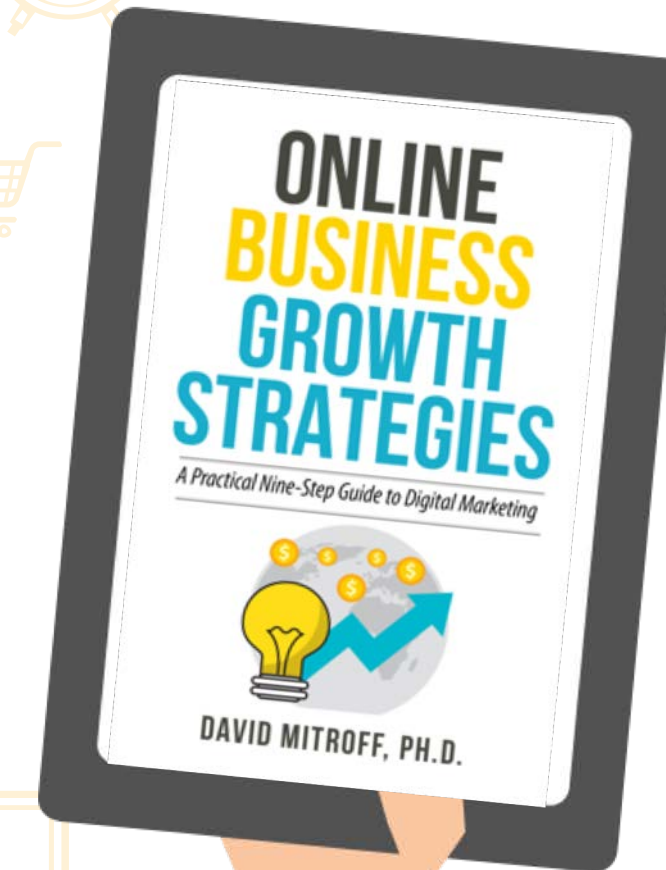


# Building Your Online Network For Business Growth

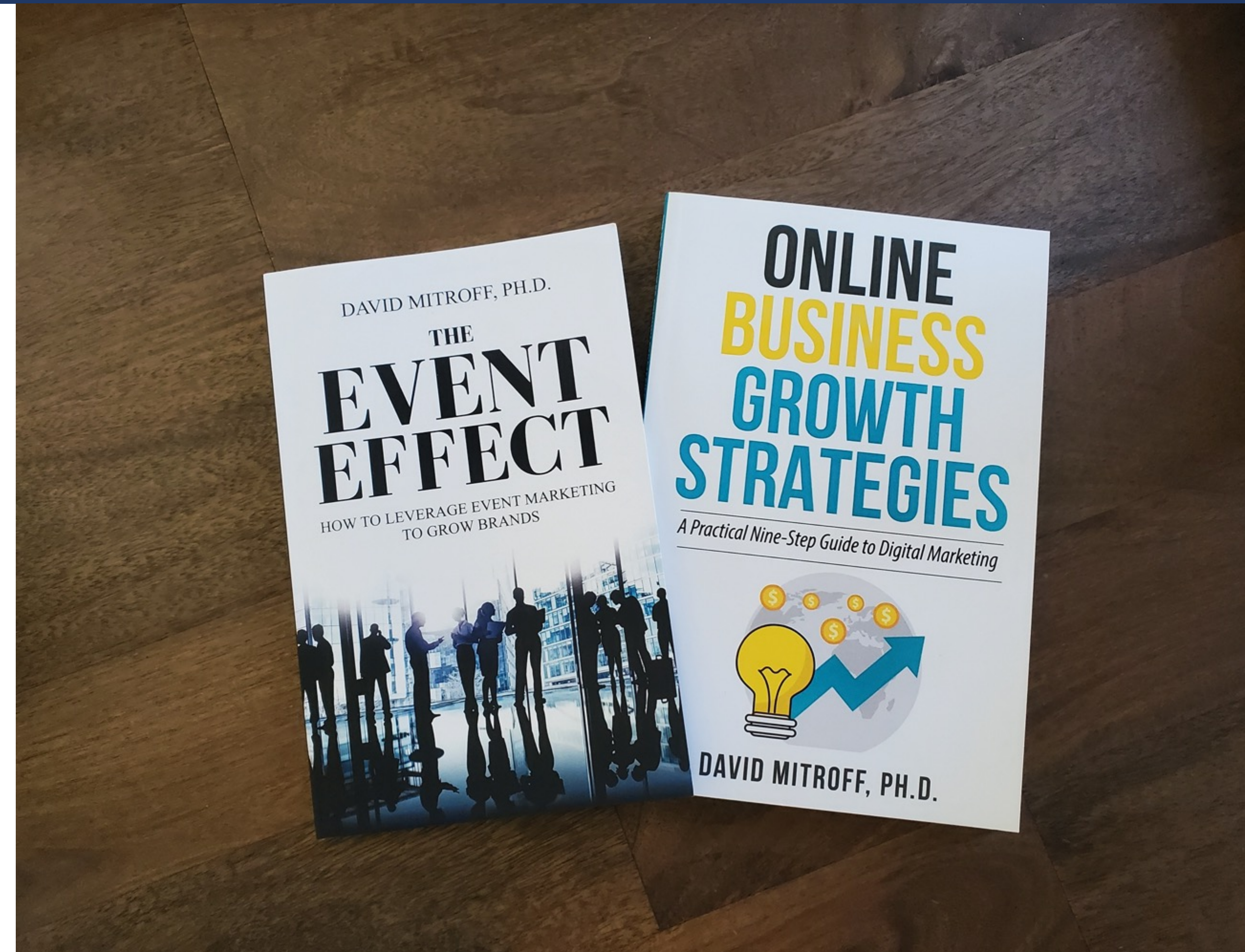
**David Mitroff, Ph.D.**





# 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](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,

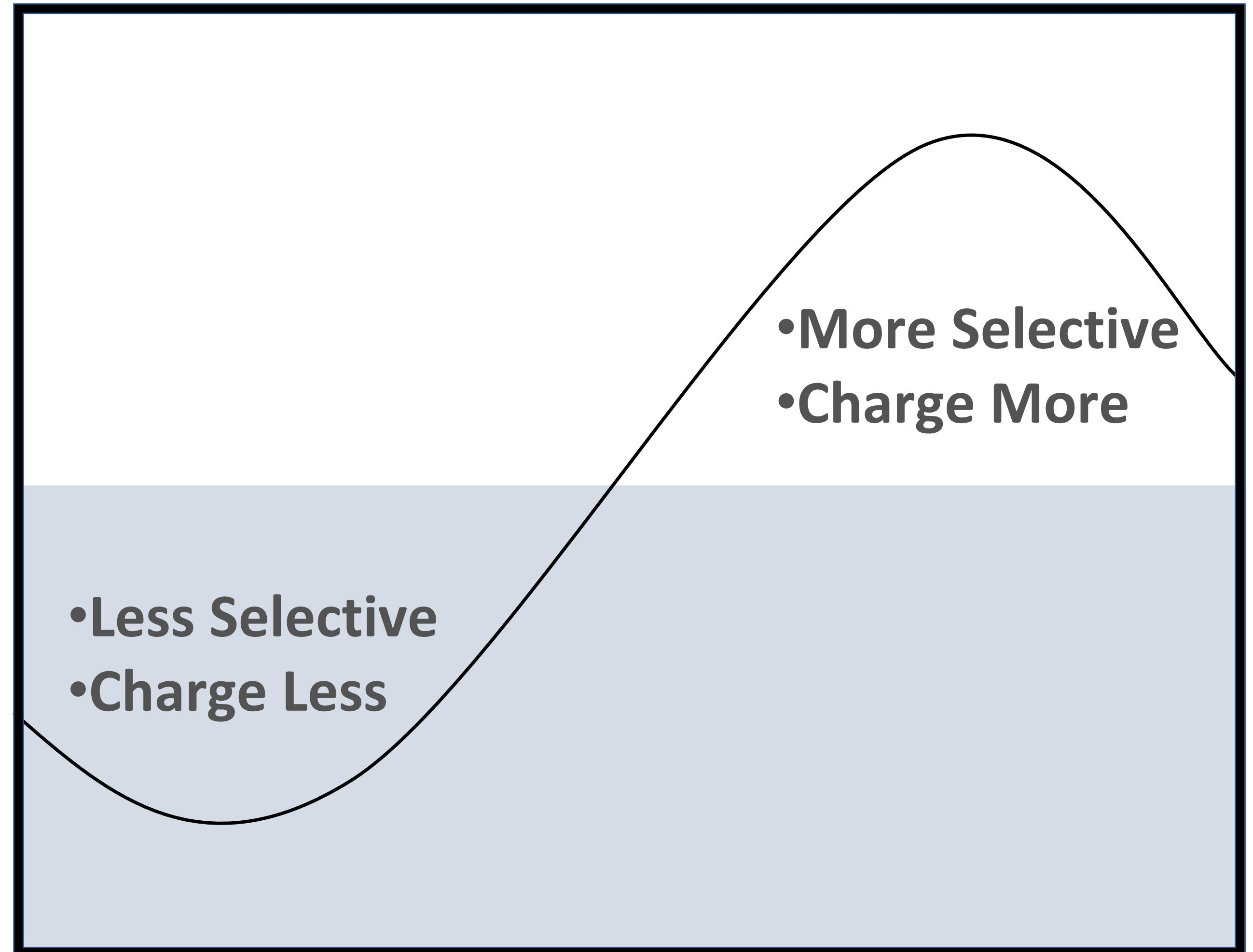


