

MARKETING WEDNESDAY STRATEGIES FOR SMALL BUSINESS



Together, Shaping the Future



Welcome

Zoom and FB Live Protocols

For the most recent updates and webinars -

Like the ***NIACC John Pappajohn Entrepreneurial Center*** on Facebook & visit our website @

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

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



Customer Relationships & Advanced Digital Tools

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

Expert Panelists

Miriah Whitehurst – President, owner at All Things Advertising
David Witzig - Founder & President at eCommerce Insights, LLC
Stacy Doughan – Executive Director & CEO of Clear Lake Chamber
Libbey Hohn – Director of Tourism, Clear Lake Chamber
Emily Ginneberge – Executive Director: Main Street Mason City



Agenda

- Building engagement: Comment >Share>Like
Anatomy of a good post on FB, Instagram, Twitter
- Using Images to Improve Engagement: Photos & Videos
Photo editing tools -Canva (Pixabay)
Tips for going Live on Social Media: Tripod, directional mic
- Re-purposing content>Embed YouTube or Facebook Video to your website.
- Content Planning 101: Content calendars & Scheduler
- Connecting with your customers: Back to the basics
- Offering gift cards online: Iowa Love

Ask questions in the chat box at any point in the webinar!



Core Marketing Strategy

- Customer Segments
 - Who are they?
 - Where are they?
 - What channels do they use to find information?
- Value Proposition
 - What value do you bring? Solutions?
 - Gains and Pains
 - What pain do you relieve, what gain do you create

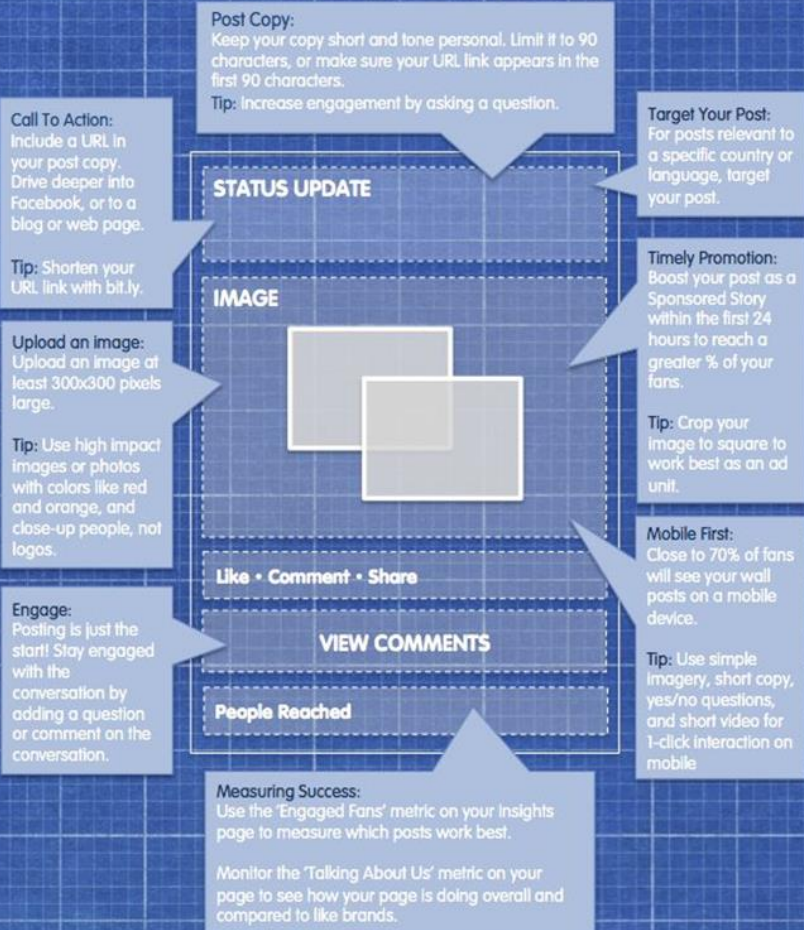


Social Media Tips

- Know your audience
 - What platform are they using?
- Be conversational
 - Talk to them like you're face-to-face
- Be human
 - Show them your personality
- Be timely
 - Make sure content makes sense



Blueprint for the Perfect Facebook Post [Images]



Blueprint was inspired by a post to business2community <http://goo.gl/p32Rv>
It has been adapted with our terminology & best practices for employee training

How to Build Engagement

Comment > Share > Like

Clear Lake Area Chamber of Commerce
Published by Libbey Hohn (?) · September 6

We are excited to have a record number of tasting locations for Harvest Festival this year! Introducing one of our newest partners, Frisky Fox Vineyard & Winery from Riceville! Stay tuned for daily announcements!
#HarvestFestival #October5th #ClearLakeIowa

Frisky Fox Vineyard Harvest Festival

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 4,500 people.

