

David Mitroff, Ph.D.

# Growing Your Business *Fast*: Business Development Strategies Checklist



“Everyone wants to live on top of the mountain, but all the happiness and growth occurs *while you’re climbing it.*”

Andy Rooney,  
Journalist

# What will We Cover?

1. Assess your business across the 6 Business Development Core Areas
2. Learn new tools to improve your marketing
3. Develop a 12-month marketing calendar

# 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](http://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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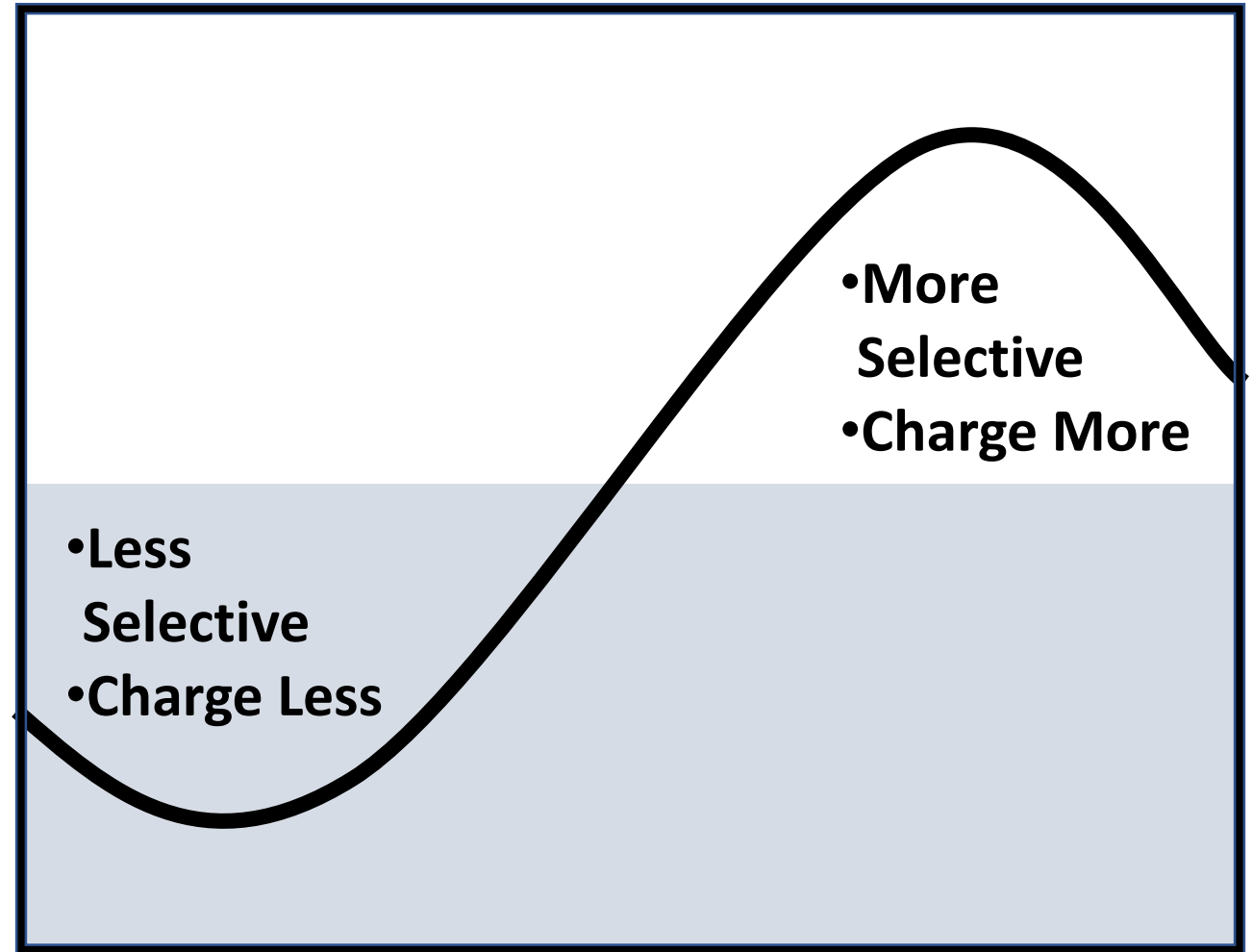


# Right Now

*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: Events and Workshops (now virtual events)

## New Business Growth Cycle



# 6 Business Development Core Areas:

1. Website
2. LinkedIn For Leads
3. Email Marketing
4. The Event Effect
5. Video Content
6. Being Published: Books & PR



# First Point of *Contact*



SQUARESPACE



WORDPRESS





# Website The Hub of Your Online Strategy

- 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*





# SEO

Do you show up in 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)*



# 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 light blue and contains 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 footer also includes "Theme by Out the Box" in the bottom left. The mobile app interface on the right is white and features a photo of a person, 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". At the bottom of the entire image is a dark grey bar with the text "David@PiedmontAve.com", "©2020 Piedmont Avenue Consulting, Inc.- all rights reserved", and "www.PiedmontAve.com".

CONTACT US TODAY

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

Sign Up for Email Updates

For Email Marketing you can trust.