# Right Now

*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

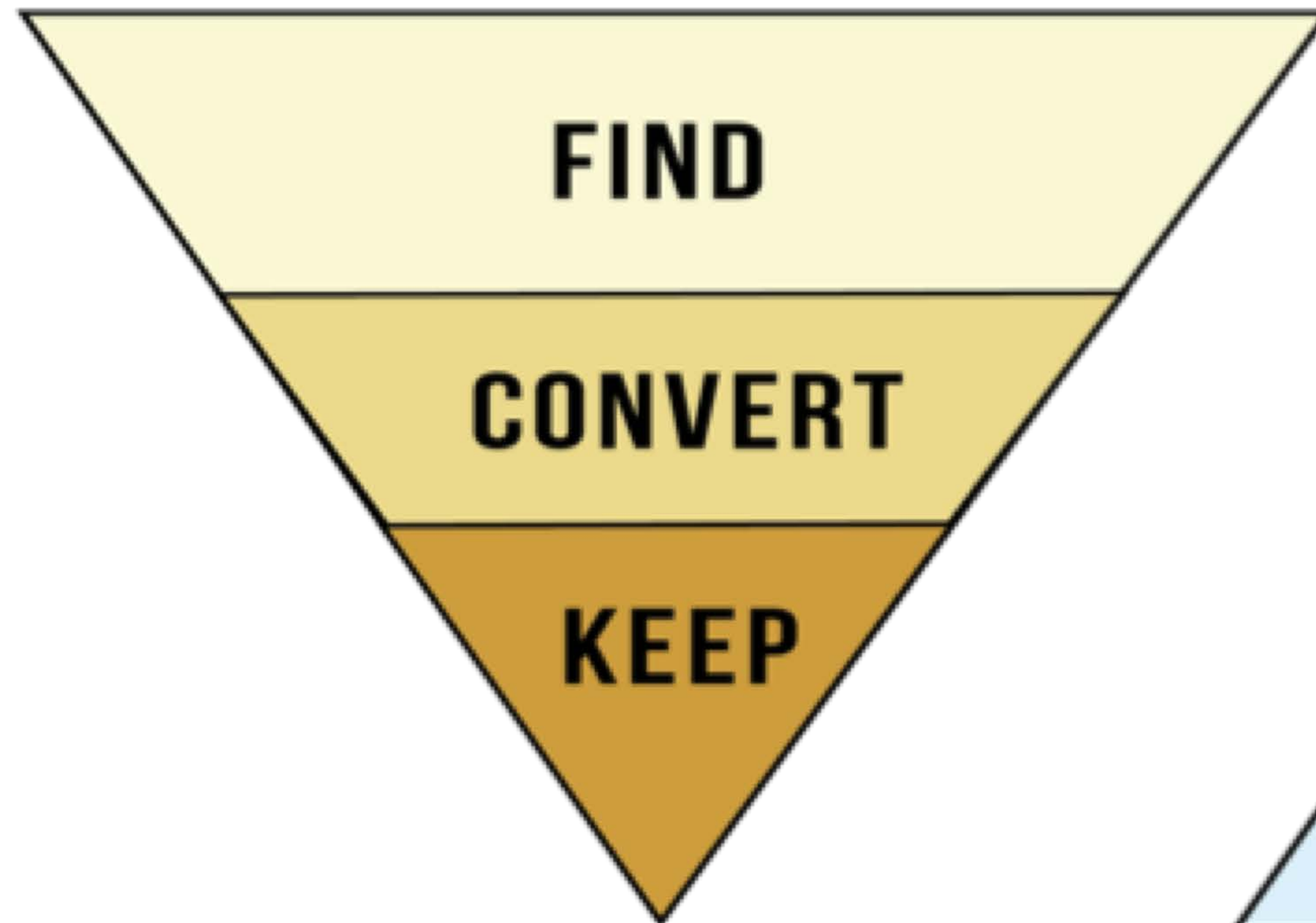




# Two Approaches to Growth

## TRADITIONAL

marketing - selling - networking



## ENGAGEMENT

marketing - selling - networking



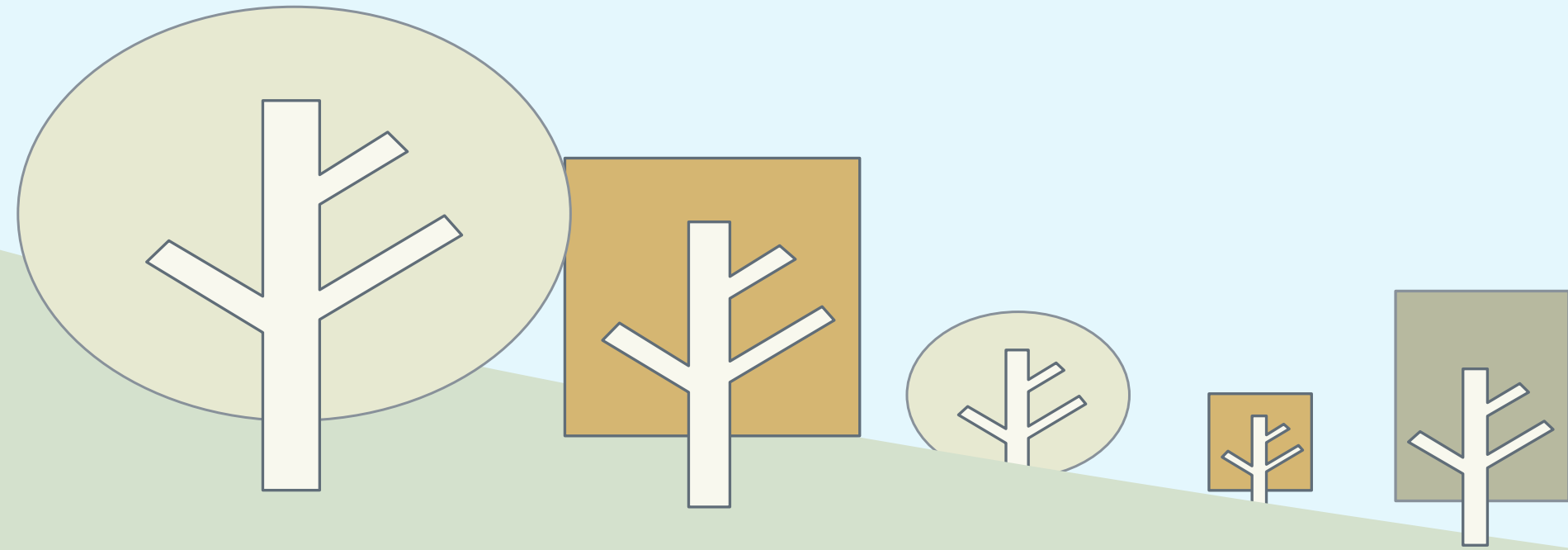


- WHAT ARE YOUR CURRENT MARKETING EFFORTS?

