



# Business Technology Program

Championed by AT&T



# Overview





My friend told me I should be on Facebook, what do you think?

How can I integrate my invoicing with my bookkeeping?

I think I need a CRM, how can I get one?

Do I need a website?



# Why Does Tech Matter?

## OPPORTUNITIES

- Reduce costs
- More oversight
- Wider reach

## AVOID

- Investing in tech without direct benefit
- Shifting focus to tech and away from customers

What are some **others**?

# Common Technology Myths

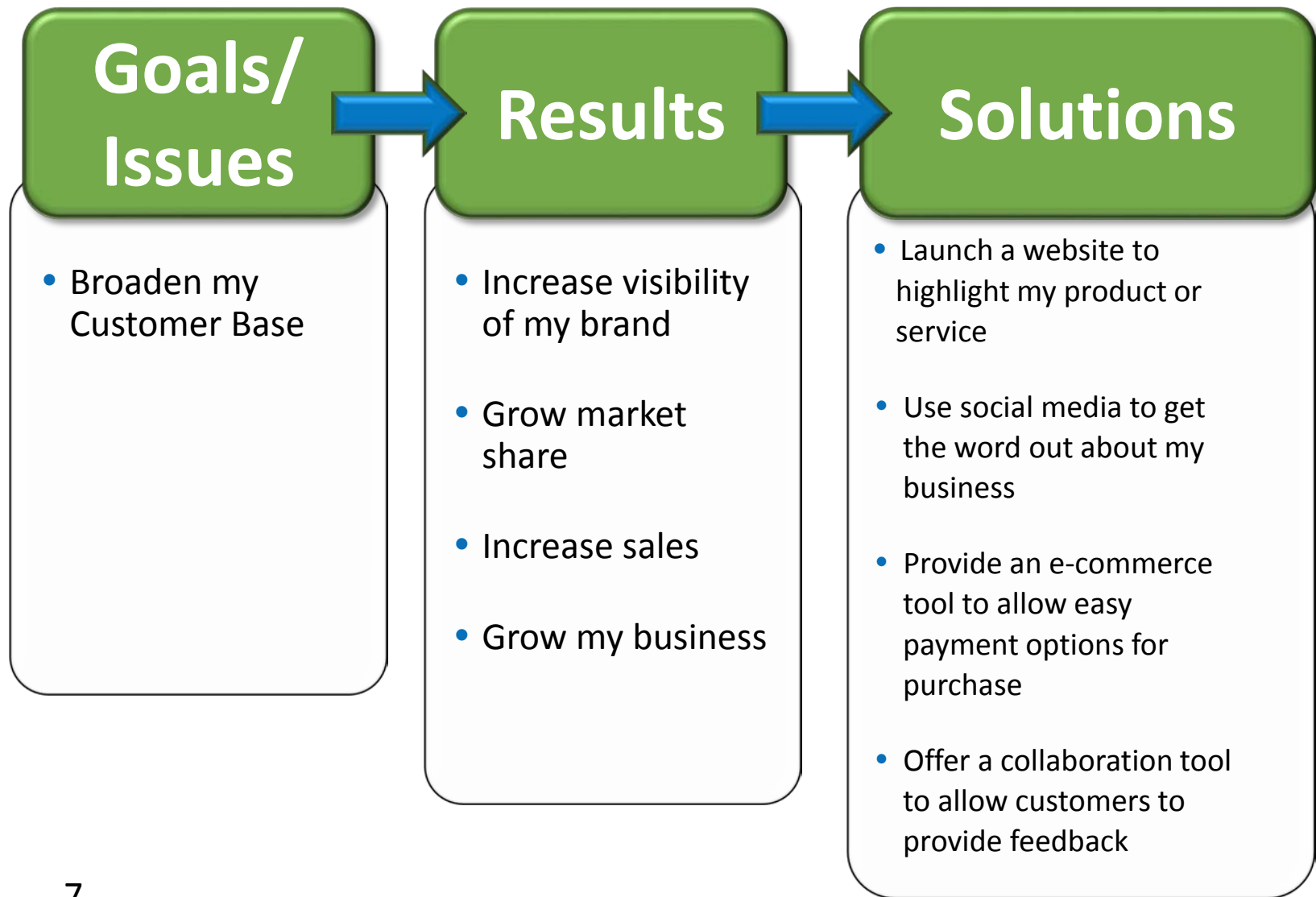
- *“Small businesses can’t afford technology.”*
- *“Technology can’t do what it promises. I’ve been burned before by false technology promises.”*
- *“Technology will put my business at risk. My customer data/trade secrets will be stolen.”*
- *“My problem isn’t with technology, it’s with getting my customers to pay. Technology can’t help with that.”*
- *“My product/service can’t be sold using technology.”*

# Translating Business Opportunities Into Technology Solutions

What are **your** business opportunities or issues?

