

Building a Foundation for Online Marketing Success

Review. Plan. Execute.



Turn your life around 180 degree class challenge

Consistent practice is the key to changing your life.

Complete 180 classes in 365 days, watch the transformation
and your next year of membership is only \$99 per month.


What I thought I'd look like doing yoga...



What I actually look like...



The perfect plan

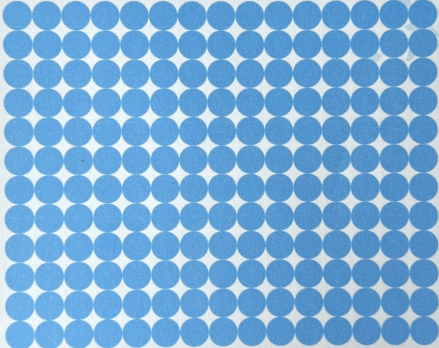


Turn your life around 180 degree class challenge

Consistent practice is the key to changing your life.

Complete 180 classes in 365 days, watch the transformation and your next year of membership is only \$99 per month.

Name _____ Start Date _____



Things don't always go according to plan

I review my progress month-to-month

September 2023

SUN	MON	TUE	WED	THU	FRI	SAT
27 ●●●	28 ●●●	29 ●●●	30 ●●●	31 ●●●	1 ●●●	2 ●●●
3 ●●●	4 ●●●	5 ●●●	6 ●●●	7 ●●●	8 ●●●	9 ●●●
10 ●●●	11 ●●●	12 ●●●	13 ●●●	14 ●●●	15 ●●●	16 ●●●
17 ●●●	18 ●●●	19 ●●●	20 ●●●	21 ●●●	22 ●●●	23 ●●●
24 ●●●	25 ●●●	26 ●●●	27 ●●●	28 ●●●	29 ●●●	30 ●●●
1 ●●●	2 ●●●	3 ●●●	4 ●●●	5 ●●●	6 ●●●	7 ●●●

MONDAY 9/11/23

● 4:30 – 6:00 PM

7/28 (104/180) - 90 Minute Hot
Yoga Class at Wellness Hot Yoga

34 Merrimack St, Haverhill, MA,
United States



This process feels familiar





New podcast!

Get advice, expert tips, & inspiration from small businesses

Make progress from wherever you are in your marketing journey.

Search “be a marketer podcast”

HOSTED BY
DAVE CHAREST

Be a Marketer

DRIVING SMALL BUSINESS SUCCESS

 **Constant Contact**



Review

Reviewing what's happening in her business and marketing regularly so she can adjust as necessary.



EP 24

Constant Contact

MARIANNE MERNICK-SULLIVAN

**Get Personal and
Build Trust**



EP 21



NICOLE STEVENSON

Transforming Marketing from Obnoxious to Engaging

Plan

She works with her team to break the plan down into smaller tasks.

Preferably things that can be completed in an hour or less.



Execute

Tamika knows you need to schedule the work you care about.



EP 1

TAMIKA CATCHINGS

**Building a Business by
Building Community**



Here's what we'll cover today:

- Reviewing your online marketing approach and tools
- Planning marketing efforts to support your goals
- Executing simple actions to boost your marketing productivity

Your small business marketer



Dave Charest

*Director, Small Business Success
Host, Be a Marketer podcast*

Constant Contact

Let's connect on LinkedIn!

Latest research shows

Top challenges:

- Attracting new customers
- Marketing to a target audience
- Converting leads to sales

Small Business
NOW



Reviewing your online marketing approach and tools



Setting the GPS

Word of mouth happens online

Dave Charest
January 18 at 9:28 AM · 🌐

Friends! I've launched a new podcast for [Constant Contact](#). Check out the trailer below. The first episode features WNBA Hall of Famer Tamika Catchings. If you know any small business owners/marketers, feel free to share with them! Link to listen in the comments.



Be a Marketer
WITH DAVE CHAREST

Play
1:05 / 1:06
Apple Podcasts Spotify Google Podcasts

👍❤️👍 Maurisa Rose Charest, Jen Samatis Kennedy and 31 others 9 comments

is looking for recommendations.
January 14 at 1:29 PM · 🌐

Any recommendations for someone to hang a suspended ceiling?

5 comments

Like Comment

Most relevant ▾

Dom DeCarli
Up here or down there?
Like Reply 1w
↳ Sharon Bennett replied · 1 Reply

Jay Croteau
Cornerstone Services all anytime
Like Reply 1w
↳ Sharon Bennett replied · 1 Reply

Cathy Calandriello
Hey my boyfriend dan do that. Joehandynh
Where are you living?
Like Reply 1w

Write a comment...

2d · 🌐

Half cord delivered, spent the day stacking... so worth it!!!