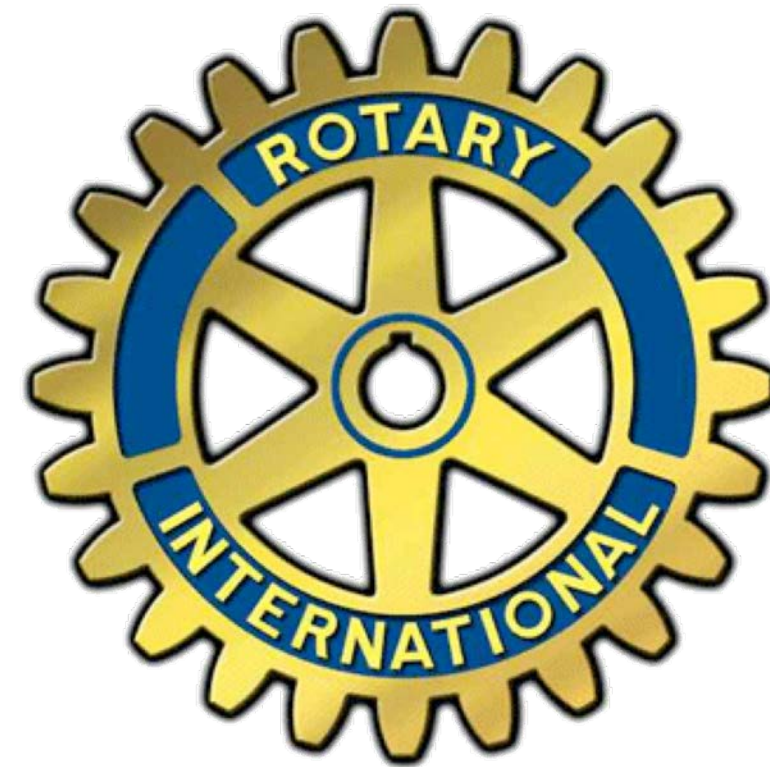




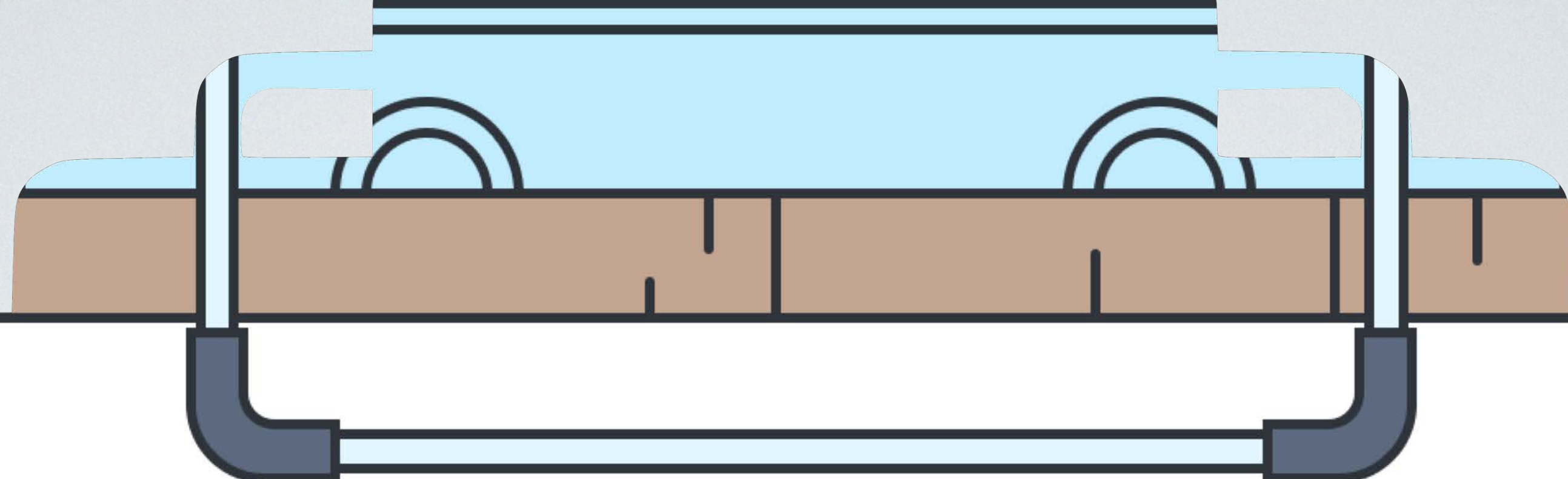
# Where to Find Networking Events



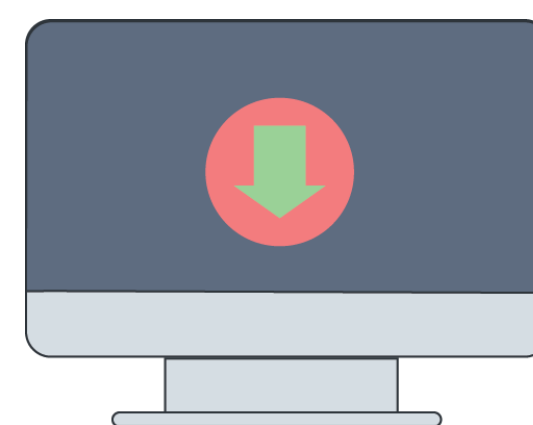
- Eventbrite
- Meetup
- Rotary, BNI
- Chambers of Commerce
- Charity Events
- City Websites



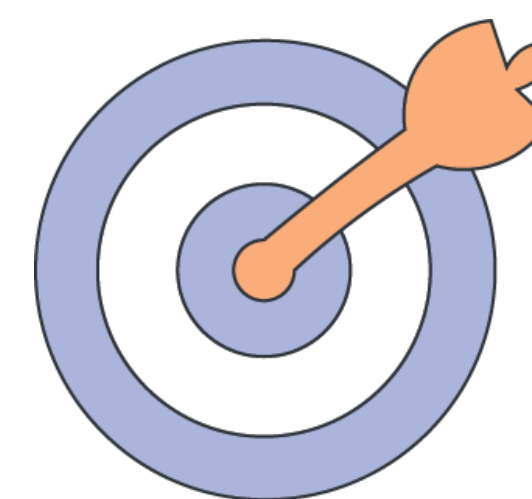




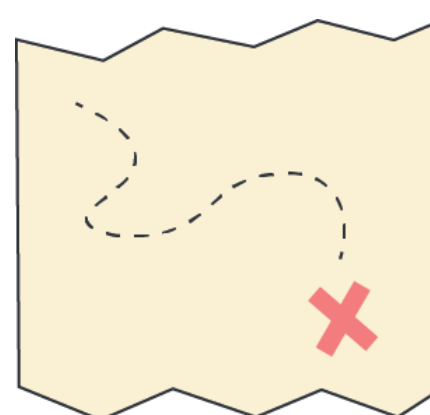
Discounts



Downloads



B2B Services



Hints + Tips



Support a Cause



Events



# DATA-DRIVEN MARKETING

MARK JEFFERY



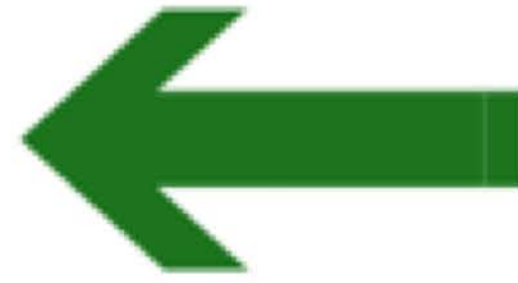


# 15 Essential Marketing Metrics

- 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



- 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)

