



Increasing Customer Engagement During *Challenging Times*

Presented by: David Mitroff, Ph.D.

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Long Beach Small Business Development Center

We Help Businesses at Every Stage

The SBDC is the SBA's largest service program and provides high quality business & economic development assistance to small businesses & entrepreneurs. We provide no-cost business advising and low-cost training to existing and new businesses.



Startup

Business Planning
Financial Projection
Exploratory Funding



New Business

Financial Packaging
Contract Negotiations
Cash Flow Management



Growing Business

Rebranding and Market Identification
Advanced Web Development (Shopping Cart, SEO, Email Segmentation, etc.)

Business Affected by COVID-19?

Assess your risk and respond to business disruption.

[VIEW THE COVID-19 RESPONSE GUIDE](#)

“

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

”

James Cash Penny,
founder, JC Penny

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), where he advises on leveraging new technology to create brand awareness, strengthen loyalty and streamline processes with proven results.



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LEARNING POINTS

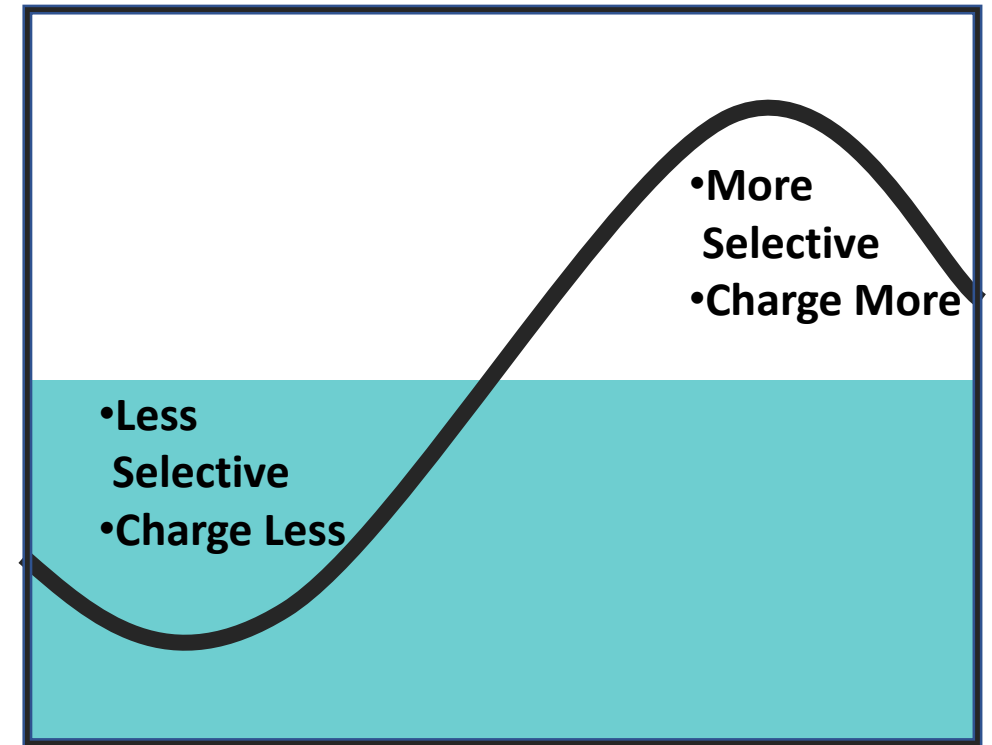
* What Can You Do **Right Now!**

1. How to consistently **stay top of mind** with your connections
2. How to **create loyalty** from the very first point of contact
3. Creative ways to **leverage email marketing and social media platforms** increase engagement
4. How to use **events** (virtual and live) to grow your value to your connections
5. Using **virtual networking** to connect and provide opportunities

