



Presented by David Mitroff, Ph.D.

# Implementing Growing Your Business *Fast*





Marketing's job is never done. It's about *perpetual motion*. We must continue to **innovate every day**



By Beth Comstock, Former  
CMO & Vice Chair, GE

# Best Ways to Grow Your Business *Now*:


1. Content Marketing
2. Automate Your Online Presence
3. Networking
4. Identifying Strategic Partners
5. Outsourcing



# 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.



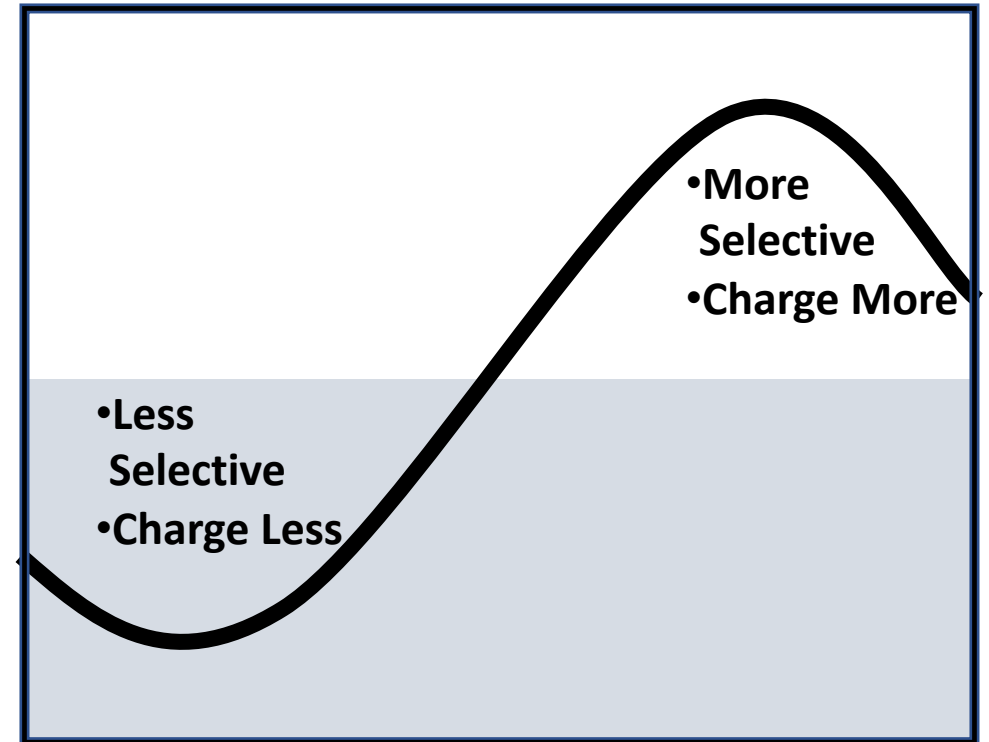
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- Focus: List of 10 things you can control
- Consistency: 3 Lunch Meetings per month x 12 months = 36 Lunches
- Top of Mind: Monthly Newsletter (now 1 a week)
- The Event Effect: Events and Workshops (now virtual events)

### New Business Growth Cycle



01

# Content Marketing

# SEO

SEO language: location and what you do

- Helps drive traffic to your site
- 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***

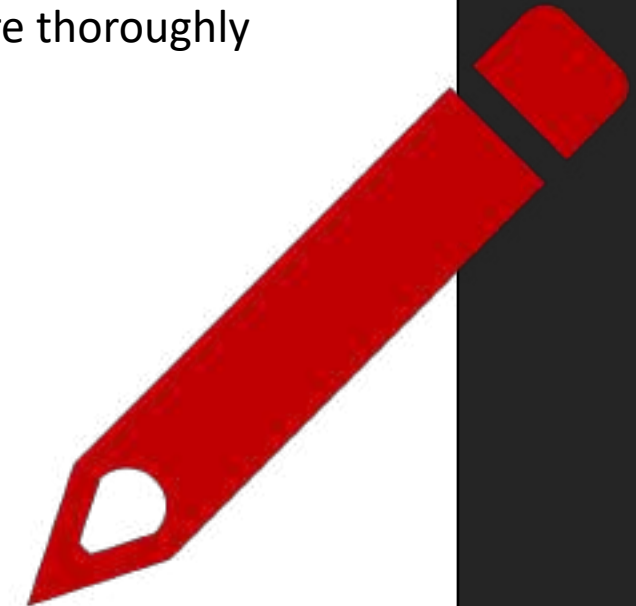
- Emphasize Location
- Brief
- Can be used for more business content and materials