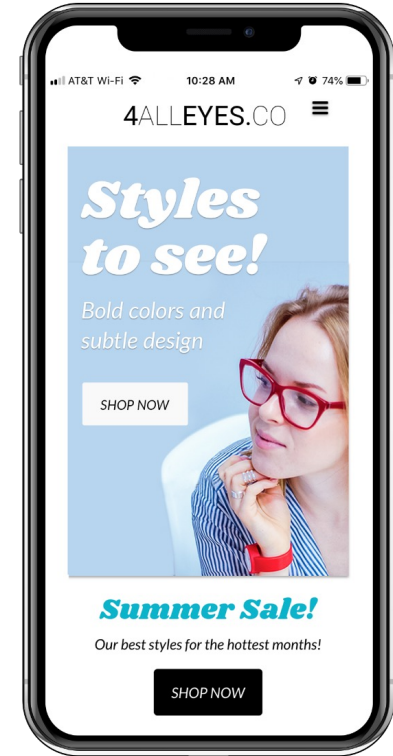
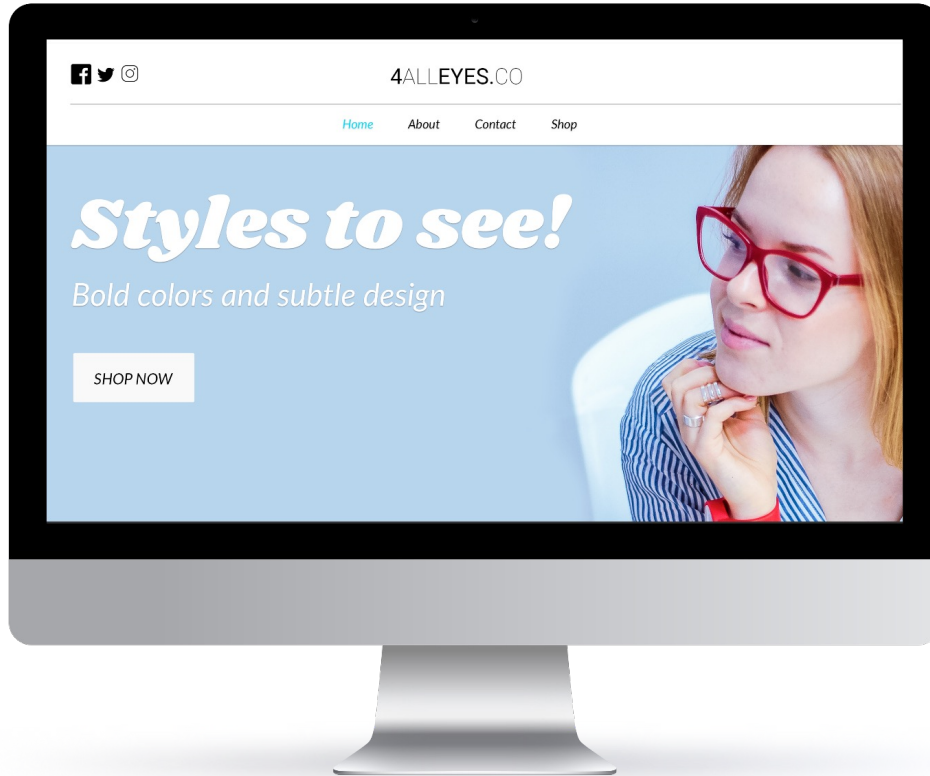
👍❤️👍 34 4 comments

Like Comment Send

We'll focus on three areas today



A mobile-responsive website: Your online hub



Email and text marketing: Reach customers directly

Collect emails and mobile numbers to contact people on your terms.



Social Media: Engage and reach new people

You don't own those connections, and they're all algorithm-driven and changing all the time.



Bring people closer with the Party Principle

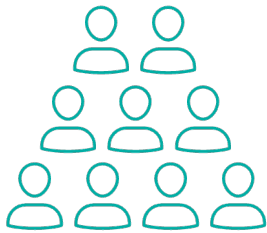


Photo by [Samantha Gades](#) on [Unsplash](#)



