

# Business Growth Strategies

Presented By David Mitroff, Ph.D.



# WHAT WE WILL COVER

- Growing a Business
- Who is Your Market? - How to attract clients
- 4 tools to grow your construction, architect or engineering firm
- Active / Passive Marketing
- Website & Social Media Ecosystem: 9 Key Areas of Online Presence

# WHO IS DAVID?



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, The Meeting Professional).

A photograph of a business meeting. In the foreground, a person's hands are visible, one holding a pen and pointing at a document on a table. Another person's hand is seen holding a tablet. The background is blurred, showing office equipment and windows. The text 'Growing Your Business' is overlaid in a large, black, serif font, and 'WHERE TO START' is overlaid in a smaller, black, sans-serif font at the bottom right.

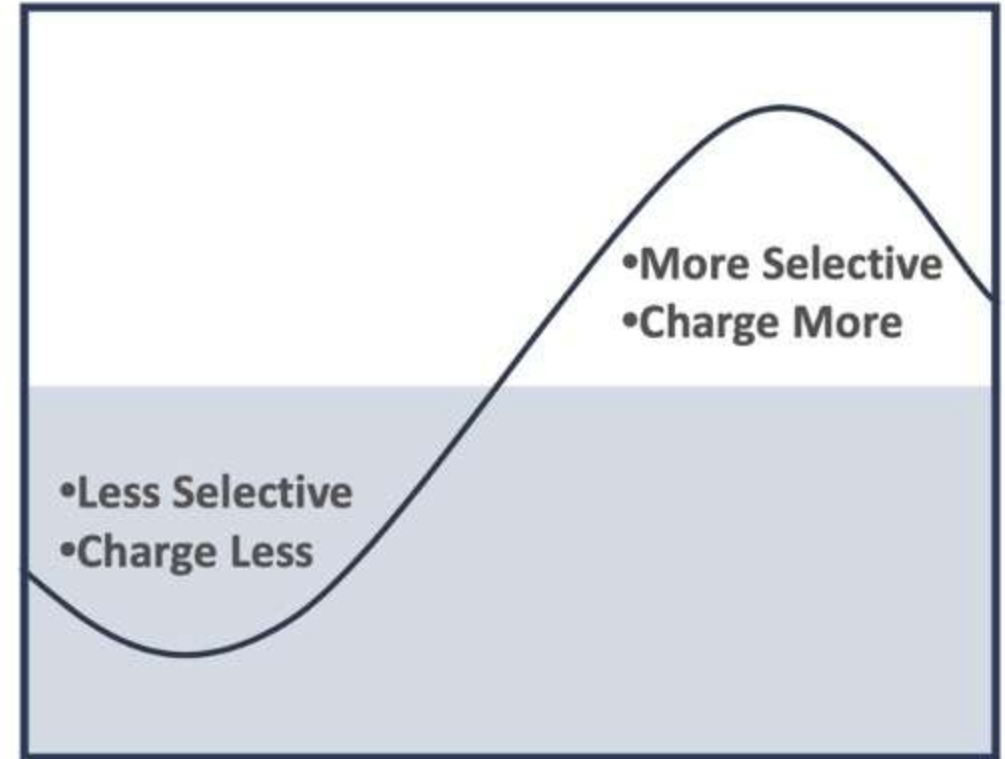
# Growing Your Business

WHERE TO START

# 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



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# What is Your #1 Objective?

3 to 5 priorities that support this

- What to start doing?
- What to stop doing?
- What to keep doing?



# WHO IS YOUR MARKET?

A black and white photograph of a business meeting. Several people are gathered around a table, looking at a tablet computer. One person is pointing at the screen with a pen. There are papers, a laptop, and a pen holder on the table. The scene is brightly lit, and the focus is on the hands and the tablet.

Where to Start Your Business  
Development Efforts

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# Market

A set of actual or potential customers for a given set of products or services who have a common set of needs or wants, and who reference each other when making a buying decision.







# Market segments

Separate markets where customers could not have referenced each other.

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# Two Approaches to Growth

## TRADITIONAL

marketing - selling - networking



## ENGAGEMENT

marketing - selling - networking



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# 4 TOOLS

TO GROW YOUR BUSINESS





- Wix enables everyone to design, publish and host stunning HTML5 websites for free
- Easy drag-and-drop website builder!
- No coding
- No previous design skills



## Professionally Designed Website Templates

Choose from 500+ customizable website templates that are built to meet your business needs.

