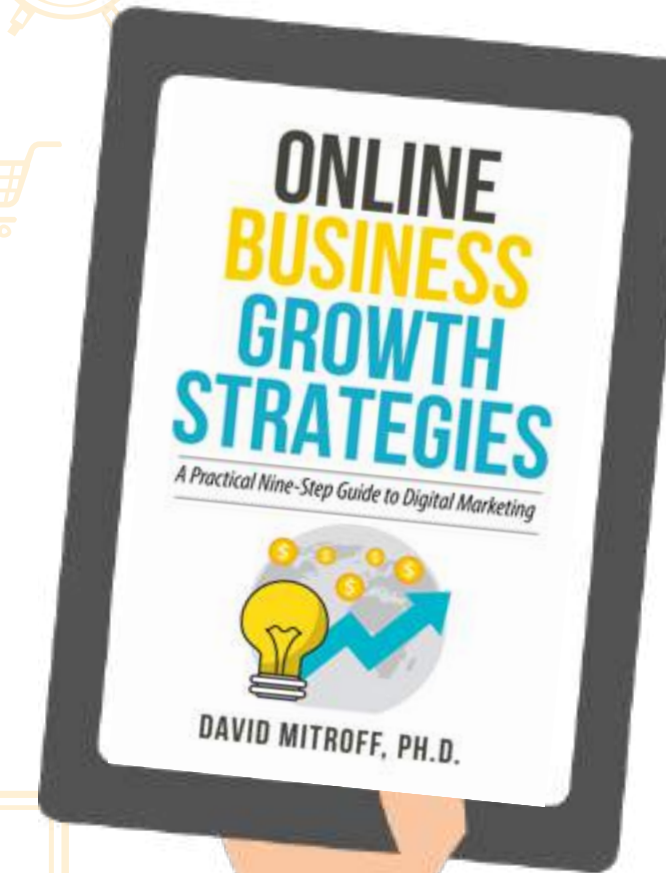


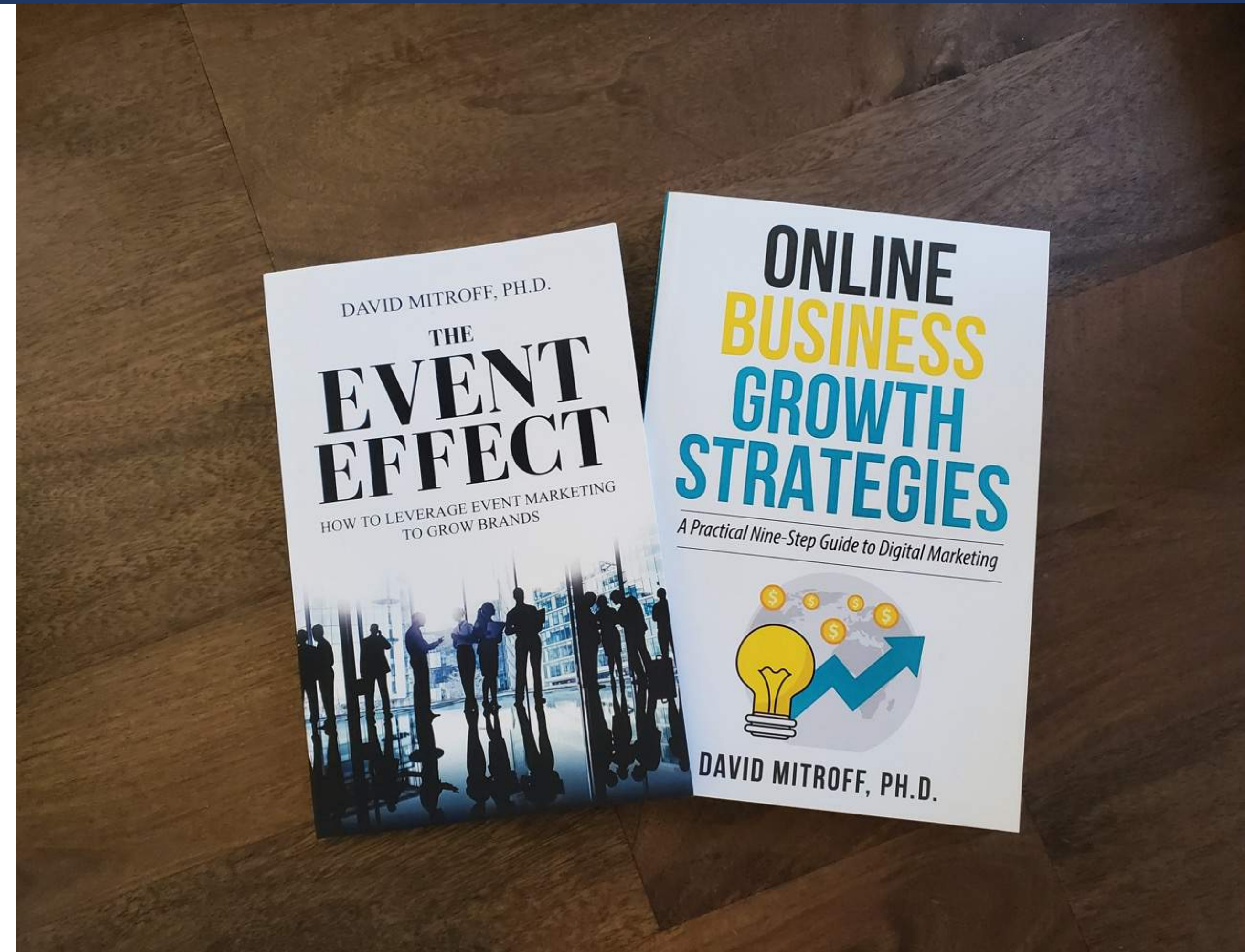
Virtual Networking For Business Growth

David Mitroff, Ph.D.



What We Will Cover

- **Ways to Grow Your Business Today**
- **How to Attract Clients**
- **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)
- Hosts over 50+ SF Bay Area events each year for last 9 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
- 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,

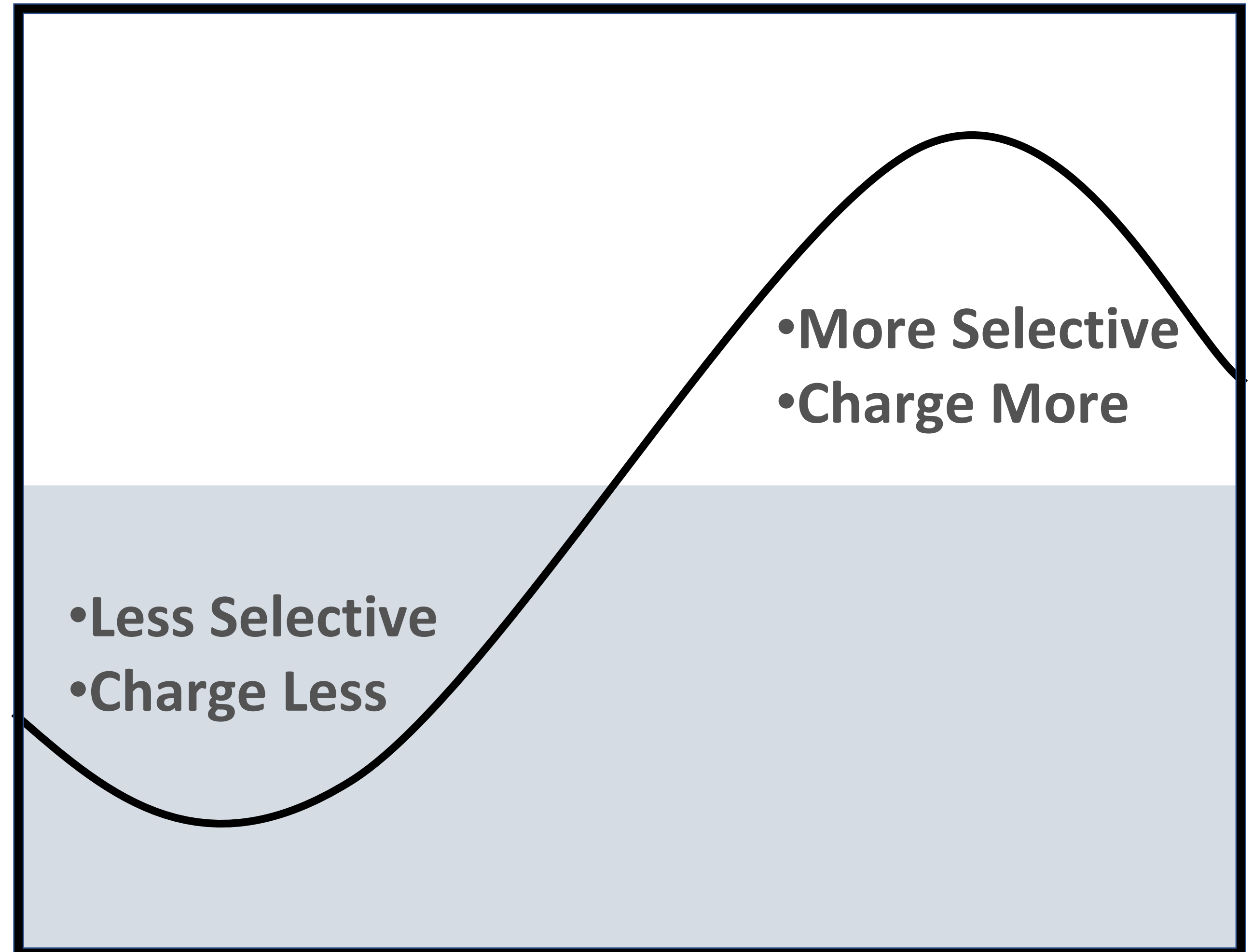


Right Now

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)

