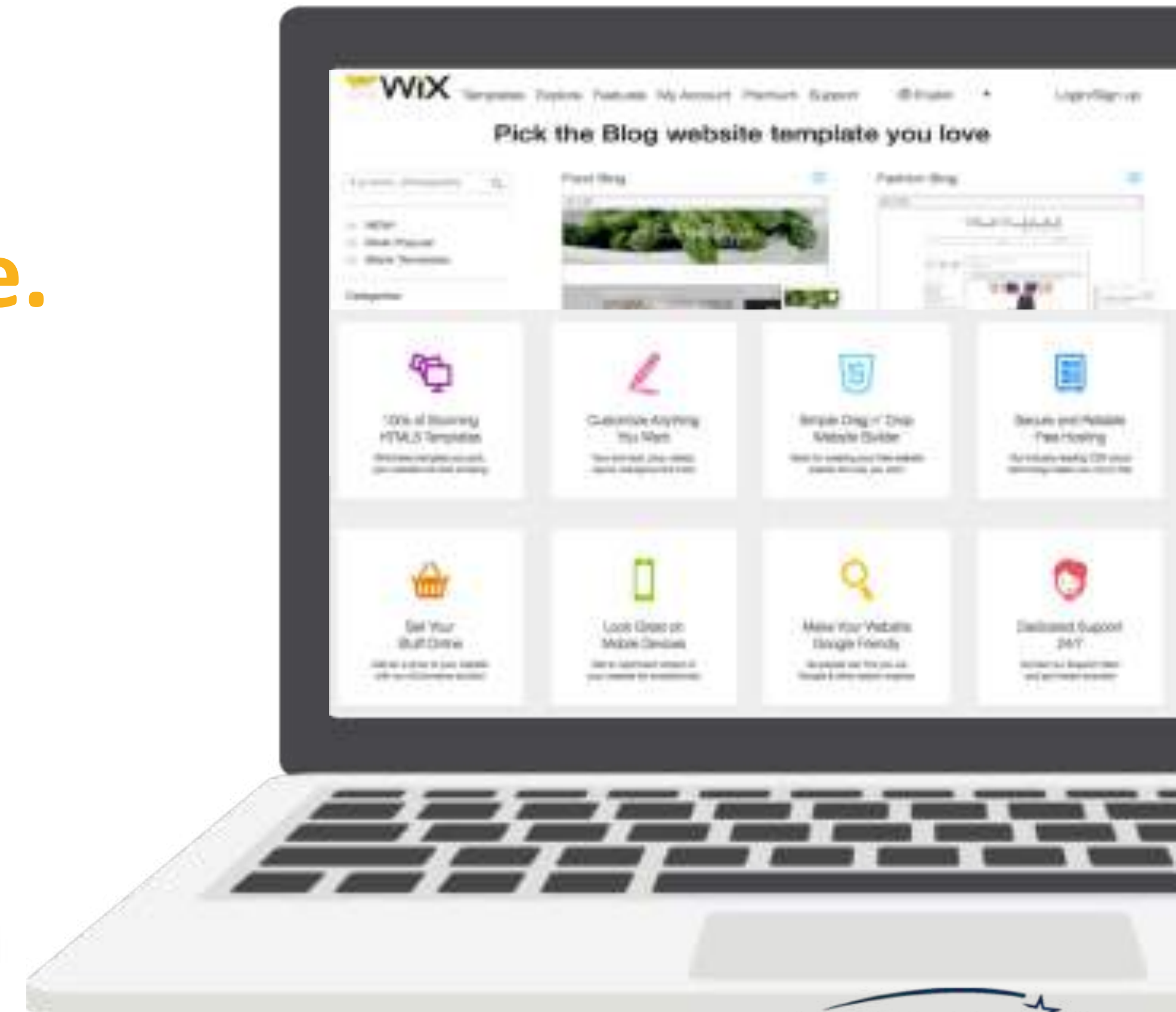
# Website - Wix.com

**Build your Website Today**



**Create  
Your Stunning Website.  
It's Free**

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





# Website – Pitfalls

## Overall

- Not having full control of content or website – Do you have the Login???
- All Content moderated and vetted – who writes content and what is checked.
- Security Issues
- Contact forms without disclaimers



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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!

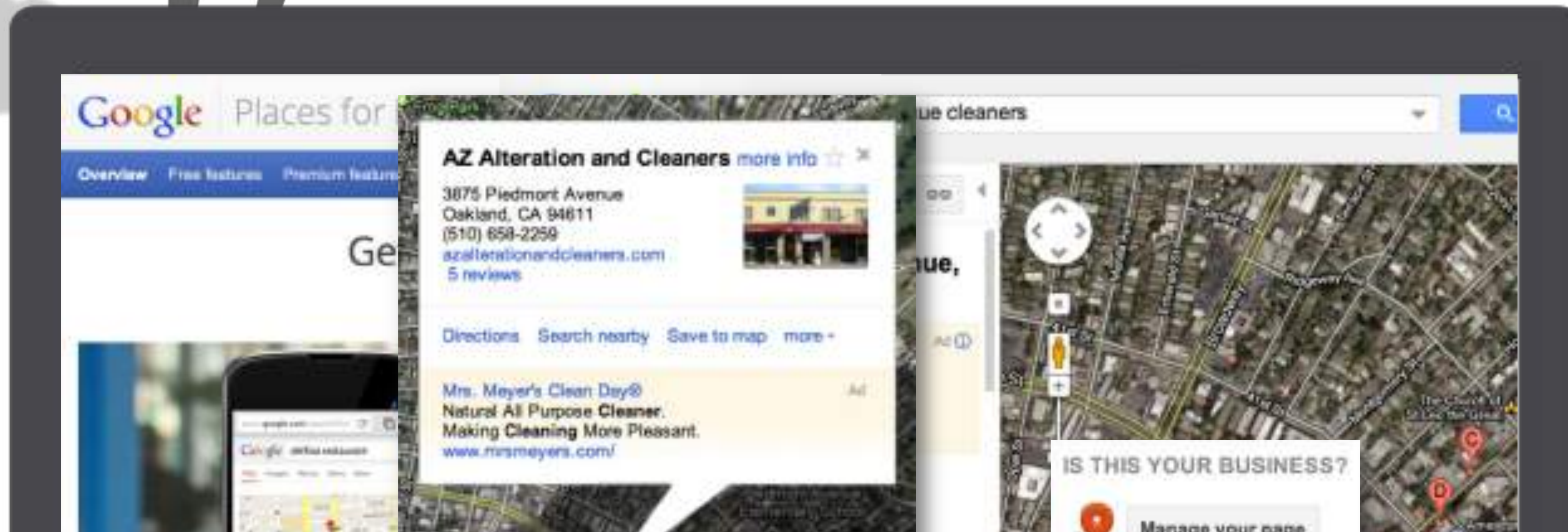
► **Look for similar businesses**  
If you're not listed, someone else is