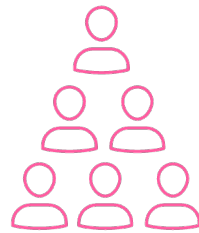
Social

The
big party



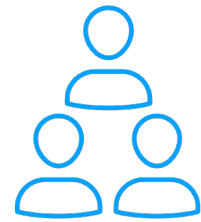
Email

The
after party



SMS/text

The
VIP party



Harness the strengths of each channel

Social media

- Public actions
- Engagement
- Reach a new audience



Email

- Reach audience directly
- Robust messages
- Provide more detail

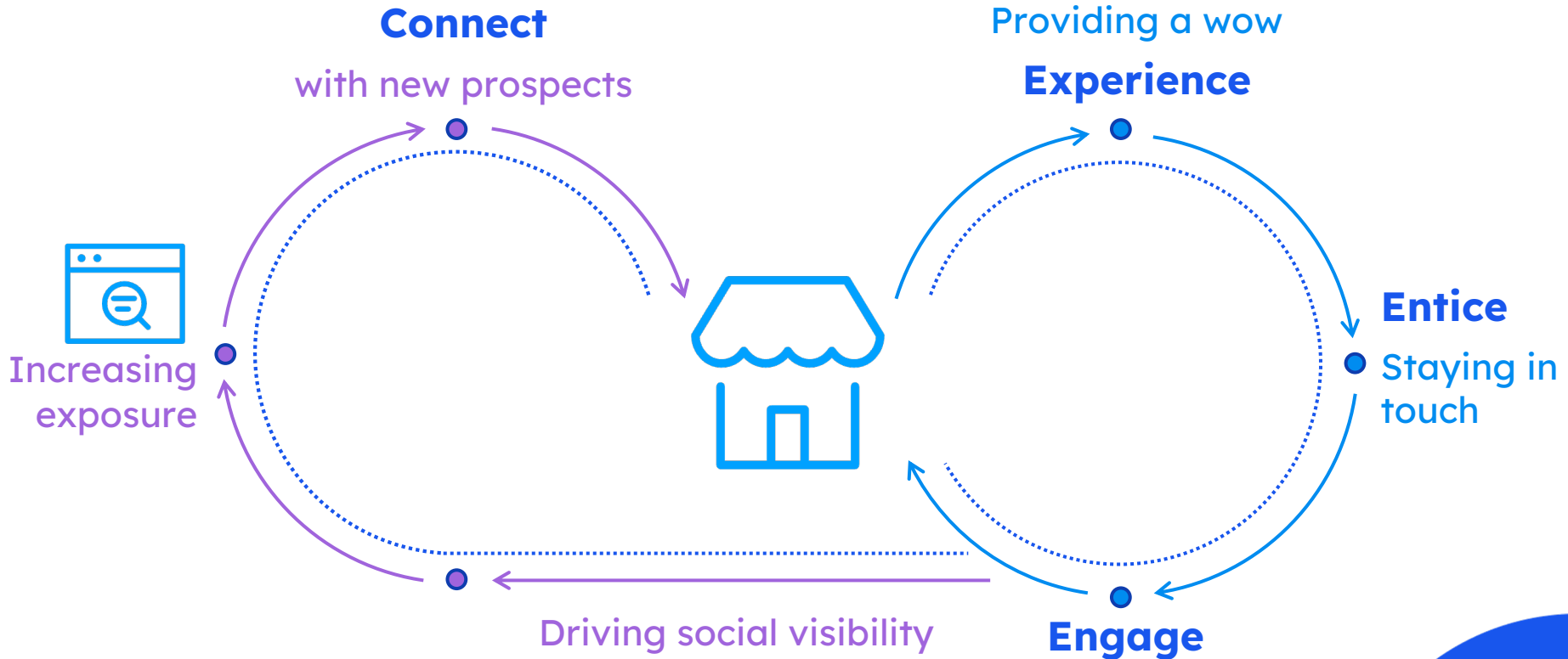


Text

- Time-sensitive
- Exclusive
- Short message

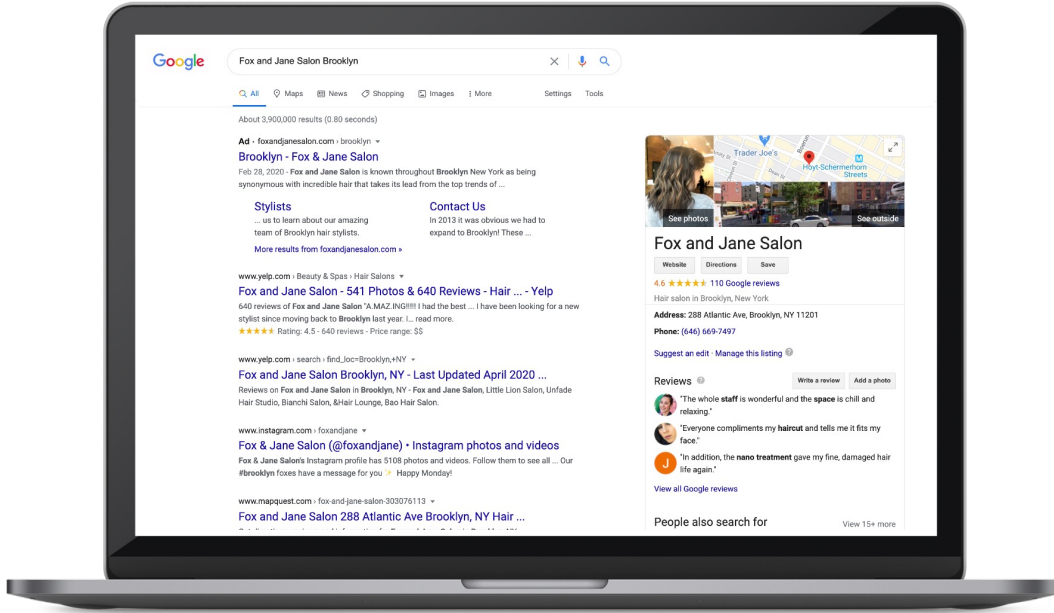


Increase word of mouth for your business

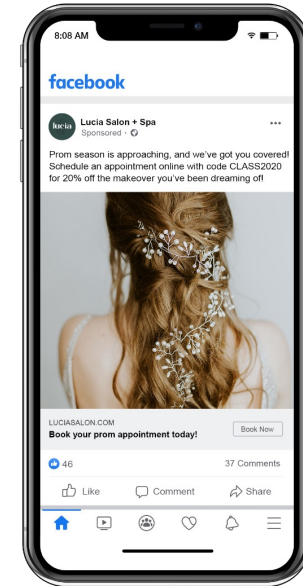


Then you can amplify your efforts

Google ads



Facebook & Instagram ads



How are you doing?

- Is my website mobile-responsive?
- Are people taking the next step?
- Am I sending emails/texts regularly?
- Are people taking the actions I want them to take?
- Is one social channel performing better than others?
- Am I moving people to my owned channels?



Remember

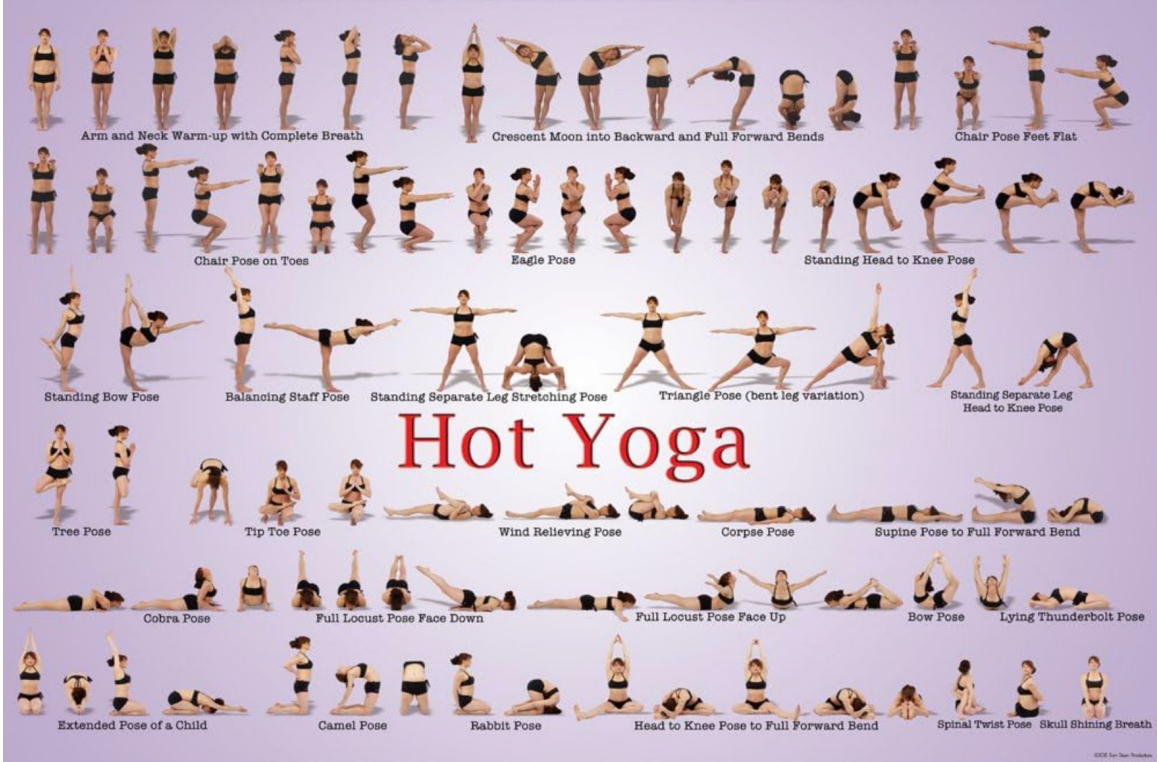
- Bring people closer to your business
- Use the right tools to communicate and engage
- Review how your efforts are working together



**Planning marketing
efforts to support
your goals**



26 Postures, 2 breathing exercises



**The tools are the same.
How you use them changes.**



Your goals set the strategic plan



B2C

Open new location

- Reach out to local press
- Partner with local businesses
- Plan a grand opening event
- Get the word out
- Capture RSVPs

B2B

Launch an event

- Send out a save the date
- Collect payments
- Capture interest
- Automate communication with prospects
- Automate with registrants

NP

Bring in new donors

- Create donation page
- Ask for help spreading the word
- Create a social campaign
- Automate follow-up with new donors



What do you need to support your goals?

