

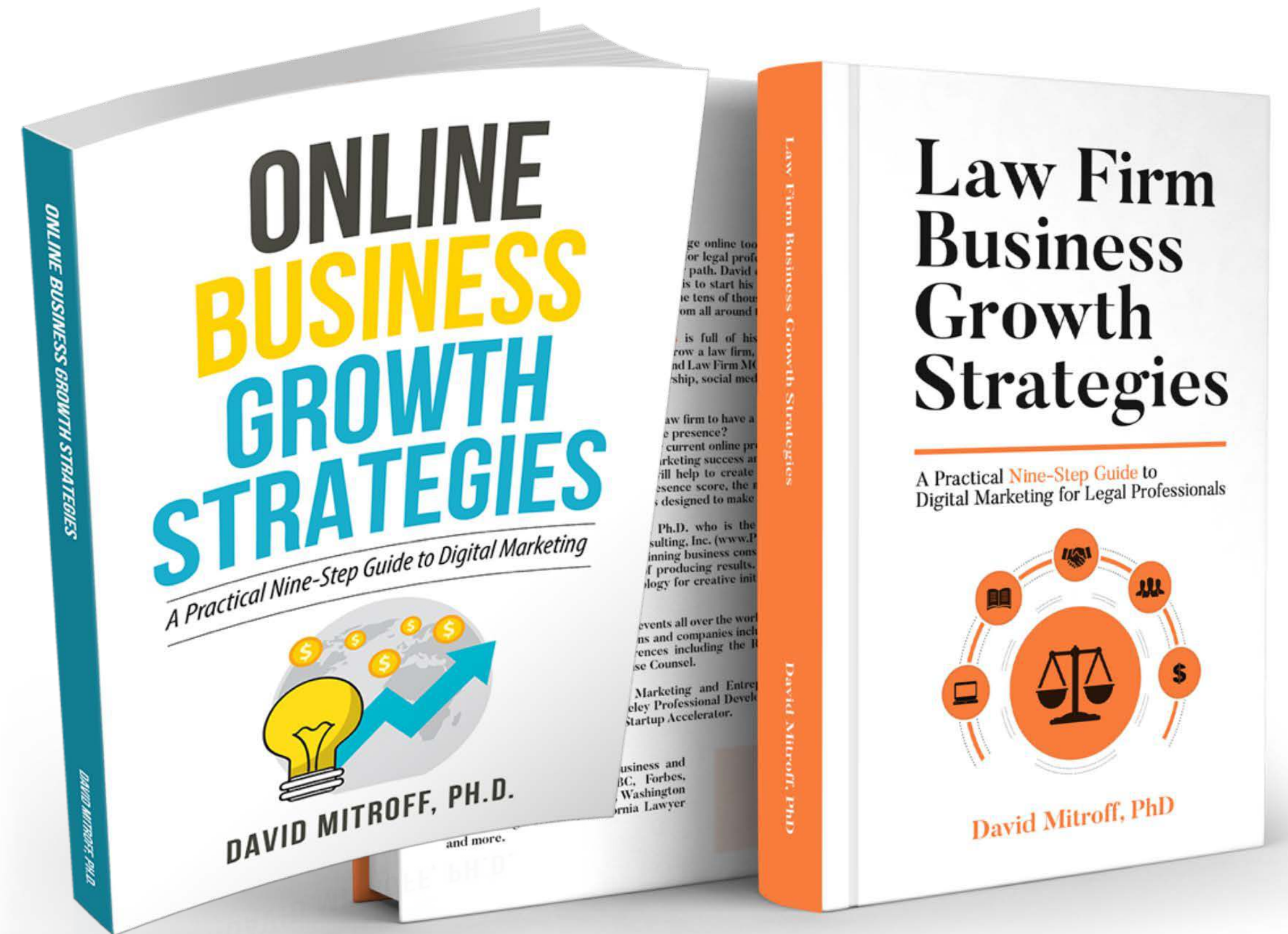
Strategies for Business Growth

David Mitroff, Ph.D.



