

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.



Marketing Strategies & Tactics

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

Expert Panelists

Tony Halstad/Kelsey Spotts – Hoover's Hatchery

Scott Moorman – Moorman Clothiers

Miriah Whitehurst – President, owner at All Things Advertising

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

- Introductions, your business and in general, the marketing channels you typically use to grow your business.
- How have you had to pivot during this pandemic?
- How do you both market and remain compassionate and sympathetic to what our community and your clients are going through?

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



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/>

Small Business Recovery Information

<https://www.iowaeconomicdevelopment.com/businessrecovery>

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



Key Resources

The Retail Doctor – Podcast/Website

<https://www.retaildoc.com/podcast>

Iowa Love (gift cards local businesses)

<https://iowalove.org/collections/cards>