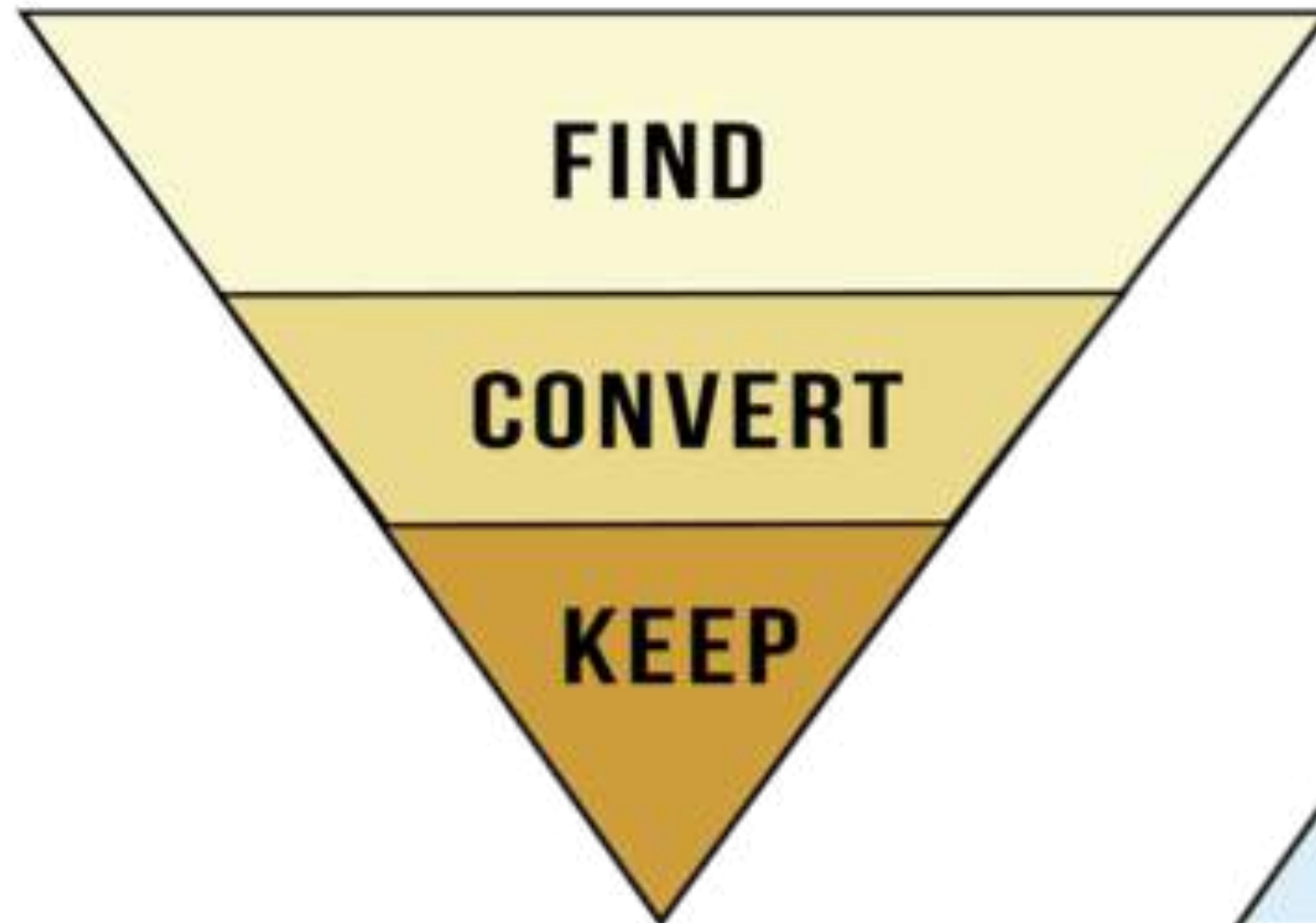
New Business Growth Cycle



Two Approaches to Growth

TRADITIONAL

marketing - selling - networking



ENGAGEMENT

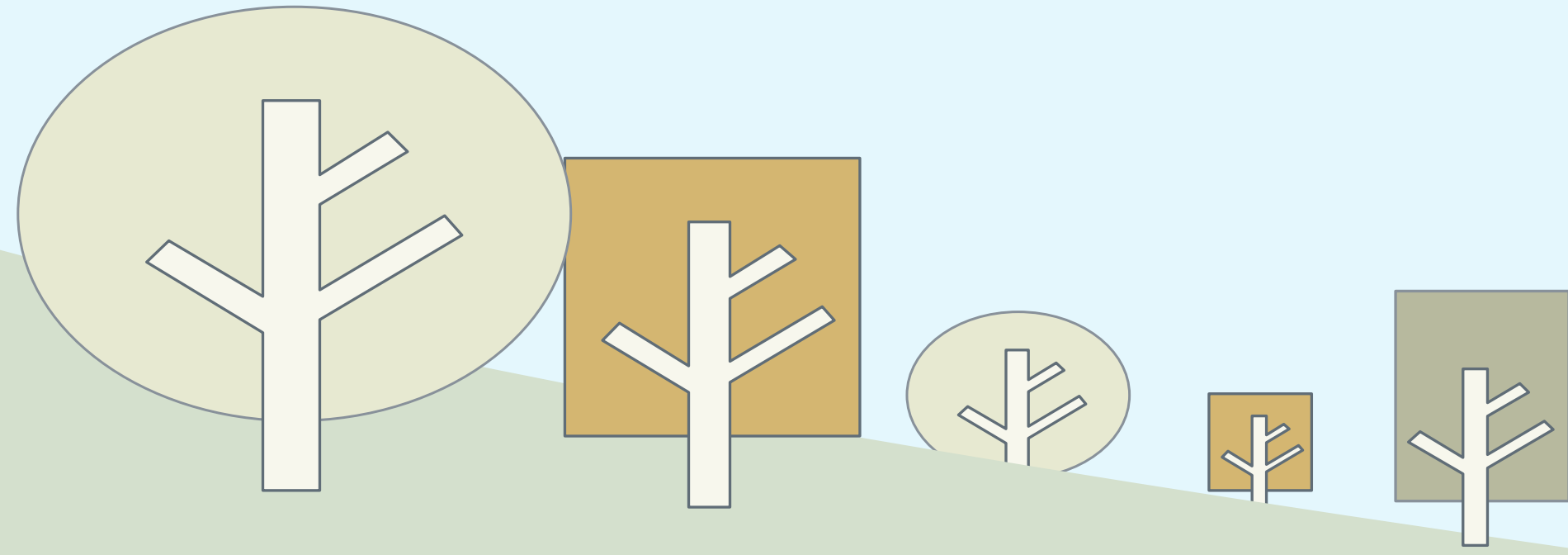
marketing - selling - networking



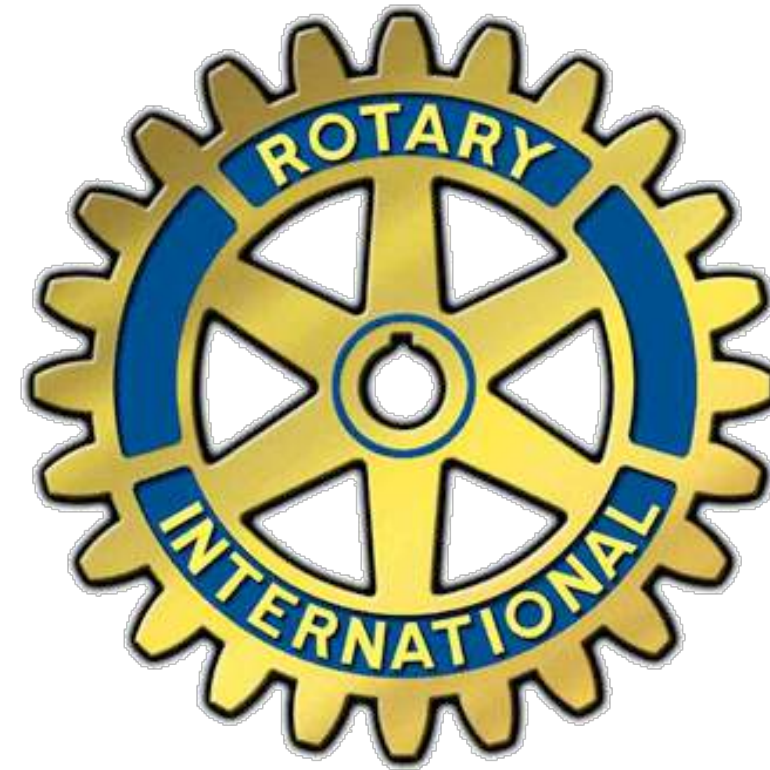
- WHAT ARE YOUR CURRENT MARKETING EFFORTS?

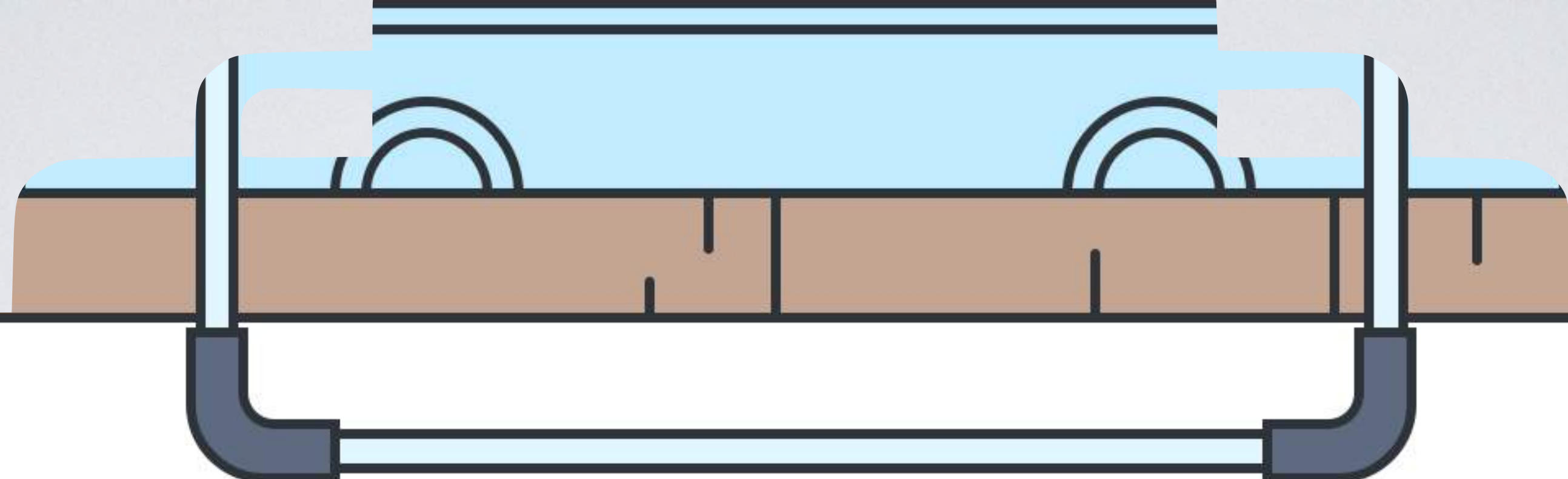


Where to Find Networking Events



- Eventbrite
- Meetup
- Rotary, BNI
- Chambers of Commerce
- Charity Events
- City Websites





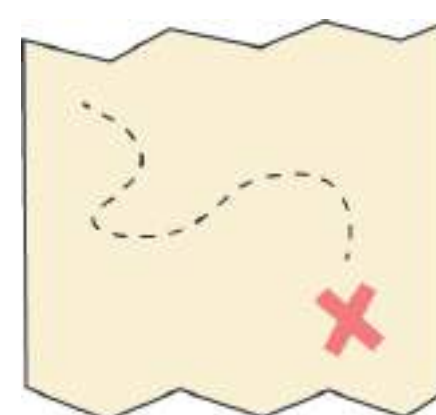
Discounts



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)
- Take Rate

Non Financial Metrics



Financial 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)

Non Financial Metrics



- Brand Awareness
- Test-drive
- Churn
- Customer Satisfaction (CSAT)
- Take Rate

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)