What We Will Cover

- Ways to Grow Your Business Today
- How to Attract Clients
- Active / Passive Marketing
- Website & Social Media Ecosystem:
9 Key Areas of Online Presence
- 12 Month Marketing Calendar
- Next Steps



David Mitroff, Ph.D.

My Background

- Founder and Chief Consultant of Piedmont Avenue Consulting, Inc. (www.PiedmontAve.com)
- Hosts over 50+ SF Bay Area events each year for last 10 years (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
- Featured media expert for NBC, ABC, San Francisco Business Times, Hospitality Technology, California Lawyer, and more



dmitroff@smallbizla.org

www.longbeachsbdc.org

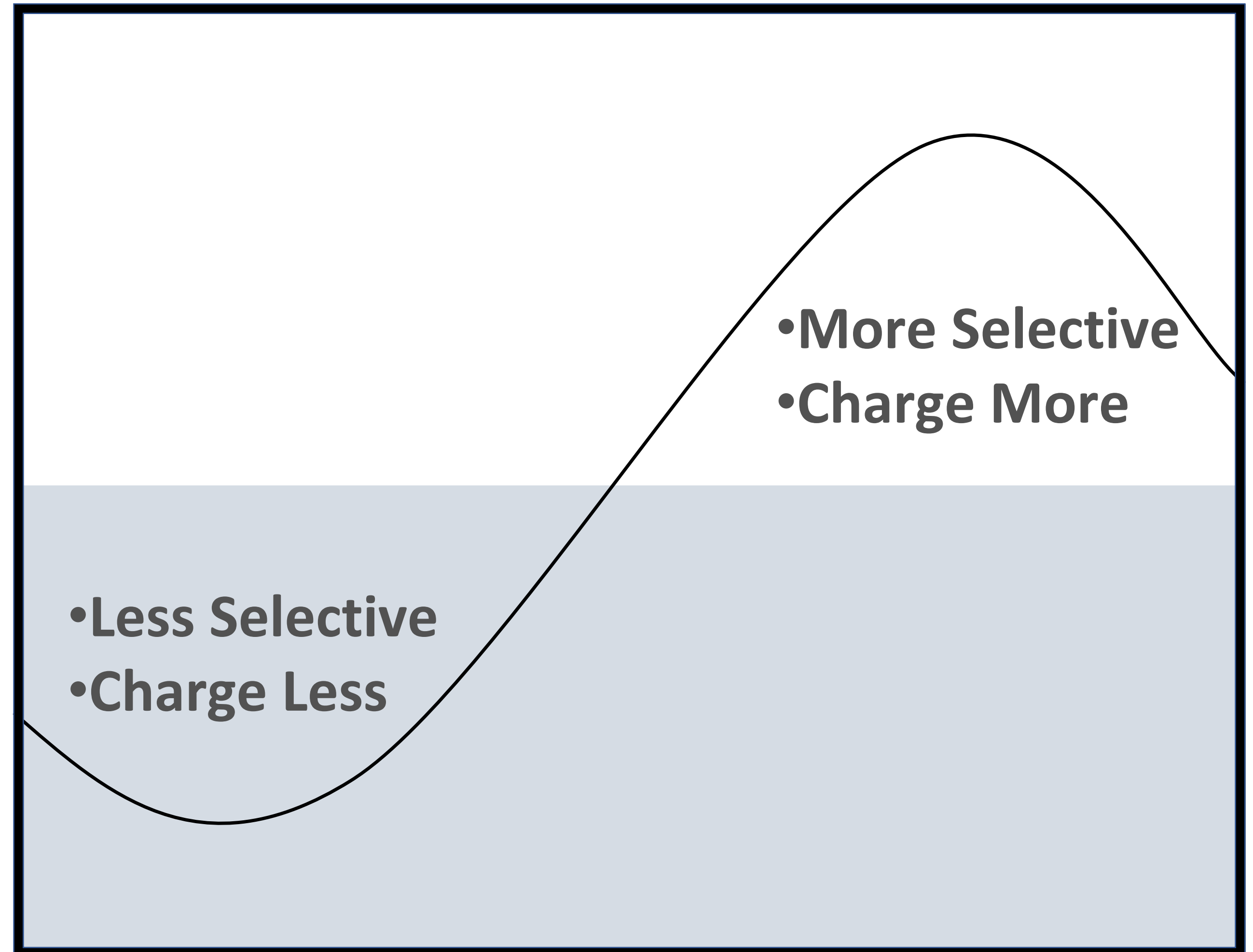


Right Now

Grow Your 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)