## 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

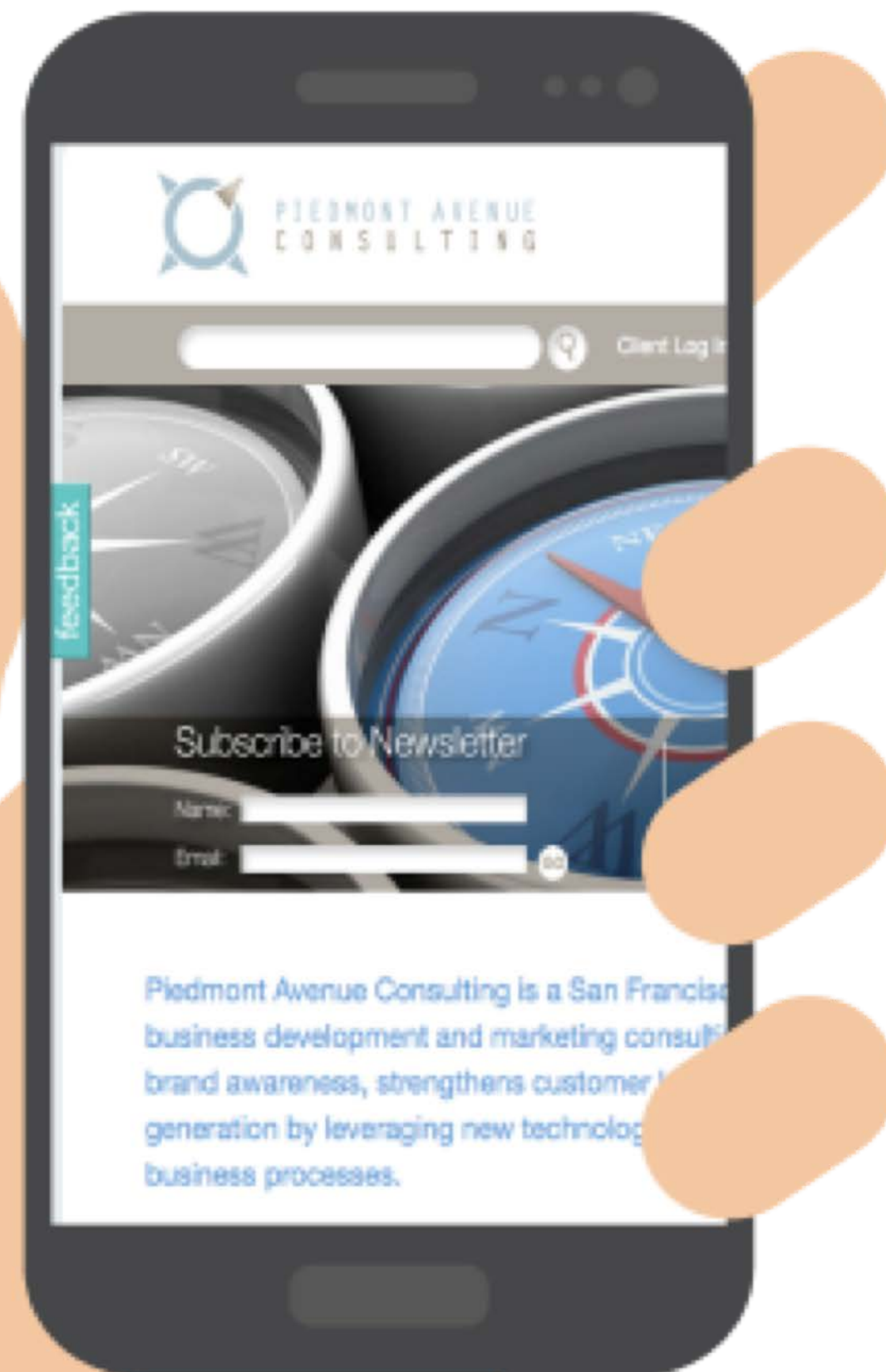




1

# 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

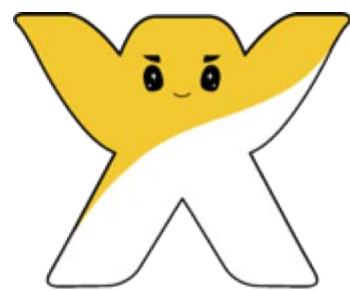




1

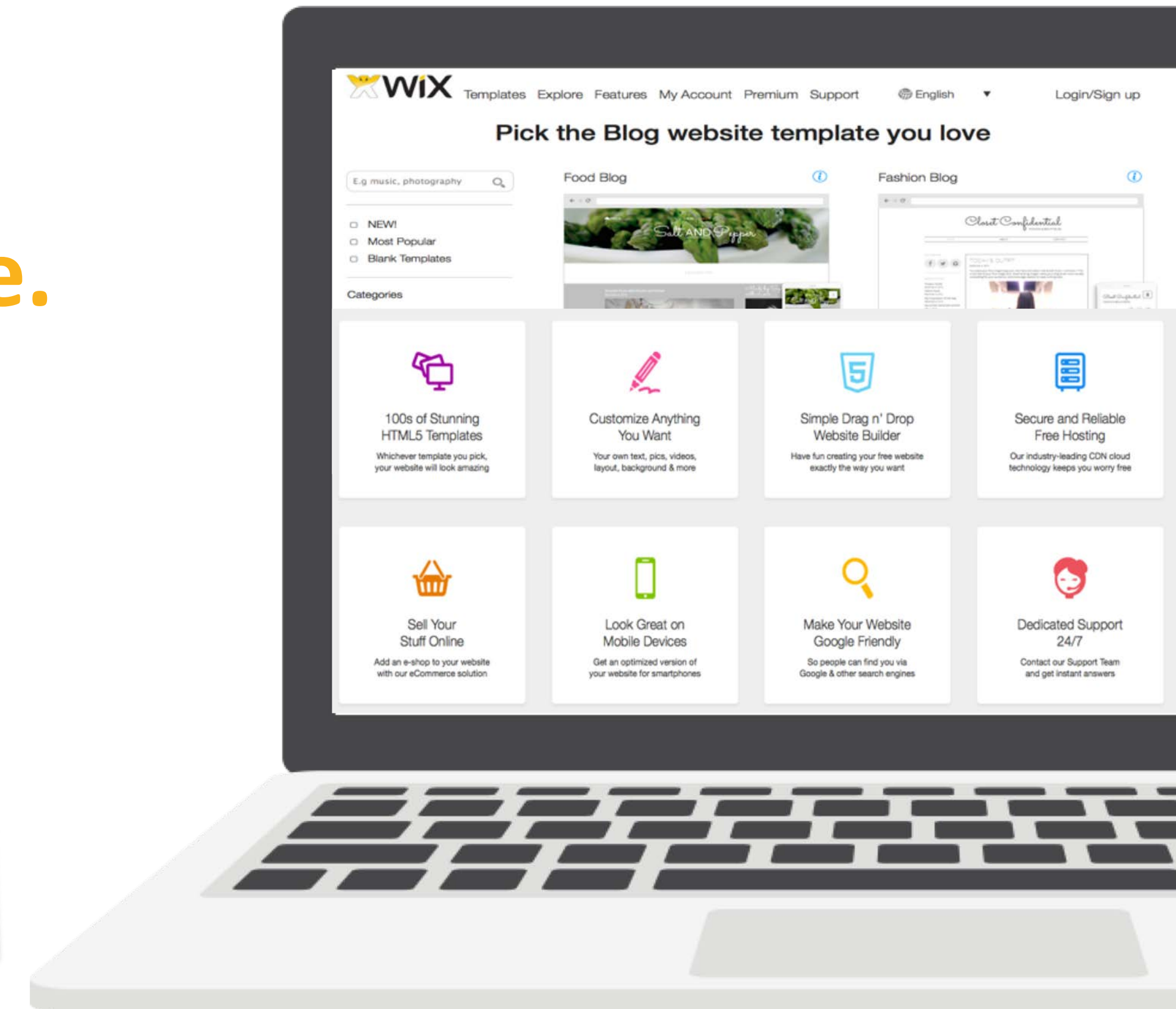
# Website - Wix.com

## 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

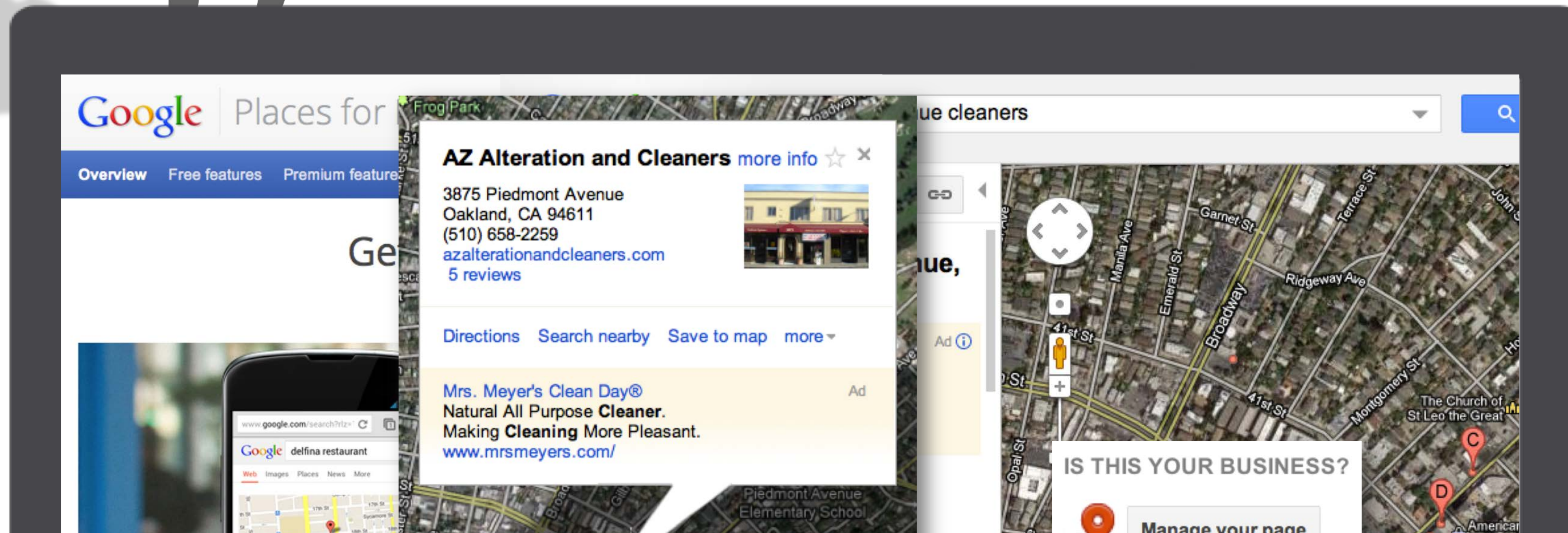
Google Local/Maps, Yahoo Local, Bing

► **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

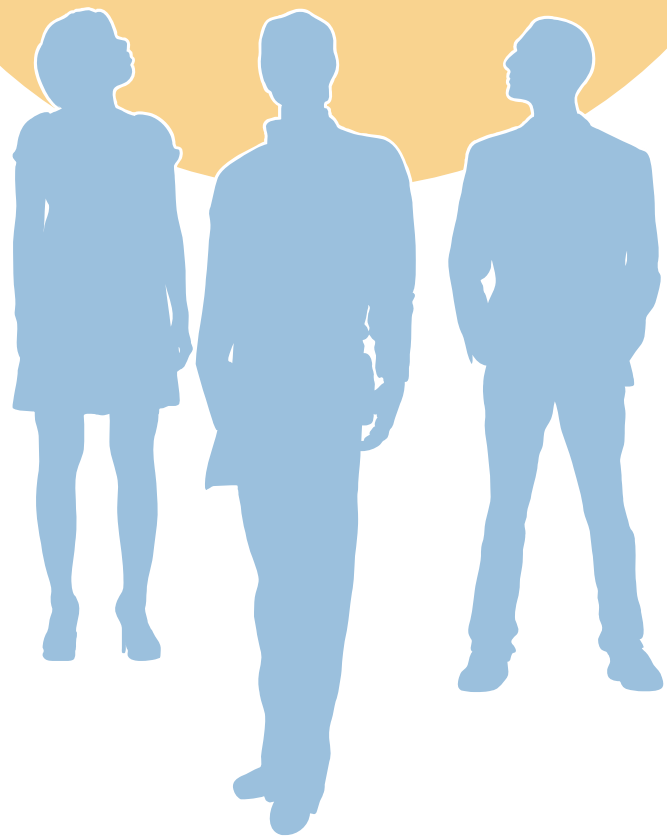
# Review Sites

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!