[SWOT Analysis](#) & [Business Process Map](#)

## Overview



# What is the **goal** of marketing?

- Find Customers?
- Create Brand Awareness?
- ???
  
- Notably, will you be where your customers are looking?

# WHO'S YOUR AUDIENCE?

*	Coming of Age	Population (est.)	Characteristics
Depression Era	1930 – 1939	9M**	<ul style="list-style-type: none"><li>• Conservative</li><li>• Patriotic</li><li>• Moral, etc..</li></ul>
WWII	1940 – 1945	9M**	<ul style="list-style-type: none"><li>• Defeat Axis Power</li><li>• Deferment, contrast to Gen X</li></ul>
Post-War	1946-1963	37M**	<ul style="list-style-type: none"><li>• Opportunities, Job, Education</li><li>• Cold War</li><li>• Value security, comfort and familiar</li></ul>
Baby Boomer I	1963 – 1972	33M	<ul style="list-style-type: none"><li>• Kennedy, MLK, Civil Rights</li><li>• Protested and in War</li></ul>
Baby Boomer II	1973 – 1983	49M	<ul style="list-style-type: none"><li>• Lost trust in Government</li><li>• Skepticism in media</li><li>• Not as many opportunities as Boomer I</li><li>• I'm out for me</li></ul>
Generation X	1988 – 1994	41M	<ul style="list-style-type: none"><li>• High level of skepticism</li><li>• What's in it for me</li><li>• <b>Best educated</b></li><li>• <b>Strong users of technology</b></li></ul>
Generation Y	1998 – 2006	71M	<ul style="list-style-type: none"><li>• Sophisticated</li><li>• Very tech wise</li><li>• Aided by CATV, Internet, etc..</li><li>• Immune to traditional marketing &amp; sales</li></ul>
Generation Z	2013 - 2020	29M**	<ul style="list-style-type: none"><li>• Highest level of tech</li></ul>

\* Excerpts from [Socialmarketing.org](http://Socialmarketing.org)