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

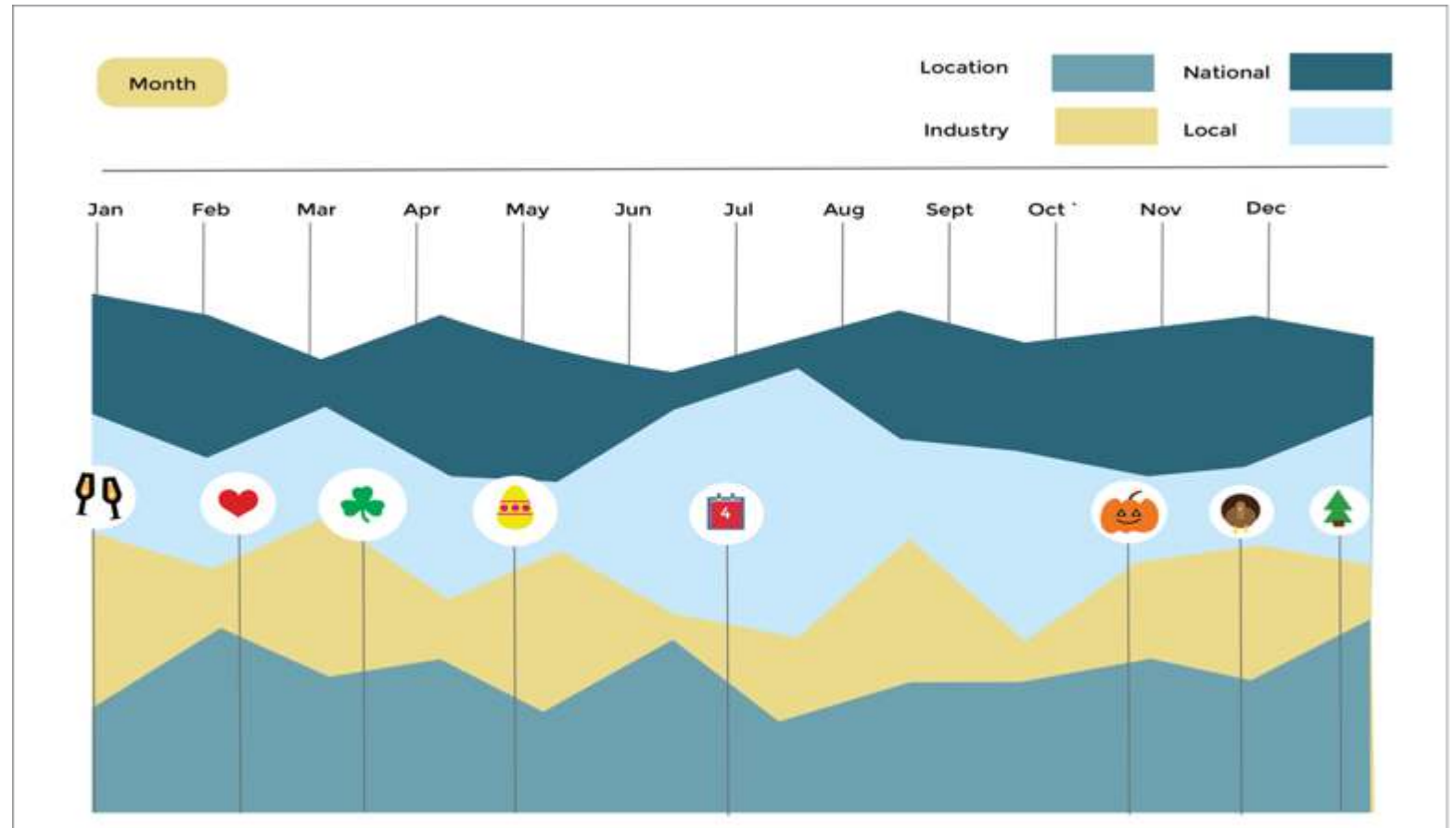


Staying Top of Mind

Doing your best to **stay engaged** will keep yourself relevant. Focus energy on creating re-usable marketing materials for all your social media and promotions!

12 Month Marketing Calendar

National Holidays
Local Holidays / Events
Industry Related
Location Based



REPURPOSE and REUSE

Your audience will appreciate you repeating yourself !

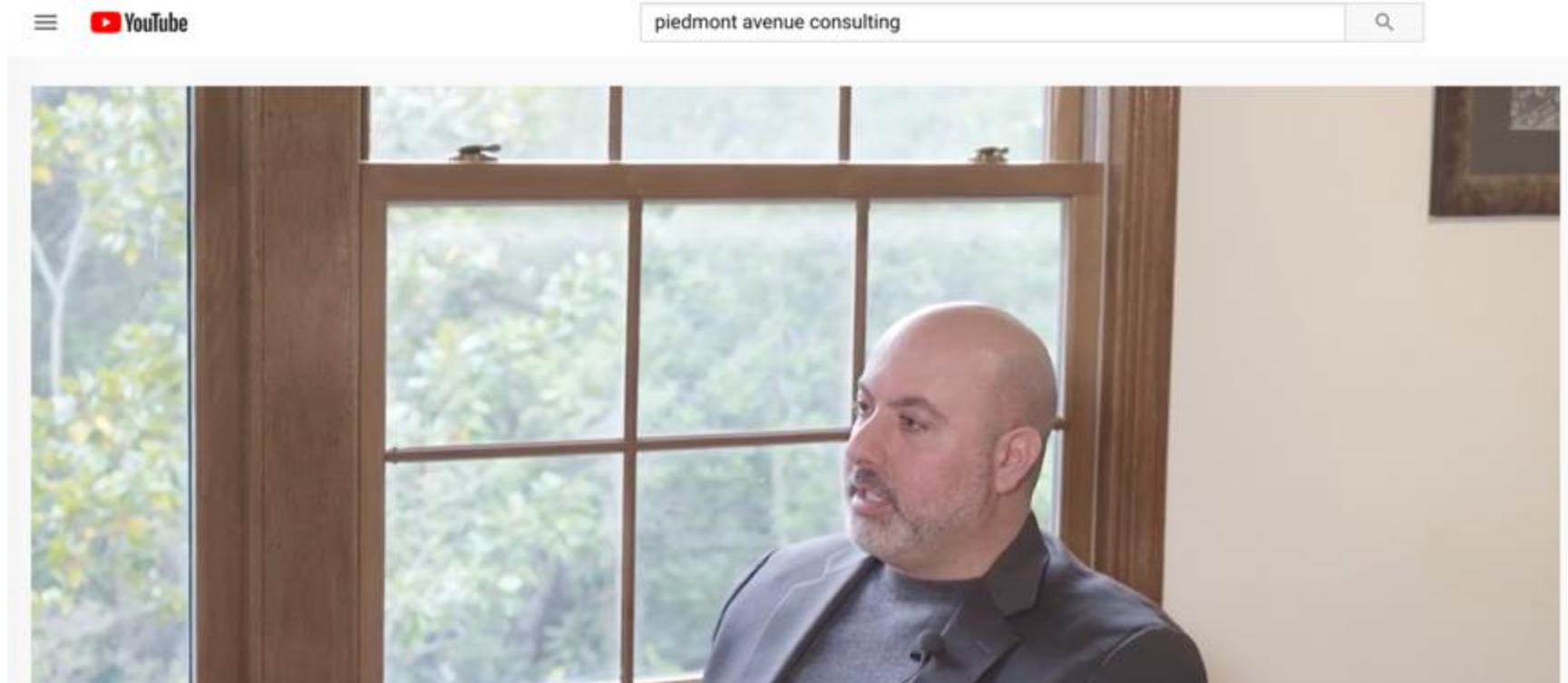
Why? How many people open EVERY email, read EVERY tweet, Facebook post etc...

