

Overview: Marketing Best Practices

Presented by Melissa Duff Brown
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AGENDA

- Why Is It Important
- Definitions and Decisions
- Planning Considerations
- Free & Low-Cost Tools
- Q & A

Why Is It



The Internet Has Changed Everything

Google Search Statistics

5,062,654,143

Google Searches [today](#)

[view how many in 1 second](#)

[Google Search Volume \(current and historical\)](#)

[Growth Rate](#)

[Search Market Share](#)

[Sources and References](#)

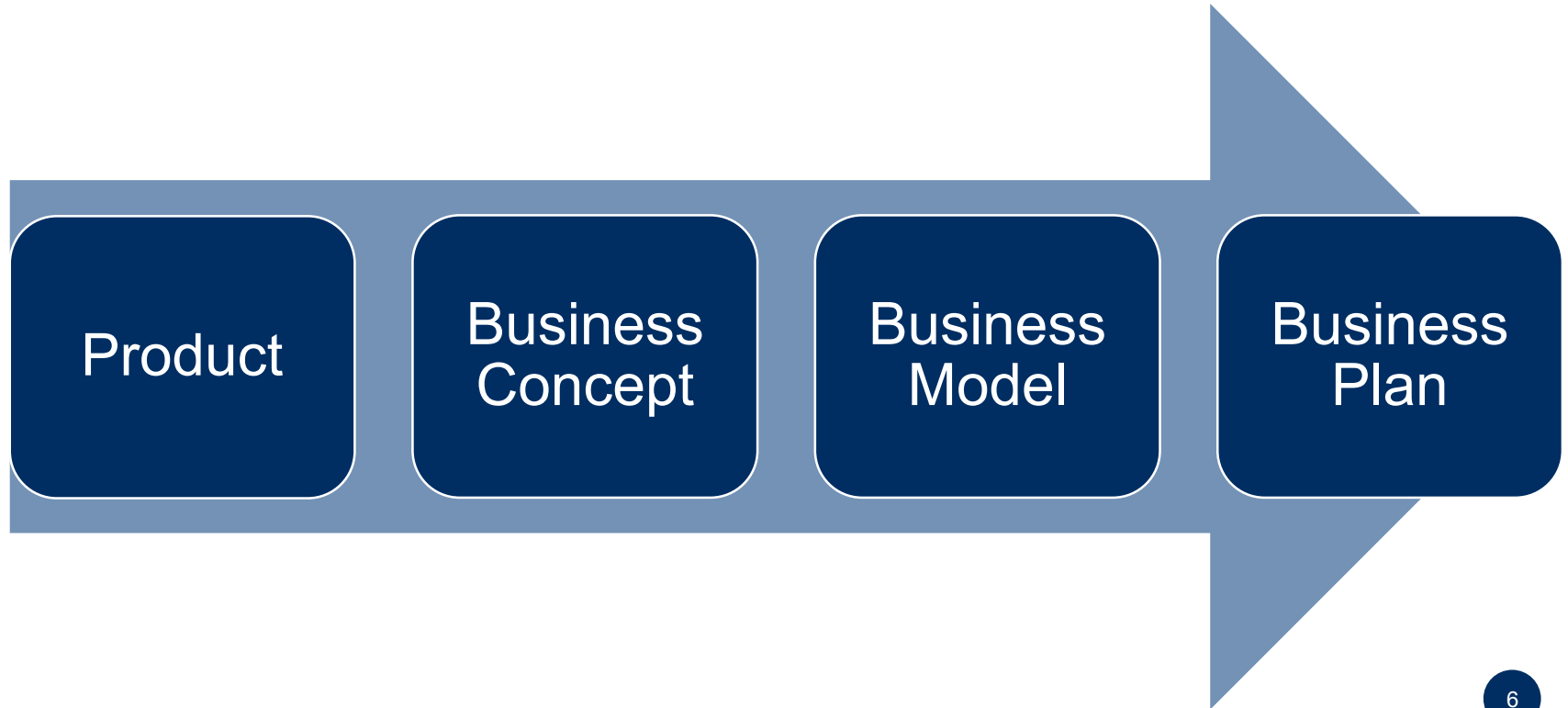
Google now processes over 40,000 search queries every second on average ([visualize them here](#)), which translates to over **3.5 billion searches per day** and **1.2 trillion searches per year** worldwide. The chart below shows the number of searches per year throughout Google's history:

Why Is It Important

- 97% of Consumers use the internet to find local goods and services
- **Organic search** is the primary driver of traffic to business sites
- Digital influence continues its rapid growth. Today, **\$0.56 of every dollar** spent in a store is influenced by digital interaction.
- Nearly half of American small businesses **still do not have** a website.
- The number of internet users around the world is now **400 million** higher than it was before the beginning of the pandemic, representing annual growth of 10 %.