[See All Website Templates](#) →



Blog



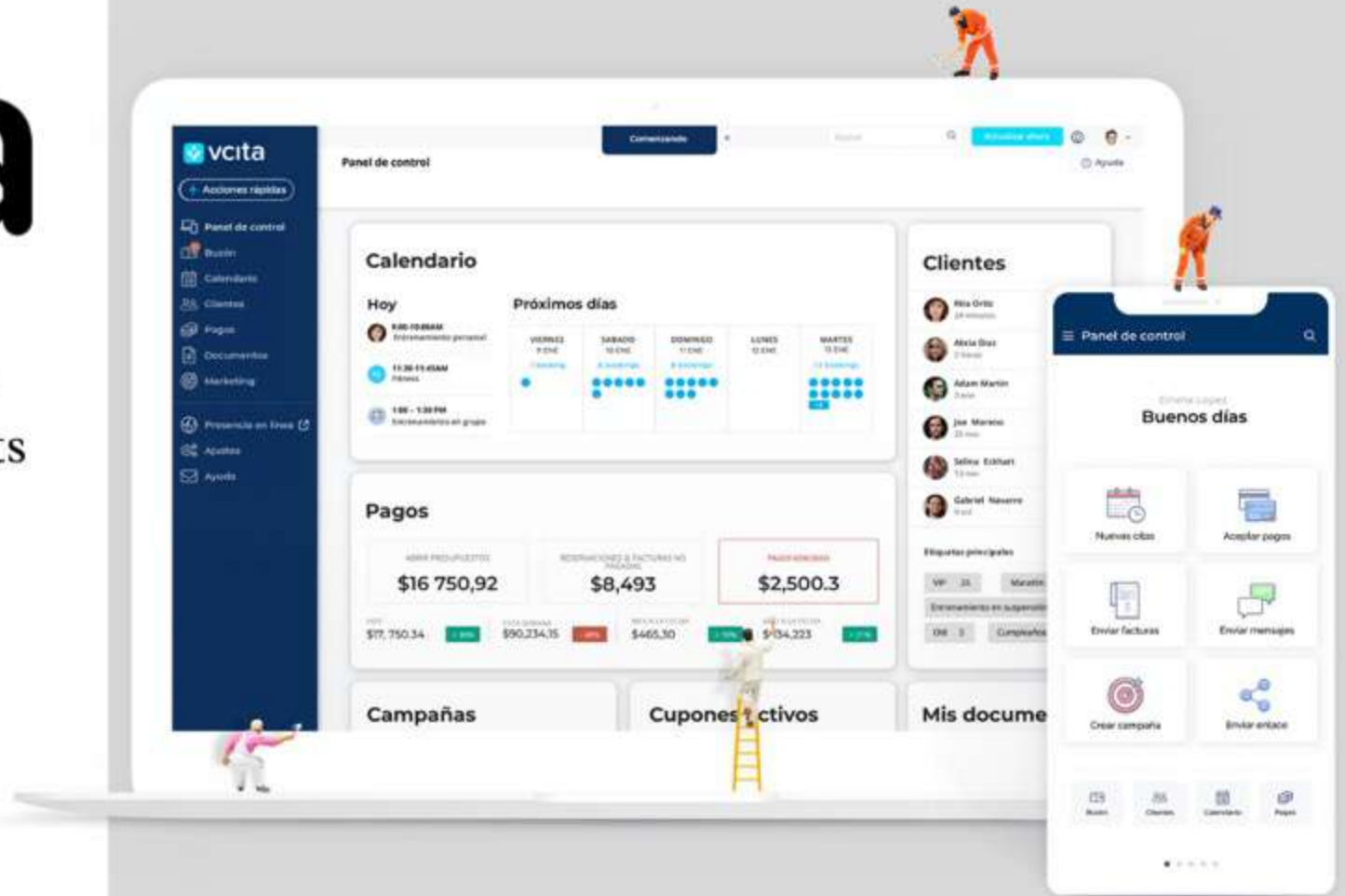
Business



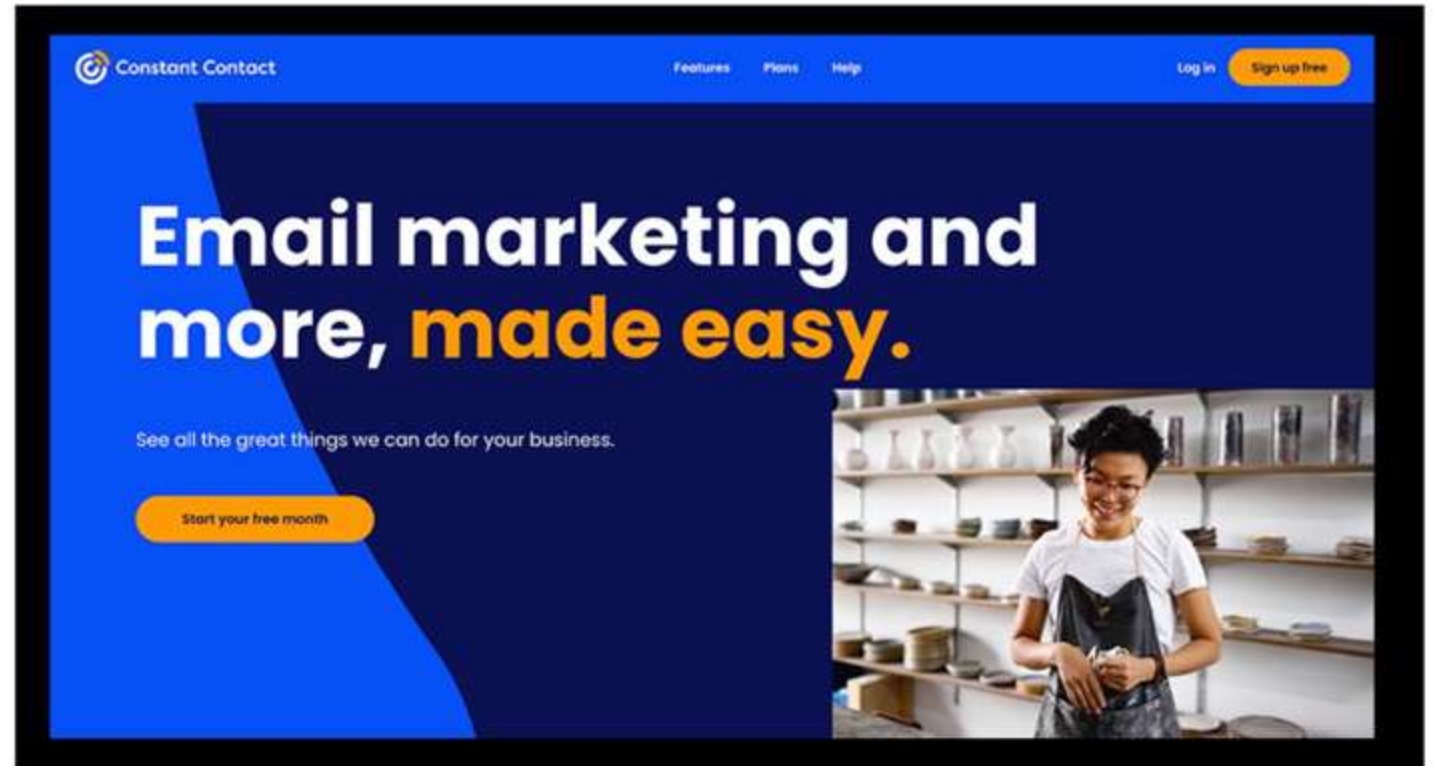
Online Store



- Be organized with your schedule
- Look professional and give clients and partners options
- Offer meeting maker in your signature, social, website etc.



- Easy tools for keeping track of your lists
- Make email campaigns look professional
- Track your open and click rates easily





- Keep track of mentions of your company and competitors
- Be aware of what's going on in your industry in real time
- Use the found content for your marketing plans



A screenshot of the Google Alerts website. The top navigation bar is blue with the Google logo on the left and a grid icon with a red notification dot on the right. Below the navigation bar, the word 'Alerts' is displayed in white, with the subtitle 'Monitor the web for interesting new content' underneath. A search bar contains the text '"my brand"'. Below the search bar, there are several settings: 'How often' is set to 'At most once a day'; 'Sources' is set to 'Automatic' (checked), with 'Blogs', 'News', and 'Web' also listed; 'Language', 'Region', 'How many', and 'Deliver to' are listed but not expanded. There are 'Update alert' and 'Hide options' buttons. Below the settings, there is an 'Alert preview' section showing a news article titled 'Ryan Korban Creates a Fresh Shopping Experience in a Landmarked Building' from 'Architectural Digest'.