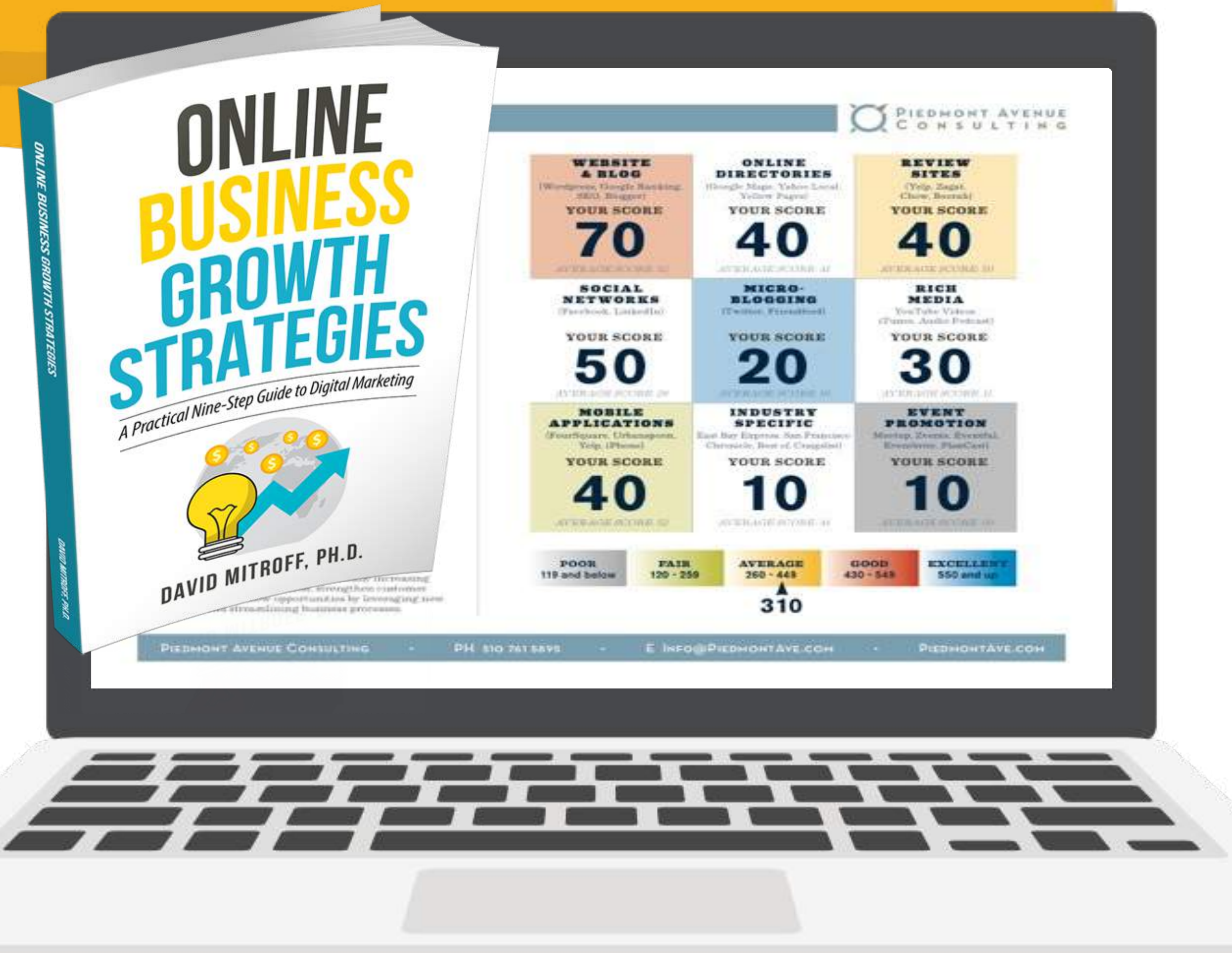
Tracking & Analysis

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

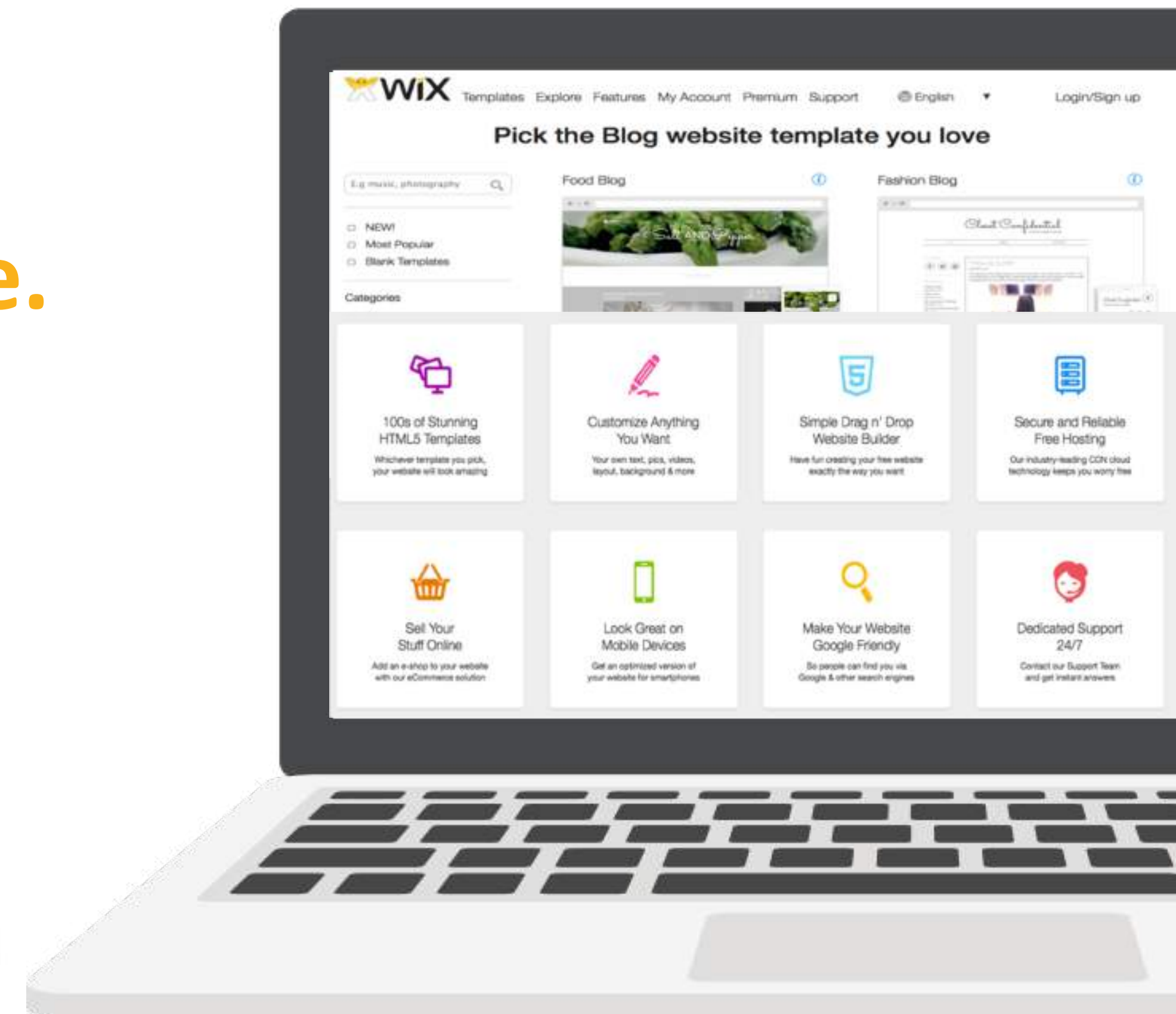
Website - Wix.com

Build your Website Today



Create
Your Stunning Website.
It's Free

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



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

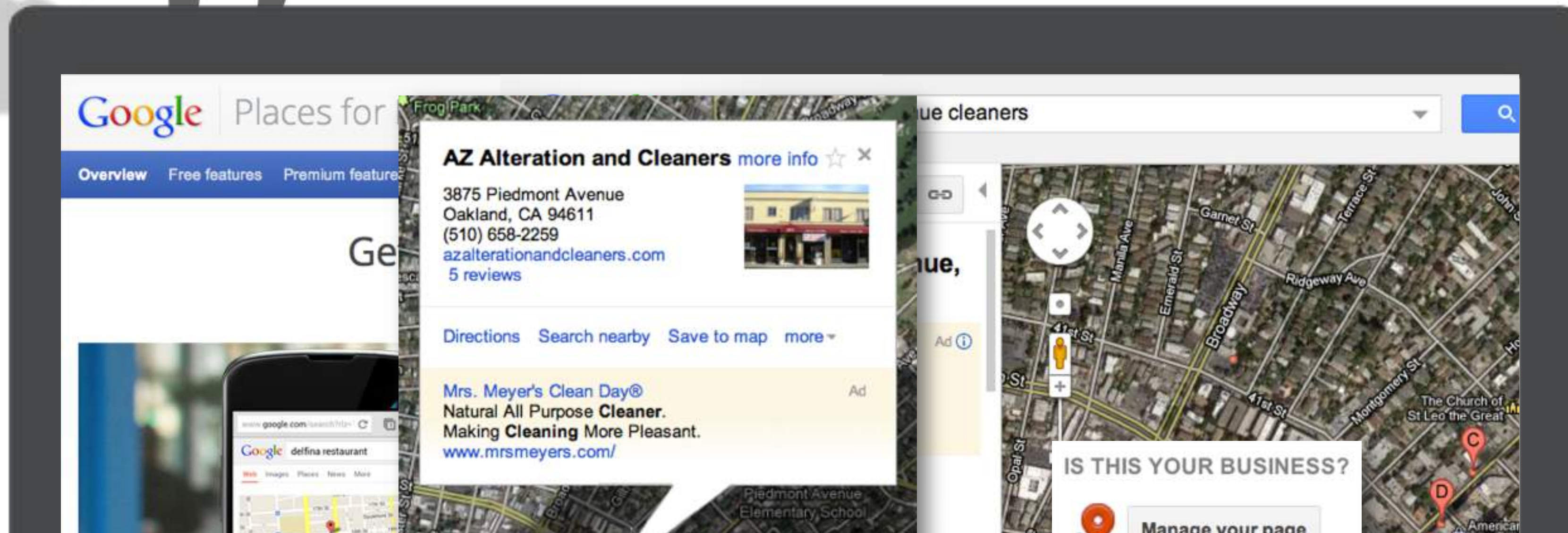
Google Local/Maps, Yahoo Local, Bing

► **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

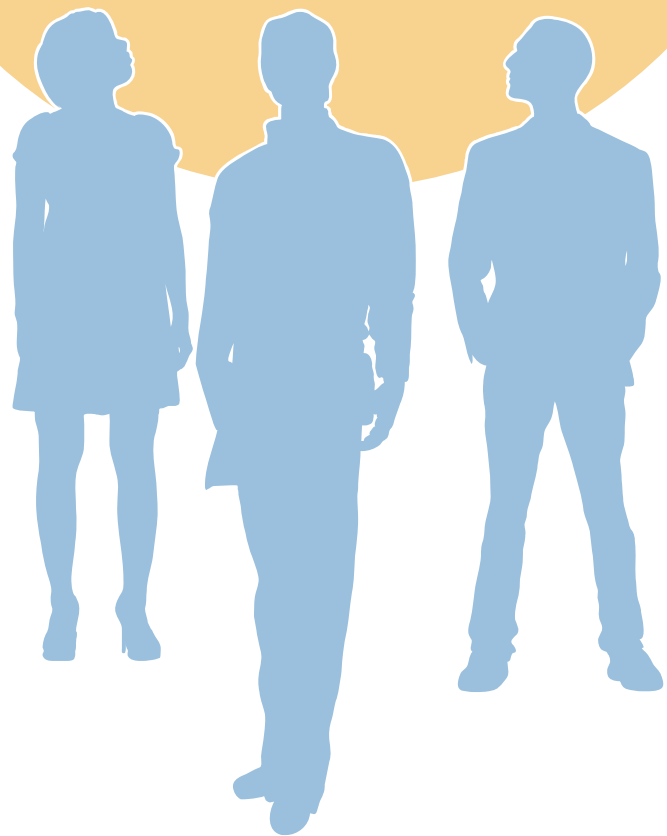
Review Sites

Yelp, Zagat, Chow, Lawyers.com

We have reached a point where:

14% of people
trust ads

78% of people
trust consumer
recommendations



 \$95 for \$125 Deal at Verbeck Law
[\\$95 Buy now](#)

 Buy Gift Certificate
[Buy Now](#)

 Request a Consultation

2 hours
Response Time

100%
Response Rate

[Request a Consultation](#)

► 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

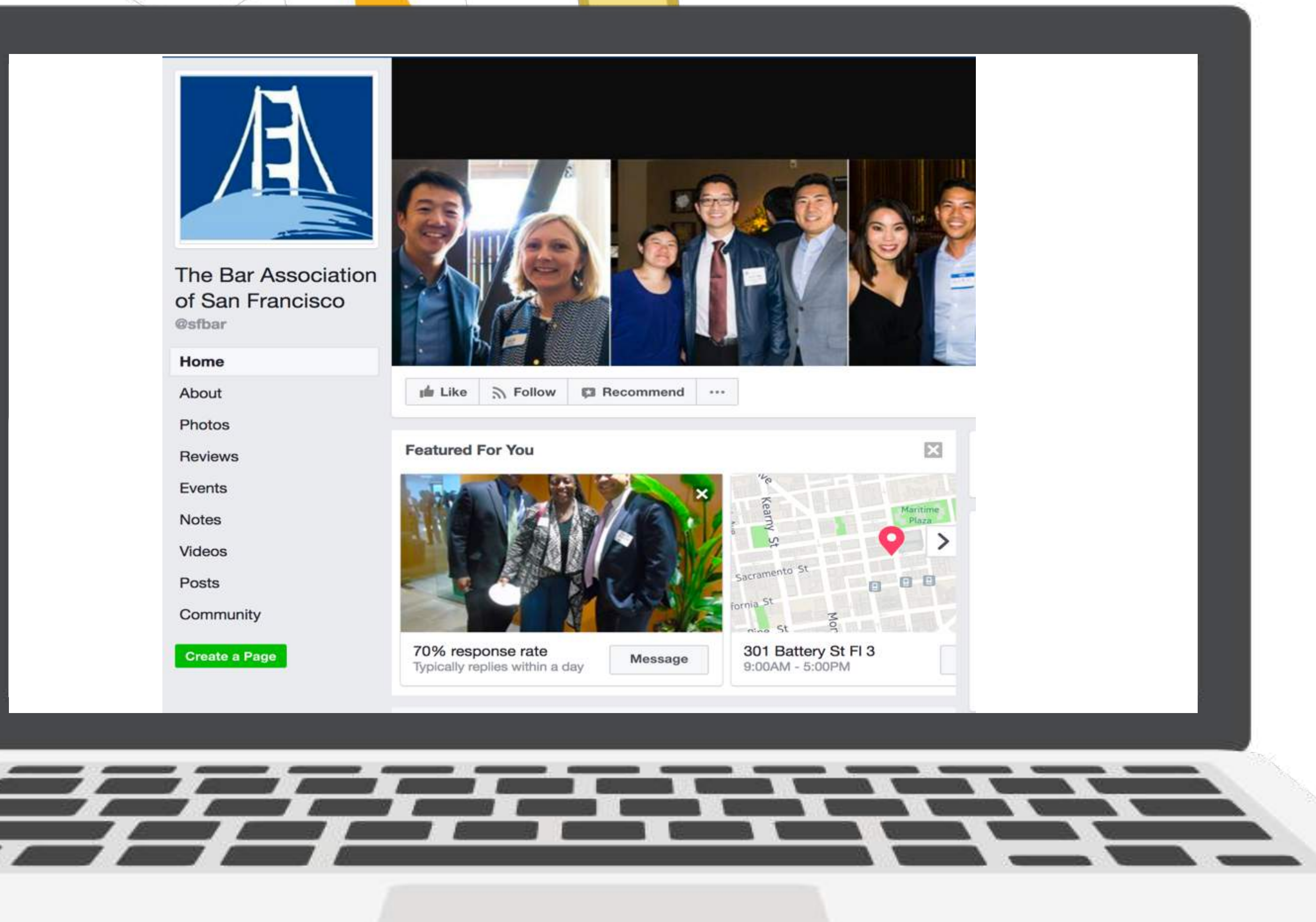
Don't make the same mistake twice!