Theme by Out the Box

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

# IN

- Day to Day Tasks



# ON

- Growing Business



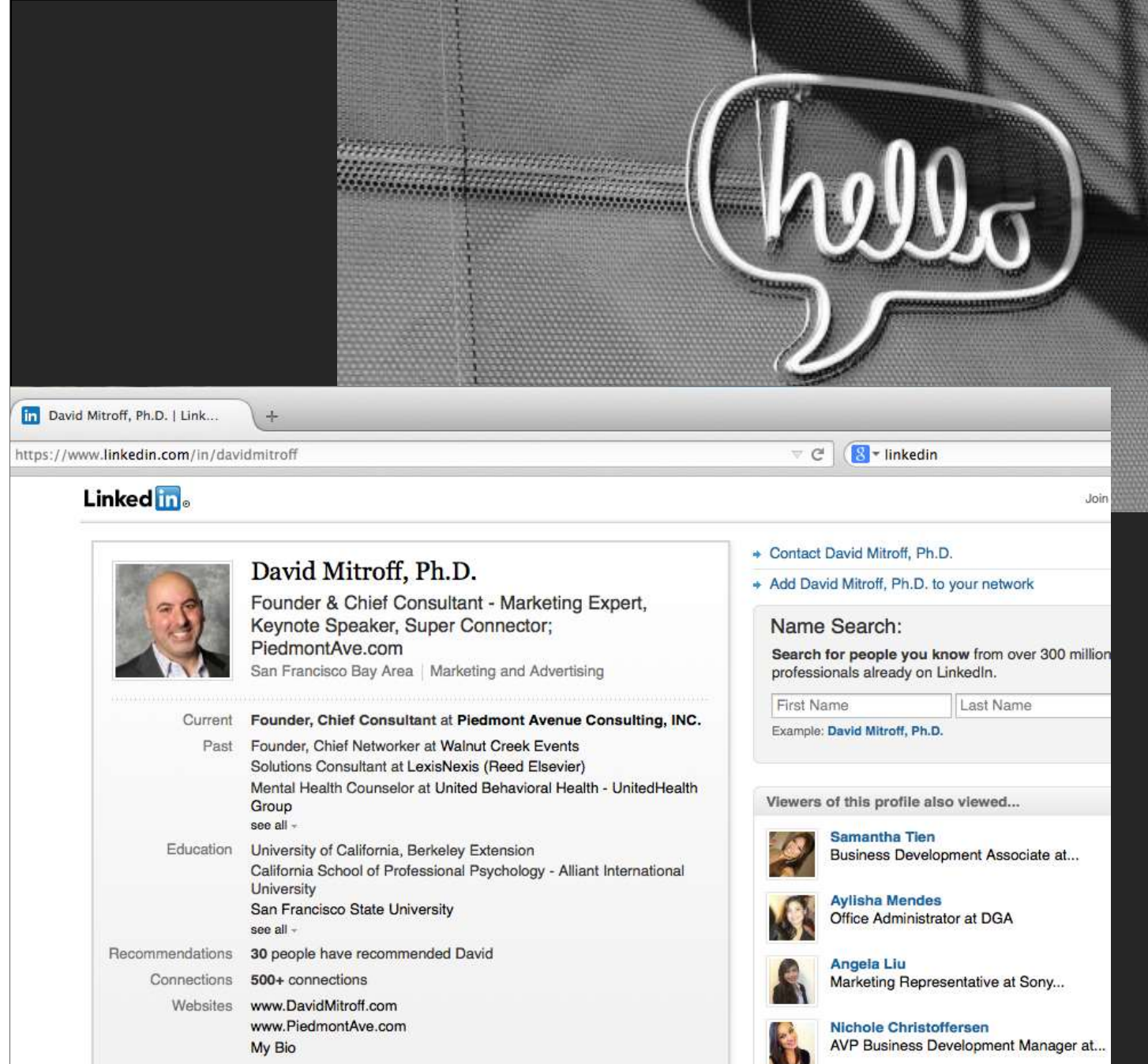


*“LinkedIn is the current primary tool for online professional networking.”*

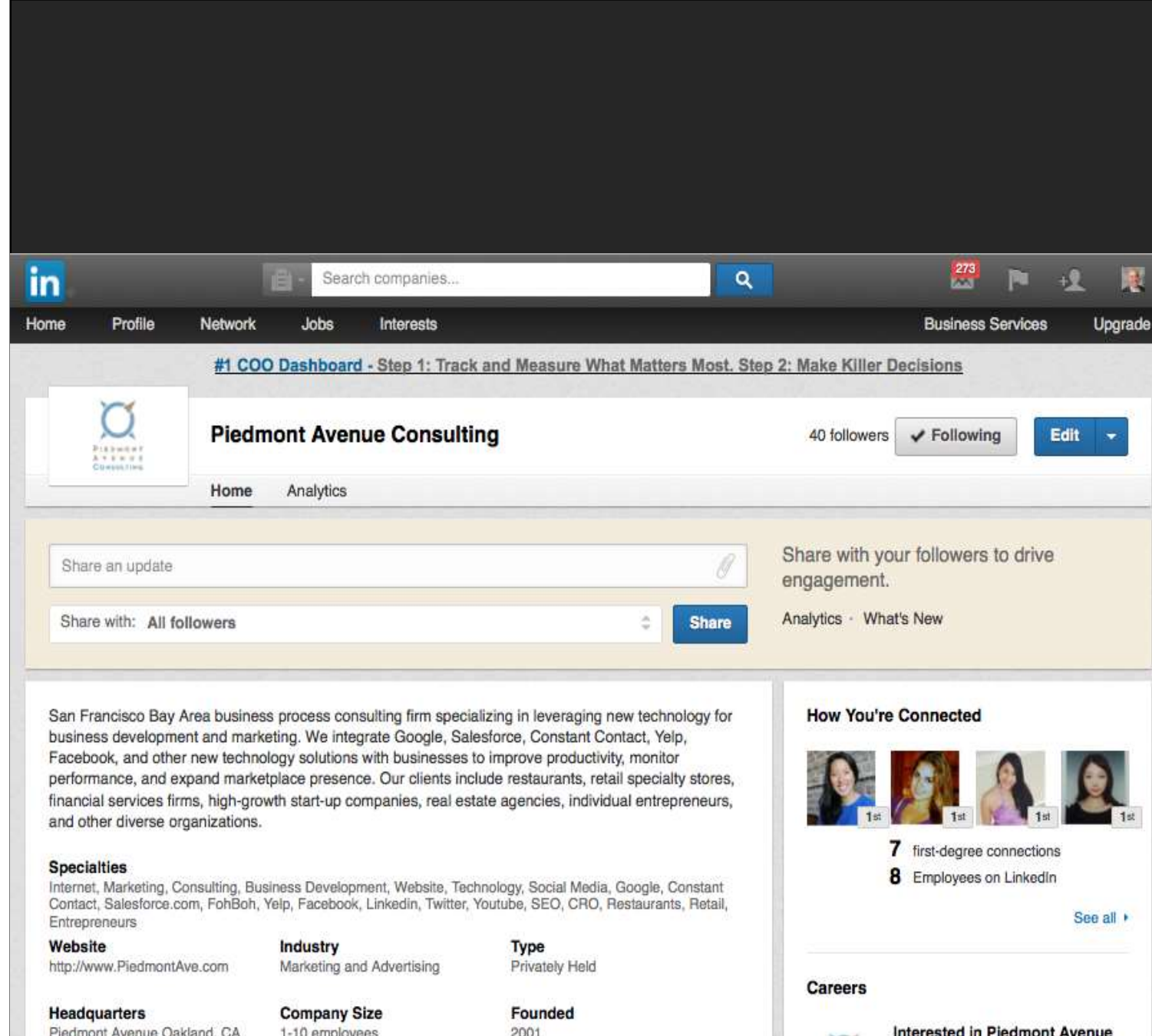
- World’s largest professional network with over 300 million
- 94% of recruiting & staffing agencies use for global recruitment
- Hub of connecting with current business contacts
- Limitless network of professionals
- Perfect for Business Development
- 86% of B2B Marketers use LinkedIn



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



- 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



in Search companies...

Home Profile Network Jobs Interests Business Services Upgrade

#1 COO Dashboard - Step 1: Track and Measure What Matters Most. Step 2: Make Killer Decisions

**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	Industry	Type
<a href="http://www.PiedmontAve.com">http://www.PiedmontAve.com</a>	Marketing and Advertising	Privately Held

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

**How You're Connected**

7 first-degree connections  
8 Employees on LinkedIn

[See all](#)

**Careers**

Interested in Piedmont Avenue



# How to *Connect* on LinkedIn



# BUSY

- Too busy for meetings
- Reactive



# FULL

- Time to Think
- Proactive



# 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, reloom 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 MUJER

One of Trinidad's and Cuba's oldest venues, this club is an affair after that congregates on the sweeping staircase beside the Iguala Parquet of Plaza Mayor. A great mix of music and local folk in the light atmosphere show here. Alternatively, full-on salsa concerts are held in the club's rear courtyard. Be prepared to participate for the whole experience!

