

MARCH 10, 2021

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media

Marketing Strategies



BUSINESS BUILDER SERIES

PARKLOCAL

DEVELOPMENT CORPORATION

**Marketing should tell your unique story in your real voice
to create lasting relationships with customers - and you
can do that without a huge budget or special skills!**

Kris King background - or how I've learned marketing on the job. . .



Nonprofit | Small Business | Media | District & Tourism Marketing

As a nonprofit fundraiser and magazine writer for three decades, my essential work has been how best to tell & broadcast folks' stories. In 2015 I started Buzz Media to help small businesses and nonprofits tell their stories across media platforms that reach their specific customer base. Last summer I was drafted to be the Executive Director of the Livingston downtown Business Improvement District, Convention & Visitors Bureau and Tourism Business Improvement District with significant COVID-19 safety marketing grants, so I've had a steep learning curve adding tourism and community health marketing to my decades of marketing and medium experiences.

Who are you? # of staff? field? You are the customers today so I need to know!

Let your customers be your guide - where do they get their information?

This is both a macro and micro presentation speaking to diverse levels of expertise and fields. I will focus on things I and my clients have found most helpful, acknowledging there are many other tools and strategies out there.

Today we'll cover a diverse menu of marketing platforms and tools - it's your job to **weigh each to determine if they fit your customers.**

Also ask if they fit your product, staff resources, skill set & budget.

If it doesn't hit your customer target or bandwidth - let it go!

Marketing is an ongoing and personal process, not a universal formula.

**Please ask questions along the way so this training meets your needs*

Marketing is Storytelling



- Marketing is an ongoing conversation with your current, past, and potential customers.
- It's not a magic bullet a salesperson, website, tagline, ad, or analytics will provide; those are tools to help tell your story - they are not the story.
- Use these 3 marketing strategy tests: Does this tell my unique story in my voice? Does this build lasting relationships with customers? Is the likely income generated greater than the cost? (*and your time is a cost, count every minute!*)

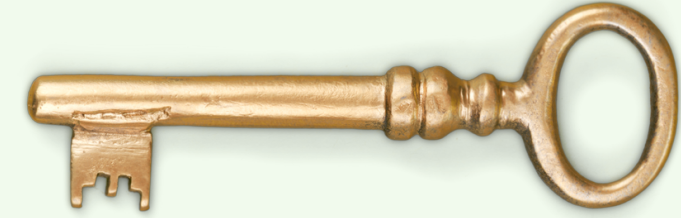
Today's Presentation

MAIN TOPICS

- Key Marketing Assets
- Website, Search & Google
- Testimonials and Reviews
- Social Media
- Eblasts, direct marketing
- News media and outreach
- Signage
- Swag
- Community & Charity
- Business Partnerships
- Outsource to pros
- Tools & Tips



Key Marketing Assets



- **Logo:** simple, clean, square & rectangle versions - must look good postage stamp sized, read clearly and reflect your values/mission. Brief tagline is an asset.
- **Contact:** phone number, email, address (if relevant) easily searchable and accurate
- **Testimonials** and Reviews - either online or system to gather & share on platforms
- **Social Media** that can be feasibly updated and that your customers use
- **Photos, graphics,** video if appropriate: you must have imagery to market
- **Direct marketing** to your demographic; through point of sale platform (i.e. square), eblasts, newsletters, newspaper, trade journals, flyers, mailings, radio, tv, web ads
- **Motivators:** specials, loyalty program, swag, reward referrals, testimonials & shares
- **Reminders** & Wayfinding: signs, nametags, stickers, auto magnets, listings
- **Strategy** for community, charity, events, collaborations (or they'll eat you up)

Get Found Online



- Websites can range from landing page (think Yellowpage ad) to sales portals, portfolios, educational platforms, catalogs, brag books & more. The scope & complexity are dictated by your audience, product & budget.
- Searchability is a combo of SEO (although Google relies on this MUCH less now), Google listing, and activity
- Google My Business; learn it, update it. This is how people find your business on the web, their phones and smart speakers. It's worth the work.
- Testimonials & Reviews: best platform for your field? Systemize gathering customer testimonials & shares.