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

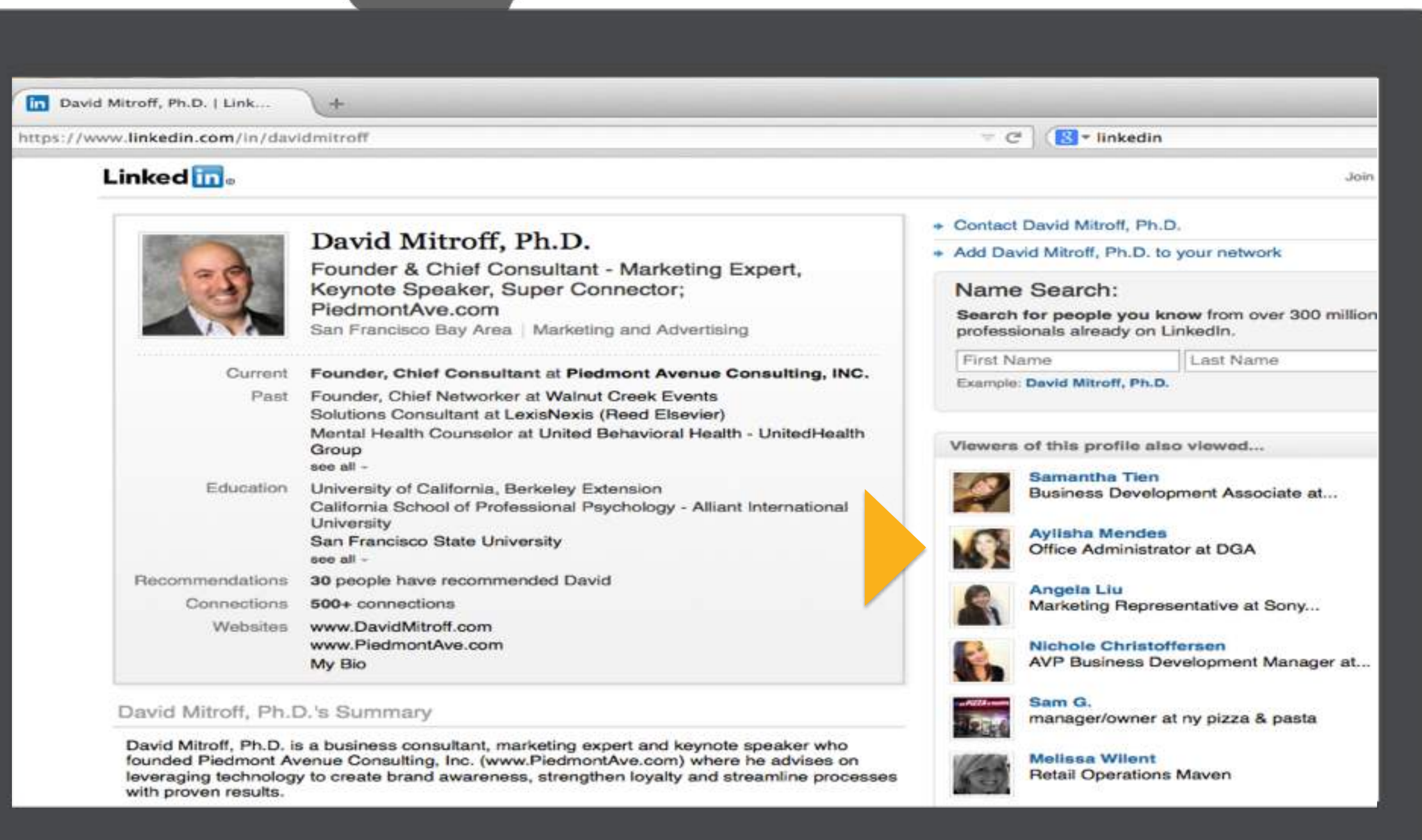


Personal Profile

4

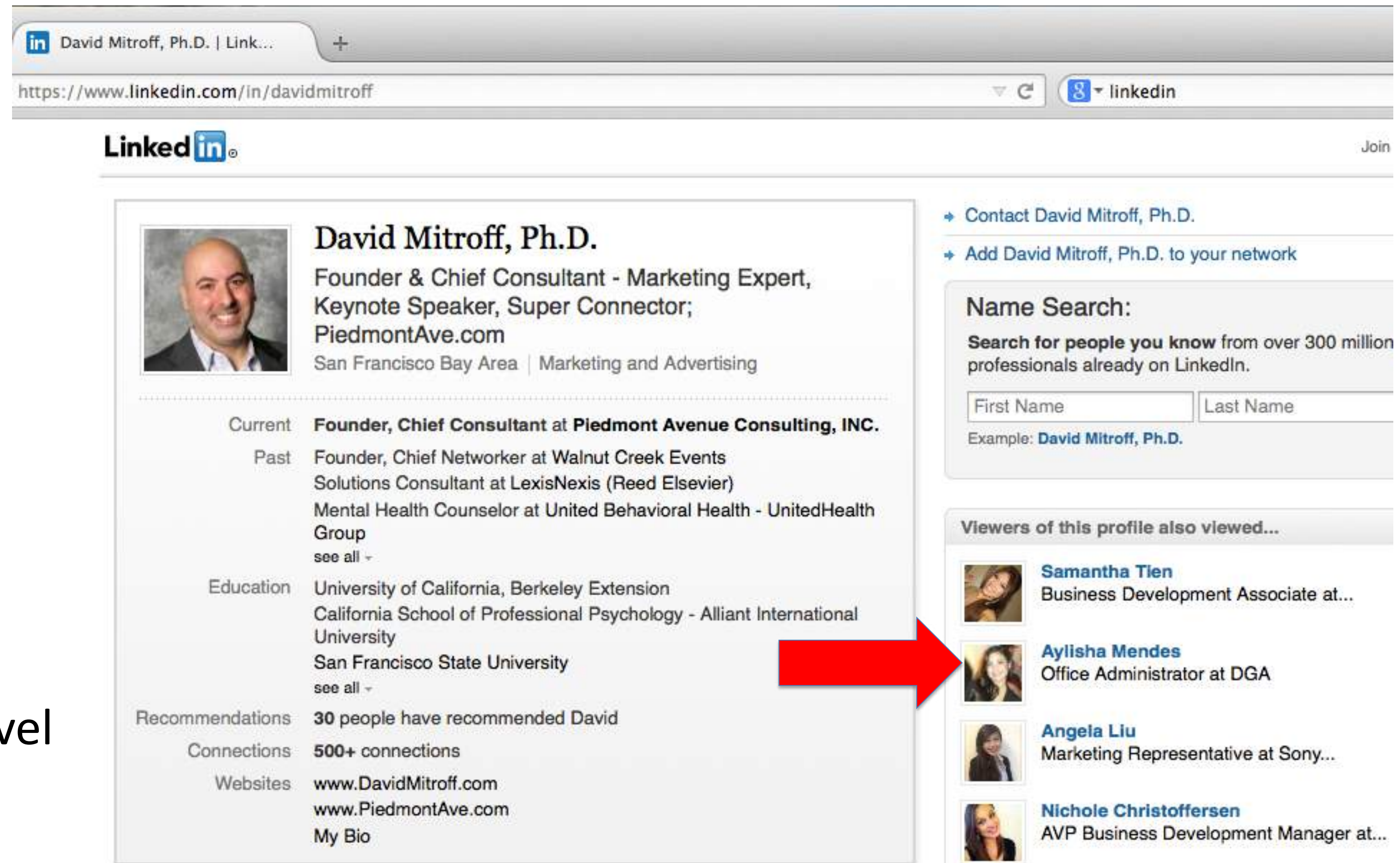


- ▶ Custom URL
- ▶ Title = Story
- ▶ Privacy Settings
- ▶ Photo
- Include Contact info



Personal Profile - **LinkedIn**

- Custom URL
- Title = Story
- Websites
- Summary
 - Keywords
 - Include Contact info
- LION
- Join Groups
 - Up to 50 of them!
 - Increase Your 3rd 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 main section of the profile is divided into several categories: "Current" (Founder, Chief Consultant at Piedmont Avenue Consulting, INC.), "Past" (Founder, Chief Networker at Walnut Creek Events; Solutions Consultant at LexisNexis (Reed Elsevier); Mental Health Counselor at United Behavioral Health - UnitedHealth Group), "Education" (University of California, Berkeley Extension; California School of Professional Psychology - Alliant International University; San Francisco State University), "Recommendations" (30 people have recommended David), "Connections" (500+ connections), and "Websites" (www.DavidMitroff.com, www.PiedmontAve.com, My Bio). To the right 