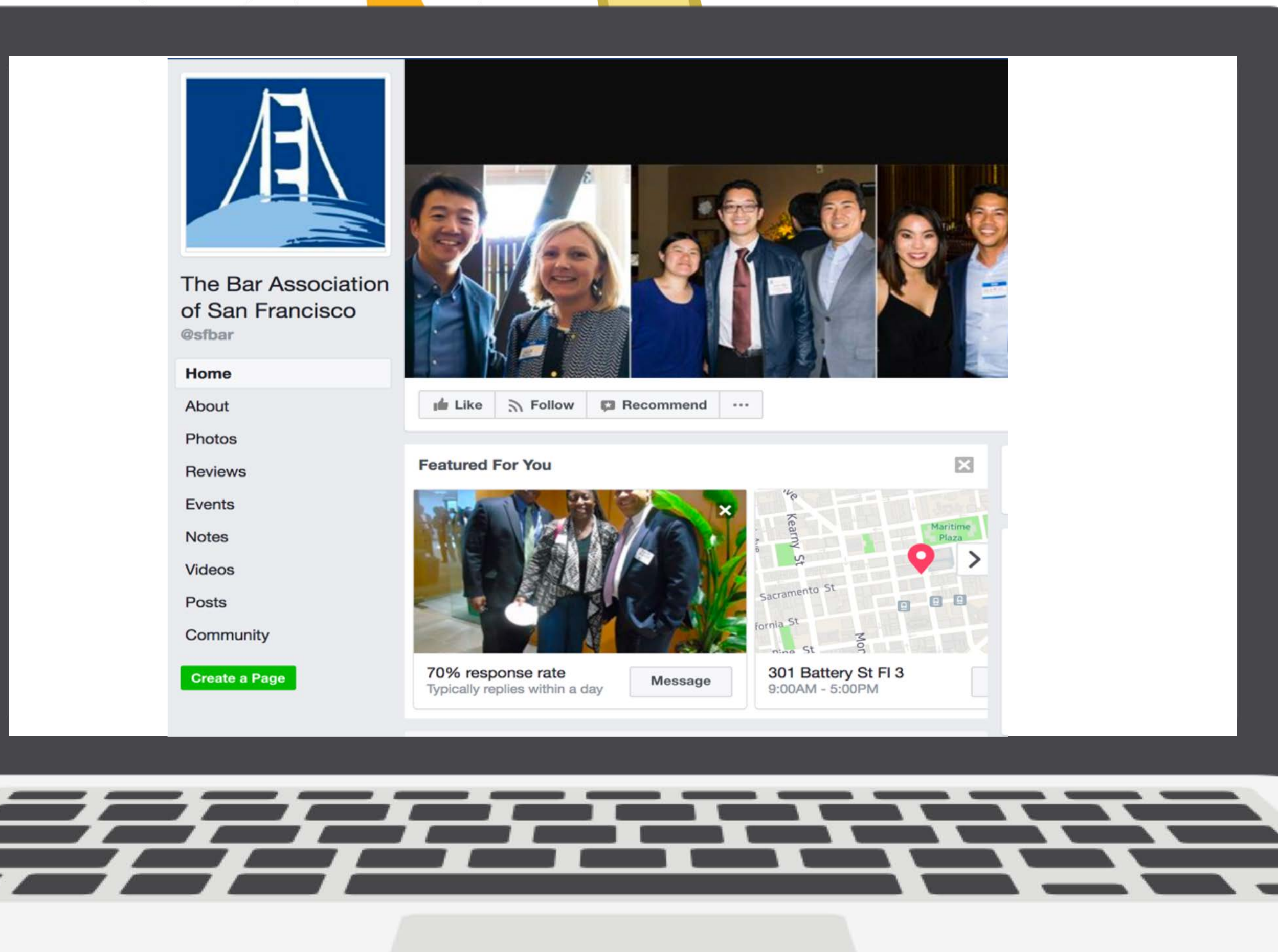




# Social Networks

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



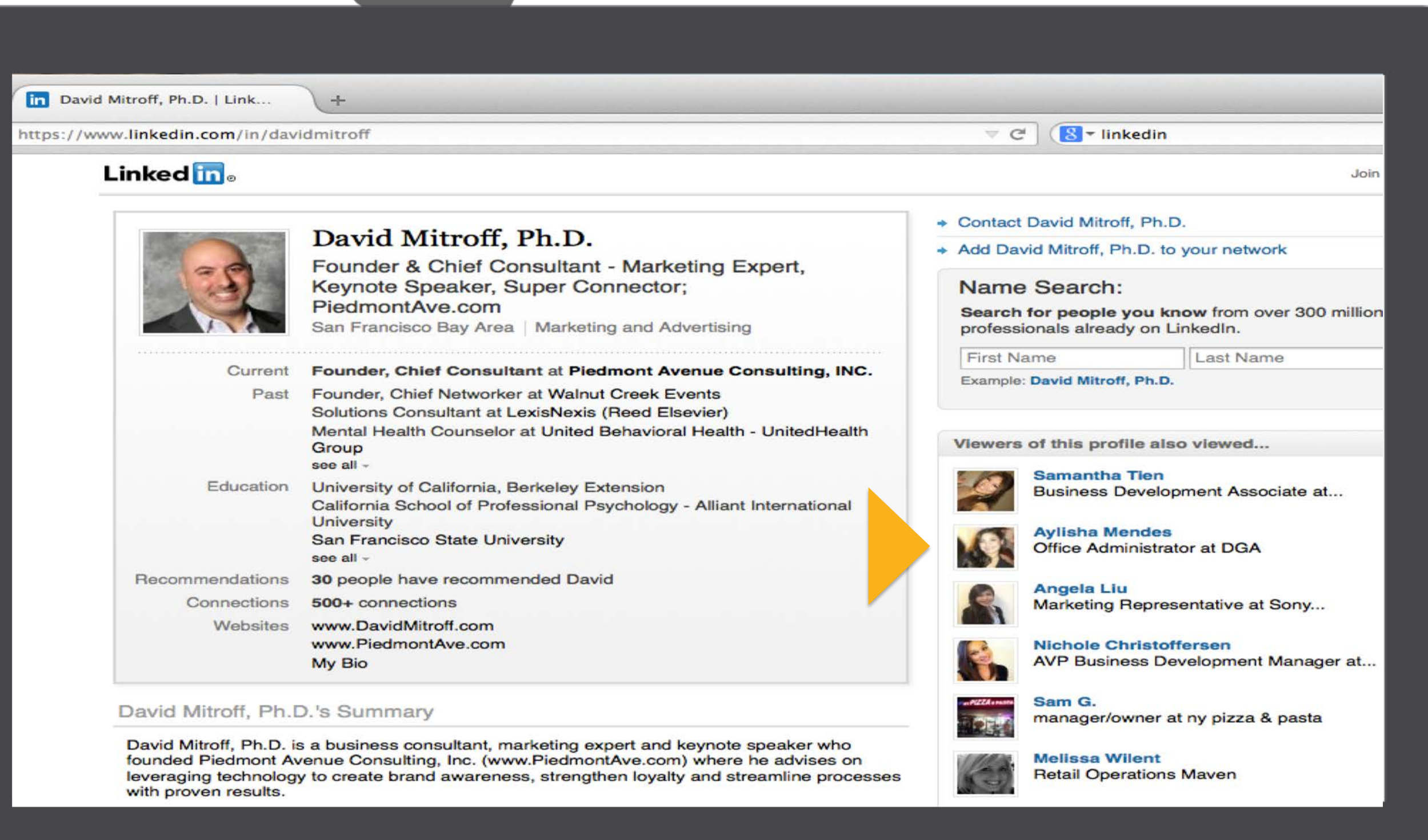
► Custom URL

► Title = Story

► Privacy Settings

► Photo

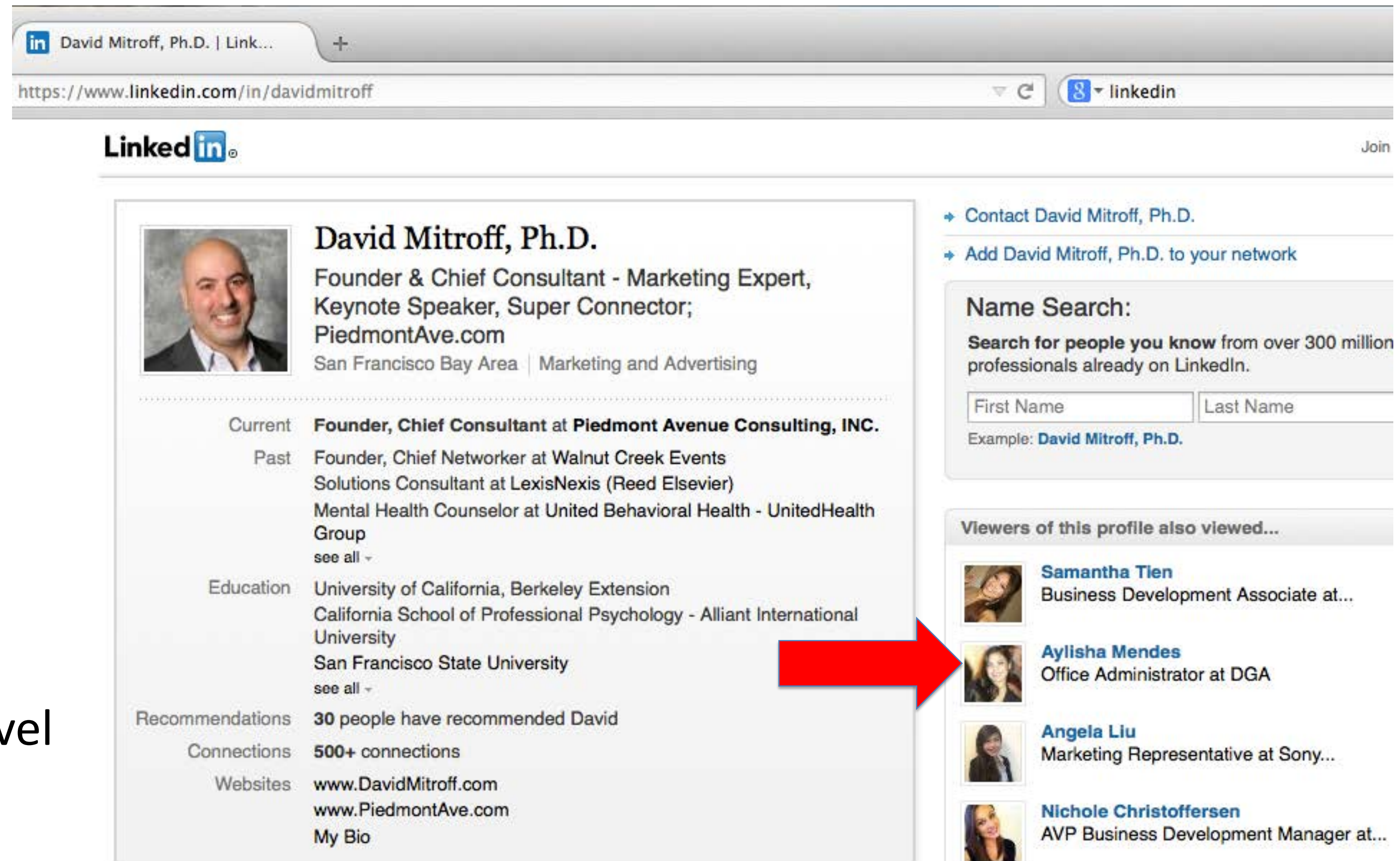
→ Include Contact info





# Personal Profile - **LinkedIn**

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



The screenshot shows a web browser window displaying David Mitroff's LinkedIn profile. The browser's address bar shows the URL <https://www.linkedin.com/in/davidmitroff>. The profile header includes a photo of David Mitroff, his name "David Mitroff, Ph.D.", and his title "Founder & Chief Consultant - Marketing Expert, Keynote Speaker, Super Connector; PiedmontAve.com". Below this, the "Current" position is listed as "Founder, Chief