► **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

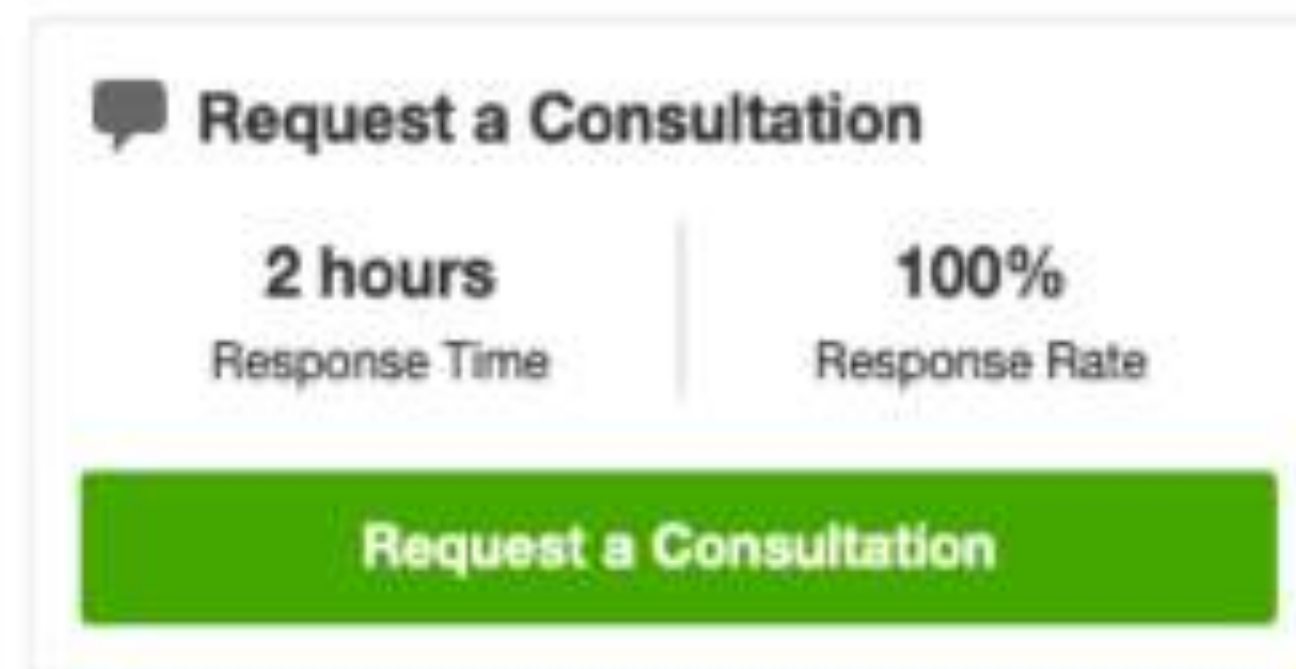
# Review Sites

Yelp, Zagat, Chow, Lawyers.com

We have reached a point where:

**14%** of people  
trust ads

**78%** of people  
trust consumer  
recommendations



## ► 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!

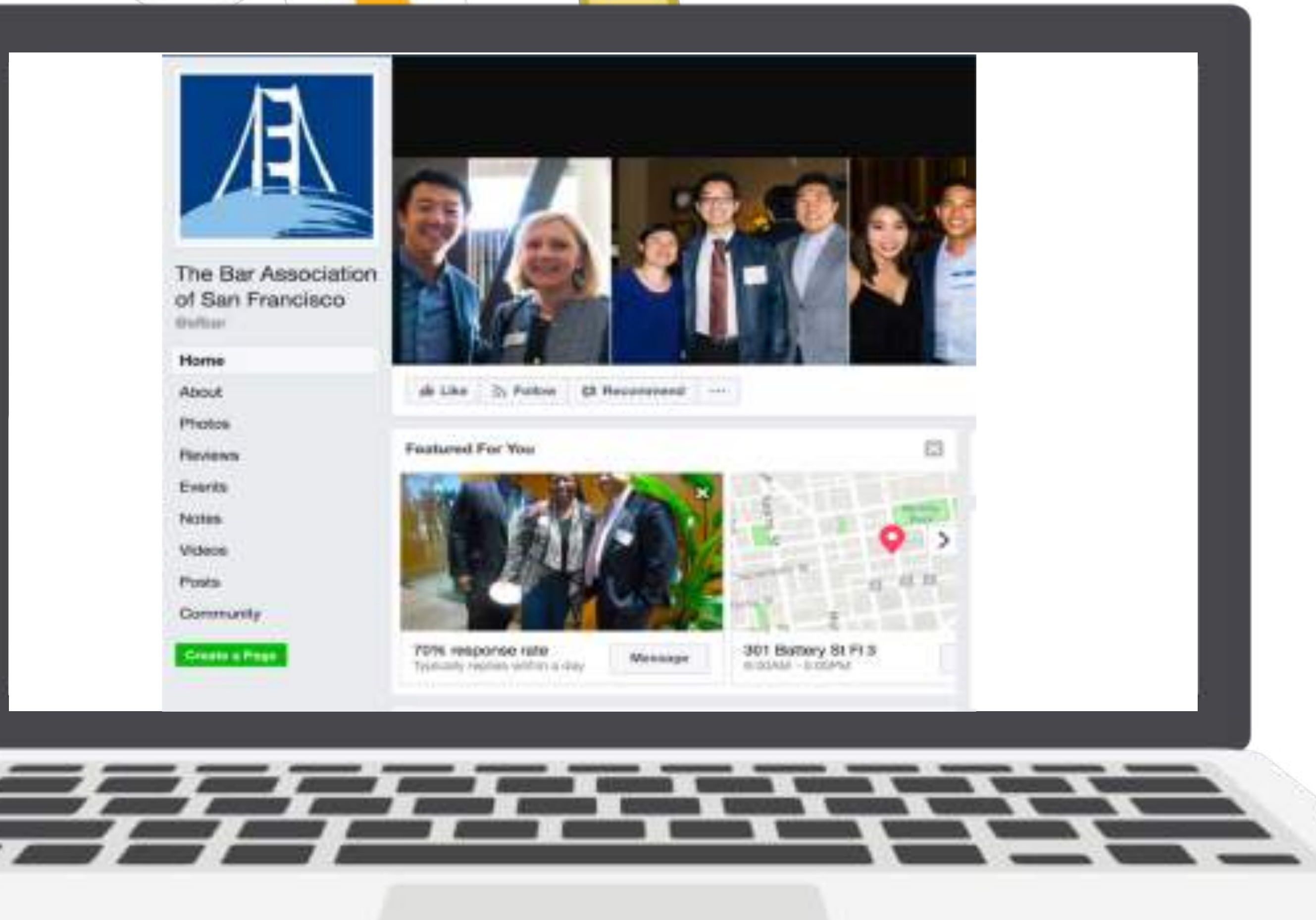




# Social Networks

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



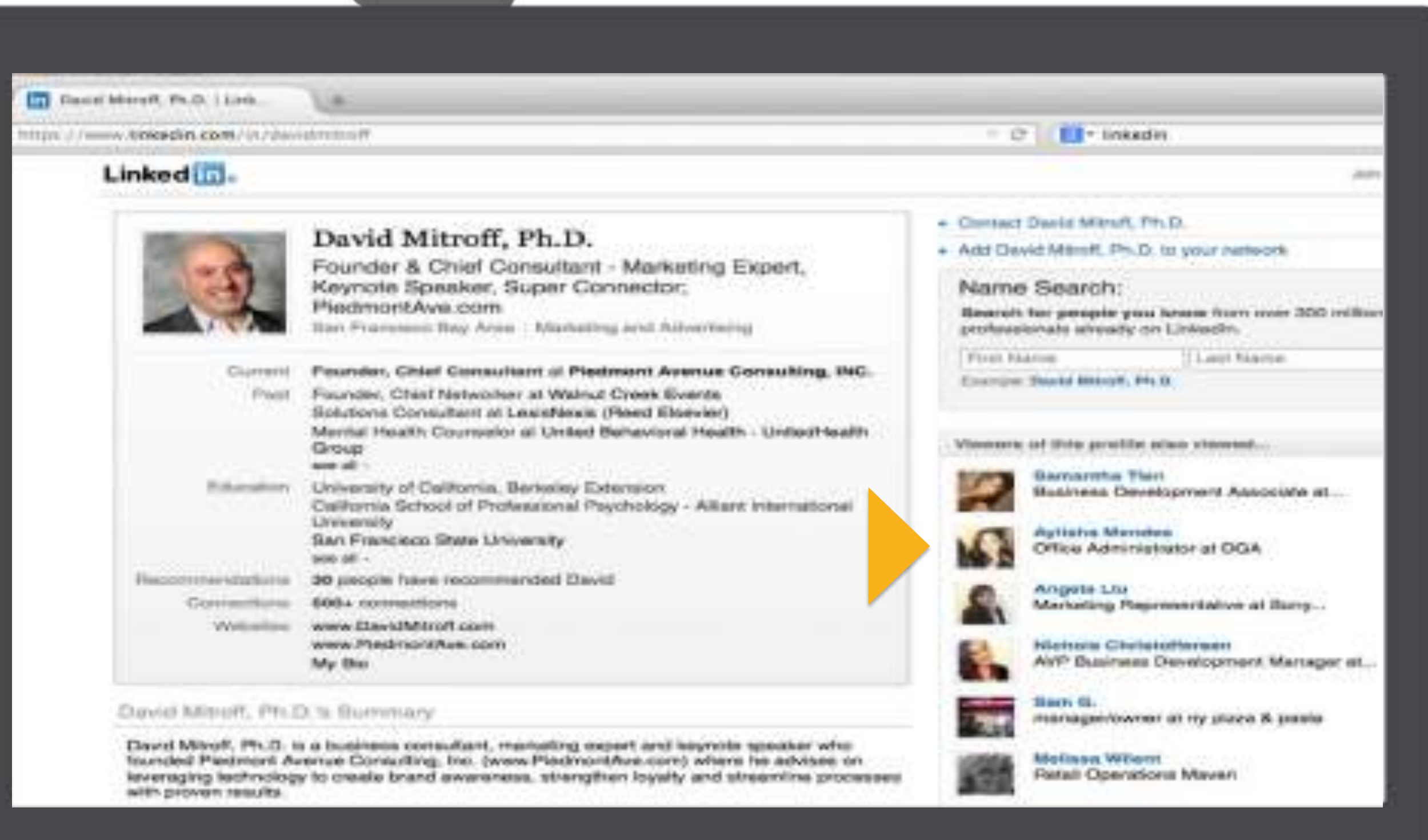


# Personal Profile

4



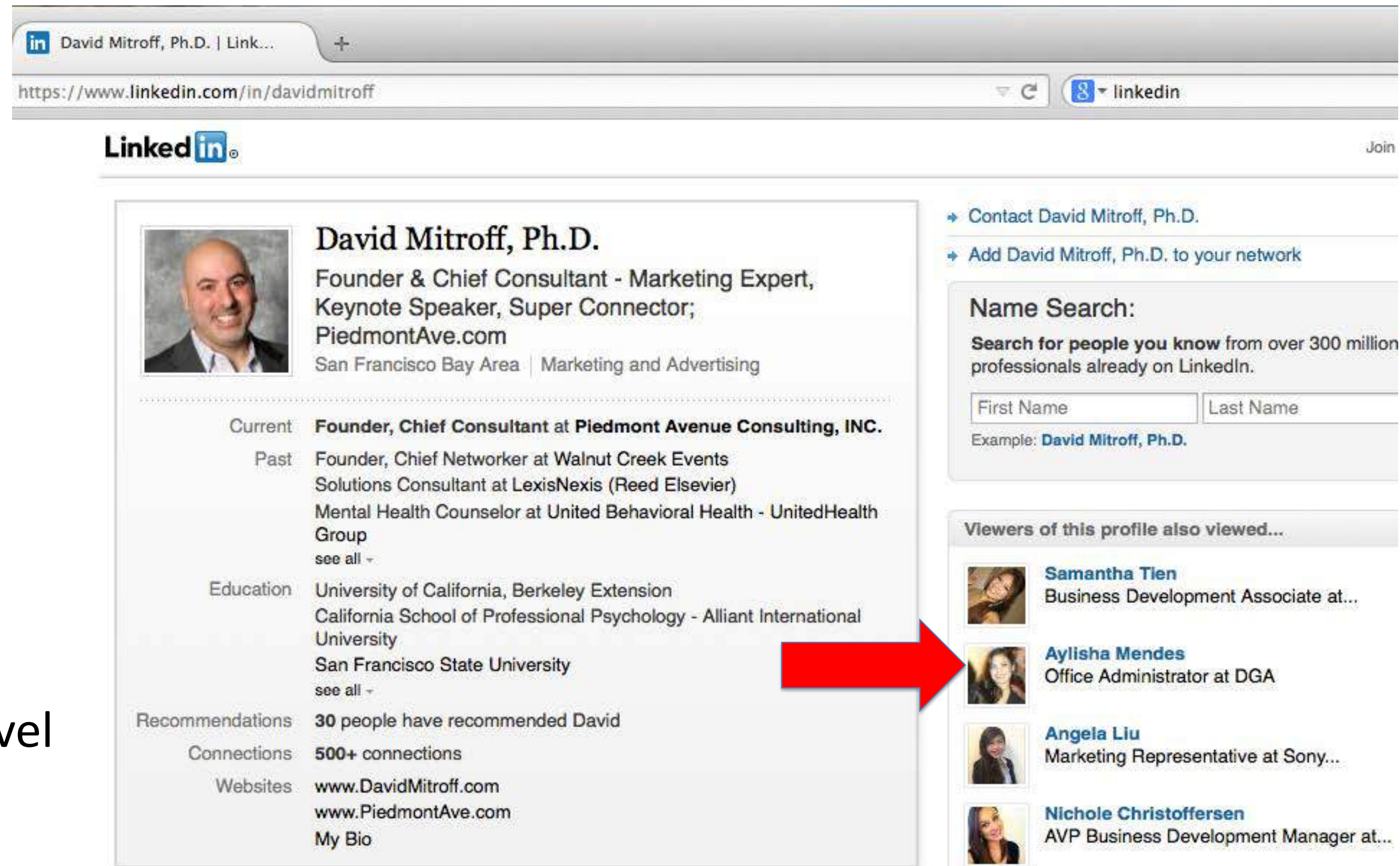
- ▶ Custom URL
- ▶ Title = Story
- ▶ Privacy Settings
- ▶ Photo
- Include Contact info





# Personal Profile - **LinkedIn**

- Custom URL
- Title = Story
- Websites
- Summary
  - Keywords
  - Include Contact info
- LION
- Join Groups
  - Up to 50 of them!
  - Increase Your 3<sup>rd</sup> Level Connections!



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, it lists his location as "San Francisco Bay Area" and his industry as "Marketing and Advertising". The "Current" section identifies him as the "Founder, Chief Consultant at Piedmont Avenue Consulting, INC.". The "Past" section lists his 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" section lists "University of California, Berkeley Extension", "California School of Professional Psychology - Alliant International University", and "San Francisco State University". The "Recommendations" section states "30 people have recommended David". The "Connections" section shows "500+ connections". The "Websites" section lists "www.DavidMitroff.com", "www.PiedmontAve.com", and "My Bio". On the right side 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" box with the text "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 four other professionals: Samantha Tien, Aylisha Mendes, Angela Liu, and Nichole Christoffersen. A large red arrow points from the "Connections" section of the profile to the "Viewers of this profile also viewed..." section.



# 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 company profile for Piedmont Avenue Consulting. The header includes the LinkedIn logo, a search bar, and navigation tabs for Home, Profile, Network, Jobs, and Interests. The company name is "Piedmont Avenue Consulting" with 40 followers and a "Following" button. Below the header is a "Share an update" section with a "Share" button. The main content area features a description of the company as a San Francisco Bay Area business process consulting firm. It lists specialties such as Internet, Marketing, Consulting, Business Development, Website, Technology, Social Media, Google, Constant Contact, Salesforce.com, FohBoh, Yelp, Facebook, LinkedIn, Twitter, Youtube, SEO, CRO, Restaurants, Retail, and Entrepreneurs. A table at the bottom provides details about the company's website, industry, type, headquarters, company size, and founding year.

Website	Industry	Type
http://www.PiedmontAve.com	Marketing and Advertising	Privately Held