Source: Google, Deloitte Insights

Understand the Relationships to Tell Your Story



Essential Qualities of an Opportunity

CATEGORY	KEY QUESTION	
CONCEPT/ PRODUCT	WHAT problem does the company solve?	1
CUSTOMER/ TARGET GROUP	WHO is the company solving the problem for?	2
PROCESS/ TECHNOLOGY	HOW is the problem solved?	3
VALUE CREATION	WHICH value is created for the target group?	4
PURPOSE	WHY does it matter?	5

Attractive

Timely

Durable

Adds Value



Targeted Audience

Who do You Want to Talk To?
Where Are They on the Internet?
What is Most Important to Them?
How Do They Make Decisions?

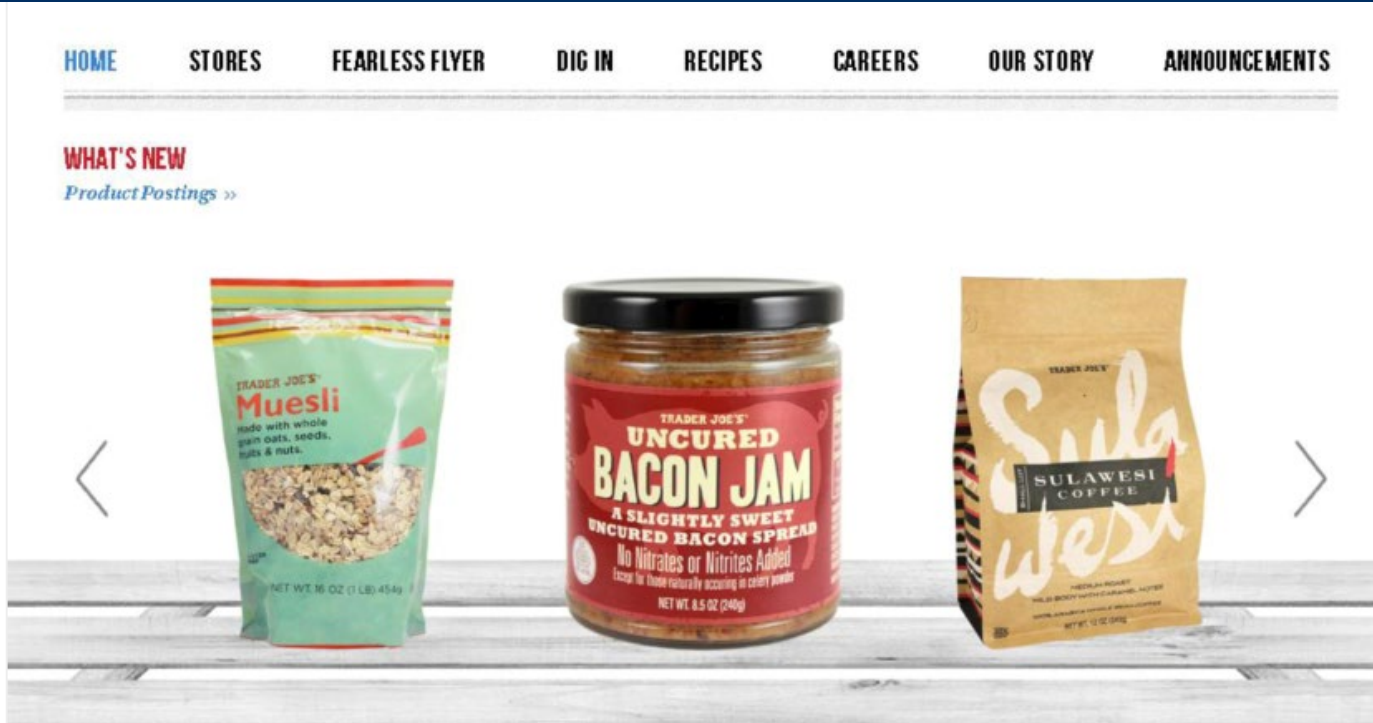
MARKET SEGMENTATION

Geographic	Demographics	Psychographics	Behavioral
Grouping customers based on defined geographical boundaries	Grouping customers based on customer personal attributes	Grouping customers according to lifestyles	Grouping customers based on actual customer behavior toward products and services
<p>For Example:</p> <ul style="list-style-type: none">• Region• Country• Population• Climate	<p>For Example:</p> <ul style="list-style-type: none">• Age• Gender• Nationality• Ethnicity• Occupation• Income• Social Class• Family Size• Religion• Education	<p>For Example:</p> <ul style="list-style-type: none">• Lifestyle• Personality• Values• Attitudes• Opinions• Interests	<p>For Example:</p> <ul style="list-style-type: none">• Brand Loyalty• Benefits Sought• User Status• Usage Rates• Occasion• Readiness to Buy

Buyers' decreasing their engagement with salespeople until they've narrowed their options to just a few solutions is not going away. Now more than ever before, your company's success requires content that is grounded in deep insight about buyers' decision to choose you over a competitor, or to do nothing at all. You need to become experts in your target buyers, how they buy, and what is important to them in order to be successful