Nobody.

The goal is to provide people with the information they need where and when they want it.



VIDEO – RICH MEDIA



VIDEO



Promotional Video



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



Creating Loyalty

BUSY

- Too busy for meetings



FULL

- Time to Think
- Proactive

IN

- Day to Day Tasks



ON

- Growing Business



Creating Loyalty

First Point of *Contact*



SQUARESPACE



WORDPRESS



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www.longbeachsbdc.org



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)



First Point of Contact

Call to Action

- What are your next steps, requests, actions
- Are services/products labeled and promoted properly?

The screenshot displays a mobile application interface. On the left, a light blue rectangular area contains the text "CONTACT US TODAY" in bold, followed by "Stephen M.H. Braitman, ASA 415-897-6999". To the right of this is a dark teal button labeled "Sign Up for Email Updates" with the subtext "For Email Marketing you can trust." below it. On the right side of the screen, a white chat bubble is visible. It features a small 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 the message is a blue button labeled "Leave details" with a right-pointing arrow. At the bottom of the chat bubble, it says "Powered by vCita". The bottom of the screen shows a mobile OS navigation bar with icons for phone, email, and a user profile.

Increase Engagement

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



SPELMAN COLLEGE HEALTH CAREERS PROGRAM

Official Newsletter of the Spelman College Health Careers Program



UPCOMING EVENTS

Women's History Month

Women's History Month and International Day of the Woman are designed to acknowledge the spirit, tenacity and vast accomplishments of women across the globe. We celebrate the wisdom and hard work of those who have come before us, such as notable figures like Eliza Mahoney and Dr. Sophia Jones. Spelman women confidently occupy this space with a sense of purpose. Our purpose is to celebrate one another, our hard work and our sacrifices. It is also important for us to acknowledge ways we can collaborate with organizations such as CARE, Inc., International Women's Health Coalition, Children's Defense Fund and the National Women's Health Network, to make a positive difference in the world. It is important to never be complacent. Let us move forward in a spirit of sisterhood and service.

Dr. Davidoff, Executive Director



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www.longbeachsbdc.org



YOUR GUIDE TO NEW ADVENTURES

Put together by passionate travelers who scout 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 MÚSICA

One of Trinidad's and Cuba's classic venues, this casa is an after-school affair that congregates on the sweeping staircase beside the Iglesia Parroquial off Plaza Mayor. A good mix of tourists and locals take in the 10pm substance show here. Alternatively, full-on salsa concerts are held in the casa's rear courtyard. Be prepared to participate for the whole experience!

[READ MORE ABOUT CASA DE LA MÚSICA](#)



DRINKS

HAWAII • EL FLORIDITA

Promoting itself as the 'cradle of the daiquiri', El Floridita was a favourite of exiled Americans long before Ernest Hemingway dropped by in 1930s (hence the name which means 'Little Florida'). A bartender named Constante Ribadeneira invented the daiquiri soon after WWI, but it was Hemingway who popularized it and ultimately the bar christened a drink in his honour: the Papa Hemingway Special (basically, a daiquiri made with seasonal grapefruit juice).

[READ MORE ABOUT EL FLORIDITA](#)



CATAMARAN CRUISE

VIRADERO • SEAFARI CAPO BLANCO

One of Viradero's most popular cruises is the Seafari Capo Blanco. This trip includes the dolphin show at the Defrinate, open bar, lunch on Capo Blanco, two snorkeling stops, live music and hotel transfers. This trip comes with a free guided 'Real Adventure' by jet ski as an optional extra.

[READ MORE ABOUT SEAFARI CAPO BLANCO](#)



CULTURE

HAWAII • CATEDRAL DE SAN CRISTÓBAL

Dominated by two unequal towers and framed by a theatrical baroque facade designed by Italian architect Francesco Borromini, the graceful Catedral de San Cristóbal de La Habana was described by novelist Alejo Carpentier as 'triple set in stone'. When the building was finished in 1797, 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 CRISTÓBAL DE LA HABANA](#)



REAL ADVENTURES APP

Real Adventures guide for your smartphone. Get to the heart of any country in no time with the Real Adventure app! Features include: city guides, language translator, audio walking tours and audio photo tours. And with no internet connection required, you won't incur 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 sample one of the free Life Guides.

KELLY

engineering
resources

Engineering Career Tips Newsletter
December 2018



What's next for you? We want to help you reach your full potential at work, and we're cheering you on every step of the way.

HOT JOBS

On any given day, we are actively recruiting for hundreds, if not thousands, of high-level engineering positions with premier employers across the country. The hottest engineering job markets right now are Detroit, Chicago, Seattle and Dallas, among others.