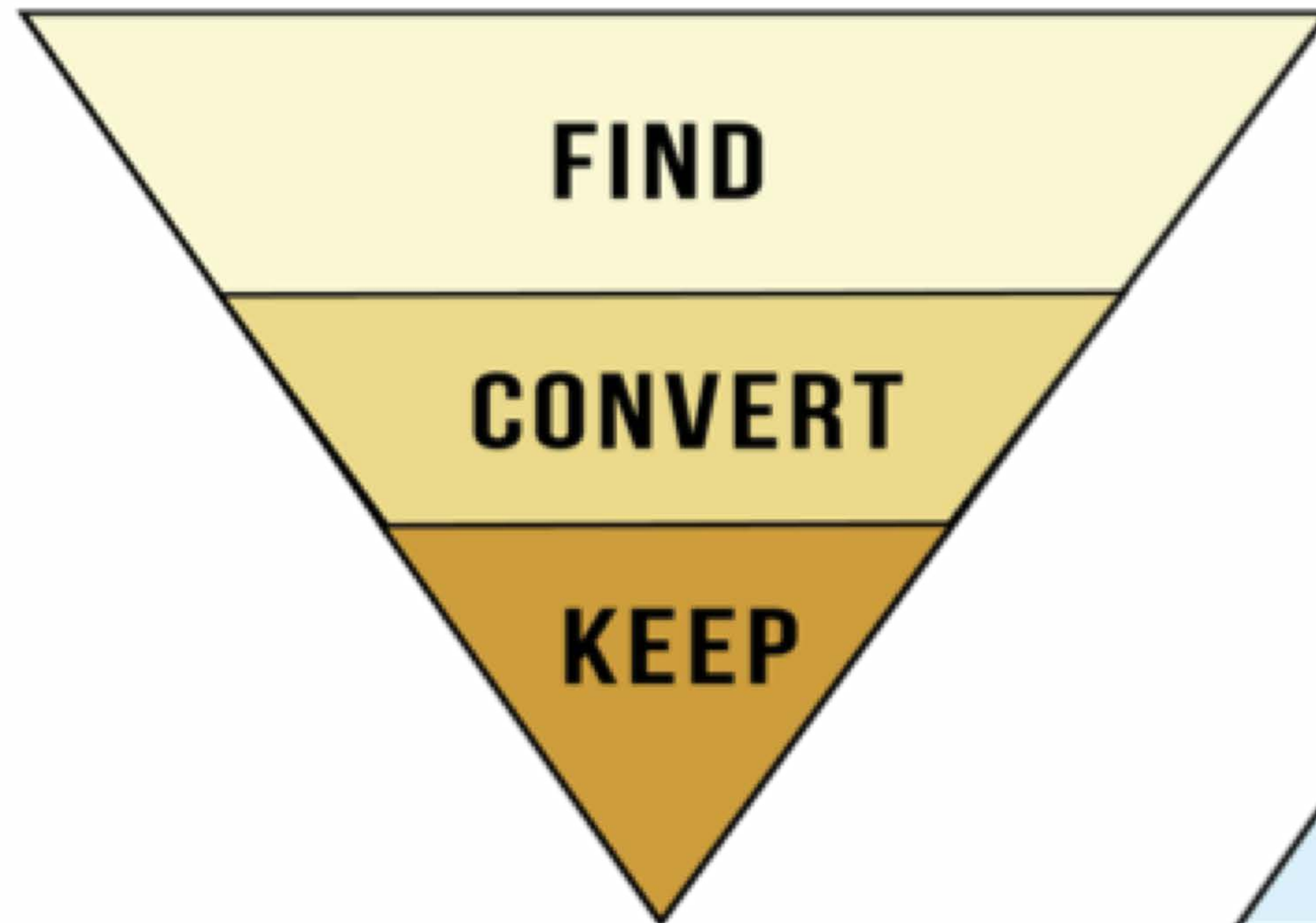
New Business Growth Cycle



Two Approaches to Growth

TRADITIONAL

marketing - selling - networking