Social Media: Facebook + Instagram covered today

Also popular: YouTube, Twitter, LinkedIn, Pinterest, TikTok; pick your poison!

Facebook (FB) and Instagram (IG) posts can easily be shared across these linked business profiles, but their audiences and formats differ. In our area, FB users are generally older, more regional. FB posts can contain more text and weblinks, and minimal hashtags. IG's users are generally younger and spread across a wider region, and require a square format image. FB seen more often during the day, IG seen more often in the evening. Both have Insights to check best times to post.

Both can be managed & scheduled within FB Business Manager, including responding to messages and comments. Set up auto-reply to messages with your hours & phone number so customers don't expect you to immediately reply (unless you like that.) You can set phone & computer notifications of activity.

WARNING: platforms change often: don't be defeat you, learn & grow as you go.

-> Anyone want to talk about "stories" feature function on IG & FB?

When sharing posts across platforms, update organization tags: profile names vary.

Content

WHO - WHY - WHAT: BE CONCISE & CLEAR

- > **WHO** are your customers? What motivates and inspires them? Are they casual, more formal, older, younger, local, part time residents? (If your target market is diverse, you can vary your messaging style in different posts.)
- > **WHY** should they buy what you're selling? How will you make their life better/easier? What's new and exciting that you are offering?
- > **WHAT** do you want them to do? Shop today? Share a testimonial? Tag a friend who'd like your product? Answer a survey or product question? Share a picture of your product in use?
- > **Vary** posts: Call to action, Educational, Feel Good. Aim for at least one and up to 3 a week.
- > **SUCCINCT**: occasionally text can be longer to explain complex product or promo but usually make your text brief with action items in the first part. Use links to websites and tags to people and places to shorten info!
- > **HASTAGS**: Pick a signature hashtag and use it consistently. Can be used as branding, a link and search tool, and as content, as a header or in a phrase. More common on IG than FB. Use 1-8 max, don't do more. Can be in comment section to keep copy clean. Start typing into Instagram to see which tags are already in heavy use.
- > **TIPS: SPELL CHECK TWICE** (easy to miss, hard to repair bad impression) use spaces between concepts so you don't have a block of text (can use emoticons between lines). Don't use more than one exclamation point!! per post. Don't use all caps unless for ONE word. Take advantage of seasonal content & "National Days"

Remember: at least 1/2 will see your posts on their phone or small screen

*Images
as you
know –
they're
worth a
thousand
words.*



CHOOSE EMOTIONAL OR PERSONAL

Your services or clients ideally, or generic

People love emotionally evocative, personal and scenic photos, you can use generic images if they reflect your story. Work with photographers for basic images if possible, ask people who take images of your work if you can share them!

USE GRAPHIC PROGRAMS TO SHINE

Create images in Canva or similar program

They size graphics for Social Media headers, posts and so much more. You can add text, your logo, generic images and elements, and some animation features. Worth pro level if you do your own graphics and don't have many photos.

VIDEOS

Shoot shop tours, ask young folks to film, hire a pro if you can!

Create a YouTube channel, share videos on social media, your website, and Google. Google 360 videos are powerful tools

Scheduling (or how to avoid Social Media timesuck)

STRATEGIZE TO MAKE MOST EFFICIENT USE OF TIME

1) Decide on a strategy; what you want to say, where, and how often. 2) Create 3 basic templates with the hashtags and links you want in a Word doc. 3) Organize the images you will use in one place, including graphics, photos or videos. Schedule 1-3 per week for up to 3 months.

CREATE MESSAGES THAT ARE CONSISTENT & BALANCED

In FB Business Publishing Tools schedule 1-3 posts a week pasting from your templates and altering text a bit for variety and using a balanced mix of images. You can schedule both FB and IG here, but remove weblinks and longer text from IG posts. Can have multiple images but must be square on IG and will appear differently in each platform. Can do slideshow with music (multiple products for instance) in FB not IG. New animation feature available. Cheaper to boost both from FB than from IG.