Two questions to ask...

1

Are there things I need to implement?

"I need to...update my website; Pick a focus social channel, automate some marketing..."

2

Are there things I can improve?

"I need to... grow my contact list, capture more sales from my online store, get more year-end donations."



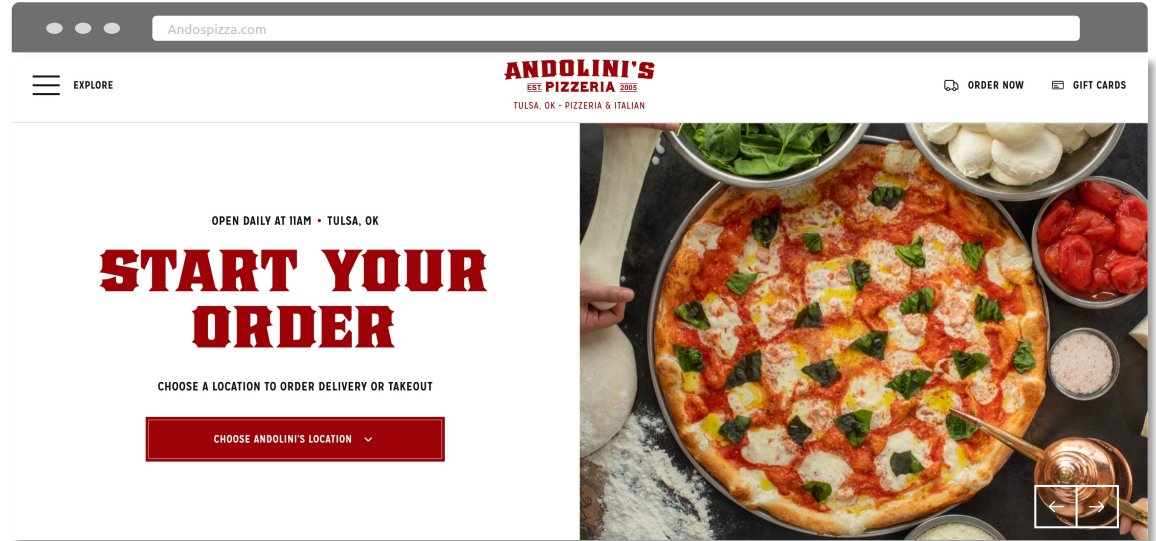
Things you should plan on



A mobile-responsive website: Homepage

Answer four questions:

1. What is it?
2. Who is it for?
3. So what?
4. What should they do next?



Use sign-up forms to entice them to provide contact info



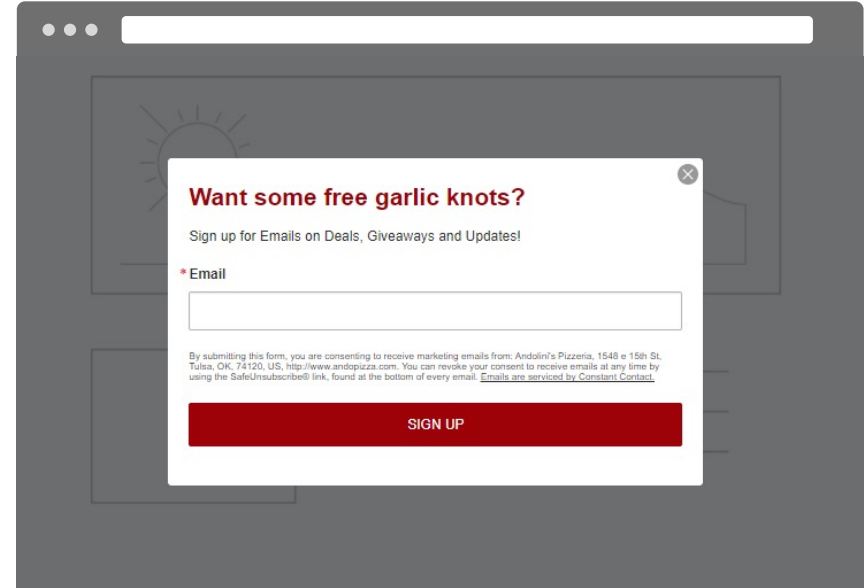
Promotions & discounts



Exclusive content



Show support



Want some free garlic knots?

Sign up for Emails on Deals, Giveaways and Updates!

*Email

By submitting this form, you are consenting to receive marketing emails from: Andolini's Pizzeria, 1548 e 15th St, Tulsa, OK, 74120, US, <http://www.andolipizza.com>. You can revoke your consent to receive emails at any time by using the [SafeUnsubscribe®](#) link, found at the bottom of every email. [Emails are serviced by Constant Contact.](#)

SIGN UP

Greet new contacts with an automated welcome email

Automations are always working for you

- Send immediately after someone signs up
- Allows you to engage new subscribers on their schedule automatically
- Consider a welcome series to start building relationships

ANDOLINI'S
EST. PIZZERIA 2005

YOU DID IT! And no, we're KNOT kidding.

(See what we did there, we made the word knot (a food item) be used in the context of not (the adverb).

What did you do you ask? You signed up for the Andolini's email list that gives YOU prime access to: Giveaways, News, Discounts, Event Info, and more. Here's a coupon for some FREE Knots just to say "thanks."




Just print this coupon or present it to your server on your smart phone to redeem.

Limit 1 per table, per visit.


Cashier, enter code: F3KFEL92.

Engage at key moments

Automate based on dates & shopping cart integrations



Happy Birthday!
Let's celebrate YOU!