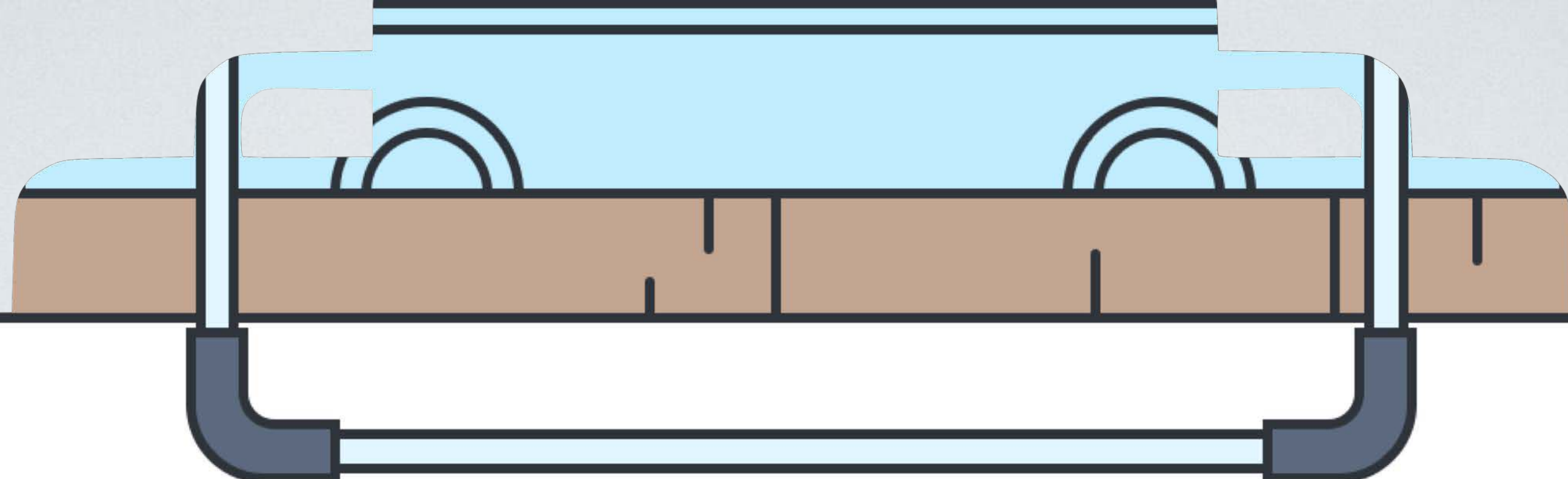
ENGAGEMENT

marketing - selling - networking

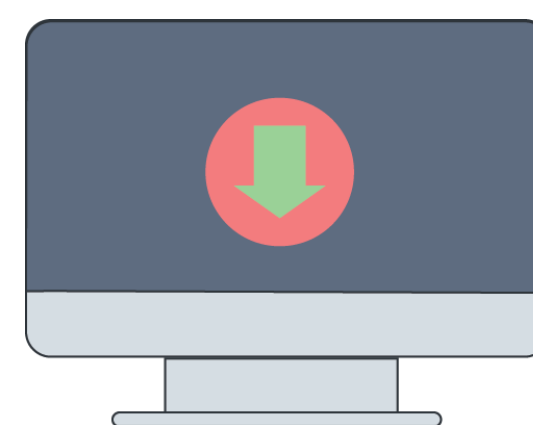


WHAT ARE YOUR CURRENT MARKETING EFFORTS?