[Find Engineering Jobs](#)

ARTICLES/BLOGS



What's the culture of your ideal engineering workplace? A place where you feel welcomed, at ease, and encouraged to do your best is not only better for your job performance, but also for your happiness.

[Read More >](#)



Are you stuck in an engineering career track or discipline that you're just not passionate about anymore? It's entirely possible to change your focus in engineering, or your entire career path.

[Read More >](#)

ASK THE EXPERT

What traits do successful engineers demonstrate during interviews?

“Engineers are problem solvers, and that begins with asking good questions. The quality of the questions you ask in an interview will showcase your qualifications in a sincere way while giving you a better.”





What if People Don't Read my Newsletter?

*It Doesn't Actually **MATTER**.*

Most Newsletters are never read or opened.
You can still capture attention with the email headline, because those are **always read**.

Capture attention and they will Keep you in their Thoughts!

Examples of Email Headlines !

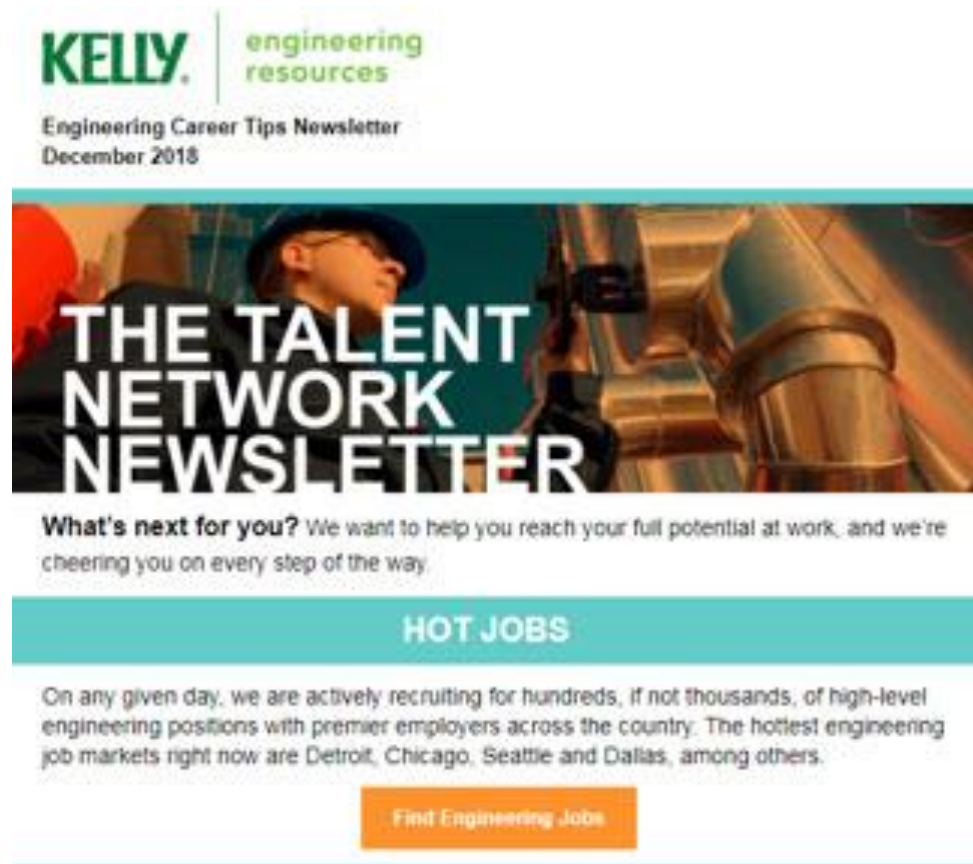
Attention All Engineers! Job Openings Available

Seeking Medical Professionals

Jobs Available at Your Favorite Tech Companies!

Tips for Finding Work

How can You Better Promote Yourself ?