As a thank you for being a valued customer, here's a gift to help make your birthday even more special.

Redeem it any time during your birthday month!


Place your next order online to receive a free trial of our new mascara!
Enter code: **"Birthday2021"** at checkout.

[claim your gift](#)

Have questions? [Get in touch.](#)




Here's to another year of beauty!





We love that you've been a member of our SF Beauty program for a while!
Take some time to celebrate, eat some cake, and take **10% off** your next order.

Place your next order online to receive **10% off your next order.**
Enter code: **"Celebrate2021"** at checkout.

[get your goodies](#)




Have questions? [Get in touch.](#)




You accidentally left some great items in your cart.

You've got great items waiting in your cart and they belong in your closet. Finalize your purchase and we'll give you 10% off your order.

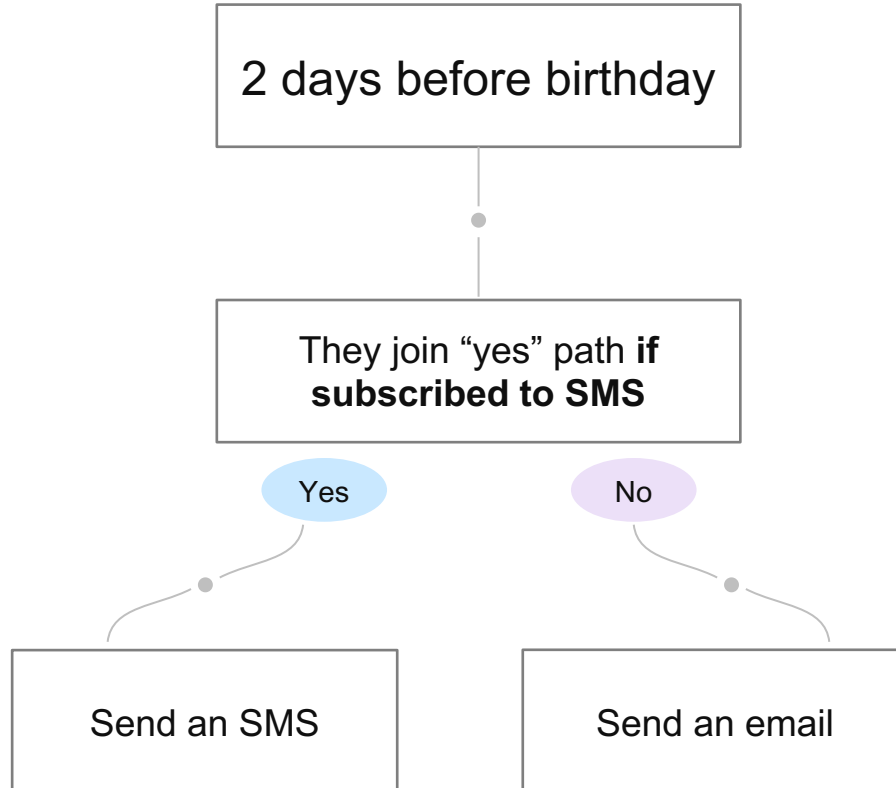


[Let's do this!](#)

Use promo code: TAKE10

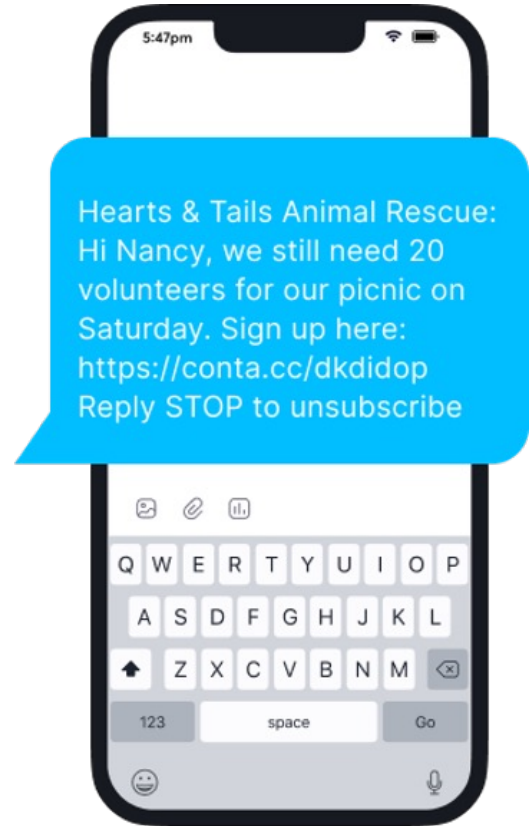


Is a text message better suited? (aka SMS)



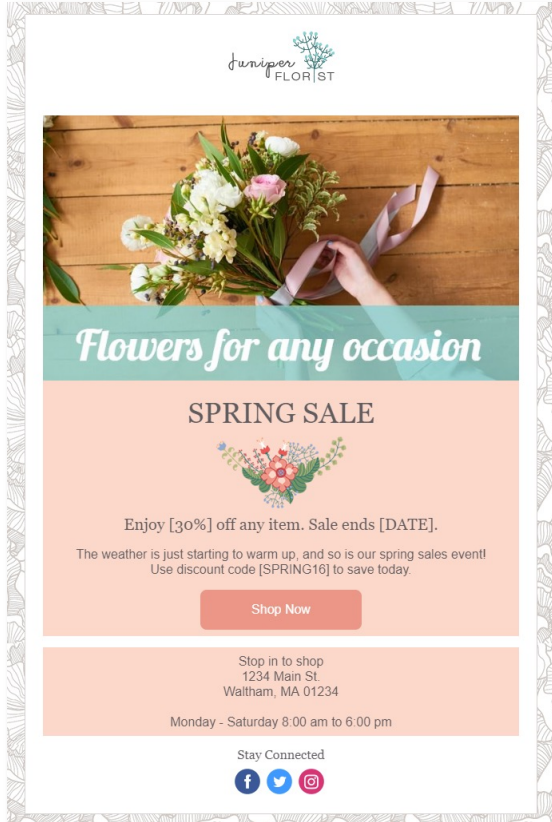
When is a text better suited?

- Is it timely?
- Is it of interest?
- Does it feel personal?
- Is it conversational?