Consultant at Piedmont Avenue Consulting, INC.". The "Past" section lists 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 buttons to "Contact David Mitroff, Ph.D." and "Add David Mitroff, Ph.D. to your network". Below these buttons 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, 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 "Websites" 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 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 company's 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?".

**Piedmont Avenue Consulting** 40 followers ✓ Following Edit

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

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

**How You're Connected**

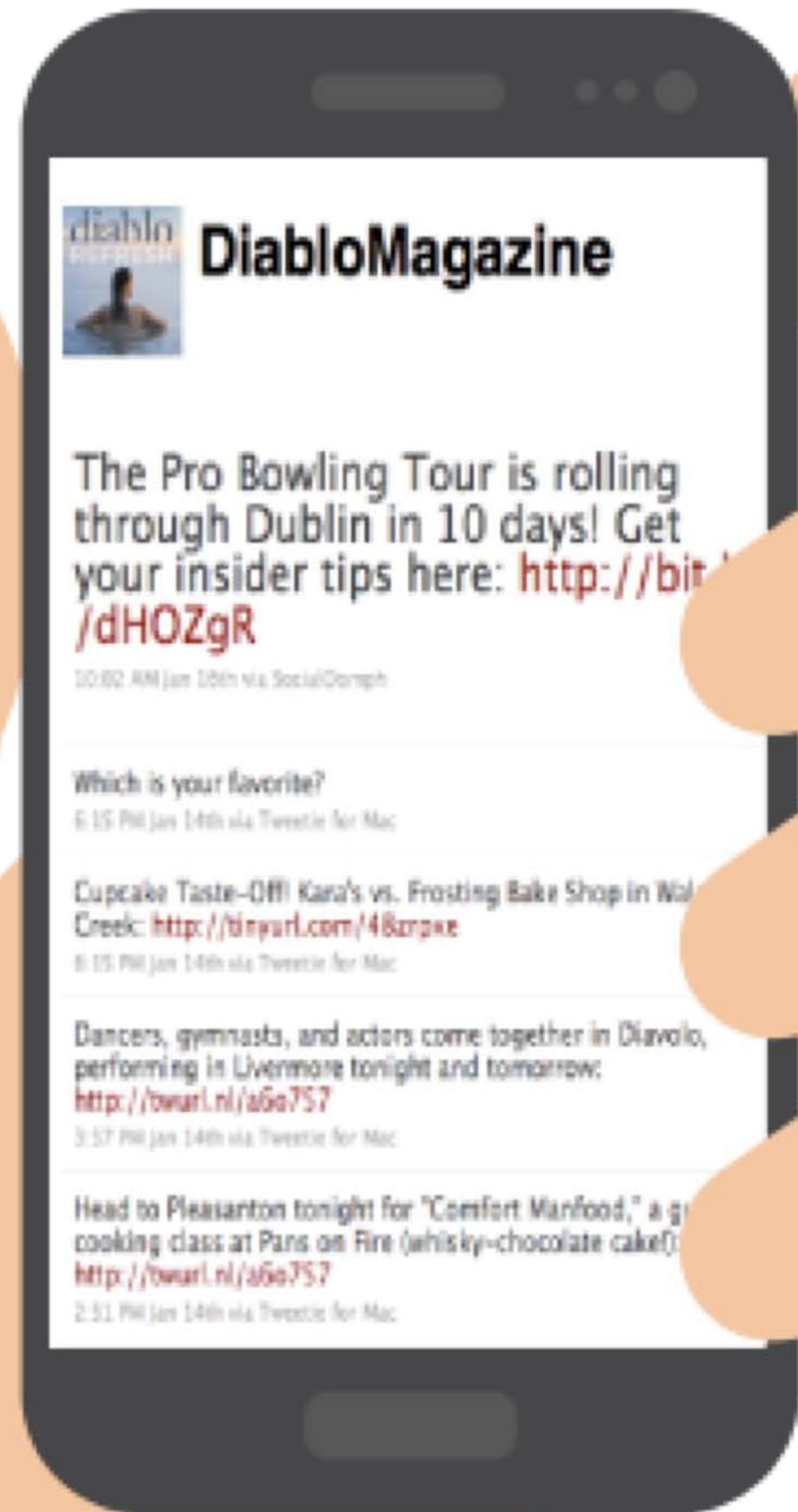
7 first-degree connections  
8 Employees on LinkedIn