Don't Obsess Over *What is in it –* **Send it Out !**

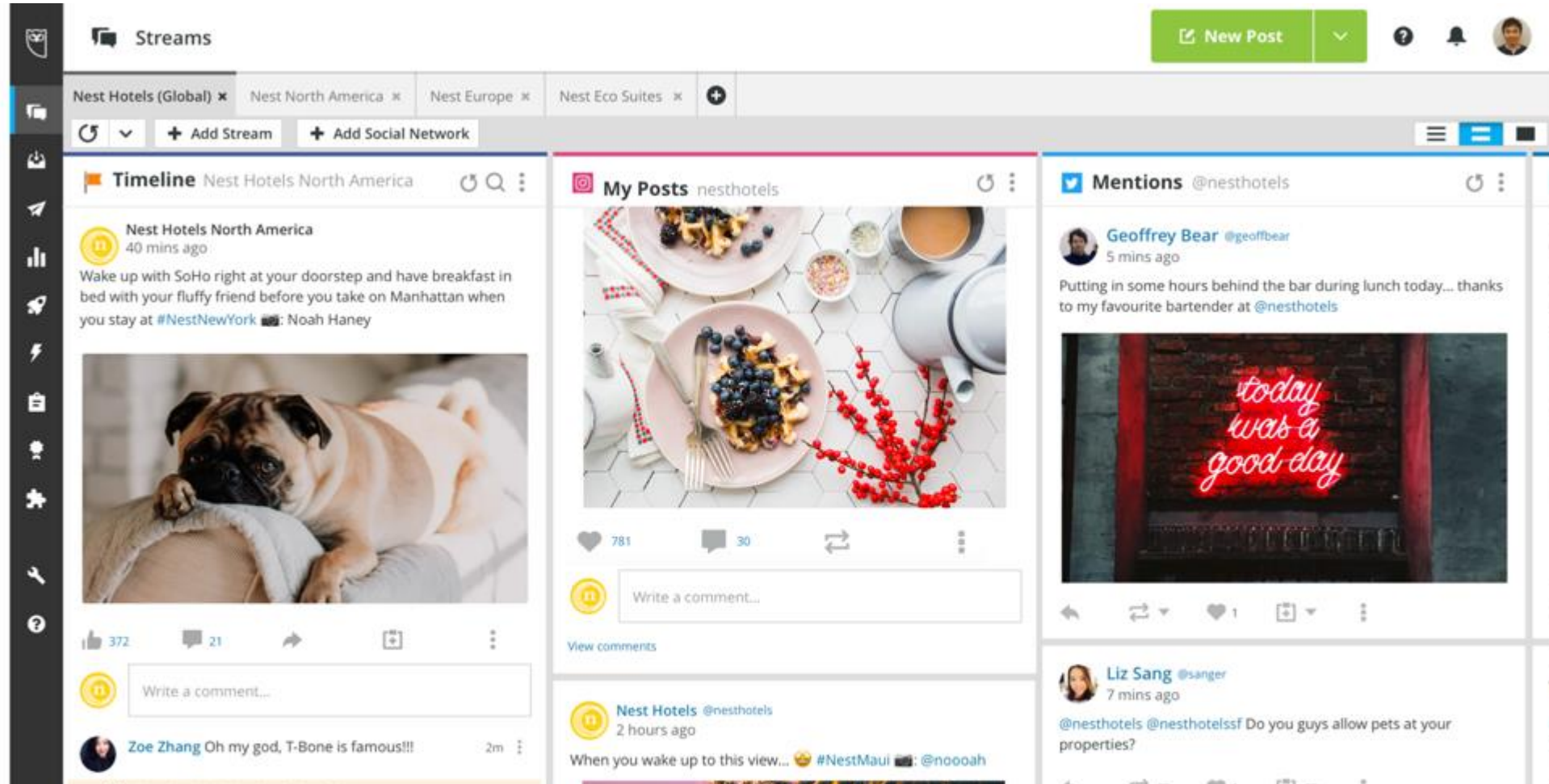




Automate what you can!

Free up as much time as you
can doing tasks so you can
focus on your growth!

Plan out your social media for the month:





TOOLS



Robly



buffer



Hootsuite™



Constant Contact®



MailChimp.

Event Marketing

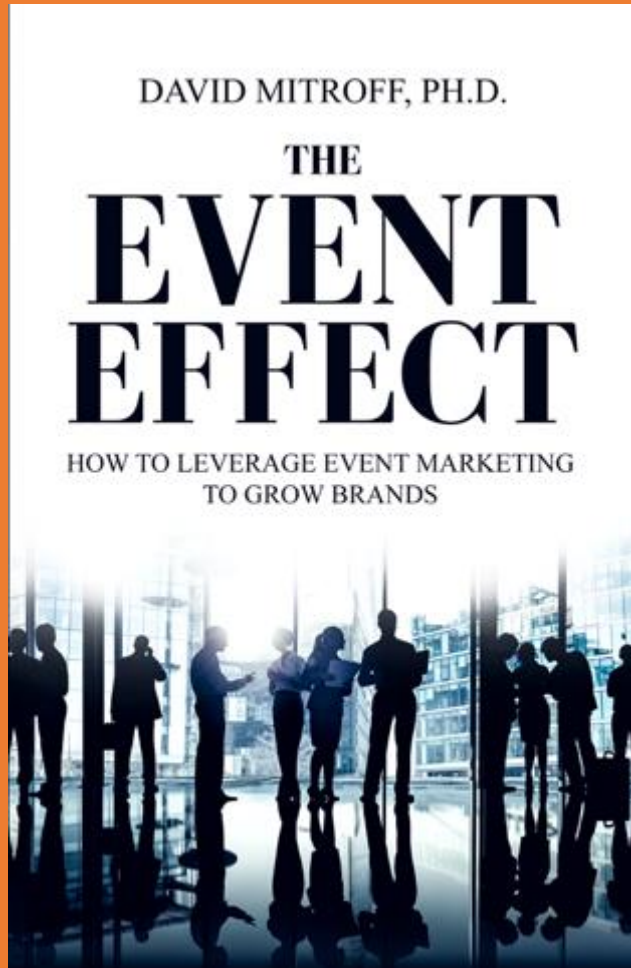
Events (Remote)

- ❖ 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.

A graphic of a laptop screen with a grey background. In the center of the screen is an orange rounded rectangle containing the word "Eventbrite" in white, italicized, sans-serif font.

Eventbrite

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.?

Eventbrite®

- Promote your event with personalized emails to reach more people
- Add events to search engines to gain traffic for your website
- Track attendance by selling tickets and managing registration
- Manage event entry with the Entry Manager app that checks people in and scans barcoded tickets through your phone

Setting Up Your Event: *Event Website*

Use your *current business website*?