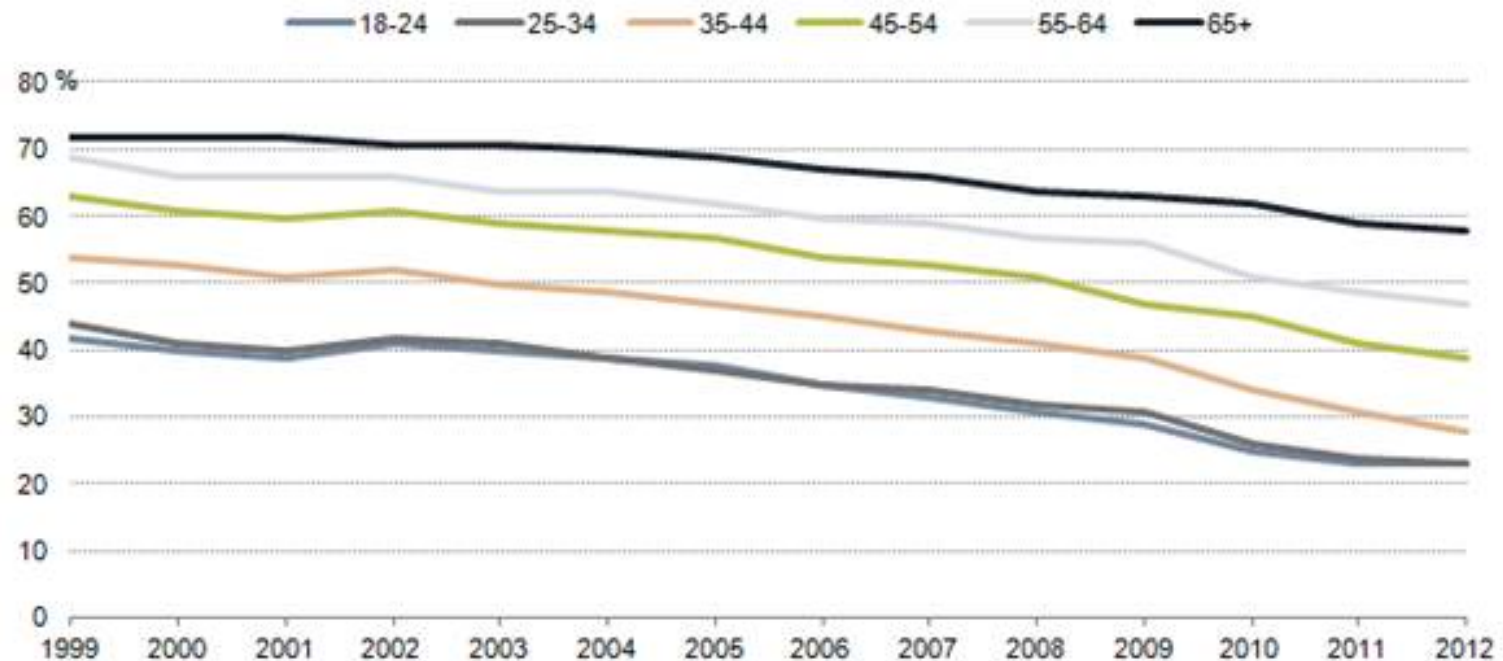
\*\* Adjusted

## Overview

2/3 of those under 45 did not read a newspaper yesterday

### Readership Falls for Most Age Groups

Percentage Nationally Who Read Any Daily Newspaper Yesterday



Source: Scarborough Research survey data

Note: 1999 – 2012 Scarborough Report, Release 1

PEW RESEARCH CENTER

2013 STATE OF THE NEWS MEDIA

# What We'll Cover

## Websites

- Web Presence
- Using Data (Analytics)
- Search Engine Advertising

## eMarketing

- Local Search Engines
- Email & CRM
- Social Media
- Blogs

## Finances

- Collecting Payments
- Bookkeeping
- Operational Aids

# Websites



Web Presence

Using Data (Analytics)

Search Engine Advertising

Websites



# Does Every Business NEED a Website?

No....but consider:

- Businesses with an online presence can expect to grow 40% faster than those without
- Add credibility to your online presence – 50% of small businesses have a website
- Gather valuable customer information via web analytics



# Step 1: Get a Web Address

Check to see if the business's name is taken:

- [GoDaddy.com](https://www.godaddy.com)
- [Hover.com](https://www.hover.com)
- [Register.com](https://www.register.com)
- [DomainNames.com](https://www.domainnames.com)

A web address (also called domain name)  
will only cost about \$10 per year



# Step 1: Get a Web Address

## Tips:

- Keep it short, remember someone must type it precisely
- Make the address memorable
- If the business name is taken, use keywords
- Hyphens are ok (ex. pizza-by-evan.com)
- Avoid intentional misspellings (u vs. you) that might make it difficult to remember or find
- Use the appropriate domain name extension



# Step 1: Get a Web Address

Domain Name Extensions:

**.com** – global standard for businesses

**.net** – great alternative to .com, fairly established

**.org** – global standard for nonprofits

**.us** – for organizations that highlight American pride (like veterans orgs)

**.biz** – newer for businesses, not as widely used or as credible as .com or .net

**.tv** – newer, used for web videos

# Step 2: Outline Your Site

5 basic pages:

- Home
- About Us
- Products &/or Services
- Why Us?, e.g., Testimonials
- Help, e.g., FAQ's, Manuals, Samples, Contact

Main points:

- Don't get stuck on the content, just get something up there
- Everything can be updated as needed
- Refer back to the goal of the site

# Step 2 – Outline Your Site



# Step 3: Build Your Site

## DIY Make it yourself

- PROS: Easy, inexpensive, fast
- CONS: Less able to tailor, less advanced site

## CONTRACT Hire an individual

- PROS: More tailored site, able to work closely with someone
- CONS: May not include support/maintenance

## COMMERCIAL Hire a company

- PROS: More support, more options
- CONS: May have less control over content and hosting, could be very expensive



# Step 4: Create Content

- Don't start from scratch!
  - Use business plan, email to friend, even record a conversation and play it back to get ideas for what to write
- Stick to 300 max per page and 50 words per paragraph – more than that is harder to read
- For photos, if you can't afford a photographer, use your smart phone or purchase some stock photos. Something is better than nothing.



# Do It Yourself Development

- [GoDaddy.com](http://GoDaddy.com), [Wix.com](http://Wix.com) , [Weebly.com](http://Weebly.com), [1and1.com](http://1and1.com), and [AT&T](http://AT&T) provide easy drag & drop design templates
- [Wix](http://Wix) & [Weebly](http://Weebly) develop in HTML5
  - important for mobility
- Low Cost for Development
- Guarantees a Low Rate of Down Time
- Wix & Weebly are mostly free
- [GoDaddy](http://GoDaddy) & [1and1](http://1and1) & [AT&T](http://AT&T) charge \$10-20/mo.