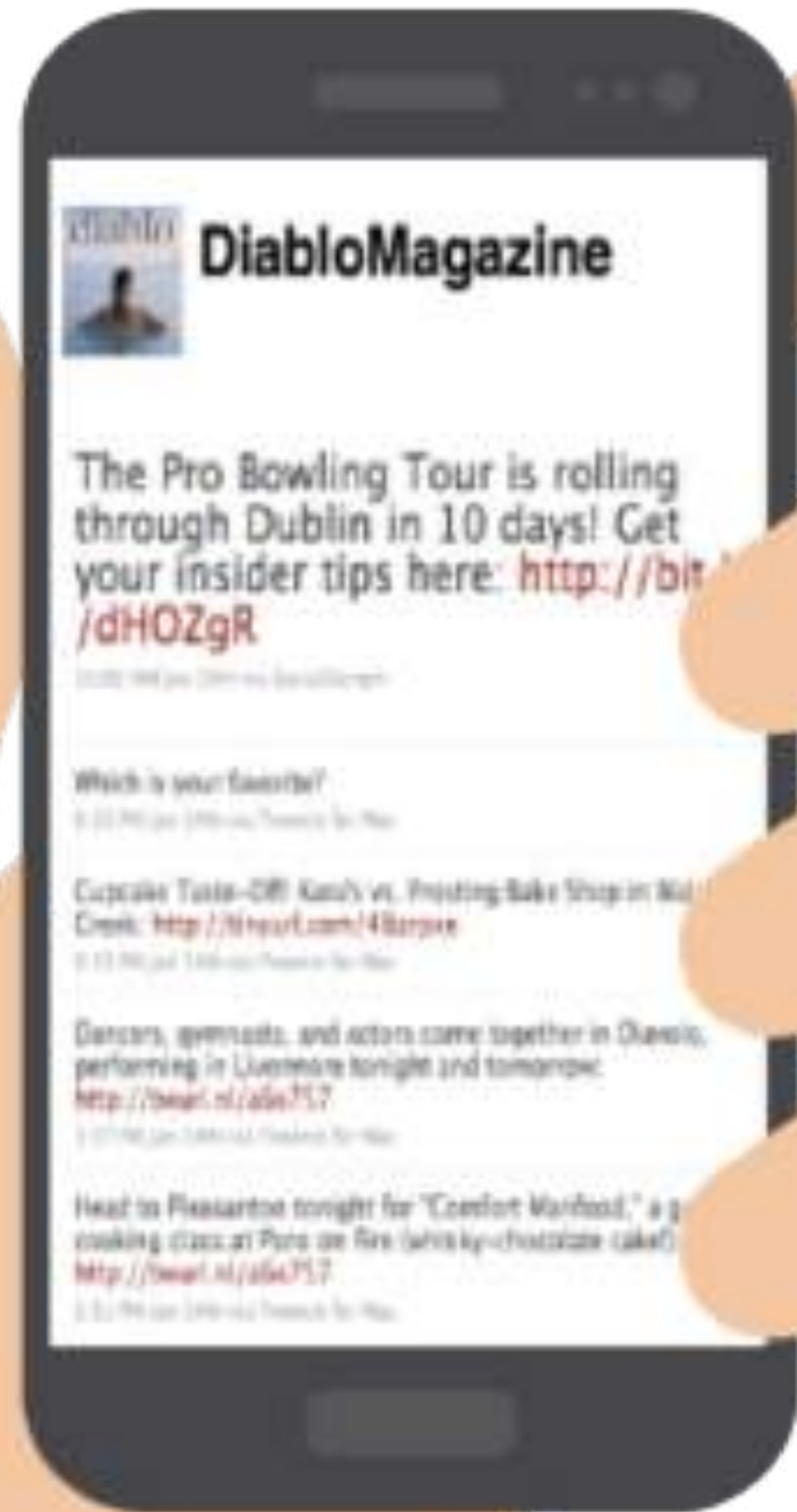
  

Headquarters	Company Size	Founded
Piedmont Avenue Oakland, CA 94611 United States	1-10 employees	2001



# 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

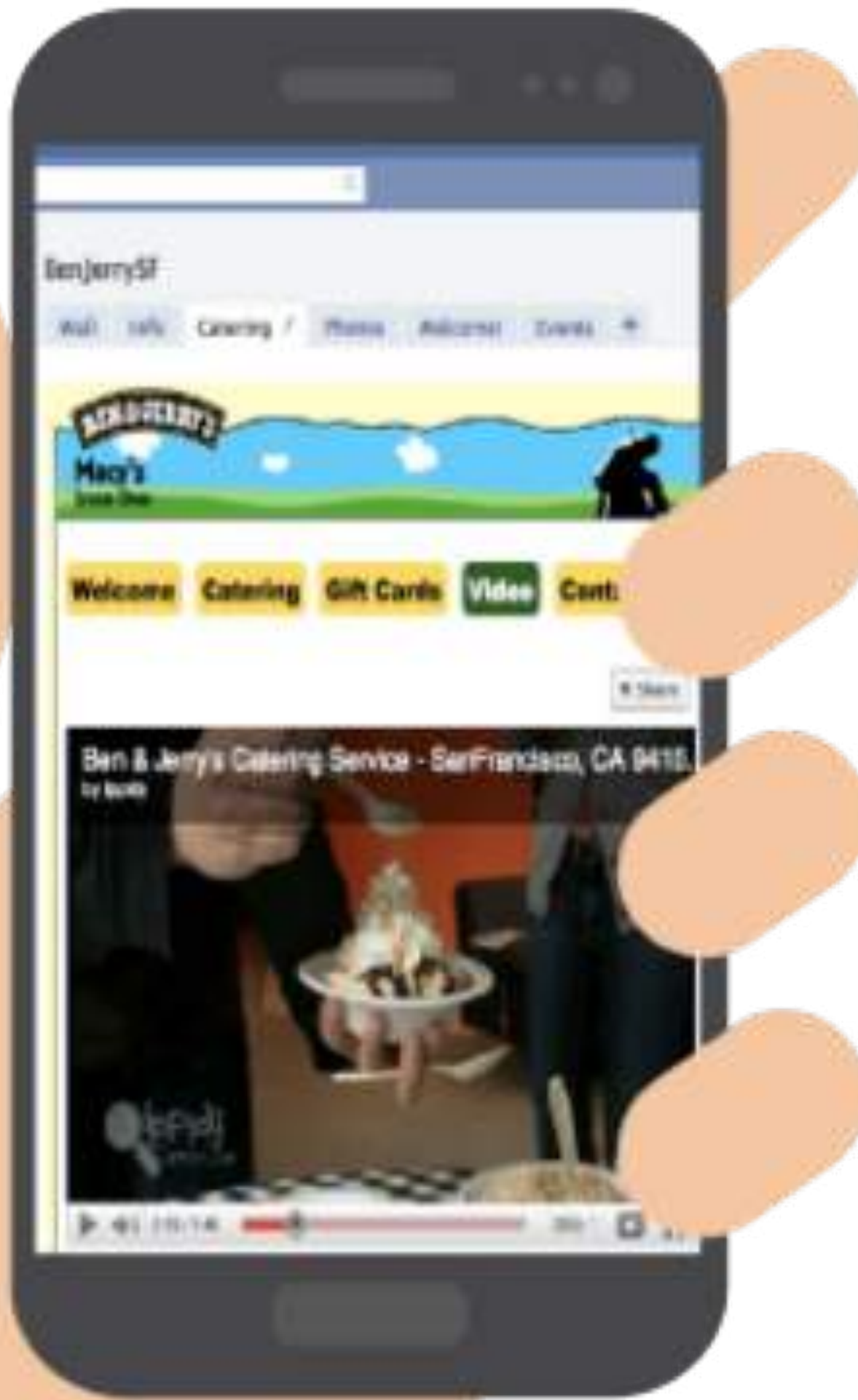
The eyes are drawn to an image/video first!

## ► 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.





# Rich Media- Pitfalls

- Getty Images
- Using others video content
- Posting photos to Facebook



**Social media** has vast and fast-growing potential in the meetings world, but planners should proceed with a healthy dose of caution -- and some good legal advice. The very nature of sharing online messages, images and videos can lead to serious problems, says Terrence Canela, Esq., associate general counsel to the American Institute of Architects.

"They're fixed, fast and unforgiving. Once you post it, it's just out there where millions of people can see it immediately."