CAN BE CHANGED

You can change scheduled posts, switch times, etc. **except** after they're boosted.

Tagging & Sharing & Boosting

TAGGING BUSINESSES

After you've "liked" a business, use @ and type in their name to make a direct link to their page. Note: names on different social media platforms vary, so make sure you're tagging the right group.

TAGGING INDIVIDUALS

You can only tag individuals (and businesses) whose settings allow others to tag them. If you refer to someone in a post you can also tag the photo, or tag them in a comment instead of the post.

SHARING

Sharing other's posts builds buzz & collaboration. Hit the "share" button & write a quick intro like "We love what X is doing". To share on Instagram you'll need an app like Repost. You can also do a screen shot and copy text. Be sure to give credit when sharing and **make your posts shareable too! Don't forget to share your posts to groups you are part of also.***

BOOSTING

You can create custom audiences for boosts and boost both posts & events on FB for as little as \$1/day. Text in image should be less than 20%, FB boost can apply to linked IG accounts & vice/versa but FB to IG is cheaper. **Note: triple check text before boosting, you can't make changes after boosting.**

Direct & Multimedia Marketing



- Eblasts, use platform within website to collect email addresses - do once a month or when you have news or a sale or promotion. Blogs - few folks read these.
- Mail promotional postcards, print flyers and hang in town
- Newsmedia and print ads, industry journal ads & notifications
- Newsmedia and outreach - send press releases when you have news, contact local TV, invite local reporters to visit your business and consider writing columns about your field for local publications.
- Direct marketing through your point of sales, like Square, goes straight to your buyers, can do discounts, birthday coupons, reconnect with lapsed customers etc.
- Radio, which stations do your customers listen to? Advertise in conjunction with related shows, pitch interviews about your business with DJs.

Signage & Swag – Gentle Reminders

SIGNAGE

- Store Signs, sandwich boards if possible with chalkboard messaging
- Special Event Banners
- Wayfinding signs at key locations (partner with other businesses to direct traffic)
- Business magnets on your auto
- Business cards that are value-added: i.e. calendar, kitchen store measurements
- Wear your nametag (or logo gear) EVERYWHERE to start conversations
- Make sure your contact info and logo are updated in local and regional listings

SWAG & MOTIVATORS

- branded product giveaways that tie into your business
- practical fridge magnets
- stickers for vehicles, business windows etc.
- loyalty program benefits, birthday discounts
- rewards for referrals, testimonials & shares



OUTSOURCE TO PROS WHENEVER POSSIBLE

As your budget allows, work with local graphic and web designers, photographers, filmmakers, social media experts.

They're efficient, polished and can save you \$ and time. 

Who? Ask peers who they use, find out who makes content you love, do trial runs for fit before signing up for a long contract.

Community, Charity & Collaborations



Have a strategy and budget for sponsorships that link to your brand & volunteer in person, It's OK to say no!



Ideally choose one signature event that carries your name & fits your biz . See: Red Ant Pants Music Festival.



Business to Business; who can partner with? Share marketing costs, promotions, customer lists, events? Reach out & work together!

Resource & Tool Recommendations

- *Easy web platform: Wix* (has marketing build-ins)
- *Point of Sale system* (marketing built-in) Square
- *What's eating your time?* Track your time with Clockify.me
- *Spelling is crucial!* Grammarly
- *Design hack* (templates & graphics for everything, free & premium) print, Canva
- *Remove photo backgrounds* Clipdrop.co
- *Google 360 packages* Henry Harrison <https://reelactionmedia.com/>
- KBZK TV reporter with the business beat, fair & accurate: Noah Schmick, email noah.schmick@abcfoxmontana.com
- Local publications: *Livingston Enterprise, Park County Community Journal, Montana Quarterly, also Montana Press Monthly, Big Sky Journal, Distinctly Montana, Bozeman Chronicle, Outside Bozeman, Bozone* and more!

Questions? email: buzzmemedia@gmail.com