Include two types of emails in your strategy

Promotional





Non - promotional



Use newsletters to your advantage

- Send on a regular schedule
- Make your intro personal
- Keep it to three topics
- Encourage engagement





Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action)

Create a great offer by adding words like "free" "personalized" "complimentary" or "customized." A sense of urgency often helps readers take an action, so think about inserting phrases like "for a limited time only" or "only 7 remaining!"

[Shop Retail](#)

Shop For Everyone



[Deal Name] [Deal Name]

How often should you send?

Answer: It depends...



Determine *YOUR* best send frequency

- Consider the audience
- Expectations set
- Send at least once a month
- For promotional emails:
 1. Announcement
 2. Reminder
 3. Last-chance reminder



Match your approach to the social channel

Focus on one channel at a time



Friends,
family, and
news



Highly visual



Visual tips
and ideas



Professional
networking



Public news –
what’s
happening
now



Quirky video
content



Focus your social efforts

Spend time on:



Driving awareness



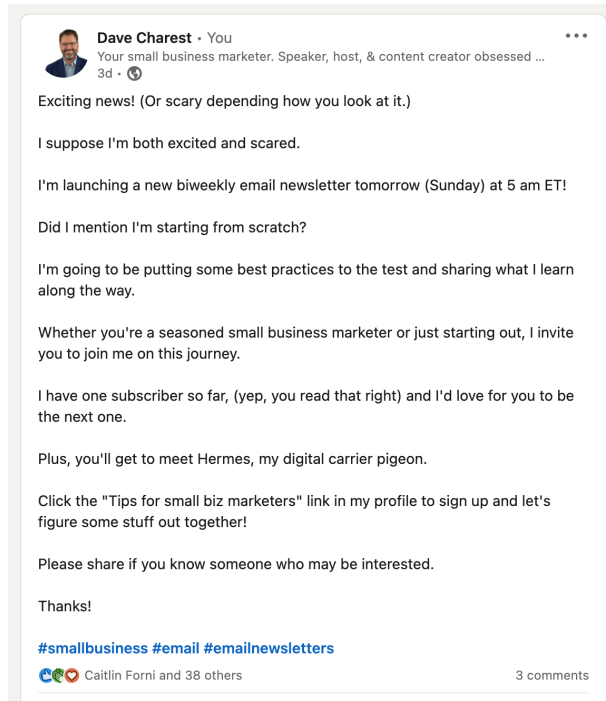
Providing customer service



Getting people to engage



Move people to your owned channels



Dave Charest · You
Your small business marketer. Speaker, host, & content creator obsessed ...
3d · 🌐

Exciting news! (Or scary depending how you look at it.)

I suppose I'm both excited and scared.

I'm launching a new biweekly email newsletter tomorrow (Sunday) at 5 am ET!

Did I mention I'm starting from scratch?

I'm going to be putting some best practices to the test and sharing what I learn along the way.

Whether you're a seasoned small business marketer or just starting out, I invite you to join me on this journey.

I have one subscriber so far, (yep, you read that right) and I'd love for you to be the next one.


Plus, you'll get to meet Hermes, my digital carrier pigeon.

Click the "Tips for small biz marketers" link in my profile to sign up and let's figure some stuff out together!

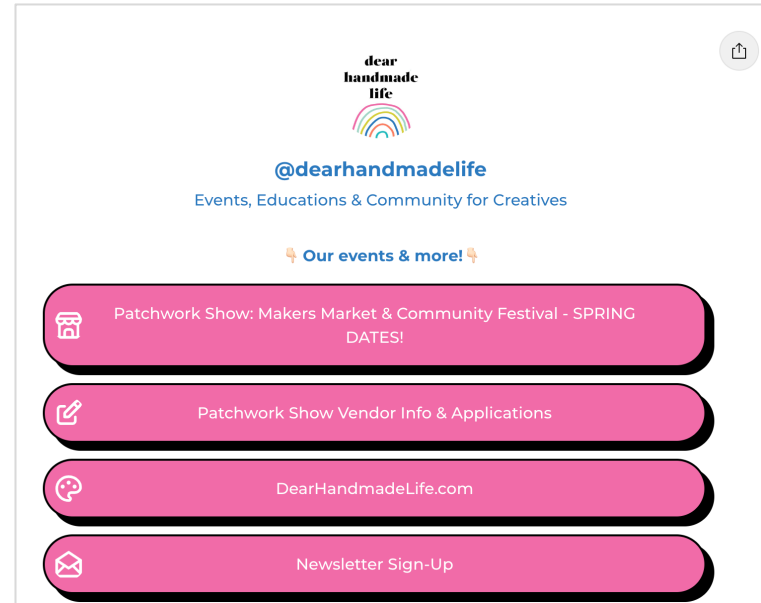
Please share if you know someone who may be interested.

Thanks!

[#smallbusiness](#) [#email](#) [#emailnewsletters](#)

 Caitlin Forni and 38 others




3 comments



**dear
handmade
life**

[@dearhandmadelife](#)
Events, Educations & Community for Creatives

👉 [Our events & more!](#) 👈

-  Patchwork Show: Makers Market & Community Festival - SPRING DATES!
-  Patchwork Show Vendor Info & Applications
-  DearHandmadeLife.com
-  Newsletter Sign-Up



Want to grow your list? Just ask.

List growth is customer growth. Make it part of your process.