5,361 People Reached 482 Engagements [Boost Post](#)

44 6 Comments 11 Shares

Like Comment Share

Performance for Your Post

5,361 People Reached

153 Reactions, Comments & Shares

117 Like	40 On Post	77 On Shares
5 Love	4 On Post	1 On Shares
20 Comments	7 On Post	13 On Shares
11 Shares	11 On Post	0 On Shares

329 Post Clicks

16 Photo Views	0 Link Clicks	313 Other Clicks
----------------	---------------	------------------

NEGATIVE FEEDBACK

2 Hide Post	2 Hide All Posts
0 Report as Spam	1 Unlike Page

Reported stats may be delayed from what appears on posts



Co-Host and Tag Partners to Improve Your Reach



Main Street Mason City
49 mins
Main Street Mason City, Visit Mason City Iowa, Mason City Chamber of Commerce, and us, the Clear Lake Area Chamber of Commerce and All Things Advertising to bring you Iowa love, an eGift Card platform!
If your business already offers electronic gift cards, please drop your link in the comments below!
"Individually, we are one drop. But together, we are an ocean!"... See More

MAINSTREETMASONCITY.COM
Together We Can Make a Difference! — Main Street Mason City — Main Street Mason City

Fat Hill Brewing
February 18
It's lunchtime and you're probably hungry, so this is the perfect time to tell you about what's coming on Thursday! The Cedar Valley Ex-Press food truck menu for Thursday is:
- a classic shredded chicken taco, with a lime sour cream and a fresh cabbage slaw.
- beer braised beef taco, with a honey chipotle BBQ sauce, with a crisp cabbage slaw, chips and salsa
Food sales are from 6 PM to sold out. Live tunes with Harper and Lee from 7 PM - 9 PM.



Stay on Brand



*Welcome Card & Co.
Tech Solutions*



Be Personable – Show Behind the Scenes

Clear Lake Area Chamber of Commerce
Published by Libbey Hohn [?] · August 30 · 🌐

Harvest Festival wine glasses have arrived! Who wants a sneak peek? 🍷
150 likes and we will show you 🔻

Performance for Your Post

3,006 People Reached

318 Reactions, Comments & Shares 📊

283 Like	277 On Post	6 On Shares
5 Love	5 On Post	0 On Shares
3 Wow	3 On Post	0 On Shares
26 Comments	7 On Post	19 On Shares
3 Shares	3 On Post	0 On Shares

347 Post Clicks

19 Photo Views	0 Link Clicks 📊	328 Other Clicks 📊
--------------------------	---------------------------	------------------------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



Your Photos > Stock Photos

The screenshot shows a Facebook event page for the "15th Annual Harvest Festival". The event is public, hosted by the Clear Lake Area Chamber of Commerce and 2 others. It is scheduled for Saturday, October 5, 2019, from 9 AM to 5 PM. The location is the Clear Lake Area Chamber of Commerce, 205 Main Ave, Clear Lake, Iowa 50428. The page features a photo of people at a wine location, a "Going" button, and a "Write something..." prompt. On the right, an "INSIGHTS" section displays metrics: 78.9K People Reached (+6 last 7 days), 5K Responses (+0 last 7 days), and 1.3K Ticket Clicks (+0 last 7 days). The audience is primarily Women 25-34 (43% of ticket buyers). The page also shows language options and footer links for Privacy, Terms, Advertising, Ad Choices, Cookies, and More.

28 Events

Events
Calendar 13
Birthdays
Discover
Hosting

[+ Create Event](#)

Manage Page Events

- [Clear Lake Area Cham...](#)
- [Clear Lake, Iowa](#)
- [Thursdays on Main](#)
- [See More](#)

OCT 5 **15th Annual Harvest Festival**
Public · Hosted by Clear Lake Area Chamber of Commerce and 2 others

Going ...

