



Small Business Marketing

And how social media fits in

Introduction

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AA in Graphic Design

Worked in art/prepress department 7 years

BS in Business Marketing

Worked as graphic designer / MarCom and PM for 8 years

Co-Owner Salt City Brew Supply & Ogden City Brew Supply

Work as Janitor and occasional marketing manager



What is Marketing

Is it sales?

Is it advertising?

Is it Facebooking?

Is it how your store looks?

What makes your apple cart better than the other guys?



The 4 P's of Marketing

Product/Service

- What do you sell?
- How and where will the customer use it?
- How is it branded?
- How is it differentiated versus your competitors?

Place

- Where can buyers look for your product?
- Do you have a catalog of products
- What are the right distribution channels?
- Do you attend trade fairs?
- What do your competitors do, and how can you learn from that and/or differentiate?



The 4 P's of Marketing

Price

- What is the value of the product or service to the buyer?
- Are there industry price points for products
- How will your price compare with your competitors?

Promotion

- Who is your target market audience?
- Where and when can you get your marketing messages to your target?
- Will you reach your audience by advertising online, in the press,
- Will you attend events
- Will you create your own events.
- How are you being a part of your community?



S.W.O.T Analysis

- Strength - personal, family, and business
- Weaknesses - Be honest, and leverage that to a strength
- Opportunities - often look like weaknesses
- Threats - prepare for the known



A Transition to Digital Media

Creating a digital infrastructure

Get a website domain and email.

- yourhomebrew.com = you@yourhomebrew.com
(not yourhomebrew@gmail.com)
- Leverage google as much as possible. It is free (cheap)
- Website and email = <https://domains.google>
- Business Page on Google = <https://business.google.com>
- Business Apps = <https://gsuite.google.com>
- Analytics = <https://analytics.google.com>
- Blog = <https://www.blogger.com>
- Adwords = <https://adwords.google.com>

Search Engine Optimization

Get links to your site everywhere you can



A Transition to Digital Media

Make a webpage

Simple landing page(s)

- HTML (Notepad++, Dreamweaver, Muse)
- Wix.com
- Web.com
- SiteBuilder.com

Ecommerce?

Selling online. (do you need to sync inventory with your POS?)

Do you want ALL products listed? Just new products?

- Wix.com
- Shopify
- Magento



Email Marketing

Start collecting emails, day one, even if you don't know what to do with them yet

- Capture data with emails if you can (where they gave it to you, what did they purchase)
- Segment lists
- Personalize with first name/last name
- [MailChimp.com](https://mailchimp.com)

Customer Relationship Management

- insightly
- bitrix24
- hubspot
- InStream

Remarketing

- Who hasn't purchased in a while
- Abandoned Carts
- Product specific



NEWish School Marketing

What is Social Media Marketing

Gaining traffic through social media sites by creating content that attracts attention and encourages readers to share it with their social networks.

Generated Content

Pick some social media sites that work for you, but not more than you can manage.

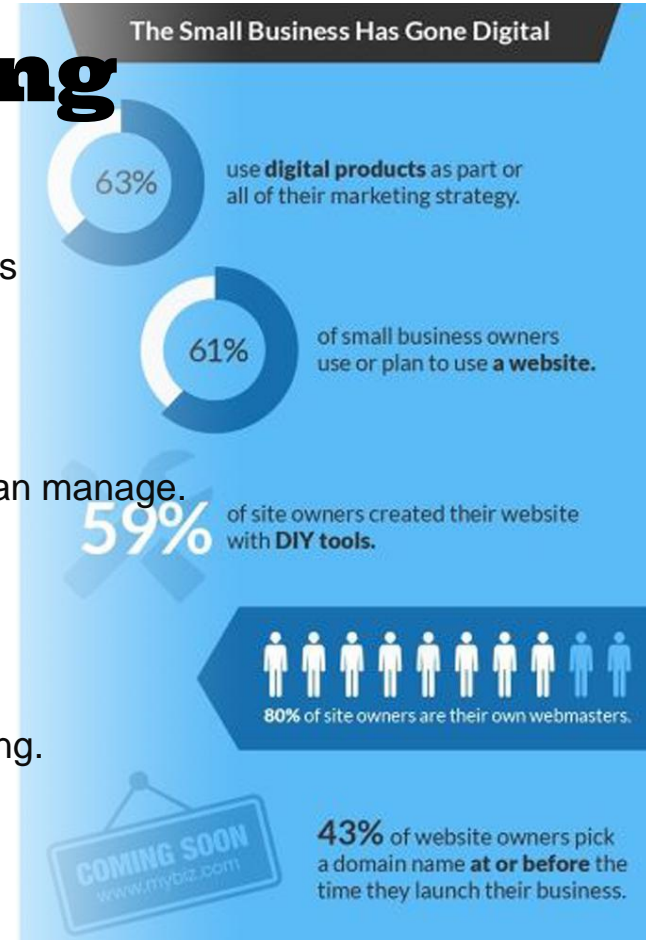
Every site used should be posting regularly and monitored constantly.