READ MORE ABOUT CASA DE LA MUJER

### DRINKS

MIAMI - EL FLORIDIAN

Promoting itself as the 'cradle of the drink', El Floridiano was a favorite of expat Americans long before Ernest Hemingway dropped by in 1930s (since the name which means 'The Florida'). A bartender named Constante 'Babalu' invented the drink soon after WWII, but it was Hemingway who popularized it and ultimately the bar christened a drink in his honor: the Papa Hemingway Special (essentially, a cocktail made with essential grapefruit juice).

READ MORE ABOUT EL FLORIDIANO

### CATAMARAN CRUISE

BAHIA DE LA VISTA - SUNSHINE CRUISE BUNDOO

One of Trinidad's most popular cruises is the Sunshine Cruise Bundo. This trip includes the dolphin show at the Dolphin Center, lunch on Capri Island, two swimming stops, two drinks and total banquets. This trip comes with a free cruise that can be booked 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 SUNSHINE CRUISE BUNDOO

### CULTURE

HAVERA - CATEDRAL DE SAN CRISTOBAL

Designed by two inelegant towers and framed by a theatrical baroque facade designed by Italian architect Francesco Borromini, the grand Cathedral de San Cristobal de La Habana was described by novelist Adolfo Carpentier as 'the most solid stone'. When the building was finished in 1761, the diocese of Havana was created 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



## REAL ADVENTURES APP

Real Adventures guide for your smartphones. Get to the heart of any country in no time with the Real Adventures app. Features include: city guides, language translation, audio walking tours and social networking. And with the Internet connection required, you won't lose 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 explore one of the Top 100 Cities.