## ***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 two overlapping screenshots. The background screenshot is a website footer with a light blue background. It features the text "CONTACT US TODAY" in blue, followed by "Stephen M.H. Braitman, ASA 415-897-6999". To the right is a teal button labeled "Sign Up for Email Updates" with the subtext "For Email Marketing you can trust." Below this is a dark teal bar with the text "Theme by Out the Box". The foreground screenshot is a mobile app interface with a white background. It 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-pointing arrow. At the bottom of the app interface are three icons: a phone icon with the text "Click-to-call 415-897-...", an envelope icon with the text "We'd love to hear from...", and a person icon with the text "My Account".



SQUARESPACE



WORDPRESS

02

# Automate Your Online Presence



*Automate* what you can!



# 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 essential ingredients, the lavender and chamomile Pillow Naturals 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 ADVENTURE

## YOUR GUIDE TO NEW ADVENTURES

The together by passionate travelers who share the globe for adventure and exciting 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 to experience it.

### DANCE

TRINIDAD - CAROL DE LA BECK



One of Trinidad and Tobago's most vibrant, the steel is an offshoot of the popularity of the growing steel drum bands. The Spiccadoules of Port of Spain began this all-music and dance late in the 19th century when steel bands were formed. Today, steel bands are a staple of the island's music scene.

READ MORE ABOUT TRINIDAD

### DRINKS

HAWAII - EL FLORIDIAN



Promoting itself as the "Island of the Queen," Oahu is a treasure trove of great drinks. One of the most popular is the Mai Tai, a cocktail made with rum, orange juice, and pineapple juice. The drink was created in 1944 by a bartender named Don the Beachcomber and has since become a staple of the island's nightlife.

READ MORE ABOUT HAWAII

### CATAMARAN CHUISE

SAUDI ARABIA - SARAFI LOUIS DE VRIES



One of Saudi Arabia's most popular water sports is the Catamaran Chuiise. This sport involves the catamaran owner or the captain, who is responsible for the boat's safety, and the crew, who are responsible for the boat's operation. The sport is a popular activity for tourists and locals alike.

READ MORE ABOUT SAUDI ARABIA

### CULTURE

TRINIDAD - CAROL DE LA BECK



Designed by the architect Francesco Borromini, the grand Cathedral de San Cristobal de la Habana was completed by the architect's son, Giovanni Borromini. The cathedral is a masterpiece of Baroque architecture and is a UNESCO World Heritage Site.

READ MORE ABOUT TRINIDAD



## REAL ADVENTURES APP

Real Adventures is the guide for your adventures. Use the Real Adventures app to explore the world's most exciting destinations. The app includes real-time updates, travel tips, and more. It's the perfect companion for your next adventure.

Available for iOS and Android. Download the Real Adventures App and start your guide for your adventures. It's the perfect companion for your next adventure.