- Facebook
- Twitter
- Instagram
- Pinterest
- Vine

Develop in-depth content for people (Content Marketing) through blogging.

- Blogger
- WordPress
- Tumblr
- Gawker

Paid Content



NEWish School Marketing

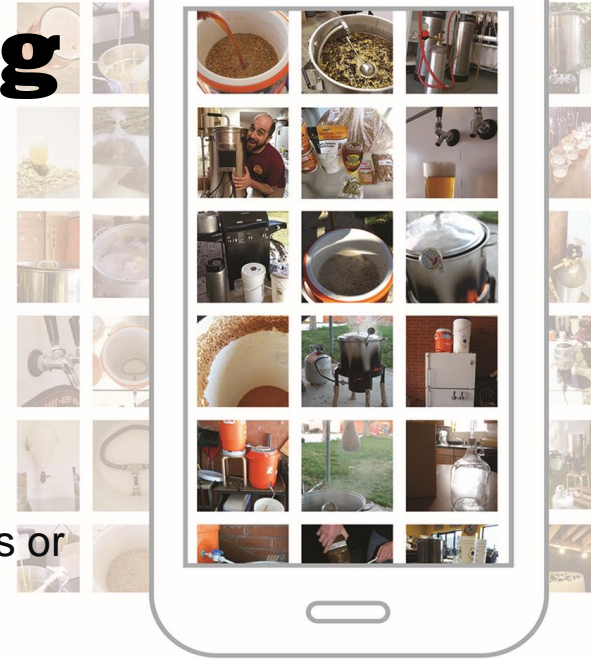
USER Generated Content (UGC)

Integration of customer reviews (follow up)

- Facebook
- Google Sites
- Yelp (Bing and Yahoo Sites)

Promotions that encourage pictures or comments of your business or product from users/followers.

- Ask for reviews
- Engage your customers' social media habits
- Incentivize participation with discounts
- Yelp (Bing and Yahoo Sites)



#WhatChabrewin
Win A FREE Recipe!

Take a picture of yourself
brewing and post it on
your favorite social media



Use the hashtag #whatchabrewin
to enter to win a free recipe
Use @saltcitybrewsupply or
like/tag saltcitybrewsupply to be
entered twice.

We will message
win and give you
get a FREE batch
(shipping included)

Return On Investment (ROI)

Track Your Spending

The first step is knowing what you spend.

It's easy to decide to do something like a beer festival, but you should add up all the costs.

- How much is the event?
- Are you giving out stickers or other items? How many?
- Did you pay someone to be there?
- Do you want to include the cost of gas and other ancillary items?



Return On Investment (ROI)

Calculating your return

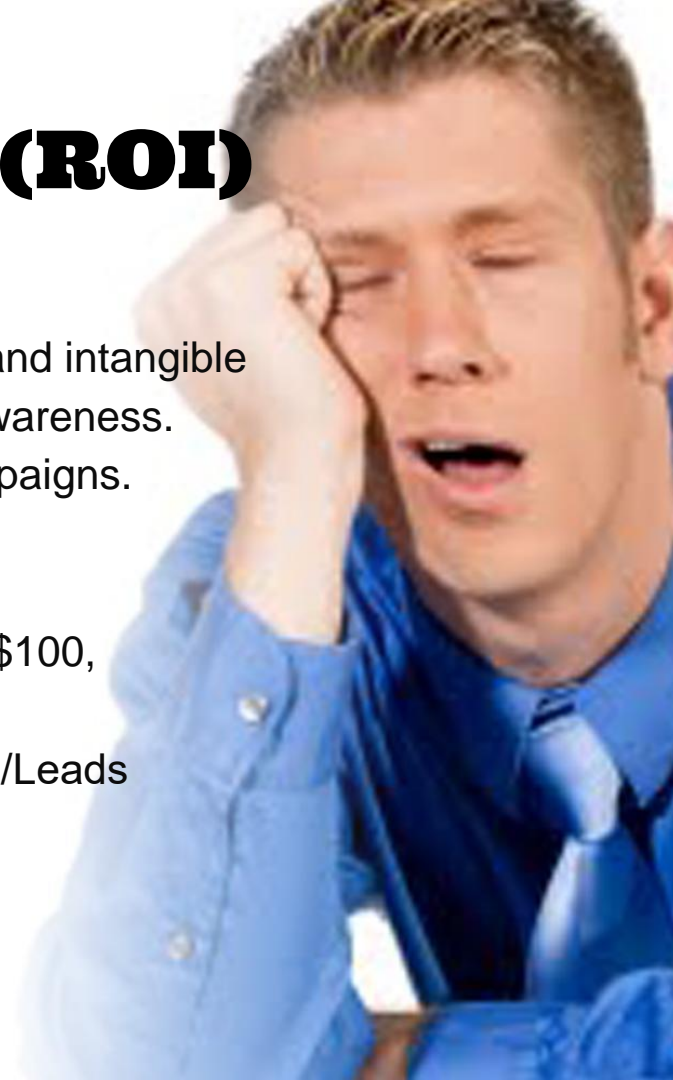
Unfortunately marketing isn't exact, and there are peripheral and intangible benefits from all of your marketing efforts like overall brand awareness. But you can try and validate and quantify your marketing campaigns.