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

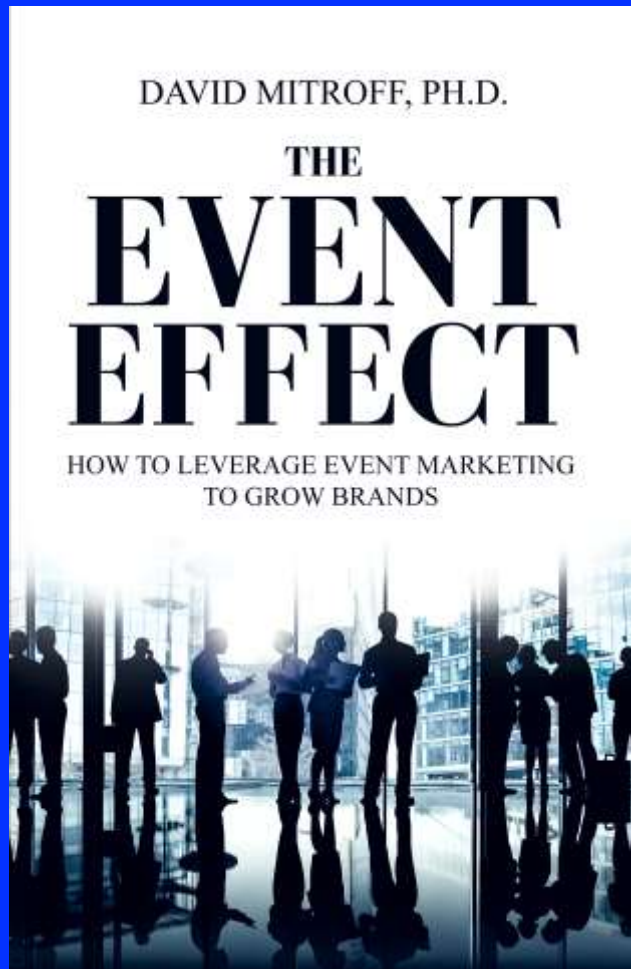


*Don't Obsess Over What is  
in it – **SEND IT OUT.***

# 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?

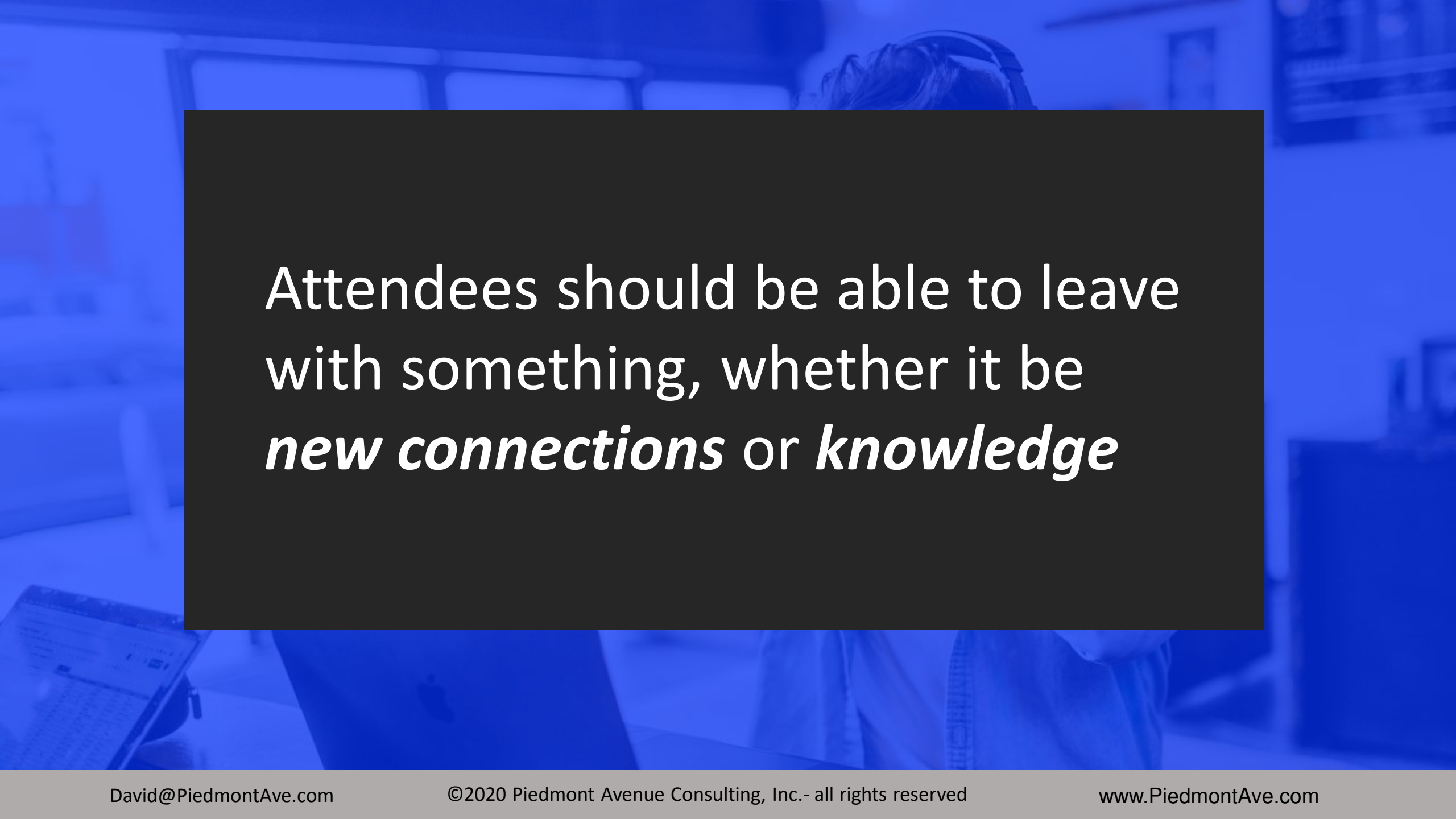
**WHEN** during the year would the event be? Time your event announcements?