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" section with a prompt to "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, there is a section titled "Viewers of this profile also viewed..." which lists four other professionals: Samantha Tien, Aylisha Mendes, Angela Liu, and Nichole Christoffersen, each with a small profile picture and their current role.

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 links 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 website, industry, type, headquarters, company size, and founding year. On the right side, there is a "How You're Connected" section showing 7 first-degree connections and 8 employees on LinkedIn, and a "Careers" section with a link to "Interested in Piedmont Avenue Consulting?".

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 http://www.PiedmontAve.com	Industry Marketing and Advertising	Type Privately Held
Headquarters Piedmont Avenue Oakland, CA 94611 United States	Company Size 1-10 employees	Founded 2001	

How You're Connected

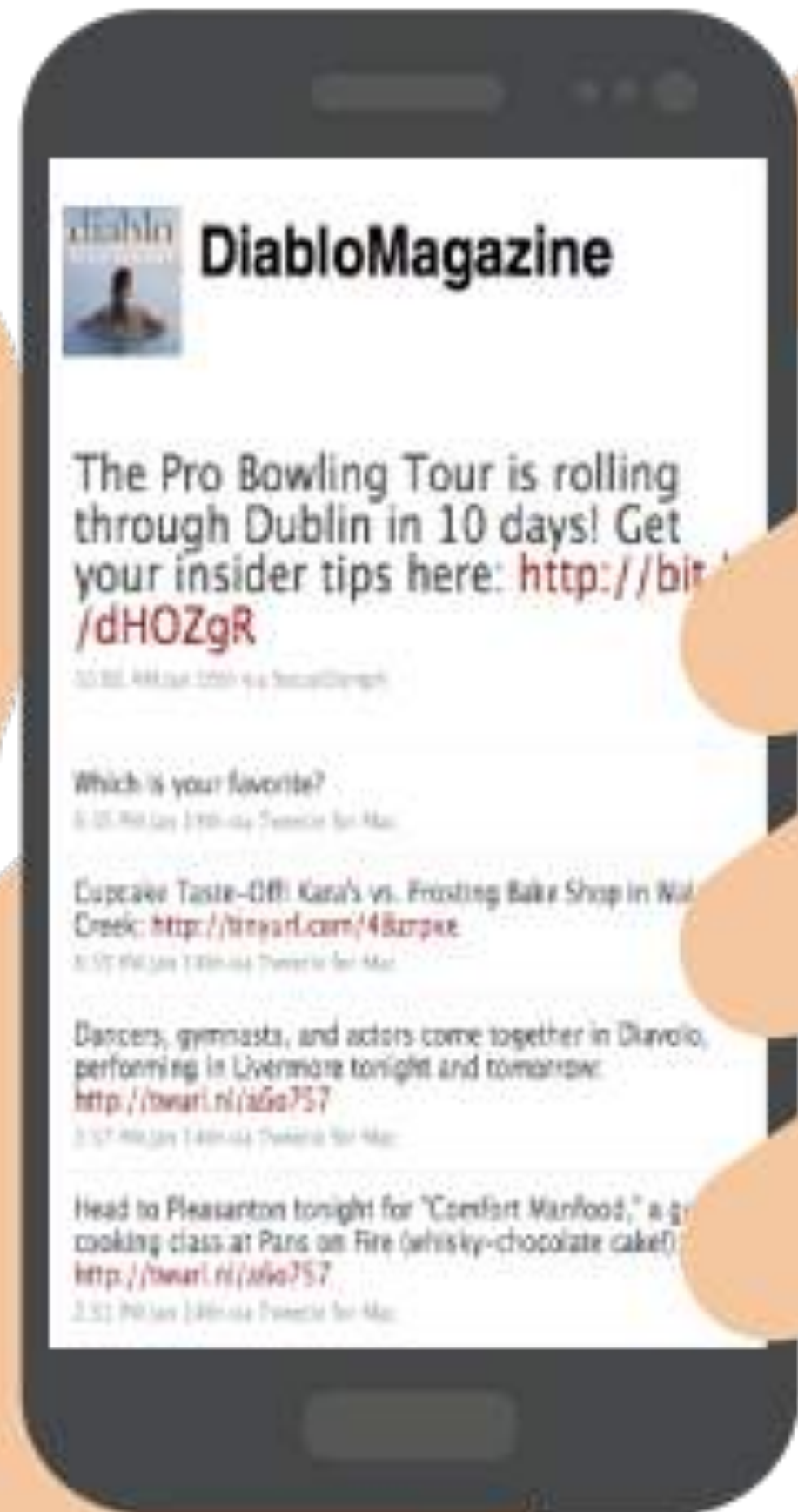
7 first-degree connections
8 Employees on LinkedIn

Careers

Interested in Piedmont Avenue Consulting?