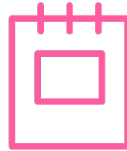
In-person

- At checkout
- While helping a customer
- At events



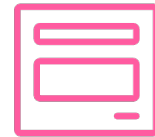
Print materials

- Signage
- Flyers/brochures
- Direct mail



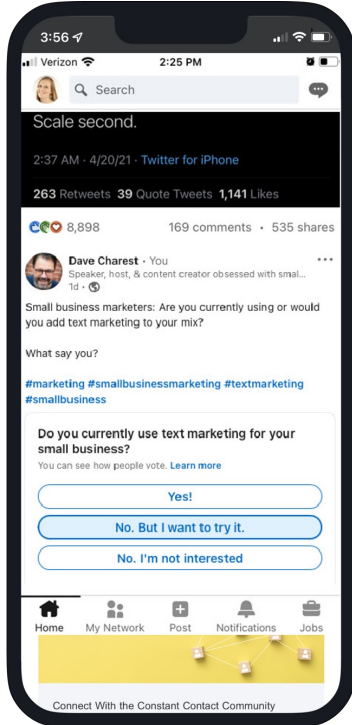
Online

- Your website
- Social media
- Email signature
- Landing pages

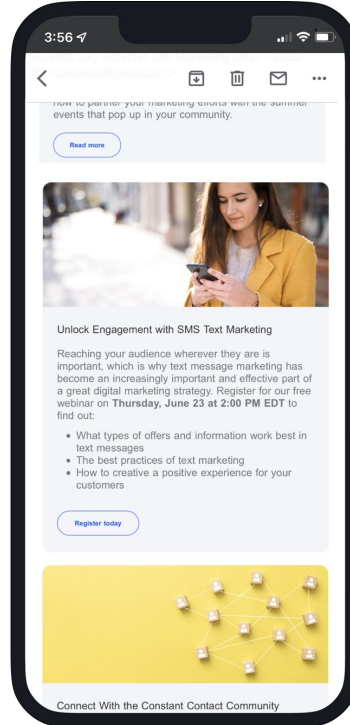


Use these channels to support each other

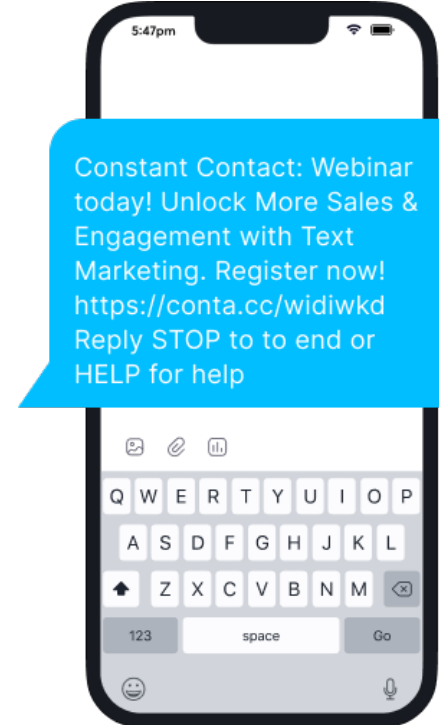
Social



Email



Text



Remember

- Goals set your strategic plan
- Capture email addresses/mobile numbers
- Communicate regularly: social, email, text



**Executing simple
actions to boost your
marketing productivity**

A decorative graphic on the right side of the slide, consisting of several concentric circles in shades of blue, creating a circular pattern that fades into the background.

The first step: auto-asana



Choose three marketing goals to focus on

1.

2.

3.

Example goals:

- **Website:** Optimize for mobile
- **Email/Text:** Add 100 new subscribers
- **Social:** Create a consistent social media calendar



Choose one. Make a plan.



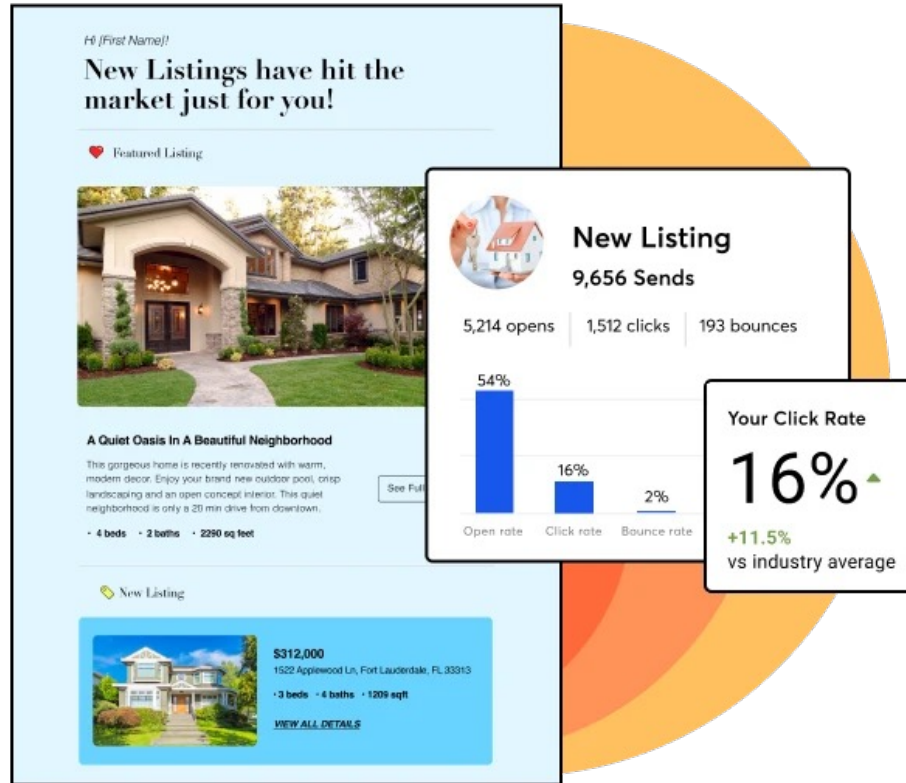
Use your calendar to prioritize the work

The screenshot displays a calendar interface with a blue header bar. The header contains navigation links: Home, Marketing campaigns (dropdown), Contacts (dropdown), Reporting, Tools (dropdown), Contact us, Help, and a user profile for Dave (dropdown). The calendar grid shows days from Sunday to Saturday. Draft emails are scheduled for Wednesday (Jan 5), Wednesday (Jan 12), and Wednesday (Jan 19). Holidays are marked for Friday (Jan 31) and Saturday (Jan 1). A vertical orange bar on the right side of the calendar is labeled 'Feedback'.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31 New Year's Day (observed) New Year's Eve	Jan 1 New Year's Day
2	3	4	5 Draft 1. Announce offer4	6	7	8
9	10	11	12 Draft 2. Reminder email	13	14	15
16	17 Martin Luther King Jr. Day	18	19 Draft 3. Last-chance remi... ail	20	21	22
23	24	25	26	27	28	29