**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



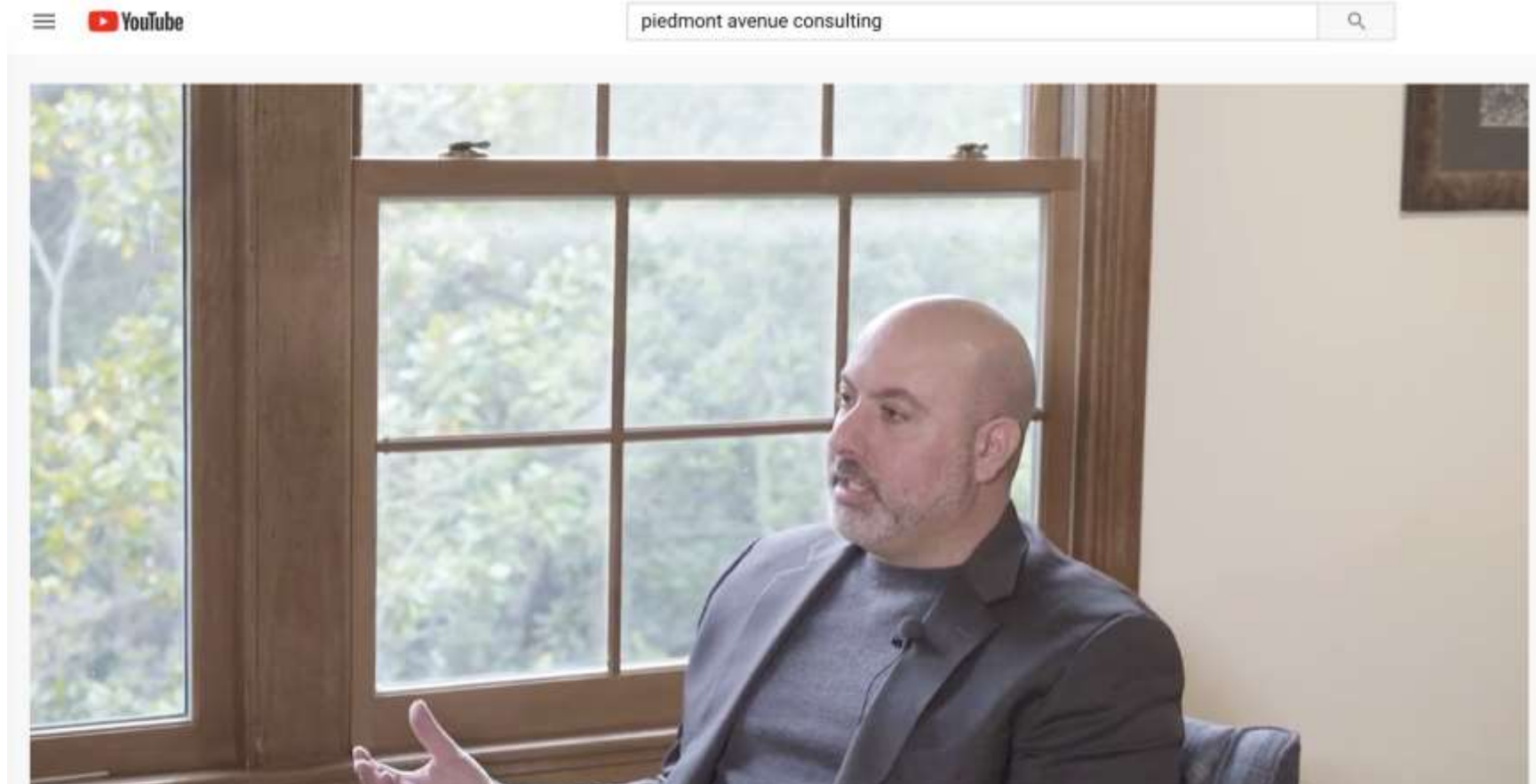
Video summary of your business

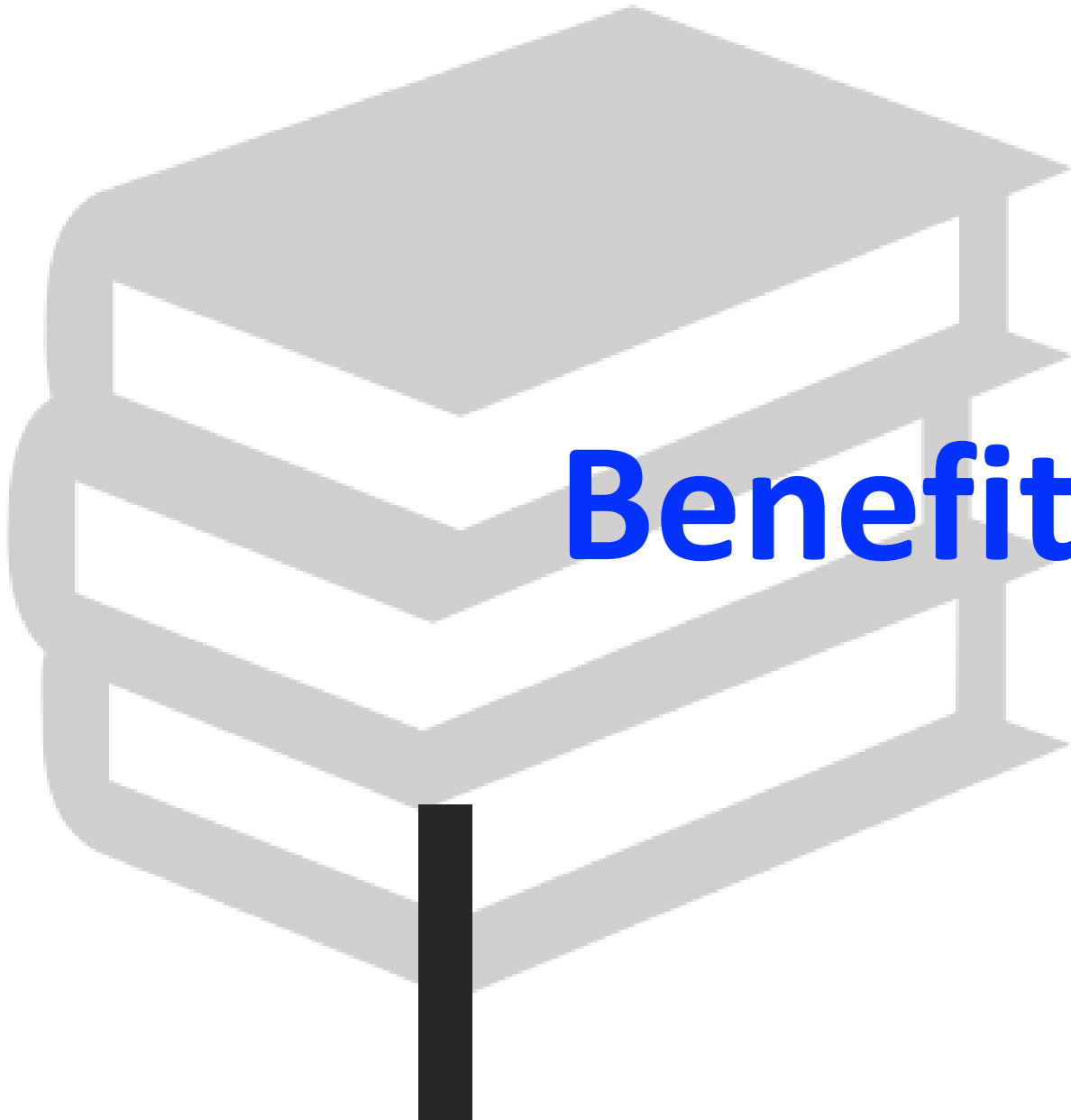
**NOTE:** Does not need to be a full production, but can be as easy and simple as a screen recording