Micro Blogging

Twitter, Tumbler



- ▶ **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

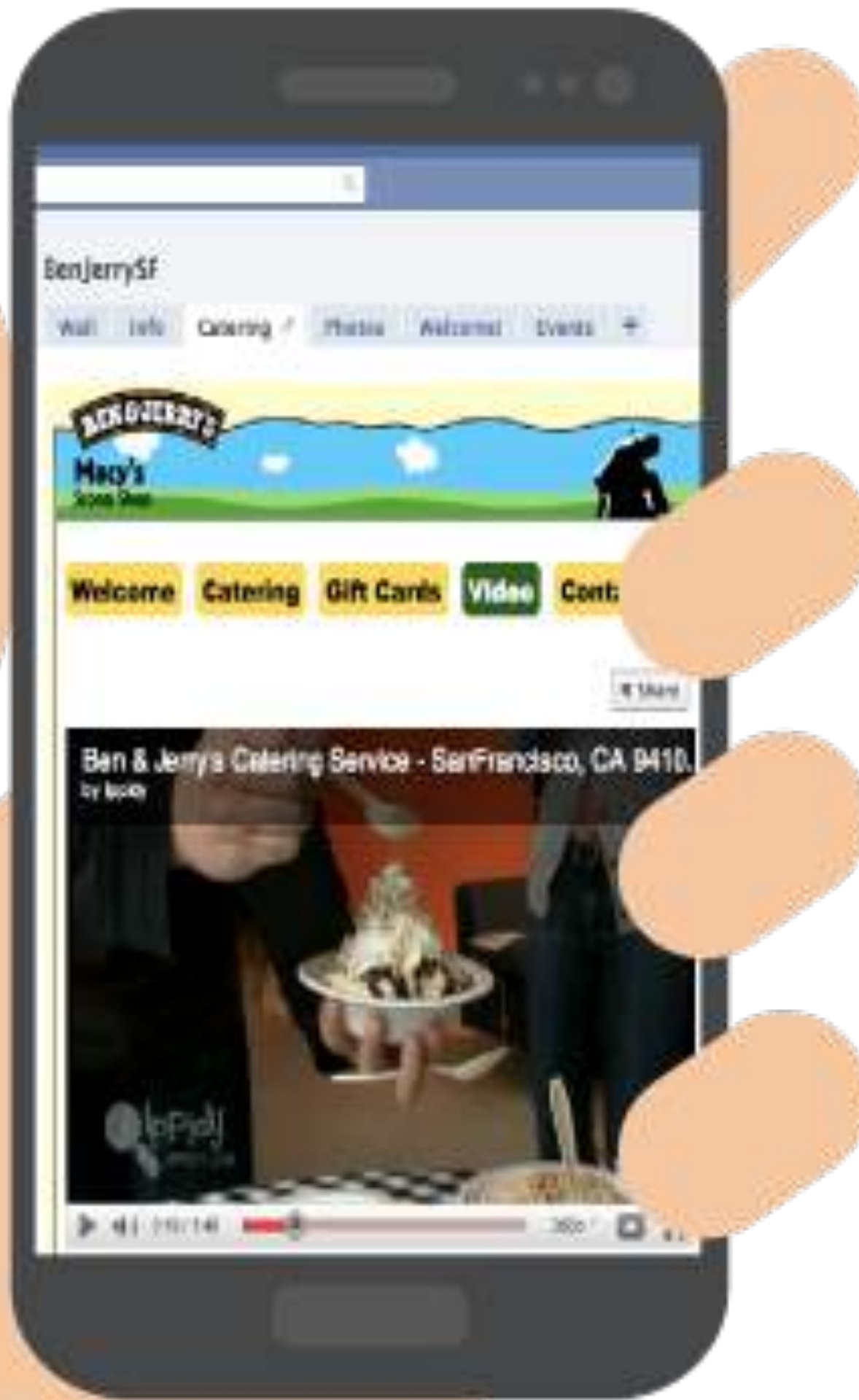
The eyes are drawn to an image/video first!

► 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.



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

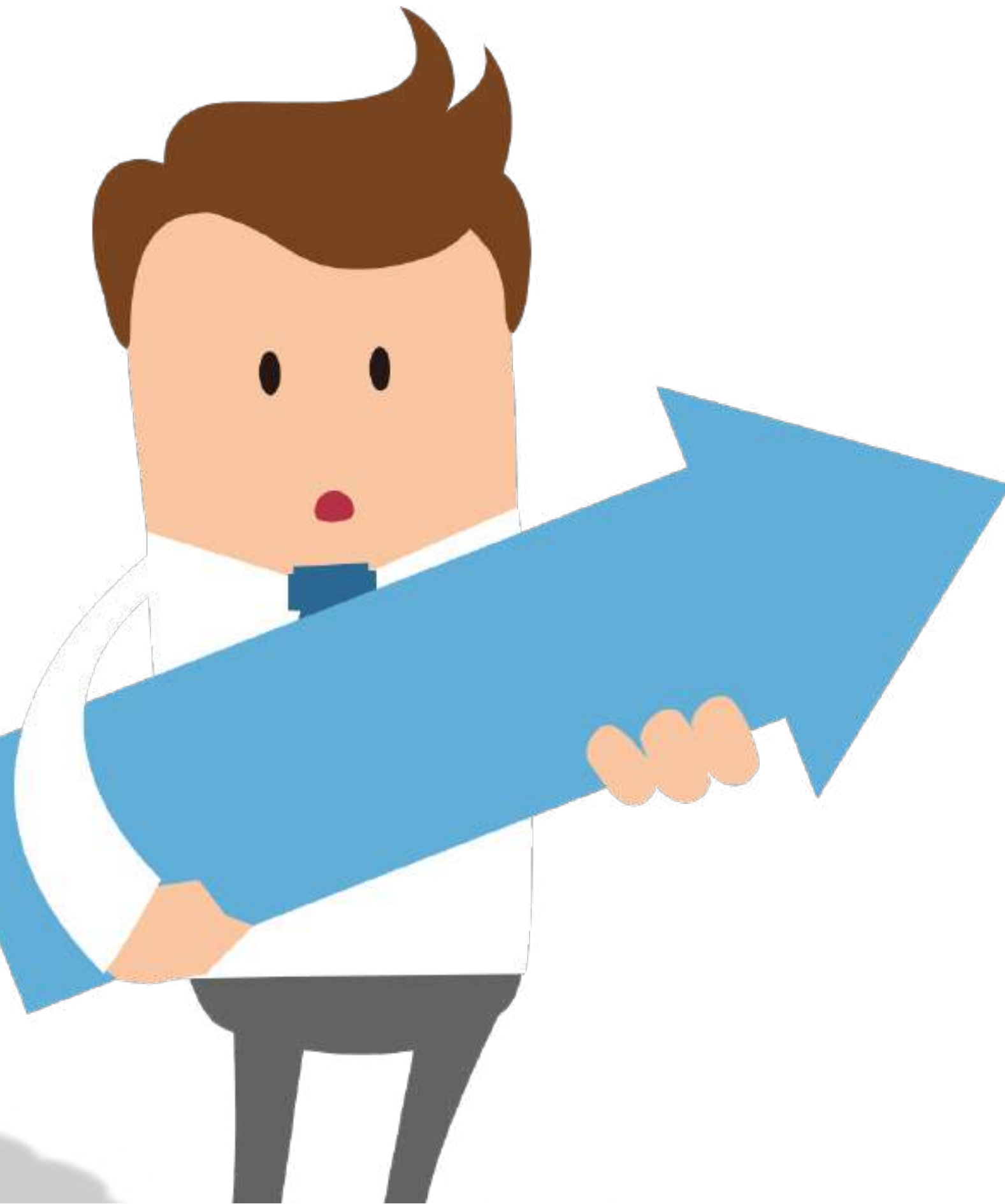
Hang out with like-minded businesses.