Create a *new website*? (Wordpress or Wix)

Create an event registration page (Constant Contact, Eventbrite)

Website must include the following:

- ✓ Basic Event details
- ✓ Event Description
- ✓ Location
- ✓ How to Register etc.
- ✓ Integration of Social Media



Post-Event Follow up Procedures

1-2 days following the event:

- Send email to all REGISTERED attendees (not just people who actually attended) to thank them for attending.
- Include link to pictures from the event
- Provide an incentive to participate in a survey
- Ask people to post, tweet, comment about their experience.
- If you gave a presentation, Link to copy of the presentation.
- Emphasize a call to action: Why did you have the event?
- If you have another event coming up - mention it.

Event Page Examples



MULTIPLE DATES

Information Technology Virtual Career Fair - Wednesday, September 9th 2020

by Jobs Canada Fair [Follow](#)

Free

[Select A Date](#)



Connect Online with Information Technology Hiring Companies

About this Event

Looking for Work? New Career? Direct Interview.
DO NOT MISS!

Location
Online Event



MULTIPLE DATES

Healthcare & Social Assistance Virtual Fair - September 16th

by Jobs Canada Fair [Follow](#)

Free

[Select A Date](#)

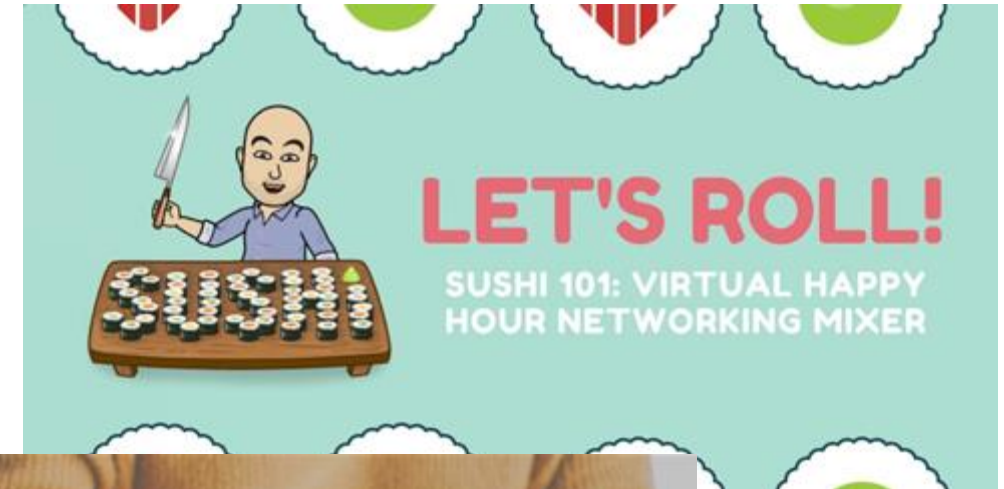
Healthcare & Social Assistance Hiring Companies

Location
Online Event

New Career? Direct Interview.

connects Candidates & Hiring Companies
Healthcare and Social Assistance : (Doctors,
botomists, Radiologists, Administrative,
h Aide, Nurse Practitioner, Occupational

Event *Themes*



Event Theme

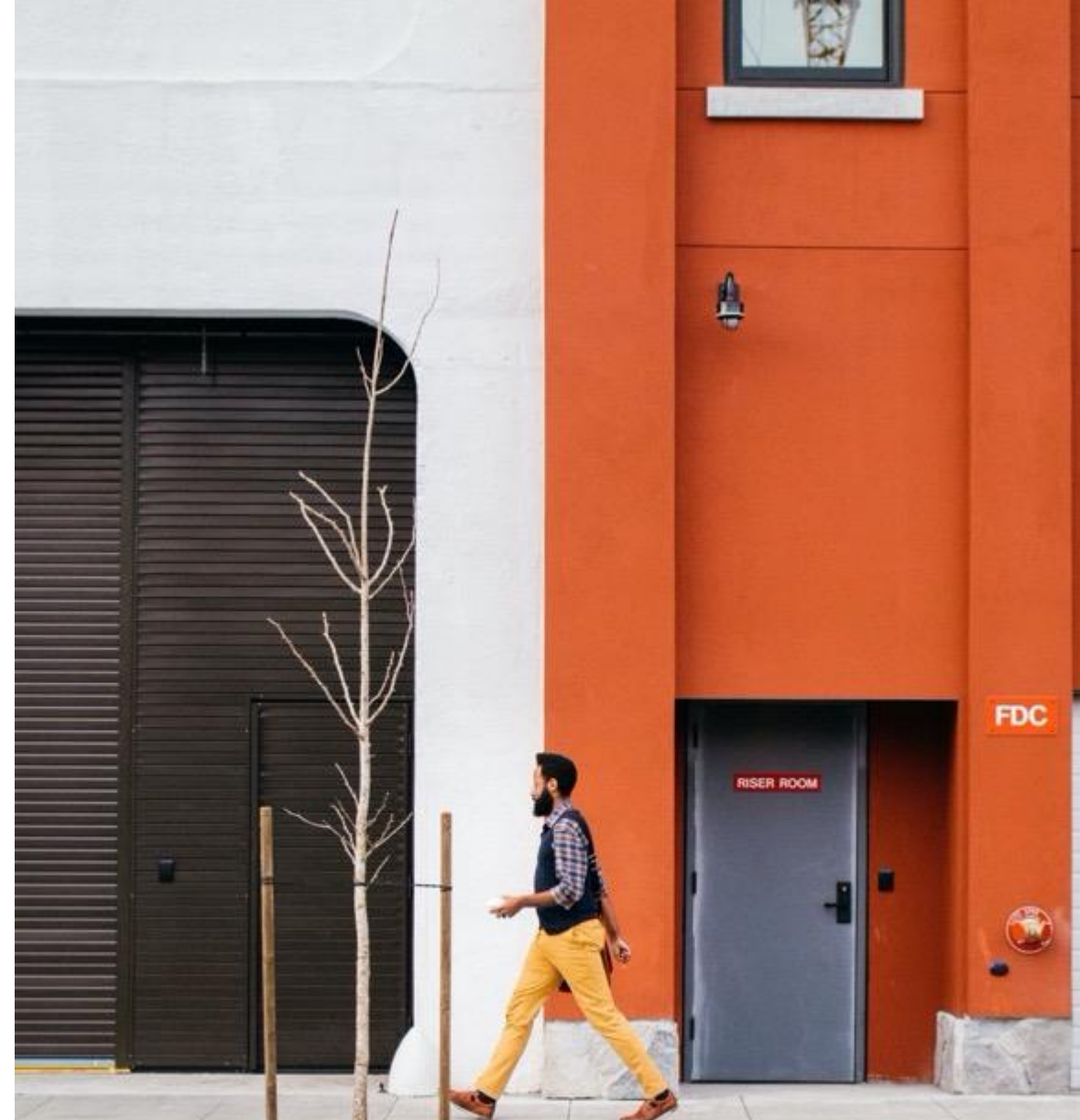
Attendees should be able to leave
with something, whether it be
new connections or *knowledge*