- 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

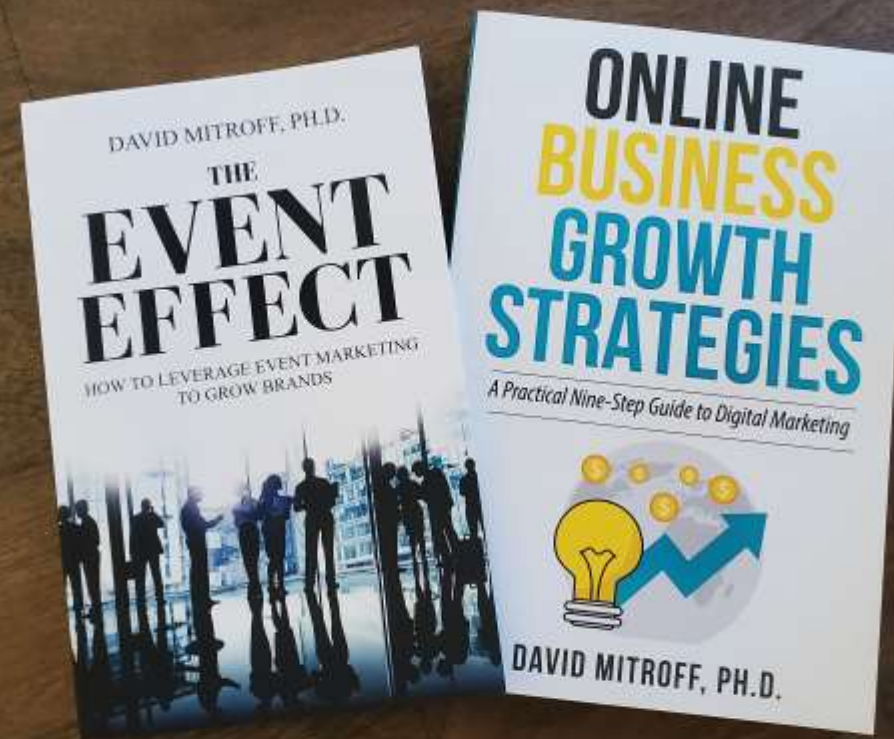
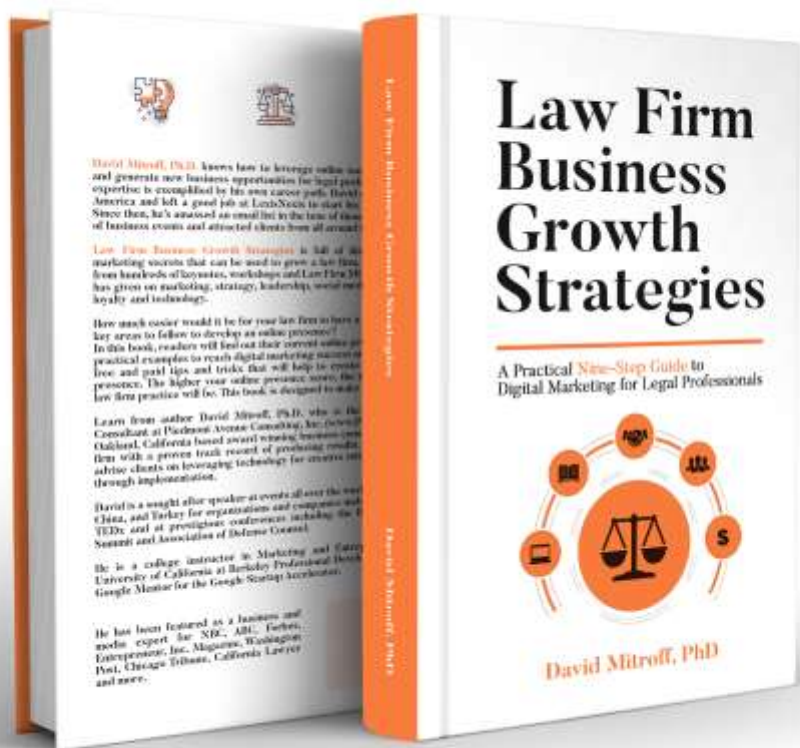
- Clients/Customers **connect with you better** through tangible items
- **Adds credibility** to your brand
- Can be a **point of reference** for others to understand you and your brand
- **Easier to market** your brand





- 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](http://EINpresswire.com)

[Service.prweb.com](http://Service.prweb.com)

[Newswire.com](http://Newswire.com)