Terrence Canela, Esq.,  
American Institute of Architects

## IMAGE FINDER

One surefire way to avoid copyright or trademark infringement is to use **Creative Commons** ([search.creativecommons.org](http://search.creativecommons.org)), where hundreds of millions of videos, songs, images and more are uploaded by license-holding users around the world and can be then downloaded at no cost. Planners can use these materials without fear of violation; however, some works require accreditation, while others stipulate that they cannot be altered or changed. Before using works from the site, read the licensing agreements for each specific item.

Following are common pitfalls for planners and how to avoid them.

Copyright/Trademark Infringement Copyright



# 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





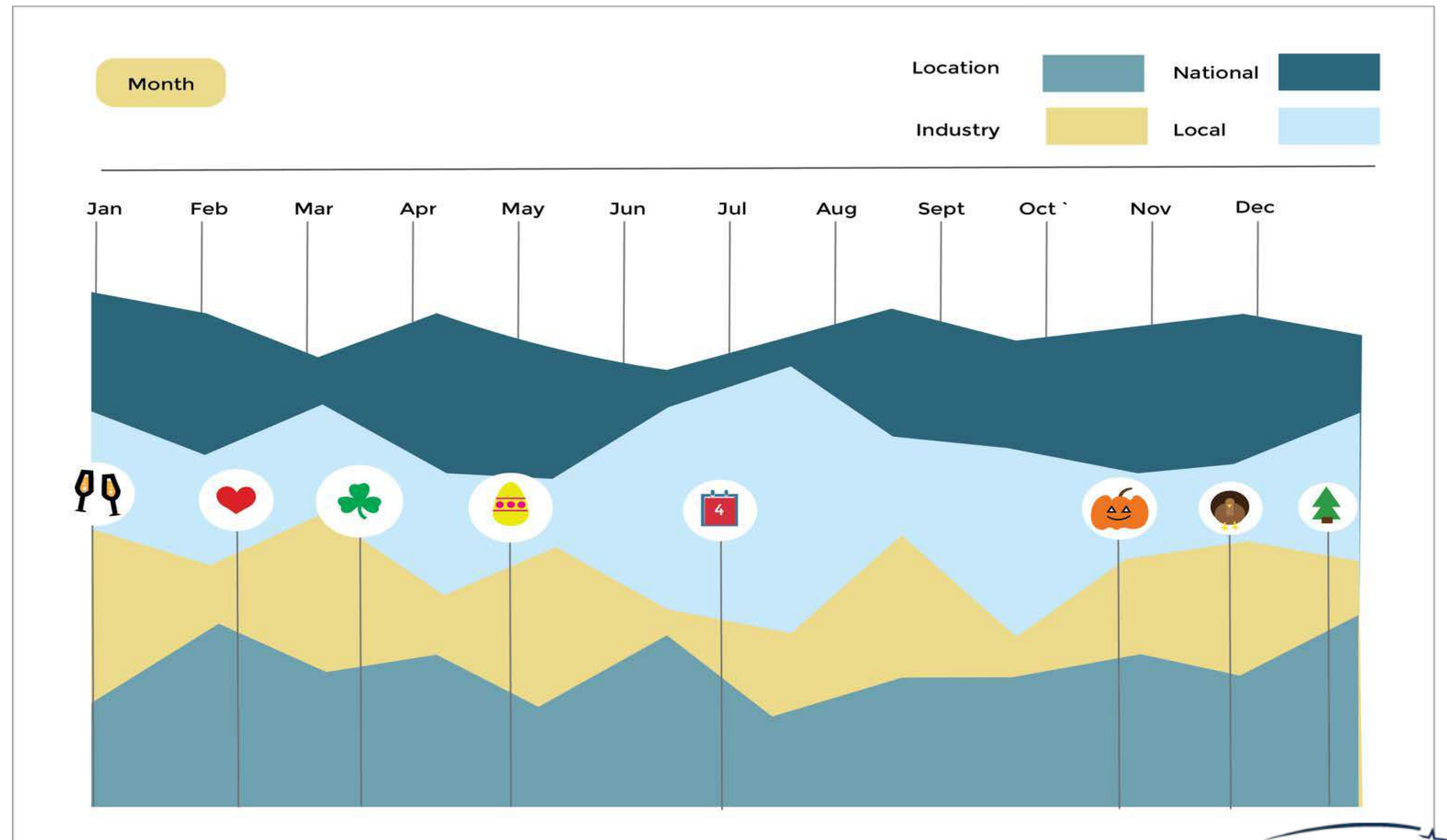
# 12 Month Marketing Calendar

National Holidays

Local Holidays / Events

Industry Related

Location Based





# Reputation Management







# 1. Assess Your Online Reputation

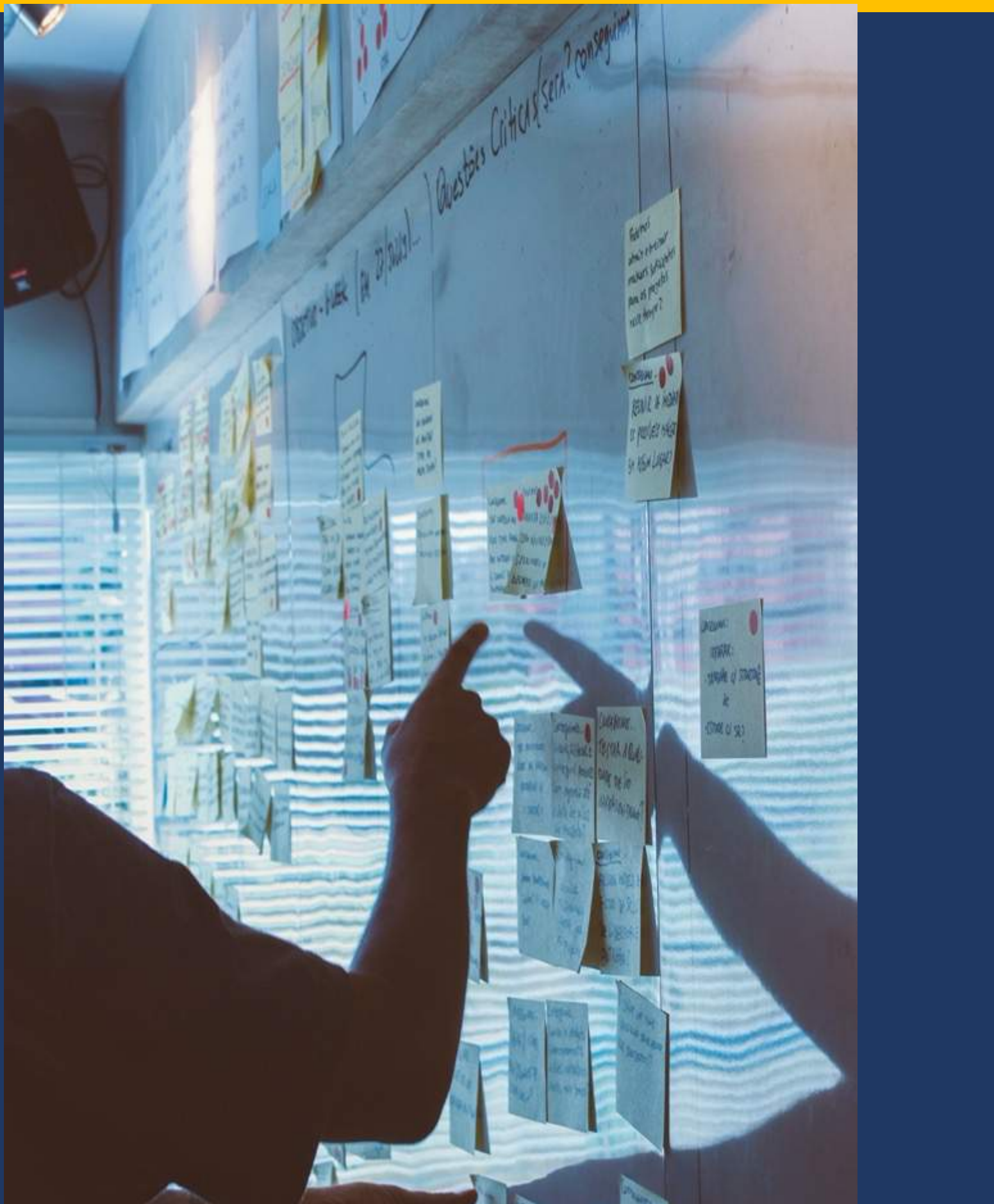
Start with simple searches

- Your name
- Company Name
- Brand
- Product
- High Profile Employees
- Handles and Usernames

Record results and determine if there are any problems



## 2. Identify Potential Problems



- If search results are not about you and your company
- Results are not relevant or positive to your business needs
  - Negative comments and responses
- Bad news coverage or false information



# 3. Build Your Reputation

Protect your name

Register your username and purchase all relevant domains as well as register on social networking sites

Set Privacy Settings

You can control whether your social network pages appear in search and what is on your page





# 4. Monitor Your Reputation

- Google Alerts to track results, news, blogs, video and groups
- Twitter Search—makes it easy to search twitter for any mentions of a particular keyword phrase
- Stay connected to coworkers, clients, business partners, etc. on networking sites.
  - Be accessible via email and social media
    - Respond to criticism





# What to Monitor?

1. **Your Brand.** Think about all its possible spellings/configurations.

For example: Far and Away Law Firm, Far&Away, etc.

2. **Your competitors.** Spot successful tactics being used by others in your industry (and the not-so-successful)

For example: Does the firm down the street tweet daily?  
Do the other law firms in your area have company LinkedIn profiles?

3. **Categories, topics, and keywords** of your firm.  
For example: Estates, Wills, Trusts, Immigration, Patents, Contracts, etc.