Persona Research

eBusiness Challenges



An unemployed college professor who drives an old Volvo.

Create a Solid Foundation

- CRM Solutions
- Electronic Payment
- Point of Sales Solutions
- Internet Bandwidth



Step 1: Develop the Plan

Write the Vision

What do you see?

“Have the courage to follow your heart and intuition. They somehow know what you truly want to become”

Steve Jobs



Define Site Goals & Strategies



You Must Have a Way to Accept Electronic Payments

Design Considerations

- Stunning images attract readers / viewers
- Simple layouts
 - ✓ Easy to navigate
 - ✓ Easy to read
- Bold headlines and great color palette grabs attention
- Compelling content keeps them there
- Calls to action bring results
- Custom landing pages

“Content builds relationships.
Relationships are built on trust.
Trust drives revenue.”

Andrew Davis

Free and Low-Cost Marketing Tools

Website Templates



Freelance Websites

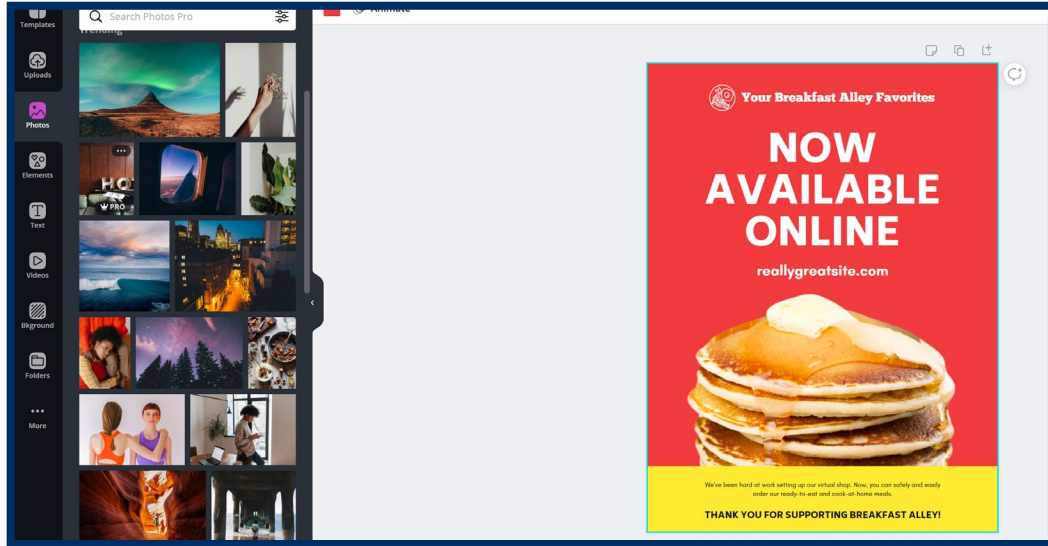
- Fiverr.com – Across All Industries
- Upwork.com – Across All Industries
- Toptal.com – Software Engineers & Digital Designers
- 99Designs – Designers only (All Jobs Posted as a Contest)
- PeoplePerHour – All Skill Related to Web Design
- LinkedIn ProFinder – Across All Industries
- Dribbble

Royalty Free Images & Photo Sites

Microsoft Office Add -Ins



Canva



With the need to include more visual content as part of your social-media posts, you can turn to [Canva](https://www.canva.com/) for high-quality images that fit your budget. They offer numerous templates that help you look like a great designer, even if you don't always know exactly what you are doing.

<https://www.canva.com/>



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