[HelpAReporter.com](http://HelpAReporter.com) - HARO

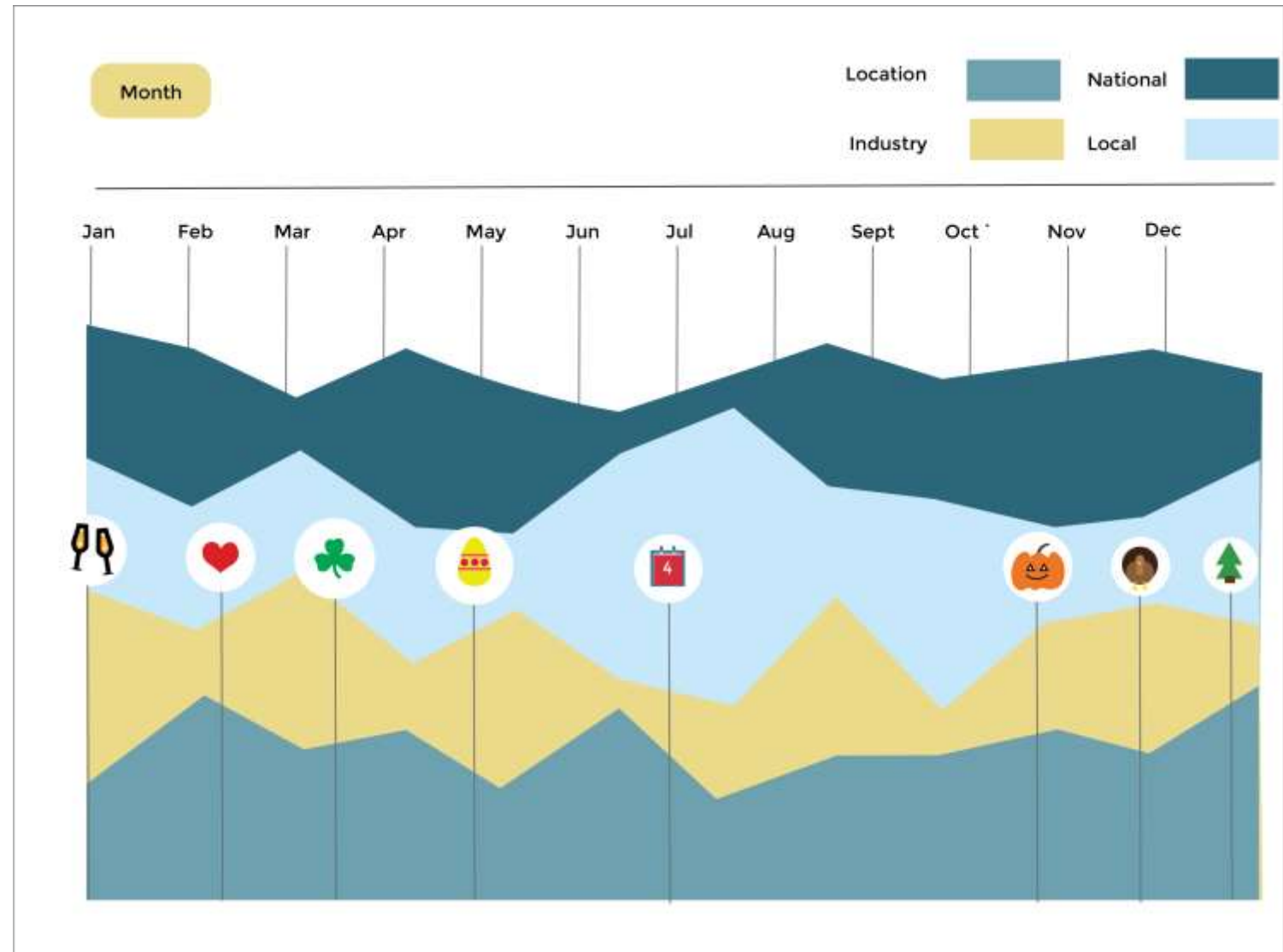


The logo for NewsWire features the word "NEWSWIRE" in white, sans-serif capital letters on a blue rectangular background.

# 12 Month Marketing Calendar

## 12 Month Marketing Calendar

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

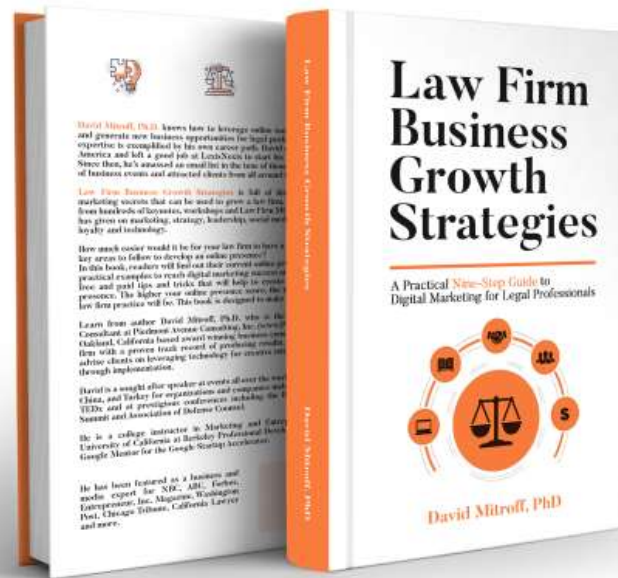


# Learning Points:

- The fastest ways to grow your brand online
- How to continually reach new market segments
- Learn how to leverage social media networks, such as LinkedIn