🕒 Saturday, October 5, 2019 at 9 AM – 5 PM
about 3 weeks ago

📍 Clear Lake Area Chamber of Commerce
205 Main Ave, Clear Lake, Iowa 50428 [Show Map](#)

About Discussion

[Write Post](#) [Add Photo/Video](#) [Live Video](#) [Create Poll](#)

Write something...

763 Went · **4.2K** Interested [See All](#)

INSIGHTS [See More](#)

- 78.9K** People Reached
+6 last 7 days
- 5K** Responses
+0 last 7 days
- 1.3K** Ticket Clicks
+0 last 7 days
- Women 25-34**
43% of ticket buyers

English (US) · Español · Português (Brasil) · Français (France) · Deutsch [+](#)

[Privacy](#) · [Terms](#) · [Advertising](#) · [Ad Choices](#) [>](#)
[Cookies](#) · [More](#) · Facebook © 2019



FREE (AND EASY) DESIGN TOOLS

Miriah Whitehurst

The logo for Crello, featuring the word "crello" in a bold, blue, lowercase sans-serif font.

Features:


- Templates that you can customize
- upload your logo and images
- Preset sizes and templates for social media posts, postcards, posters, cards, flyers, etc.
- full of stock photos
- have animation posts
- both have mobile apps so you can update your graphics on the go
- Can share your designs directly to social media
- Share graphics between team members



Use Video (Facebook loves it!)

- Upload or “Go Live”

Video Details




Total Video Performance

Minutes Viewed	3,153
1-Minute Video Views	438
10-Second Video Views	2,141
3-Second Video Views	4,747
Average Video Watch Time	0:24
Audience Retention	
Audience and Engagement	

Clear Lake Area Chamber of Commerce: Bio Security Services LLC...
Since we can't do ribbon cuttings, we're improvising for our new members! Meet A.J. Feuerbach of Bio Security Services LLC. He's an expert (over 16 years of experience) in the professional disinfecting of viruses (yes, COVID-19) and contaminants using a gas-...

10:09 · Uploaded on 03/26/2020 · Owned · Appears Once · View Permalink · Copy Video ID

This video is used in 1 post

Posts	Posted Date	Estimated Reach	3s Video Views	10s Video Views	Unique 3s Video Views	Post Engagement	Average Video Watch Time
 Clear Lake Area Chamber of C... Bio Security Services LLC Since w...	03/26/2020 11:01 AM	7.6K	4.7K 99%	2.1K 99%	3.8K	347	0:24 / 10:09





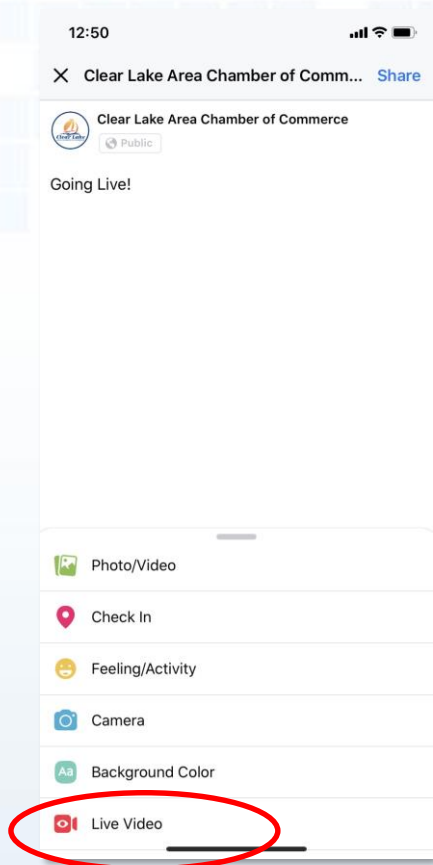
It's so easy!

GO LIVE



It's so easy!