Review your reports to track your progress



Use technology to boost your productivity



Integrate your tools to streamline your efforts



Create content faster for social, email, and texts

The image shows a workflow for creating social media content. On the left, an 'AI Content Generator' interface is displayed. It has a title 'AI Content Generator' and a 'Select message type' dropdown menu currently set to 'Announcement'. Below this, there are two options for generated text. 'Option 1' is selected and shows a detailed announcement: 'Our new downtown Boston location has a new Dragonfruit flavor smoothie and extended hours of 9am - 7pm! Stop by and enjoy the new flavors!'. 'Option 2' shows a shorter version: 'We've opened a new location in downtown Boston!'. A mouse cursor is pointing at the 'Option 1' text box. On the right, a social media post for 'Juice Bar' is shown. The post header includes the Juice Bar logo (an orange slice) and the text 'Juice Bar New Location Now Open!' with an envelope icon. The main image of the post features several colorful smoothies in glasses with straws, along with fresh oranges and a dragonfruit. A vertical sidebar on the right of the post contains social media sharing icons for LinkedIn, Facebook, Twitter, and Instagram. At the bottom of the post, there is a 'SHOP NOW' button. A dashed-line box highlights the text from 'Option 1' of the AI generator, showing how it is being used in the final social media post.

AI Content Generator

Select message type
Announcement

Option 1

Our new downtown Boston location has a new Dragonfruit flavor smoothie and extended hours of 9am - 7pm! Stop by and enjoy the new flavors!

Option 2

We've opened a new location in downtown Boston!



Juice Bar
New Location Now Open!

Juice Bar


Our new downtown Boston location has a new Dragonfruit flavor smoothie and extended hours of 9am - 7pm! Stop by and enjoy the new flavors!

SHOP NOW

Automate repetitive marketing tasks

Home Marketing campaigns ▾ Contacts ▾ Reporting Tools ▾ Contact us Help  Dave ▾


Create custom path

Build from scratch 

Select triggers and actions to build a path just the way you want.

[Get started](#)


Welcome: SMS

Email and SMS 

Reach out to your new contacts through the method that works best for them.

[Preview](#)


Anniversary: SMS

Email and SMS 

Send an email or text message to your contacts on or before their anniversary.

[Preview](#)


Birthday: SMS

Email and SMS 

Send an email or text message to your contacts on or before their birthday.

[Preview](#)


Welcome: Basic

Nurture new subscribers 

Say hello to your new contacts and give them more information or a deal.

[Preview](#)


Anniversary: Basic

Congratulate your contacts 

Send a note, offer, or reminder to your contacts on or before their anniversary.

[Preview](#)


Birthday: Basic

Let them know they're important 

Send a greeting or special offer to your contacts on or before their birthday.


[Preview](#)

Abandoned cart: SMS


Email and SMS 

Add the power of text messaging to get your customers back to their carts.

[Preview](#)





Win-back series

Target inactive customers 

Reconnect with your customers who haven't purchased in a while.

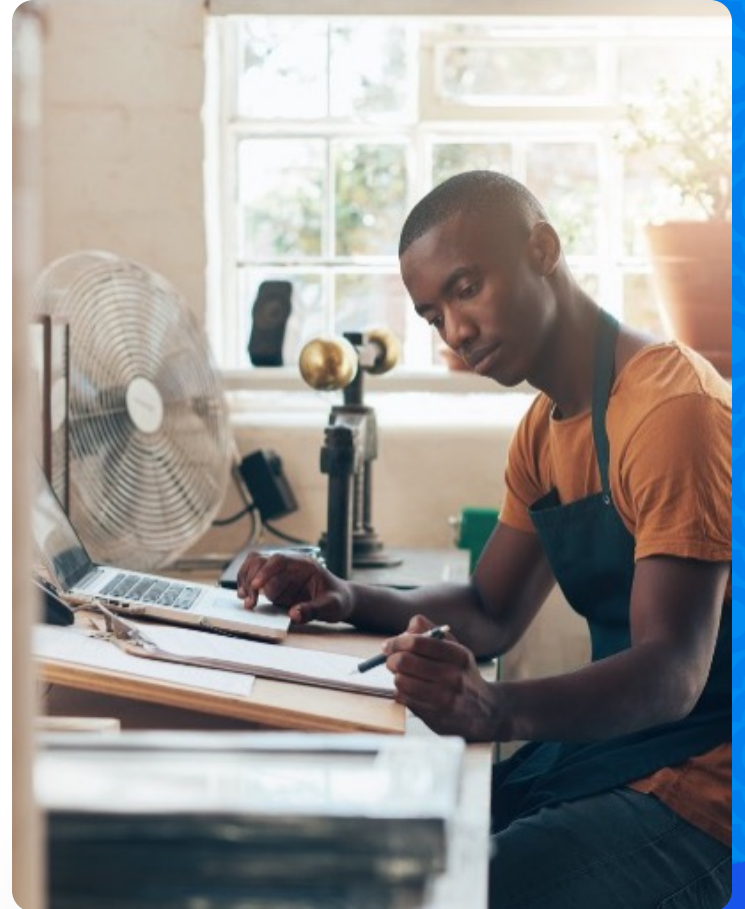
[Preview](#)



62 

It's grow time!


- Decide to focus
- Use your calendar to prioritize the work
- Use technology to save you time



Final thoughts



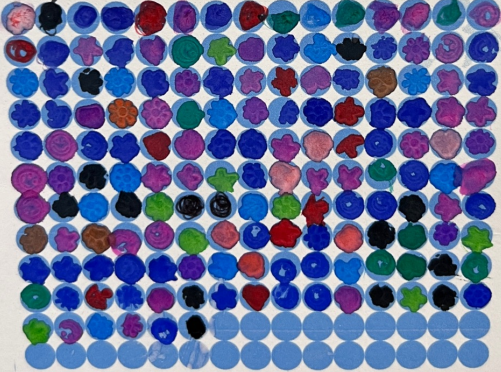
Keep marching toward those goals



**Turn your life around 180 degree
class challenge**

Consistent practice is the key to changing your life.
Complete 180 classes in 365 days, watch the transformation
and your next year of membership is only \$99 per month.

Name DAVE CHAREST Start Date 1/9





Turn your life around 180 degree class challenge

Consistent practice is the key to changing your life.

Complete 180 classes in 365 days, watch the transformation
and your next year of membership is only \$99 per month.

**Consistent marketing is the key
to changing your business.**



Thank you