# Active & Passive Marketing





# What are your current marketing efforts?



 phone call

 face to face meeting

# 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



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# 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

Website changes to increase rank

Off-page SEO

On-page SEO

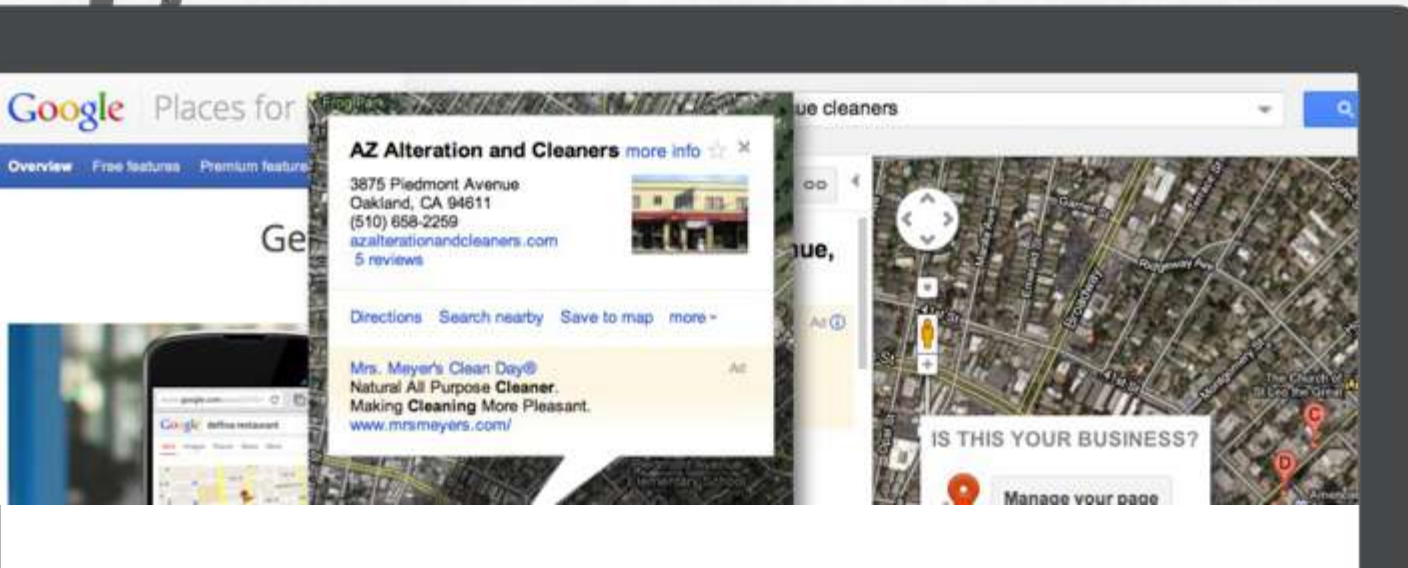




# Online Directories

# 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.

# Review Sites

3

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

Facebook, LinkedIn

4



- ▶ **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 your page



# 5

## Micro Blogging

Twitter, Tumblr



- **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..

# 6

## Rich Media

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.



# 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.



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# Industry Specific

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.