FOLLOW OUR ADVENTURES



So you're the only designer at your company

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

LOVELY 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

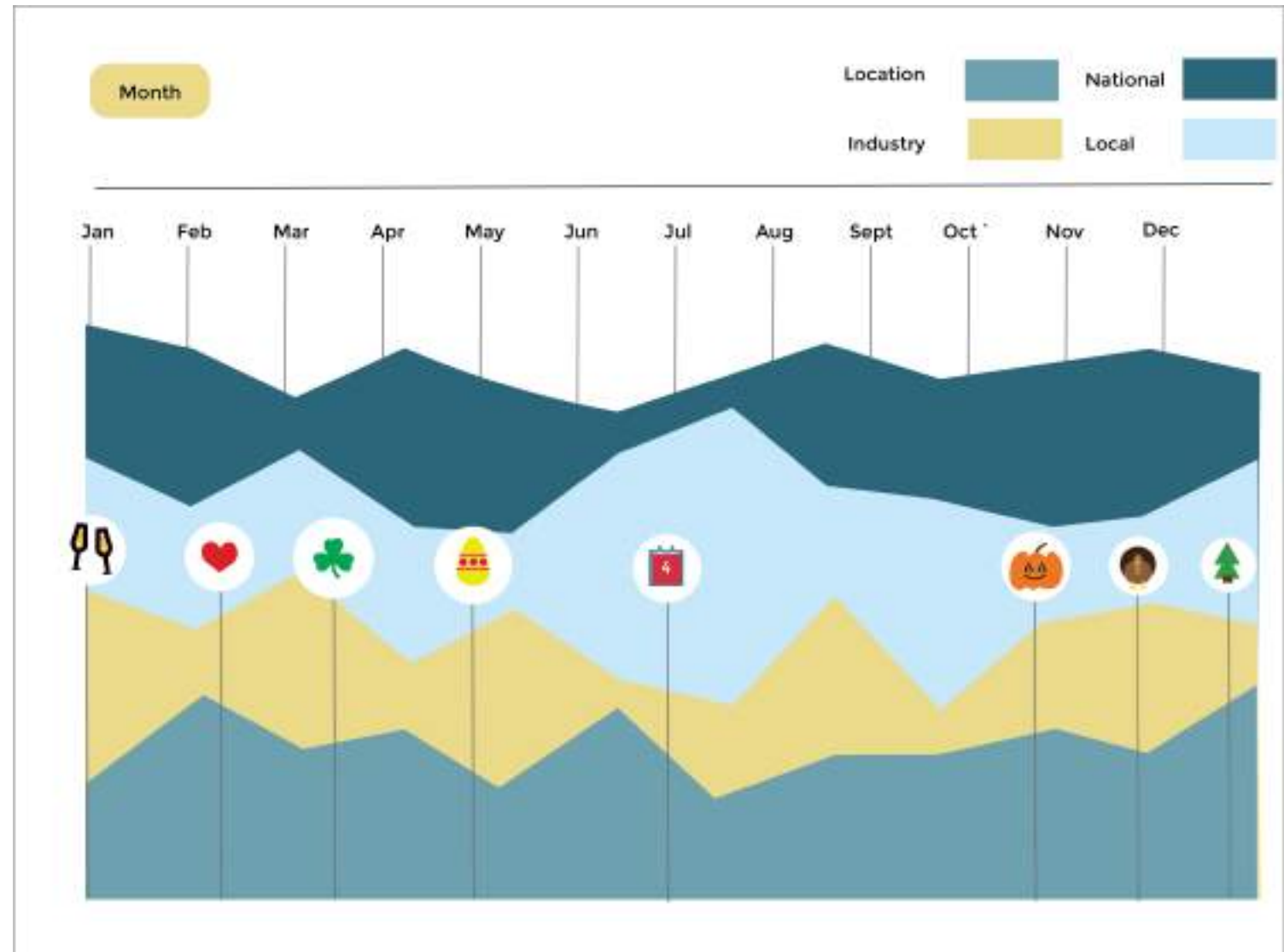
*Don't Obsess Over What is  
in it – **SEND IT OUT.***