- How to create loyalty from the very first point of contact
- Make your online profiles and presence stand out!
- Systematic approach to growing your network of contacts and leveraging your current network
- Create a competitive advantage through social marketing
- Creative ways to leverage social media platforms to build online influence
- Uncover how to excel at content marketing



Stay in Touch !



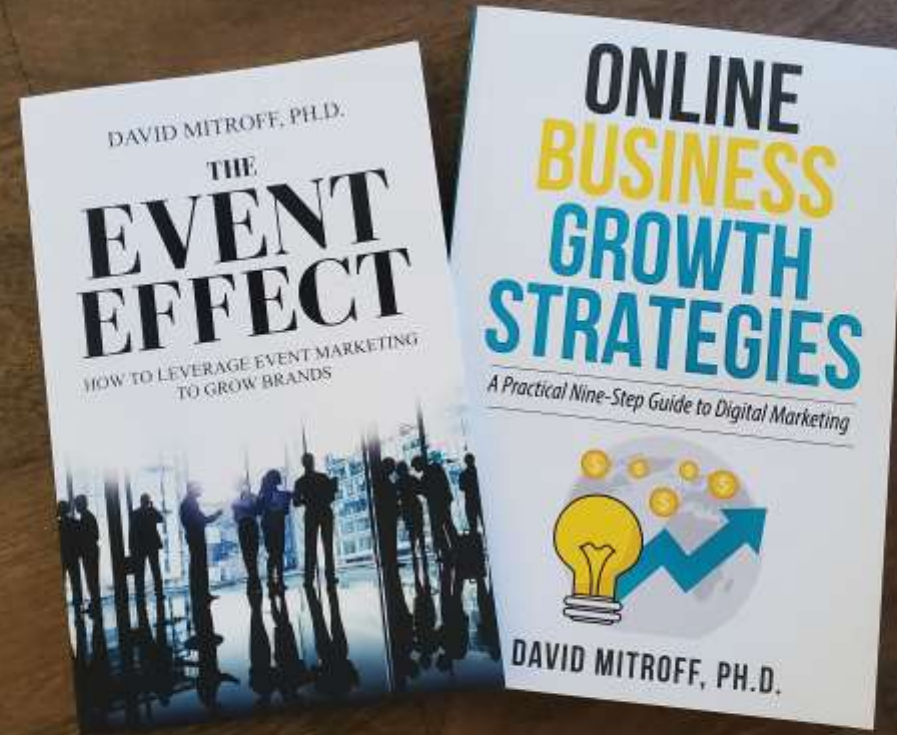
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## QUESTIONS



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## ANSWERS