Conduct a *Presentation*

**Guide attendees through
*connection exercises***

Open a *Discussion*

Expert Panels



Hosting *TOOLS*



Tools

Virtual Networking

INTRODUCTION

Referral



- **Network within your Industry**

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

- **Networking Follow-Up**

Make it easy for people to connect with you and

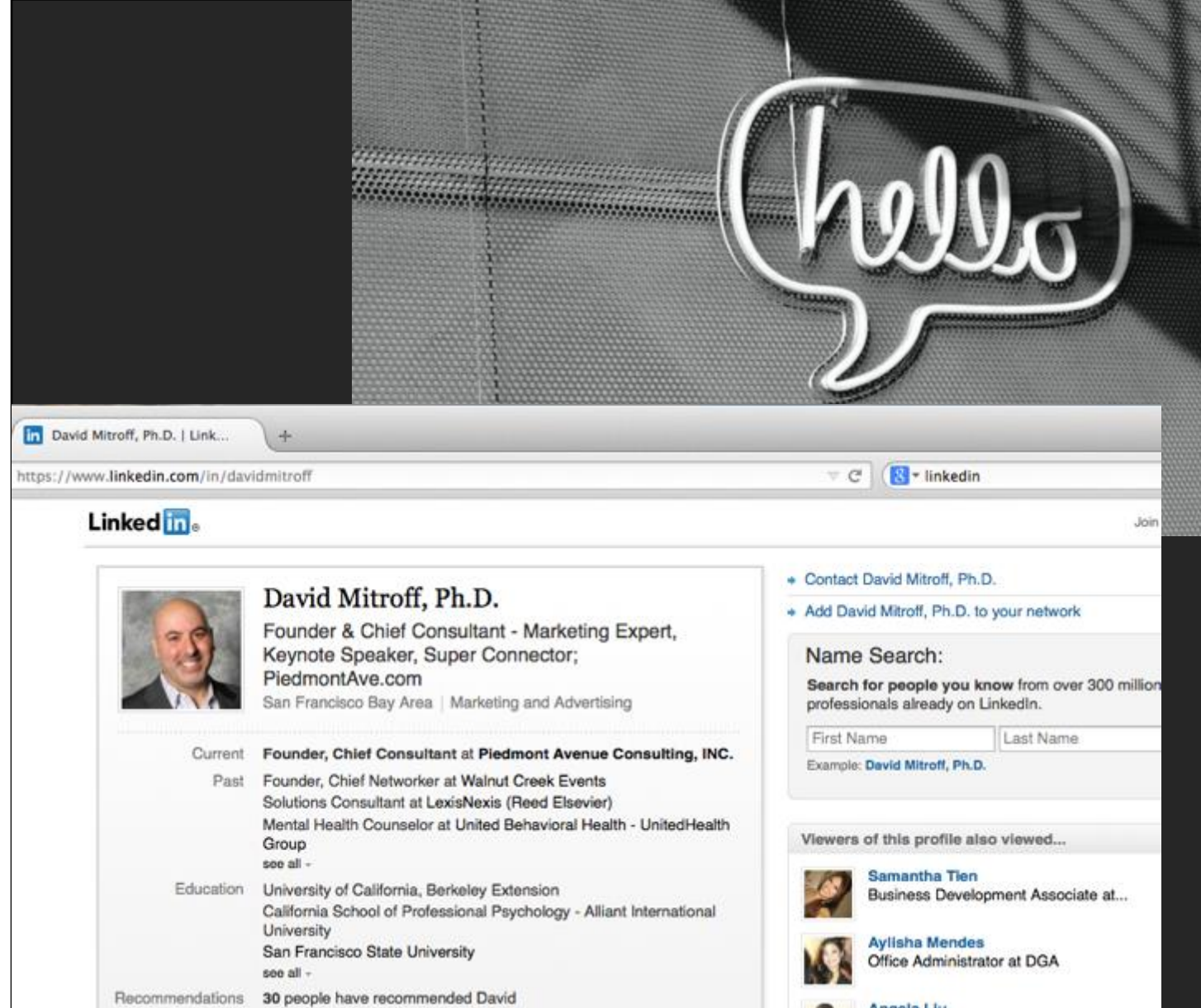


“LinkedIn is the current primary tool for online professional networking.”