4. The established influencers in your business.





# 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

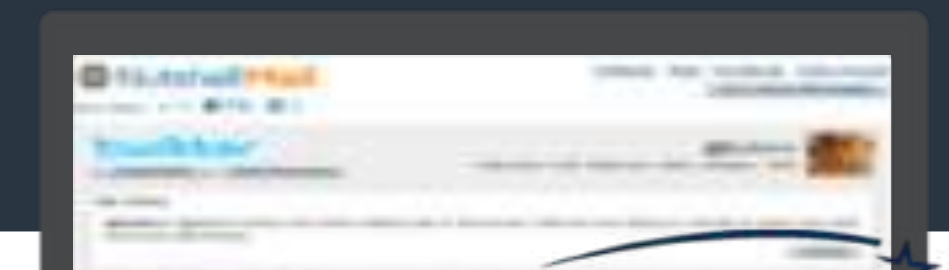


## 3

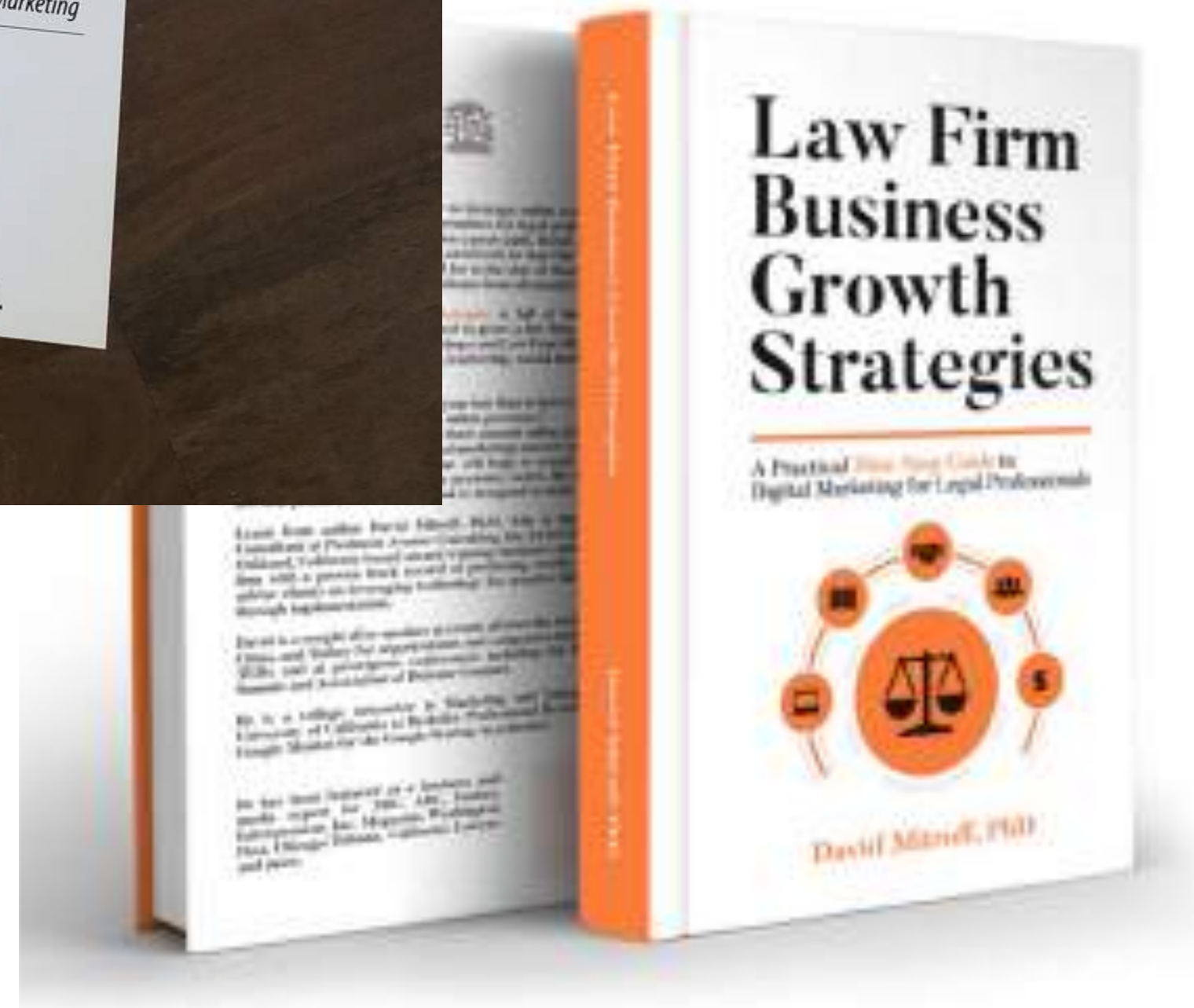
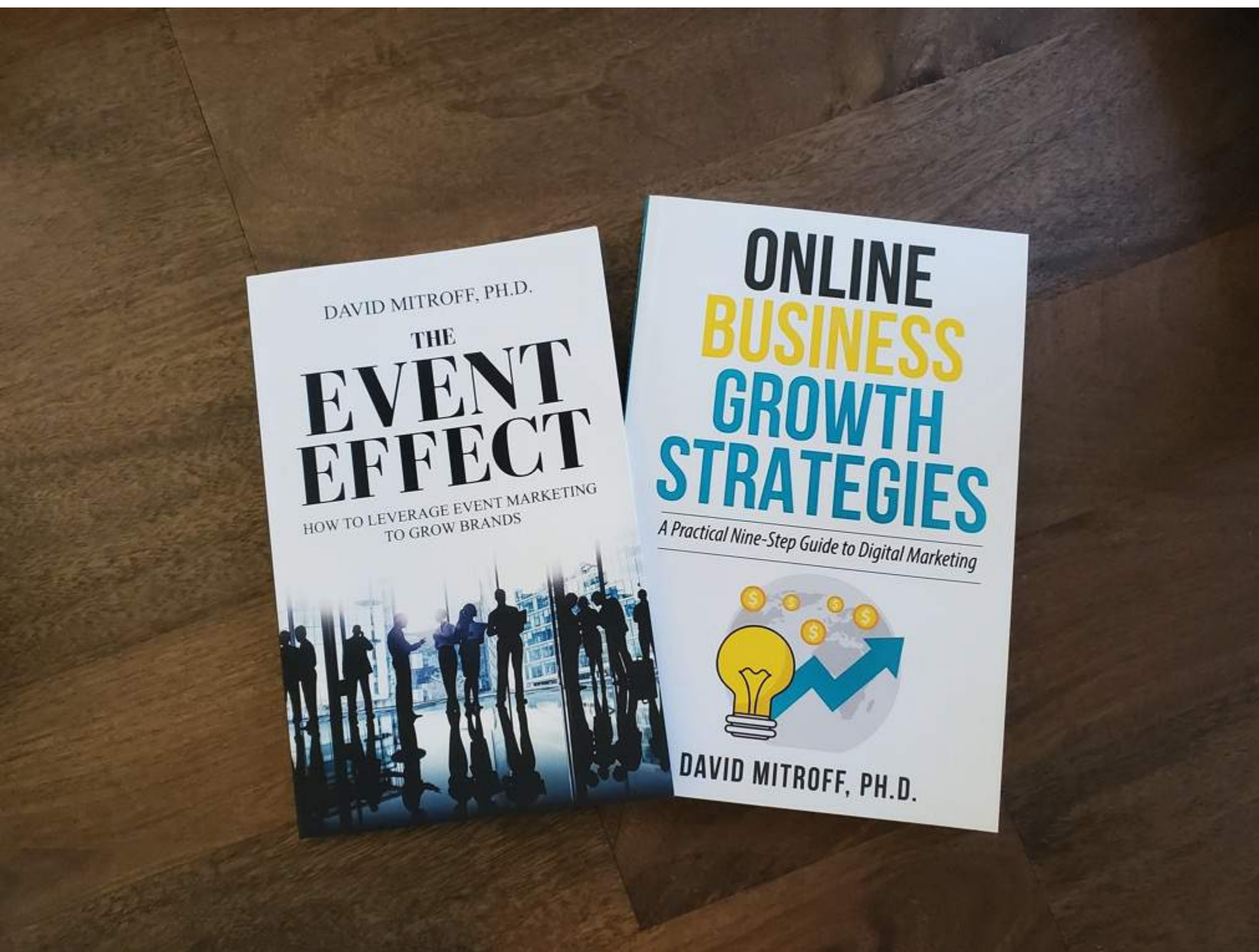
### Keep Learning & Improving

#### Next 60 days

- ▶ Develop a more comprehensive marketing plan based on your initial tracking and experiments in social media.
- ▶ Attend another workshop or event







Available on Amazon!



510-761-5895



David@PiedmontAve.com



www.PiedmontAve.com



# Find more at [www.PiedmontAve.com/Resources](http://www.PiedmontAve.com/Resources)

## QUESTIONS



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**[fb.com/PiedmontAve](https://fb.com/PiedmontAve)**

**[twitter.com/DavidMitroff](https://twitter.com/DavidMitroff)**

**[linkedin.com/in/DavidMitroff](https://linkedin.com/in/DavidMitroff)**

## ANSWERS





# Long Beach Small Business Development Center

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