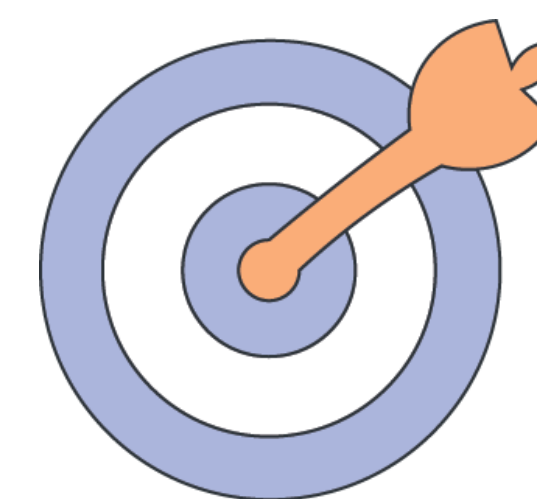




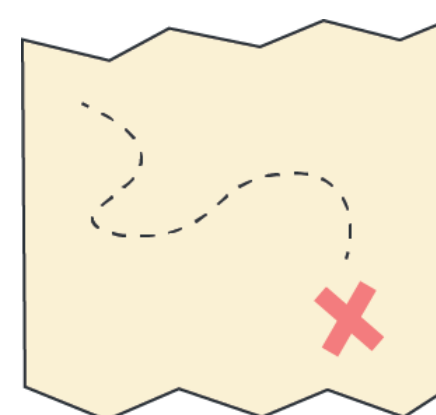
Discounts



Downloads



B2B Services



Hints + Tips



Support a Cause



Events

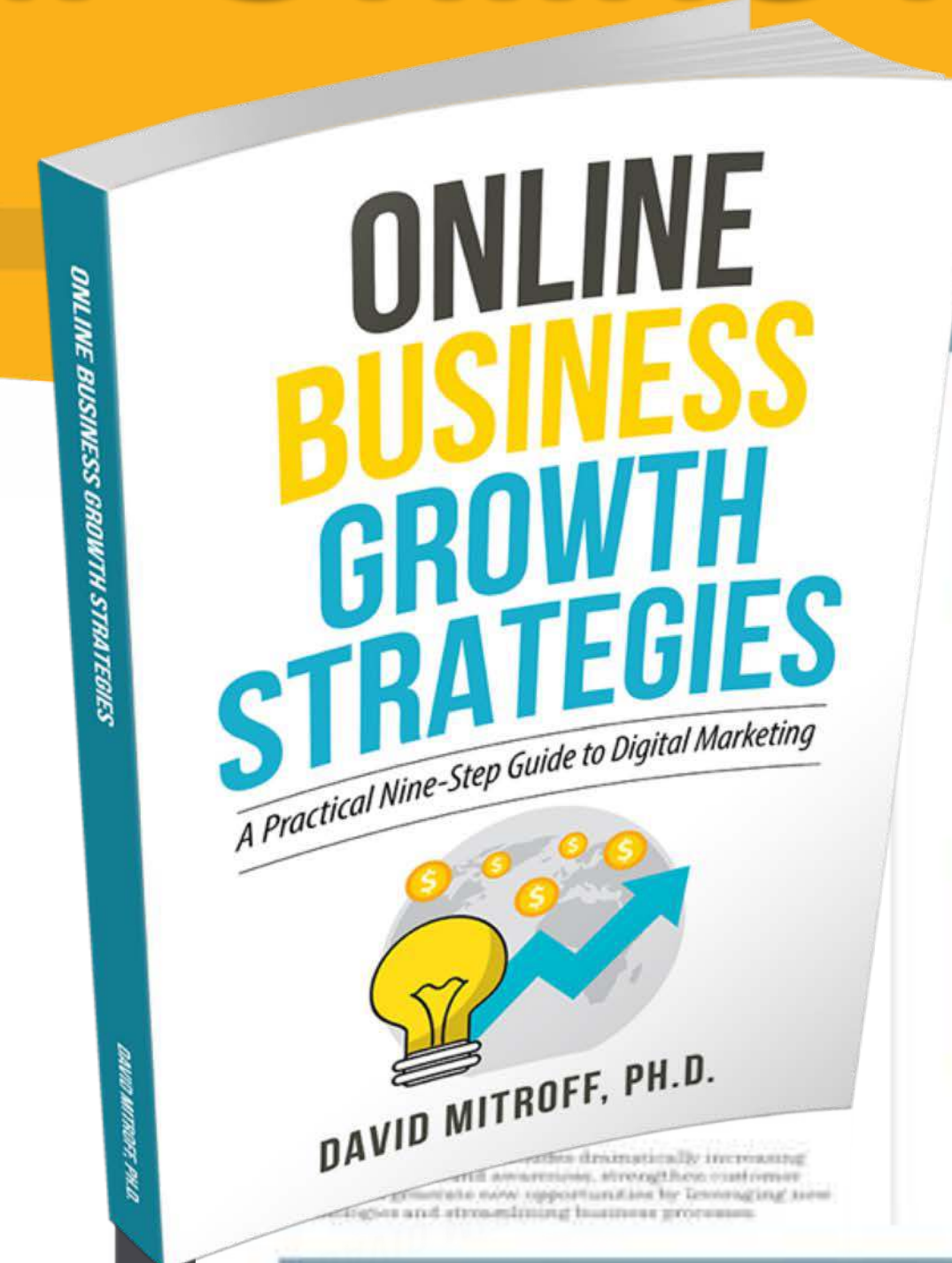
Tracking & Analysis

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



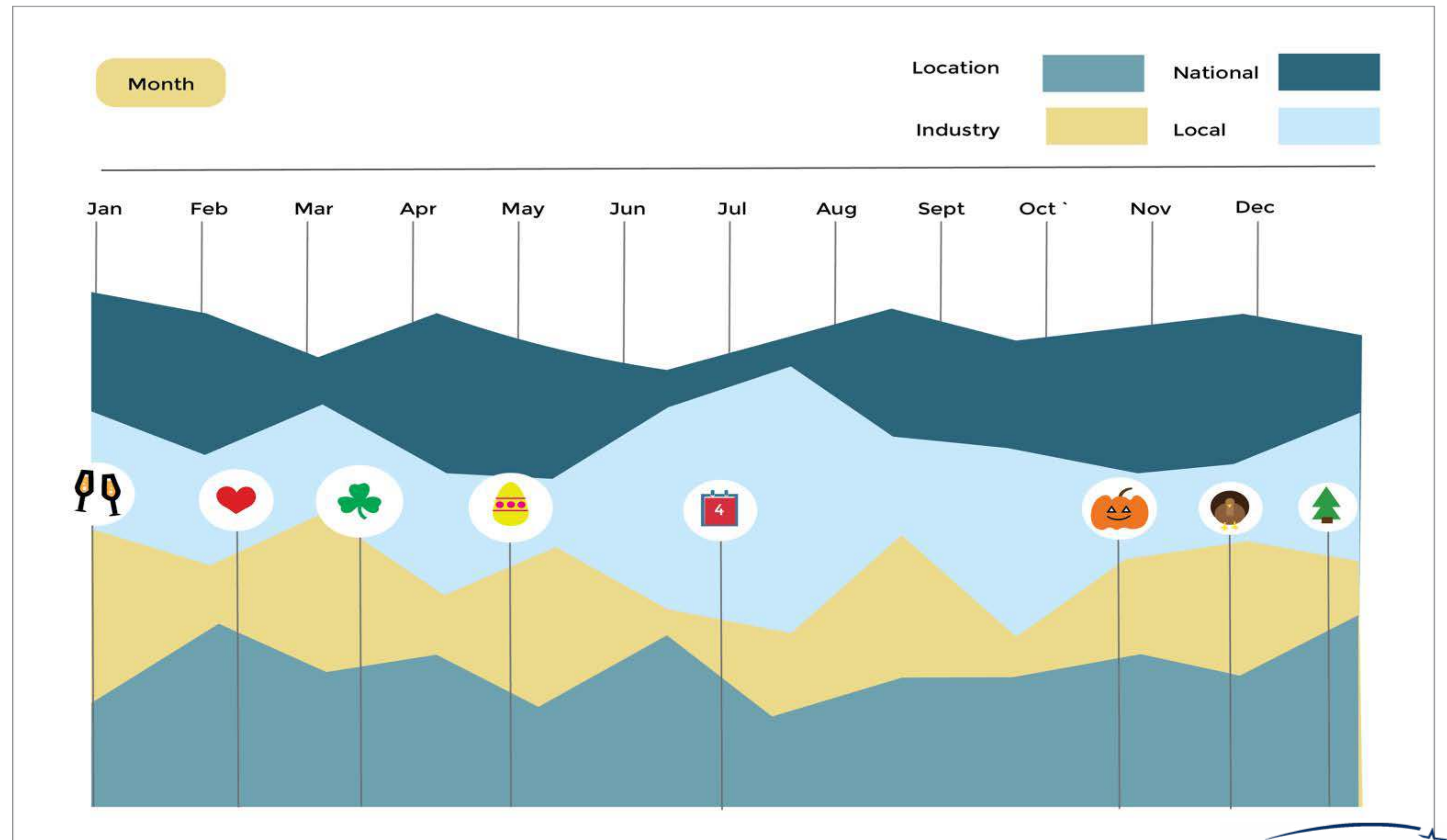
12 Month Marketing Calendar

National Holidays

Local Holidays / Events