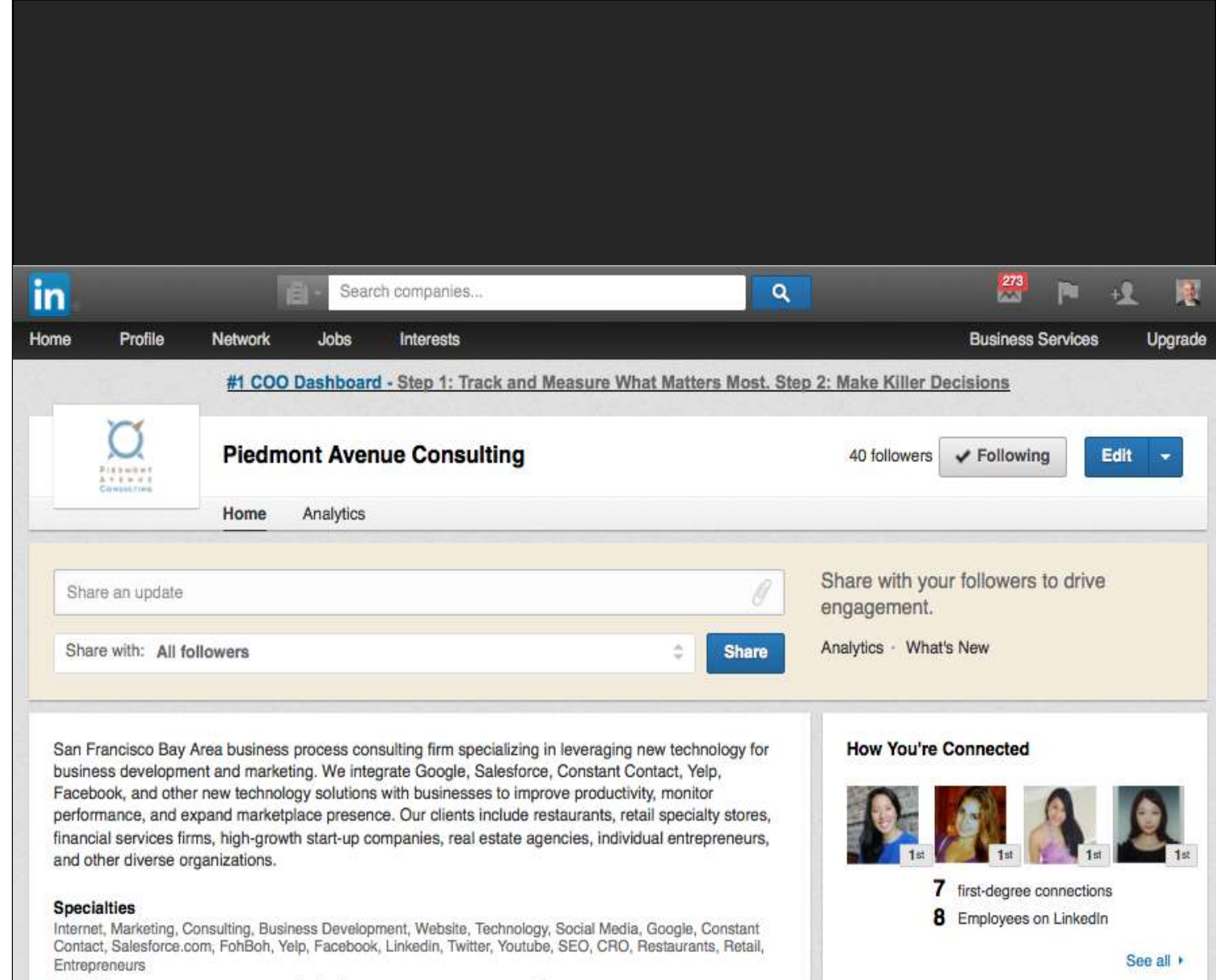


- World’s largest professional network with over 300 million
- 94% of recruiting & staffing agencies use for global recruitment
- Hub of connecting with current business contacts
- Limitless network of professionals
- Perfect for Business Development
- 86% of B2B Marketers use LinkedIn

- 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



Leveraging LinkedIn

- Using Mobile App to Find People
- Connect with Target Market
- Do NOT sell
- Invite people to your events (Virtual / In-Person)
- Post Interesting Content



David Mitroff, Ph.D. • 10:07 AM

Come as my guest Thursday 8/1 to my SF Happy Hour at Hotel Via Bar across from Giants baseball stadium if you are around.

<https://sf-bar-via-networking.eventbrite.com?discount=Happy>



I.D. • 10:50 AM

come as my guest to my SF W Hotel Happy 13 at 6pm. RSVP for free with this link:

andtechnetworkingmixer.eventbrite.com?disc



WHAT WE COVERED

- * What Can You Do **Right Now!**
- 1. How to consistently **stay top of mind** with your connections
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Thank You!