**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

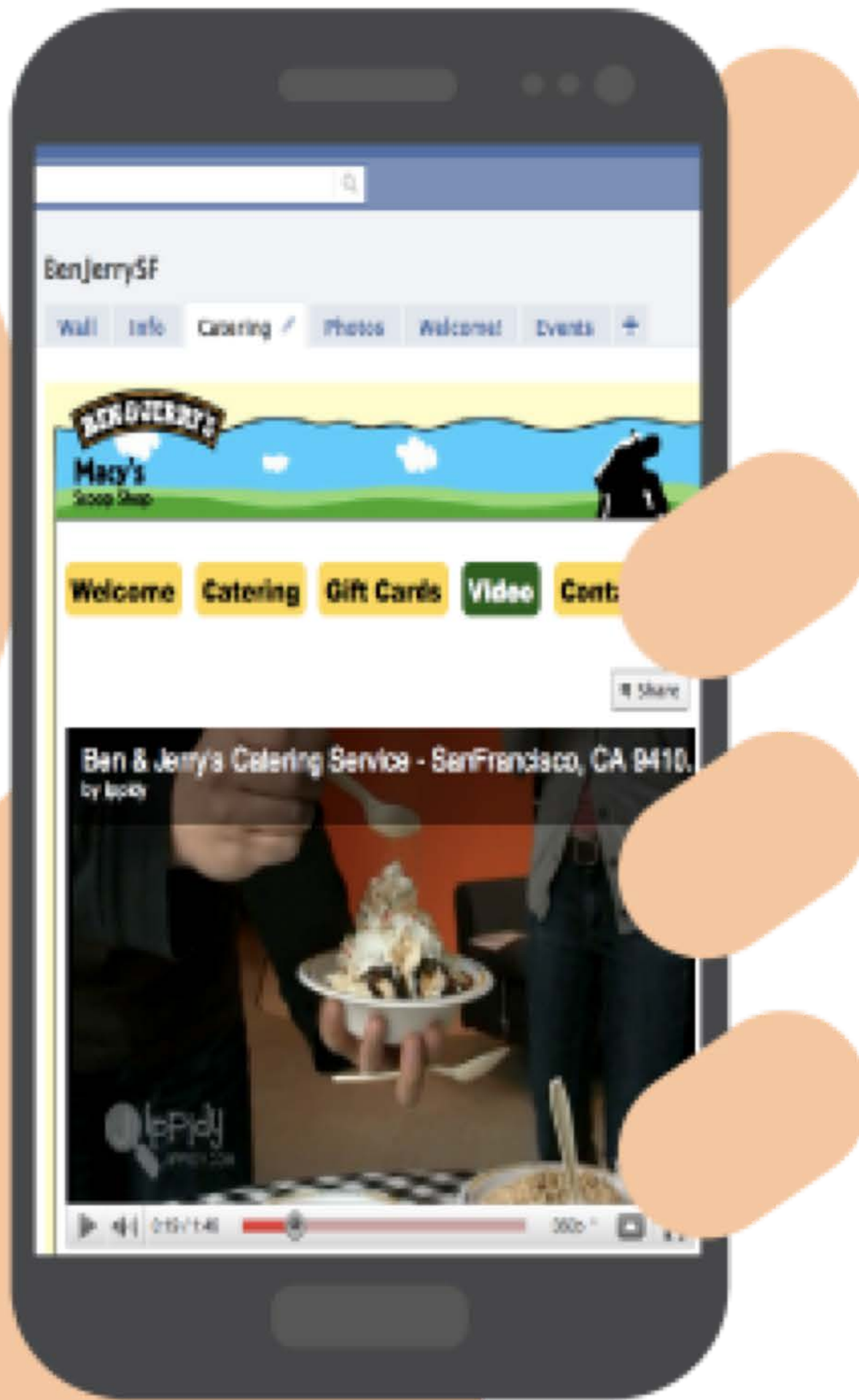
The eyes are drawn to an image/video first!

## ► 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

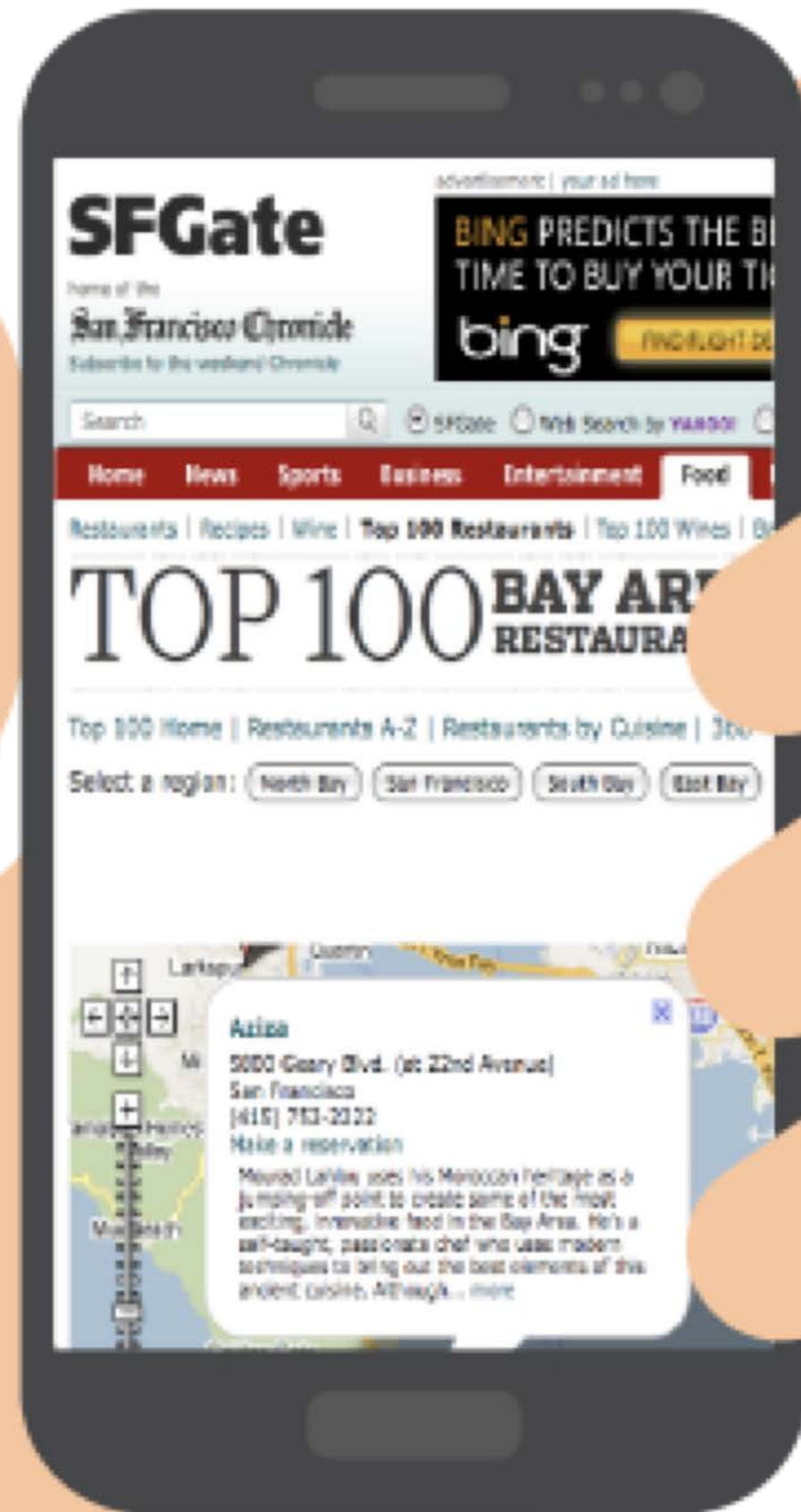
This shows that you're following through.