Industry Related

Location Based





NEXT STEPS

1

Build Your Brand & Take Action

Today

- ▶ Come up with your Growth Plan
- ▶ Have virtual meetings!
- ▶ Send Email Newsletter!
- ▶ Review Your website to include:
 - Clear call to action
 - Integrate social media

2

Increase Brand Awareness

Next 30 days

- ▶ Make adjustments to your Online Presence (test and see what works)
- ▶ Host a Virtual Event!
- ▶ Work on increasing your brand awareness on Social Media

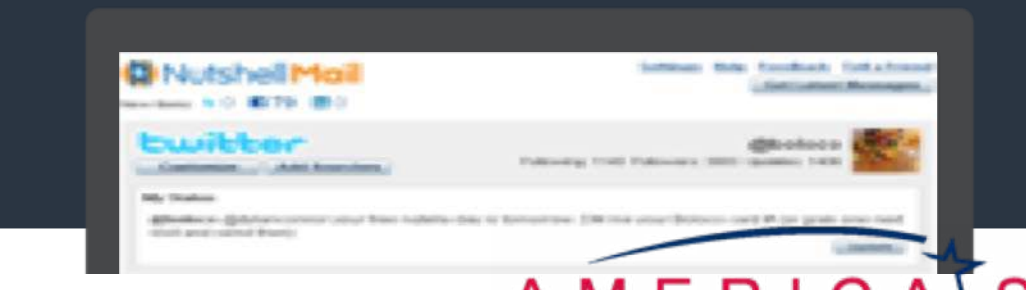


3

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!
Or email me for a
PDF copy



510-761-5895



David@PiedmontAve.com



www.PiedmontAve.com

QUESTIONS



David Mitroff, Ph.D.

David@PiedmontAve.com

510-761-5895

fb.com/PiedmontAve

twitter.com/DavidMitroff

linkedin.com/in/DavidMitroff

ANSWERS

