

MARKETING WEDNESDAY STRATEGIES FOR SMALL BUSINESS

WEDNESDAY MARCH 25 @ 9AM



Together, Shaping the Future



Welcome

Zoom and FB Live Protocols

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<https://www.niacc.edu/pappajohn/>

The audience will be placed on mute. If you have questions, please type them into the chat box.



The 3 Non-Negotiable Digital Essentials for Small Business

Moderator - Candi Karsjens
Pappajohn Entrepreneurial Center
Director of Innovation & Acceleration

Expert Panelists

Miriah Whitehurst – President, founder of All Things Advertising
David Witzig - Founder & President at eCommerce Insights, LLC
Stacy Doughan & Libbey Hohn – Clear Lake Chamber of Commerce



Agenda

Claim your Google my Biz page

(Stacy Doughan & Libbey Hohn)

Claimed social media pages & how to claim yours

(David Witzig)

Why you need a website & the minimum pages

(Miriah Whitehurst)



Claim your Google my Biz Page

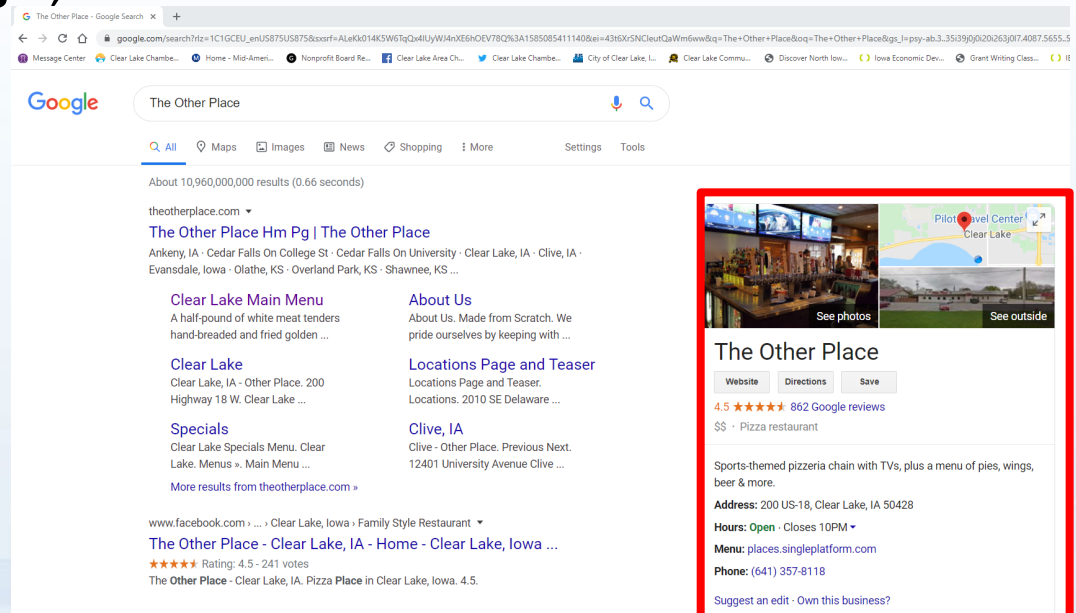
(Stacy Doughan & Libbey Hohn)

- What is it?
- Why is it important
- How to get started



What is Google My Business?

Google My Business is a free and easy-to-use tool for businesses and organizations to manage their online presence across **Google**, including Search and Maps.



Why is Google My Business important?

- **Manage your information:** Be in control of what users find when they search for your business
- **Interact with Customers:** Read and respond to reviews
- **Understand and expand your reach:** See how people are interacting with your listing



How to get started with Google My Business.

- How to claim or add your business on Google:
<https://www.youtube.com/watch?v=UdCZMWkYDJQ>
- How to verify your business on Google:
<https://www.youtube.com/watch?v=2sObwsdA1FE&list=PLgH6uiP6MuLq7suVmygU1vyPukojdqMHC&index=3&t=0s>
- How to edit and update your business information on Google:
<https://www.youtube.com/watch?v=oY2biNNXPGI>



Claimed social media pages & how to claim yours

David Witzig

- Why is it important?
- Facebook & Instagram
- Scheduling tool for planning & posting to multiple sites



Core Social Media Accounts



Facebook and Instagram

- Why?
- Claim your pages
- HOW do I get followers
- WHO will see my posts
- Should I boost a post



Core Social Media Tactics

- Let your customers know you are "in this together with them."
- Let them know you are open for business and how they can engage with you.
- Let them know of any community work you or your employees are doing.
- Send out posts of support for the essential workers in their community (doctors, nurses, first responders, grocery store clerks, etc).
- If you are open for business, simplify everything. What can you sell and scale via in-store (or restaurant) pickup? What can you deliver at scale?
- Think about a giveaway to drive up (or create) your eMail list. A \$50 gift card can go a long way to reach out to your customers.



Scheduling Tools

Free Tools to Use for Posting to Multiple Sites & Schedule

www.postplanner.com

www.hootsuite.com

www.later.com

Scheduling within Facebook

Setting Instagram posts to post on Facebook
and vice versa



Website with ability to add e-commerce

Miriah Whitehurst

- Selecting domain name – how & where
- Minimum website & Free builds available
- Choosing key messages/necessary bare bones pages
- e-commerce platforms - options



Core Website Essentials

Selecting and buying your domain name

- What should I choose
- Where do I go
- Terms, extras, etc.

Selecting a Website Builder/Host

- Where do I go – Free sites & local experts
- What are the core pages to include
- Terms, extras, etc.
- Ecommerce ready - options



Execution

Execution is the key! Do this over the next few days.

- Create a plan, execute a plan
- Use a local professional (resources will list with offers)
- Hire a high school/college student– They are good at this! Use virtual tools to communicate
 - FaceTime
 - Skype
 - Zoom