► 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



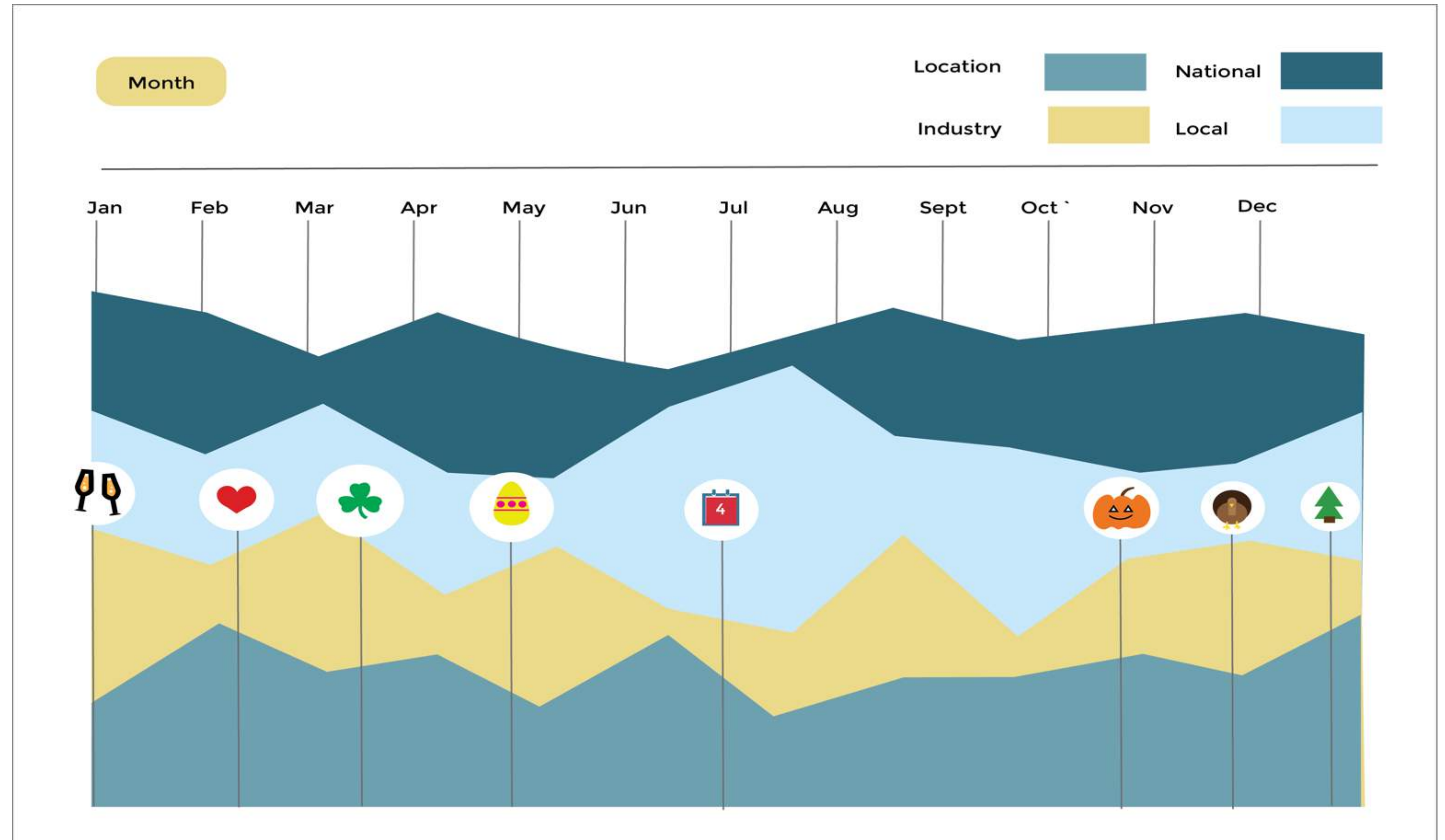
12 Month Marketing Calendar

National Holidays

Local Holidays / Events

Industry Related

Location Based



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

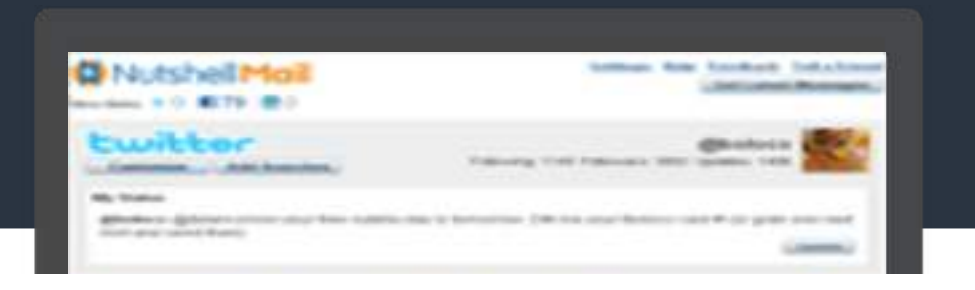


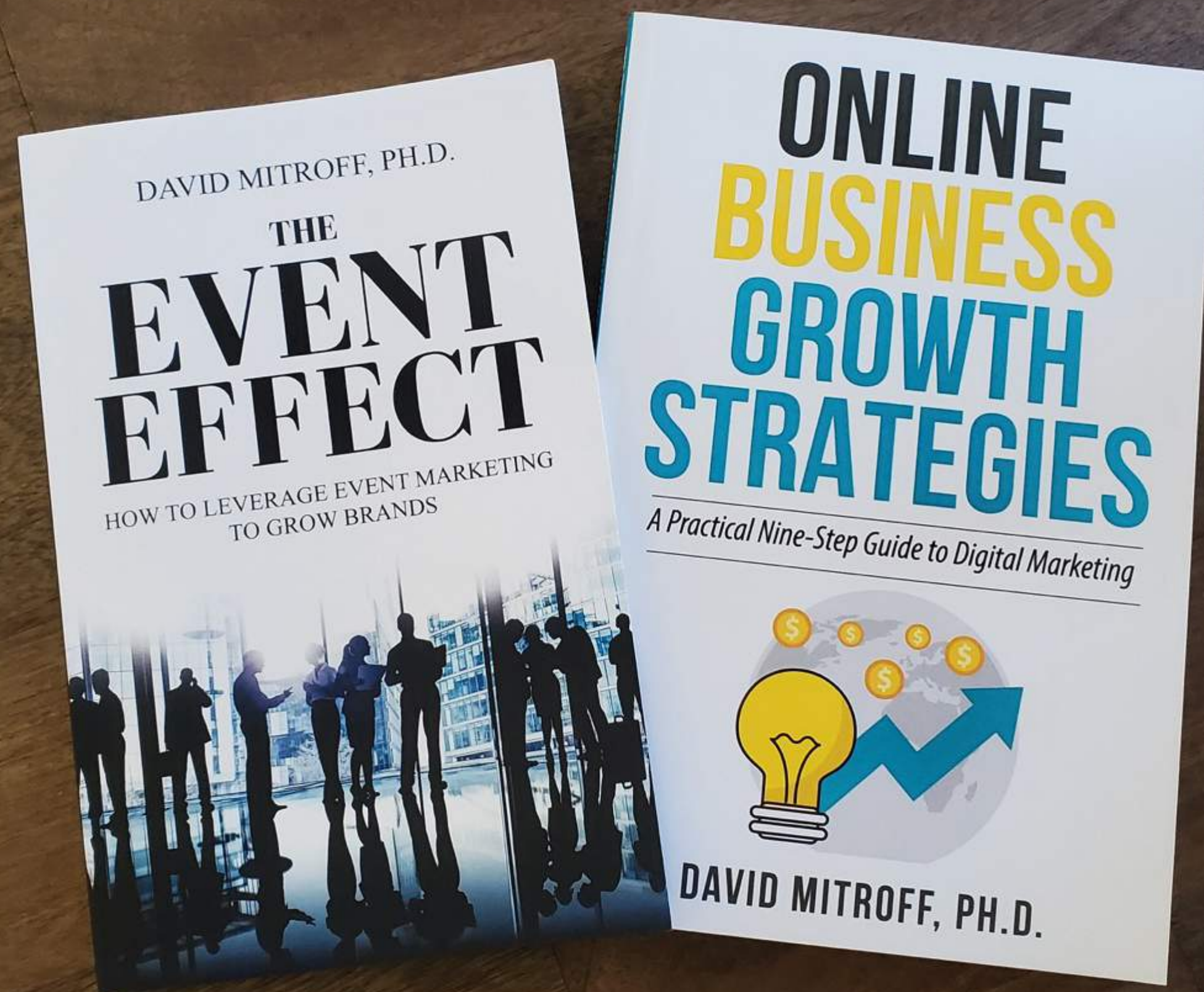
3

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

QUESTIONS



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linkedin.com/in/DavidMitroff

ANSWERS