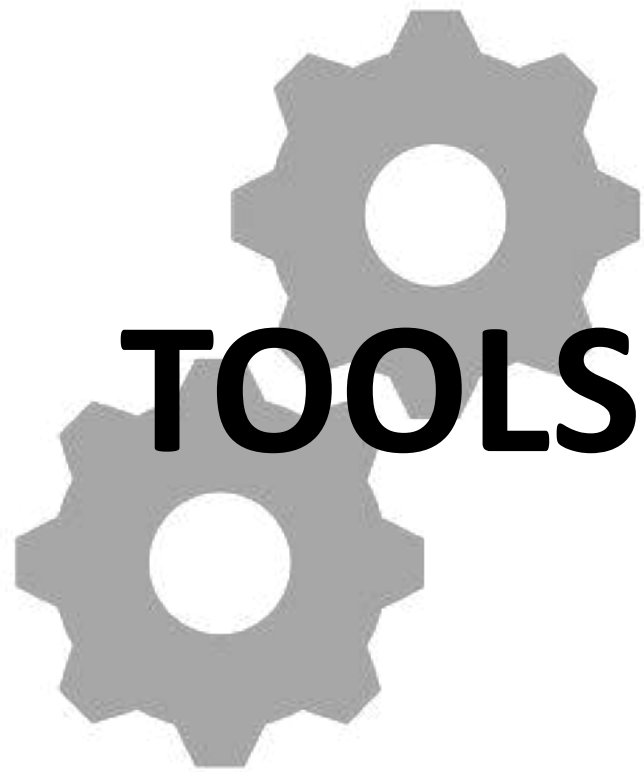
# Plan out your social media for the month:

The image shows a social media dashboard interface. At the top, there's a 'Streams' header with a 'New Post' button and user profile icons. Below this, there are tabs for different regions: 'Nest Hotels (Global)', 'Nest North America', 'Nest Europe', and 'Nest Eco Suites'. The main content area is divided into three columns:

- Timeline:** Shows a post from 'Nest Hotels North America' 40 minutes ago. The post text reads: 'Wake up with SoHo right at your doorstep and have breakfast in bed with your fluffy friend before you take on Manhattan when you stay at @NestNewYork 🐶 Noah Haney'. The image shows a pug dog lying on a bed. The post has 172 likes and 21 comments. Comments include: 'Zoe Zhang Oh my god, T-Bone is famous!!', 'Noah Haney Ahhh thanks for resharing, we can't wait to come back and stay again!', and 'Penelope Donnelly What a cutie'.
- My Posts:** Shows a post from 'nesthotels' featuring a breakfast spread with fruit, coffee, and a teapot. The post has 781 likes and 30 comments. A comment from 'Nest Hotels' 2 hours ago says: 'When you wake up to this view... 🌴 #NestMaui 🐶 @noolah'. The image shows palm trees against a sunset sky.
- Mentions:** Shows mentions of '@nesthotels'. One mention from 'Geoffrey Bear' 5 mins ago says: 'Putting in some hours behind the bar during lunch today... thanks to my favourite bartender at @nesthotels'. The image shows a neon sign that says 'today was a good day'. Another mention from 'Liz Sang' 7 mins ago asks: '@nesthotels @nesthotels! Do you guys allow pets at your properties?'. A third mention from 'Bill Ballet' 9 mins ago is partially visible.

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





Robly



buffer



Hootsuite™

Later



Constant Contact®



MailChimp.

# Project *Management*

- Accessibility
- Clear tasks assigned
- Updated regularly as part of routine



Project Management

# TOOLS







You can influence others to achieve their own goals that are unique to them.

Those who work hard for themselves are those who **INSPIRE.**

03

# Networking



Growth is never by mere chance; it is the result of *forces working together.*

James Cash Penny,  
founder, JC Penny



# First Point of *Contact*

# INTRODUCTION

# V S

# Referral



- **Network with 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

04

# Identify Strategic Partners

# BUSY

- Too busy for meetings



# FULL

- Time to Think
- Proactive

# IN

- Day to Day Tasks



# ON

- Growing Business







***How Do You know  
**Who** to Have  
Meetings with?***

Find Relationships that will  
Benefit You and Your Business.

*List 20 of them.*

Examples depend on your business:

- Financial Advisors (lawyers)
- Apartment Management (locksmiths)
- Veterinary Hospital Director (dog day-care)

**Potential Partners**



# Value Exchange

- What do you have that they don't?
- What makes you unique?
- How do you measure success? Do professional relationships have a part in that?
- What can you offer?
- What do you need from them?

# *Venturing into Other Markets*



***Market Segmentation*** – Dividing a target market into smaller, more defined categories.

Once you have capitalized on your market, *how can you grow?*

# Analyze your **Current Market.**



What do you do that keeps people **engaged**?