GO LIVE



Content Planning 101

- Spaces out your posts over time
- See what people engage with
- Deadlines & reminders
- Compliment posts with blog links, news articles, etc.
- Do you want to do any contests or promotions?
- What could you do to increase awareness & engagement



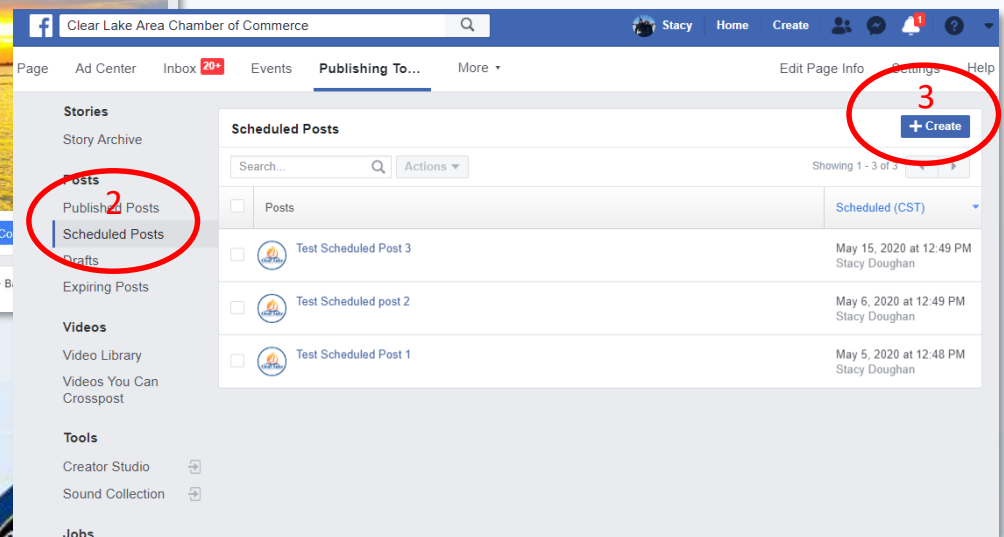
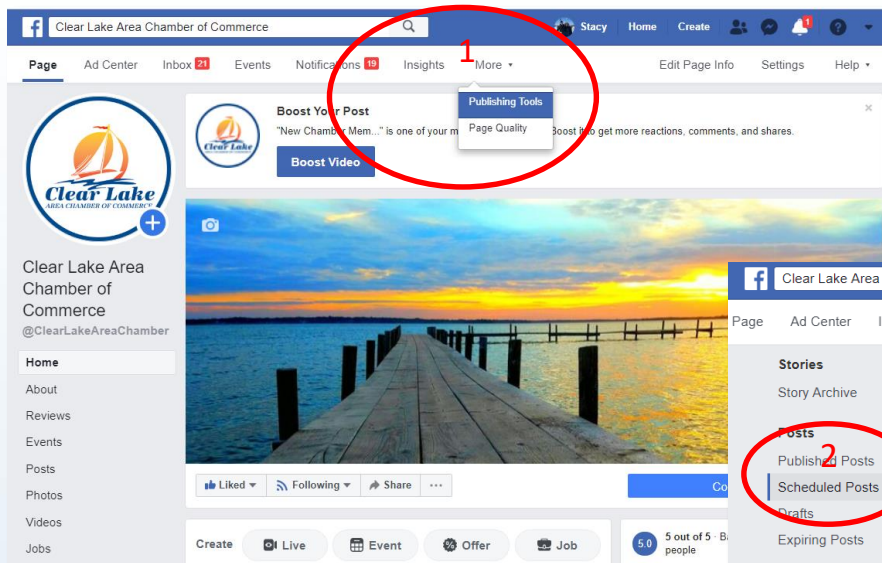
Keep Content Planning Simple

FB Schedule.xlsx - Microsoft Excel

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Winery	Feature Date	Graphic Post	About Post	Wines & Location Post	Location	Town							
2	Frisky Fox Vineyard	Friday 9/6	Posted	Posted		TBA	Riceville							
3	TownsEnd Winery	Saturday 9/7	Posted	Posted	Posted	Cabin Coffee	Hansell							
4	Van Wijk Winery	Sunday 9/8	Posted	Posted	Posted	Red Geranium	Sully							
5	Soldier Creek Winery	Monday 9/9	Posted	Posted	Posted	Larson's Merc	Fort Dodge							
6	Vine Street Cellars	Tuesday 9/10	Posted	Posted	Posted		Glenwood							
7	BONUS Sacreligious Ciderworks	Tuesday 9/10	Posted		Posted		Glenwood							
8	NO POSTS 9/11	Wednesday 9/11					Cambridge							
9	Jennings Winery	Thursday 9/12	Posted		Posted	By corner drug	Strawberry Point							
10	The Cellar at White Oak	Friday 9/13	Posted	Posted	Posted									
11	Fishback & Stephenson	Saturday 9/14	Posted	Posted	Posted									
12	Music Posts	Sunday 9/15	Bruce Day											
13	Lake Time Brewery	Monday 9/16	Posted	Posted	Posted		Clear Lake							
14	Ardon Creek Vineyard	Tuesday 9/17	Posted	Posted	Posted		Letts							
15	Fireside Winery	Wednesday 9/18	Posted		Posted	Sharky's	Amanas							
16	Bonus Ackerman Winery	Wednesday 9/18	Posted			Sharky's	Amanas							
17	Worth Brewing Co	Thursday 9/19	Posted		Posted	Emerson's	Northwood							
18	Simply Nourished	Friday 9/20	Scheduled	Share wine of month club post	Scheduled									
19	StoneCliff Winery	Saturday 9/21	Scheduled	Scheduled	Scheduled									
20	GAMES	Sunday 9/22	Scheduled											
21	Winnishiek Wildberry Winery	Monday 9/23	Scheduled											
22	Snus Hill Winery	Tuesday 9/24	Scheduled											
23	Maxine	Wednesday 9/25	Scheduled											
24														