# 8

## Industry Specific Example “Best of...” Sites

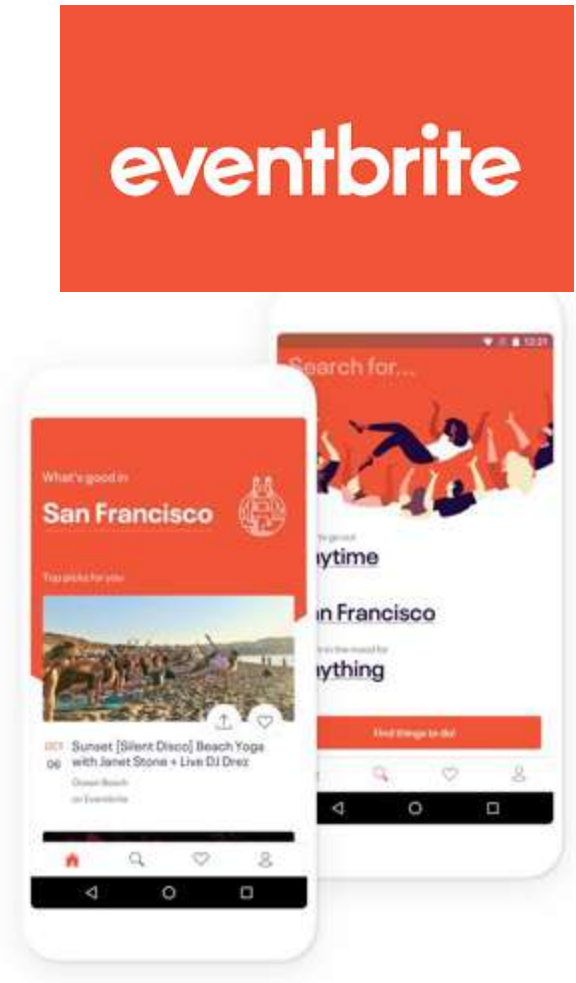


# 9

## Event Promotion

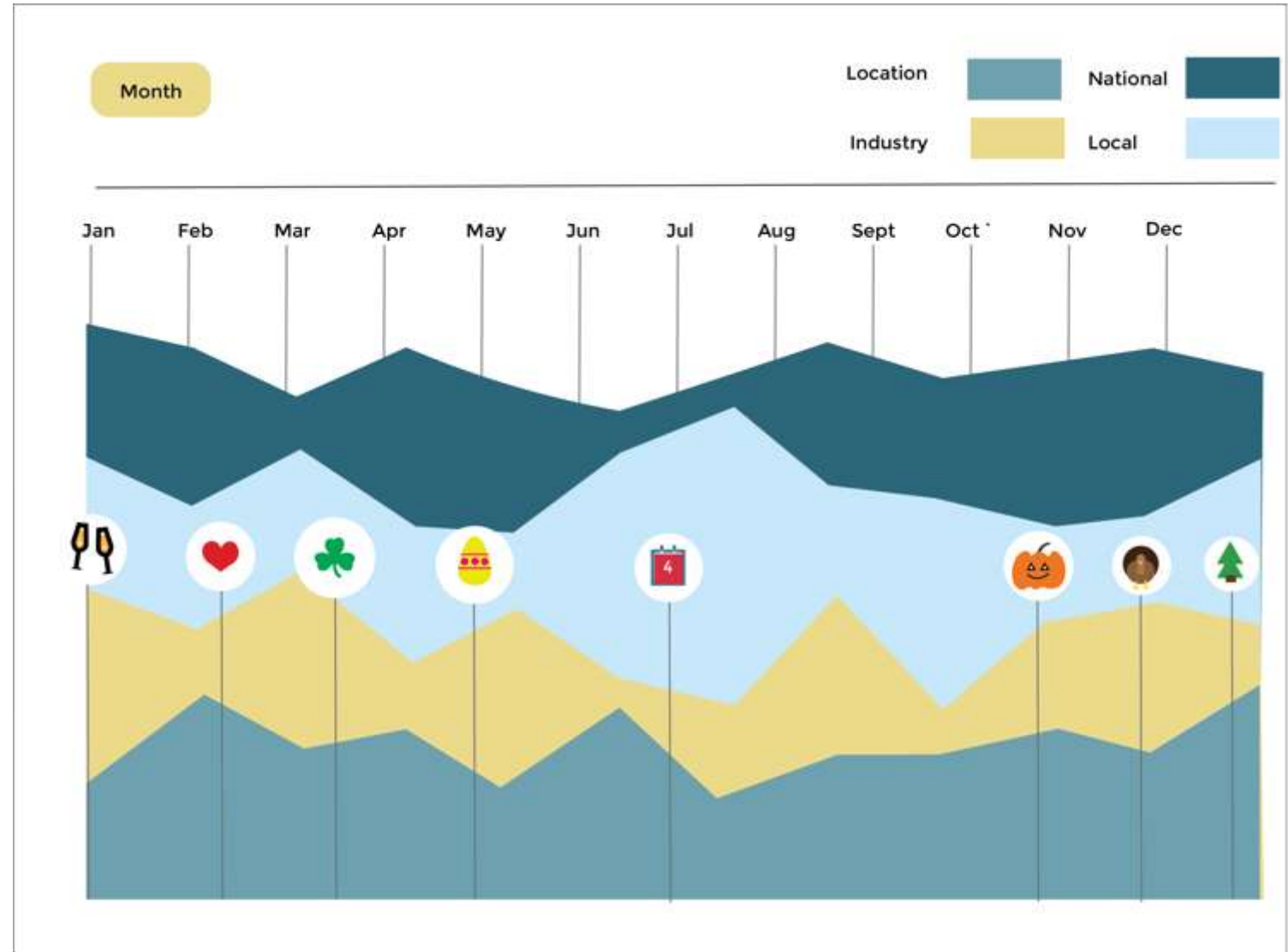
Eventbrite, Meetup, FullCalendar.com

- **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!




## 12 Month Marketing Calendar

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



**Schedule Free Consultation**

**[www.PiedmontAve.com](http://www.PiedmontAve.com)**

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# QUESTIONS



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# ANSWERS



## Stay in Touch !

At *Piedmont Avenue Consulting, Inc.* we help our San Francisco Bay Area clients grow by streamlining their business process, creating brand awareness, set-up sales and business development strategies, training, hiring and more. We review the current and potential business opportunities, marketing strategies, marketplace competition, and overall business presence to improve clients' productivity, efficiency and generate revenue.

**Schedule a Free Consultation today !**

 510-761-5895

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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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