# 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



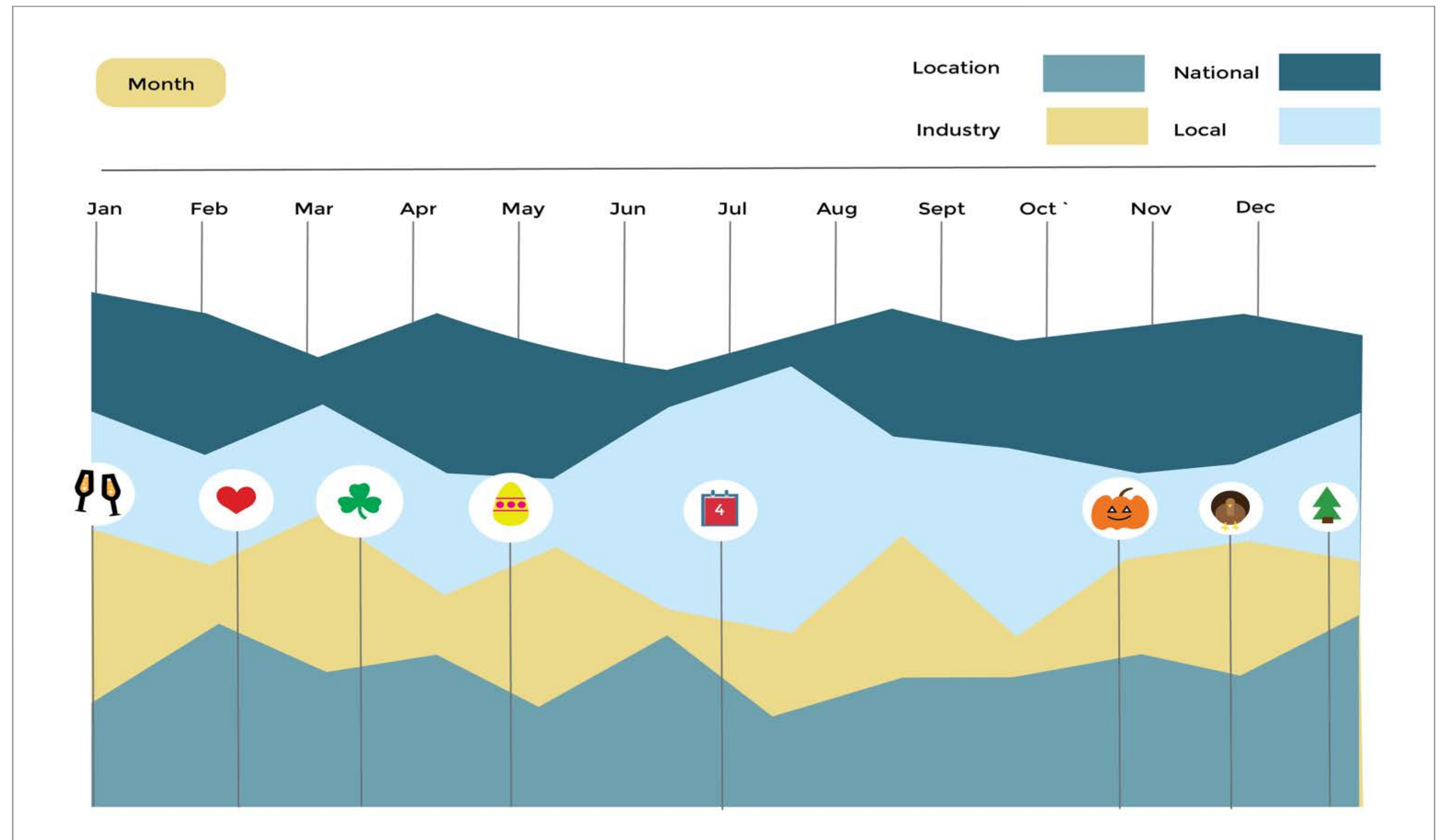
# 12 Month Marketing Calendar

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

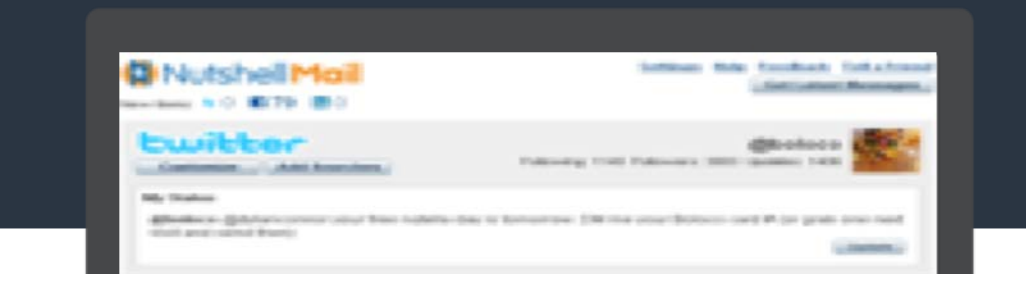


3

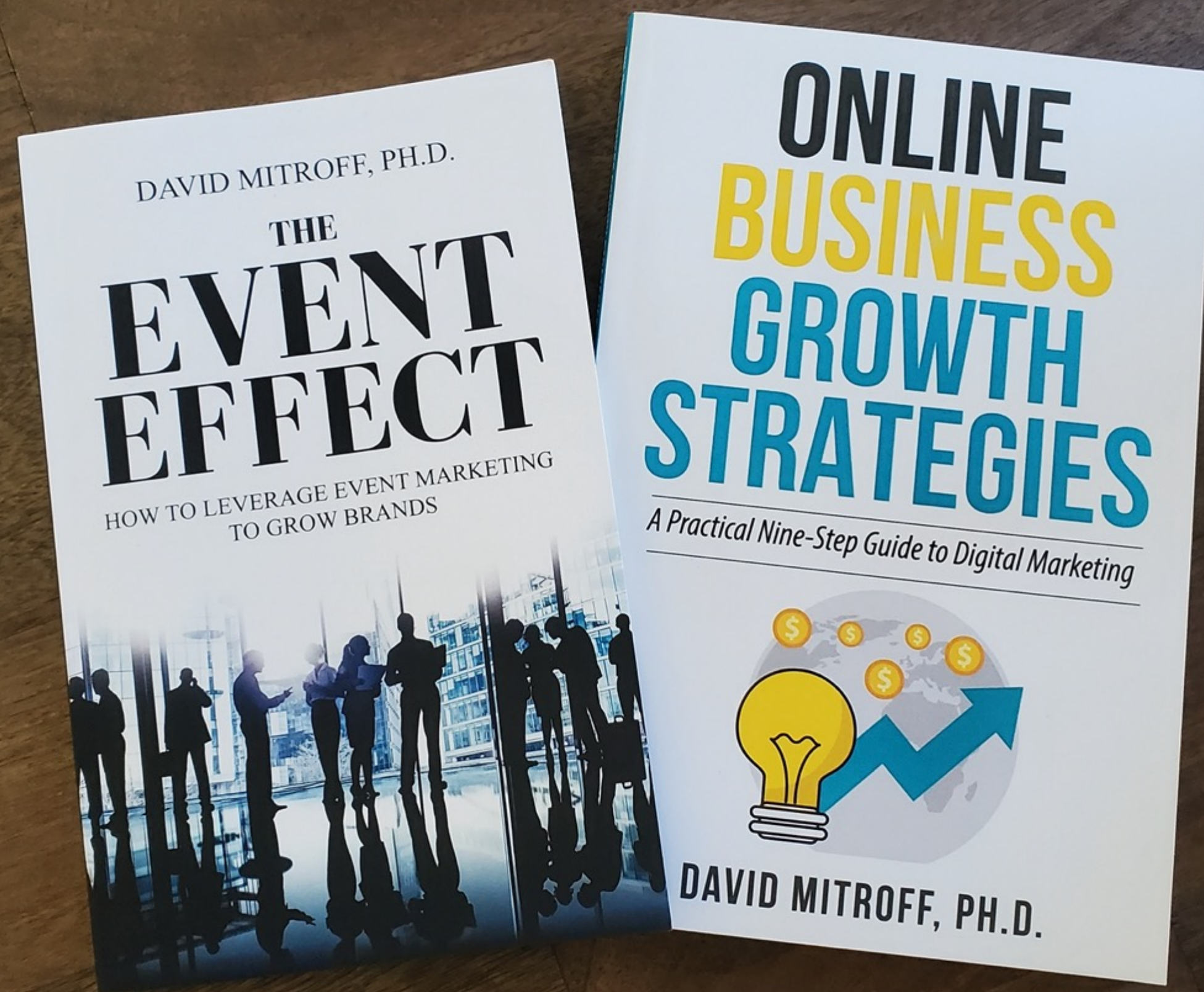
## Keep Learning & Improving

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](http://www.PiedmontAve.com/Resources)

## QUESTIONS



**David Mitroff, Ph.D.**

**David@PiedmontAve.com**

**510-761-5895**

**fb.com/PiedmontAve**

**twitter.com/DavidMitroff**

**linkedin.com/in/DavidMitroff**

## ANSWERS