How are you **unique**?



What are you doing to **maintain** those relationships?

# Analyze your **Desired Market**.



What do people respond best to? What **media** is used?



How are you **unique**?



What do people in that market **Need and Want**?

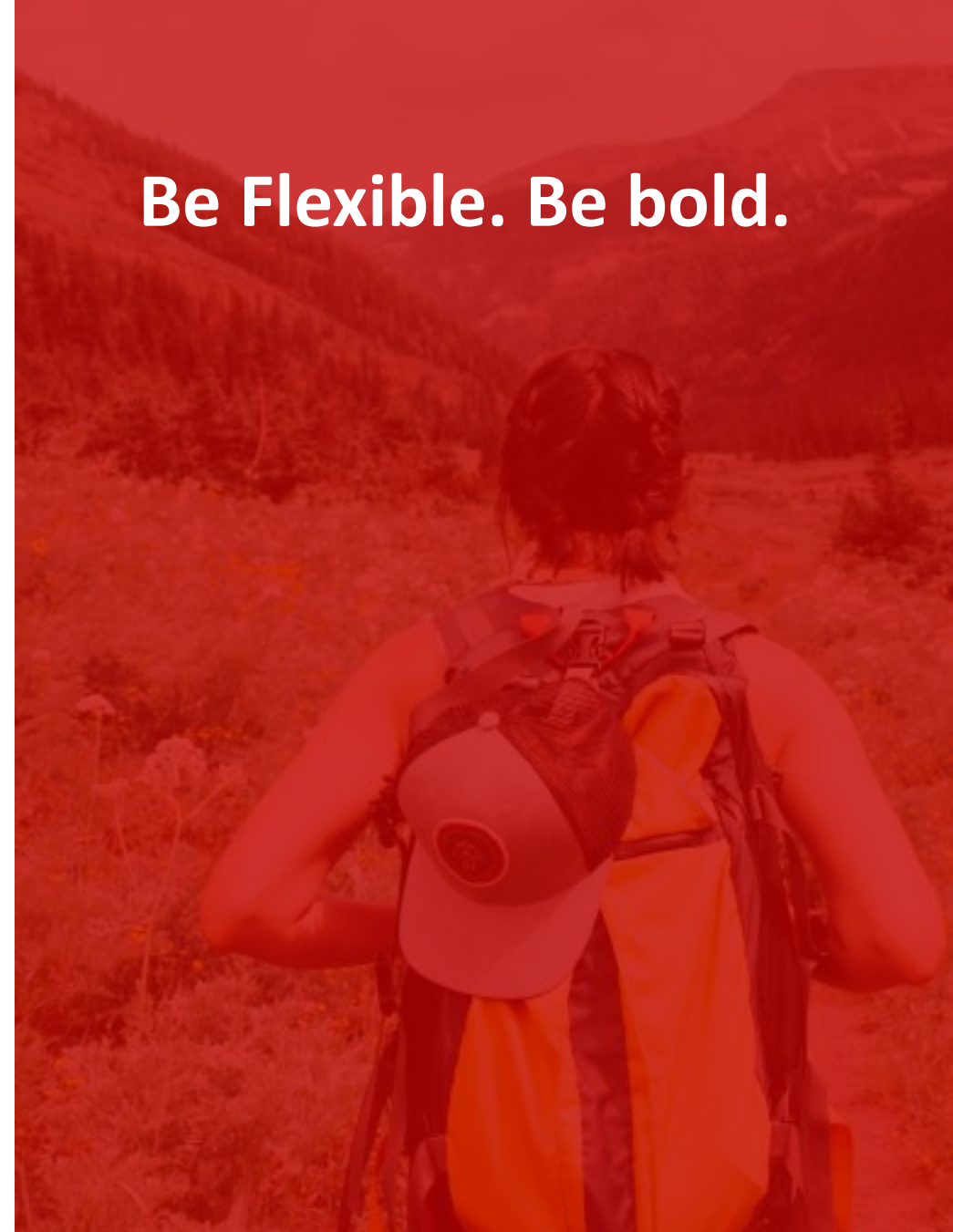
## **Speak Directly** to your Desired Market.