- Simple ROI

(Gross Profit - Marketing Cost) / Marketing Cost = ROI

So if sales grew by \$1,000 and the marketing campaign cost \$100, then the simple ROI is 900% $((\$1000 - \$100) / \$100)$.

- Take that number divided by the number of Sales/Leads and you will have the value of each Sale/Lead



Tracking & Conversion

Remember Tracking is key. Data, data, data.

- In store: Punch card, Grain Card,
- Your Events: Raffles, giveaways, discounts
- Other Events: Event discount card, facebook sign up
- Charge them Data

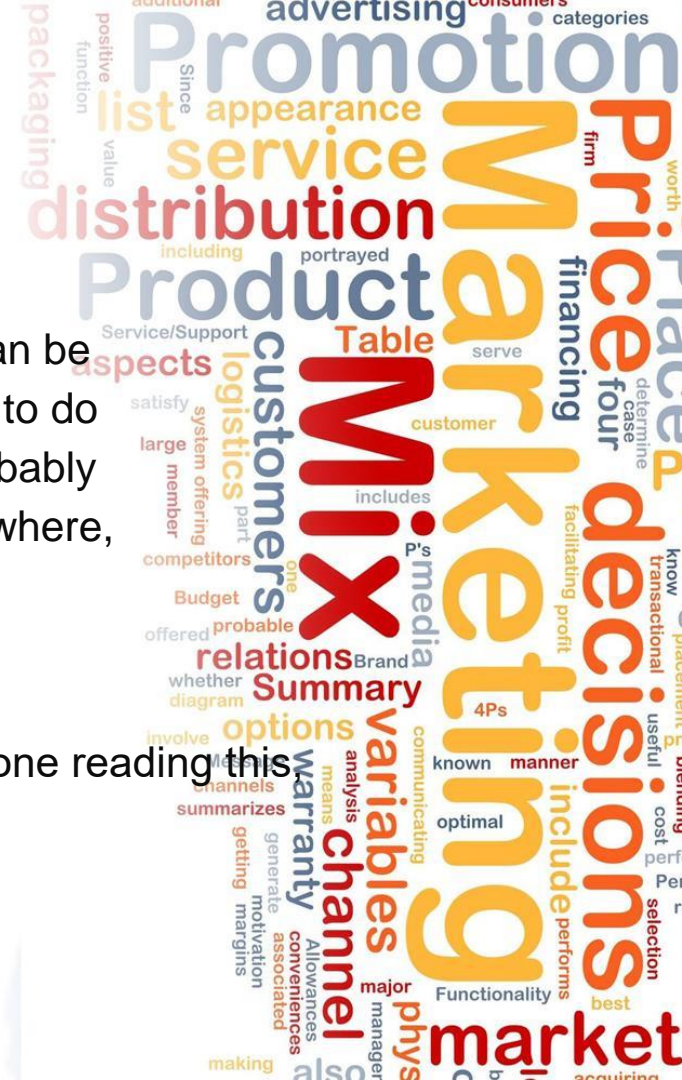


Your Marketing Mix

Ultimately, do what works for you

Everything you do to let people know who your business is can be considered marketing. Understanding what options you have to do this is the first step, understanding what you can afford is probably the second, then planning out what you intend on doing and where, is your marketing mix.

- It's not the same for everyone
- There is no right or wrong, only testing
- Things are ALWAYS changing (by the time i'm done reading this it is probably outdated)
- Get a calendar and plan out your quarter/year



Other Tools and Links

Business

- [OpenOffice](#)

Tracking

- Callfire
- [bitly.com](#)
- [Google short URL](#)

Mailing

- [Stamps.com](#)

Design

- [Gimp](#)

Social Media

- Hootsuite

<https://smallbusiness.com/tech/small-business-use-of-digital-marketing/>

<https://contently.com/strategist/2016/06/06/3-beer-brands-brewing-great-social-media-campaigns/>

<https://www.thoughtco.com/best-free-html-editors-for-windows-3471313>

<https://www.postplanner.com/best-facebook-pages-to-follow-for-social-media-pros/>

Q&A = [Facebook.com/brewmarketing](https://www.facebook.com/brewmarketing)