Use Facebook's Scheduler



Re-Purposing Content

Miriah Whitehurst

- Radio ads to create videos
- PowerPoints to create video
- Reuse content as a blog post
- Curated Content
 - Trade Partners
 - Experts/Ambassadors
 - Manufacturers



A screenshot of a Facebook post from the NIACC John Pappajohn Entrepreneurial Center. The post is dated March 27 at 1:53 PM and features a video titled "FINANCE FRIDAYS: STRATEGIES FOR SMALL BUSINESS". The video thumbnail includes logos for NIACC, Pappajohn Entrepreneurial Center, and America's SBDC Iowa. A context menu is open over the video, showing options like "Save video", "Copy Link", "View edit history", "Embed" (highlighted in yellow), "See more options", and "Find support or report video". Below the video, there are engagement metrics: 6 likes, 3 comments, 5 shares, and 564 views. The post also includes a "Watch together with friends or with a group" button and a "Start" button.

Hint: It doesn't have to be your original content (always give credit to original publisher)



Identify the needs and desires of your customers so you can increase loyalty and grow your customer base.



Connecting with your customers

CUSTOMER RELATIONSHIP MANAGEMENT



SurveyMonkey®



*How are you staying in touch and
engaging with your customer base?*



Personal touchpoint

BACK TO THE BASICS



ONLINE GIFT CARD SALES

Emily Ginneberge

<https://iowalove.org/pages/how-it-works>



Q & A

Please type your questions in the chat box.



Key Resources

Previous Webinars & Other Resources

<https://www.niacc.edu/pappajohn/covid-19-resources-updates/>

How to create a Facebook Business Page:

<https://www.amyporterfield.com/how-to-create-a-facebook-profile-business-page/>

https://www.youtube.com/watch?time_continue=63&v=3MxK6wZurUs&feature=emb_logo

GOOGLE Business Page Help

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>



Key Resources

Easy design tools:

<http://www.crello.com>

<http://www.canva.com>

Social Media Scheduling Tools

www.postplanner.com

www.hootsuite.com

www.later.com

Sprout Social: Social Media & Crisis Management

<https://sproutsocial.com/insights/guides/social-media-crisis-management/>

Sprout Social: Key Insights

<https://sproutsocial.com/insights/resources/>



Key Resources

Free Stock Photos

<https://www.socialmediatoday.com/marketing/2015-02-27/20-sites-get-free-stock-images-commercial-use>

Marketing Plan Template & Content Planner

https://blog.hubspot.com/marketing/marketing-plan-template-generator?_ga=2.20199357.463131285.1585690181-907881006.1574704310&_gac=1.258792824.1585690211.Cj0KcQjw1lv0BRDaARIsAGTWD1vdrVkPpog1A9lvYZ8jnUyOs7qJUak7P4VHHniehVJTleobynoR-LlaAj4YEALw_wcB

https://blog.hubspot.com/blog/tabid/6307/bid/33415/the-social-media-publishing-schedule-every-marketer-needs-template.aspx?_ga=2.20199357.463131285.1585690181-907881006.1574704310&_gac=1.258792824.1585690211.Cj0KcQjw1lv0BRDaARIsAGTWD1vdrVkPpog1A9lvYZ8jnUyOs7qJUak7P4VHHniehVJTleobynoR-LlaAj4YEALw_wcB