Put yourself out there, but be consistent.

***New Market Segments to Start:***

- Demographic
- Psychographic
- Behavioral
- Geographic

**Be Flexible. Be bold.**





05

# Outsourcing



upwork™

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

Eventbrite

upwork™

kindle

direct publishing

Rev

Unsplash

pixabay

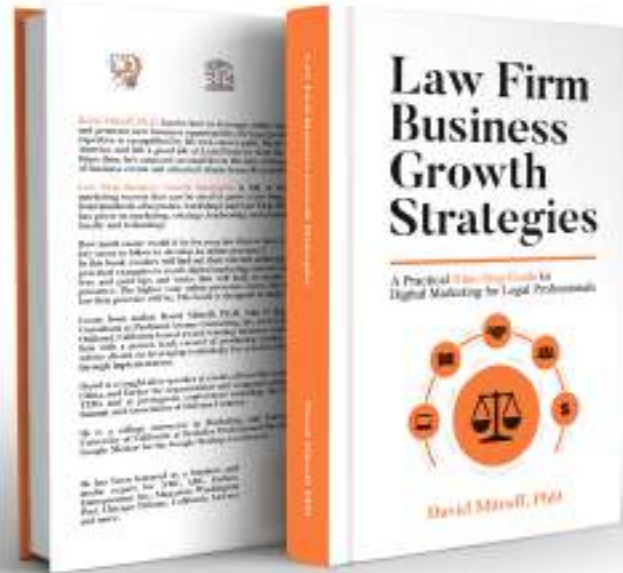


G Suite

# Learning Points For Entire Segment:

- 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 !



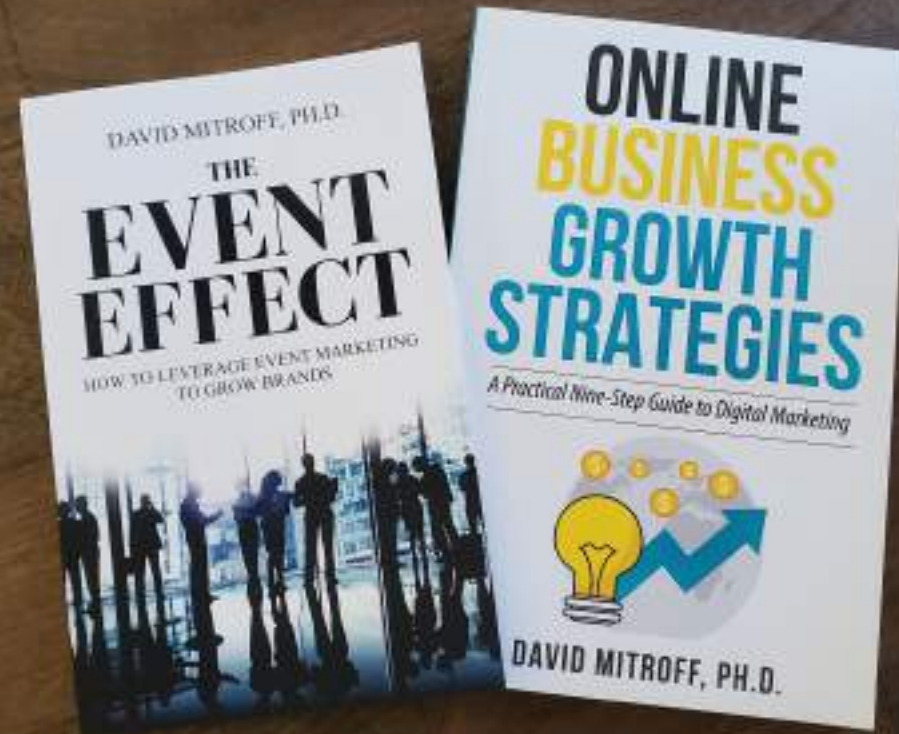
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# Questions ?

Find more at [www.Piedmontave.com/resources](http://www.Piedmontave.com/resources)

## QUESTIONS



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## ANSWERS