# Step 5: Publish and Promote

- Make sure you have a **mobile version** of the site.
  - Many “do it yourself” builders include this automatically or as an option.
  - Some features to look for/consider:
    - Click to call,
    - Clickable map to get directions,
    - Click to make a reservation
    - You get the idea!
- **Social Media:** mention your site whenever it makes sense in a post, and be sure to have your web address in the company info section.
- **Traditional Marketing:** include your web address on brochures, your business card, billboard – anywhere you are promoting your site.



# Other Services to Consider

## Hosting:

- Do **not** leave hosting with your developer
- [1and1](#), [Purehost](#), [rackspace](#), and [GoDaddy](#) are among good providers

## Graphic Design:

- Provide for mobility, e.g., both Apple & Android
- Videos and large photos will slow down your site
- Important content, including call for action, should be “above the fold”

## Maintenance:

- Keep current re software and tools like databases
- Avoid viruses and malware



Websites

Web Presence

Using Data (Analytics)

Search Engine Advertising

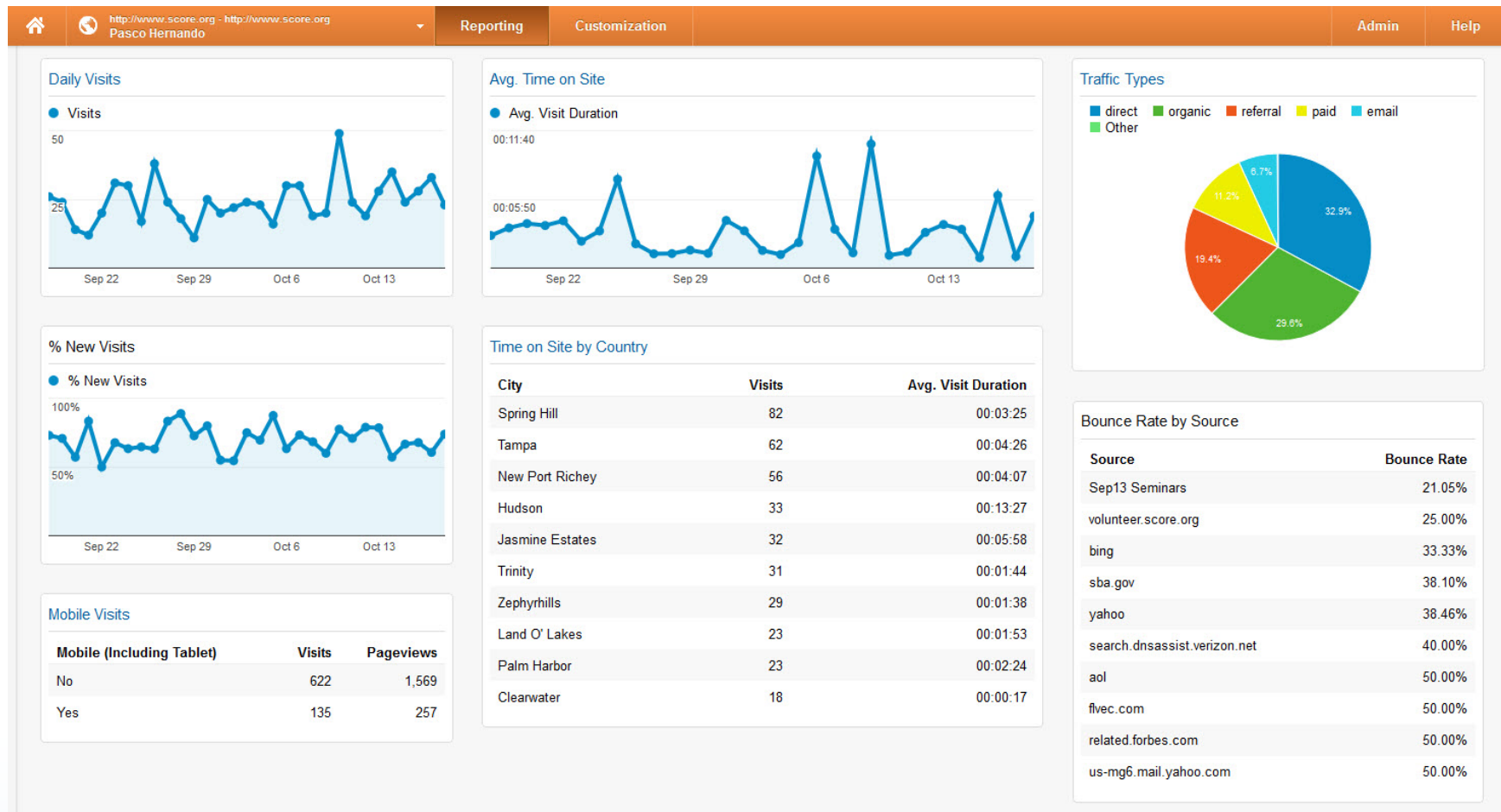


# Analytics

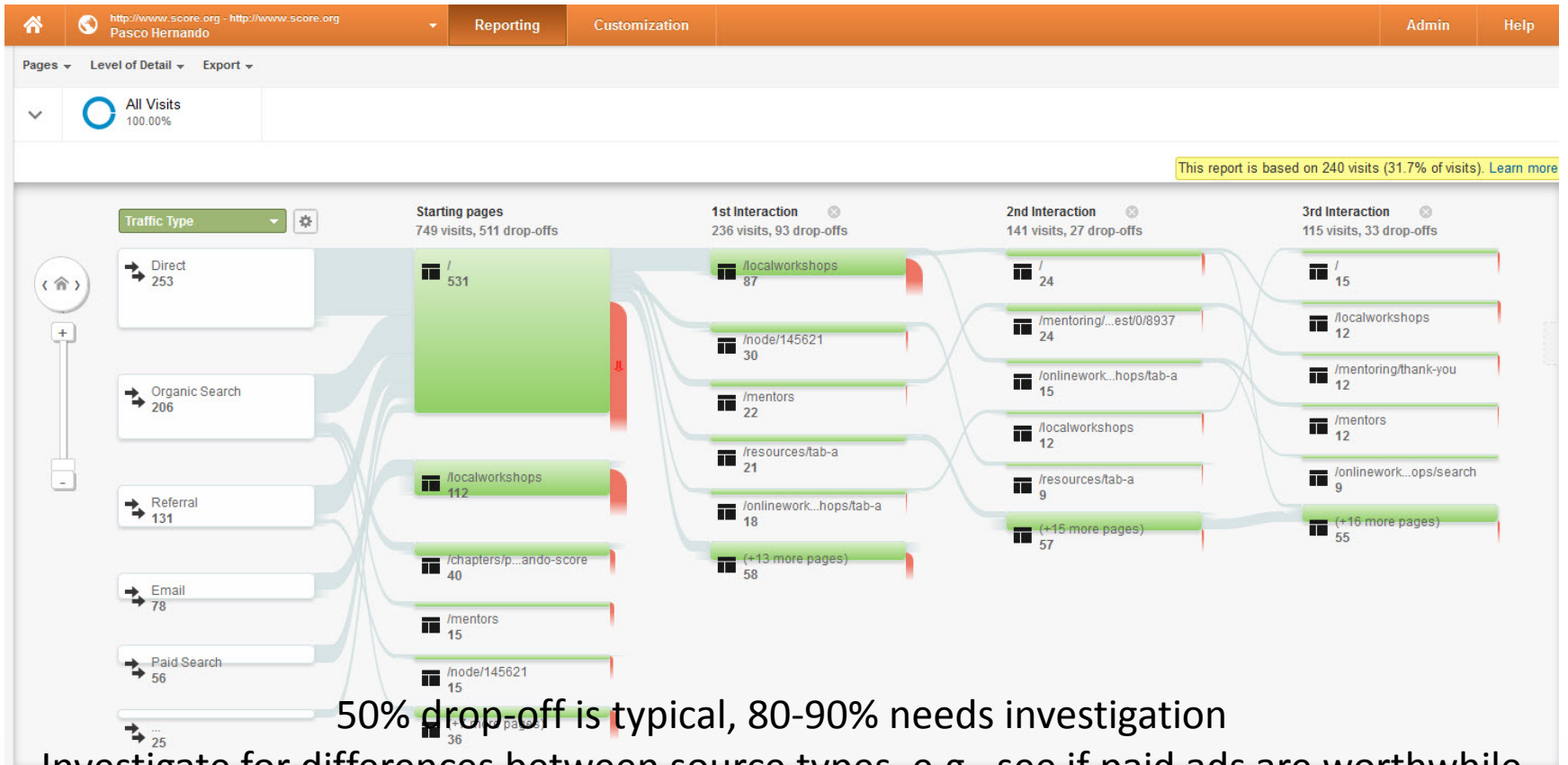
Website analytics can answer the following questions:

- **Who** is coming to your website?
- **What** are they buying?
- **What** pages are they going to?
- **Where** are they coming from?
- **When** are they coming to your site?
- **How** many “click-throughs”?
- **How** long are they staying & what is the abandonment rate?

# Typical Analytics Dashboard



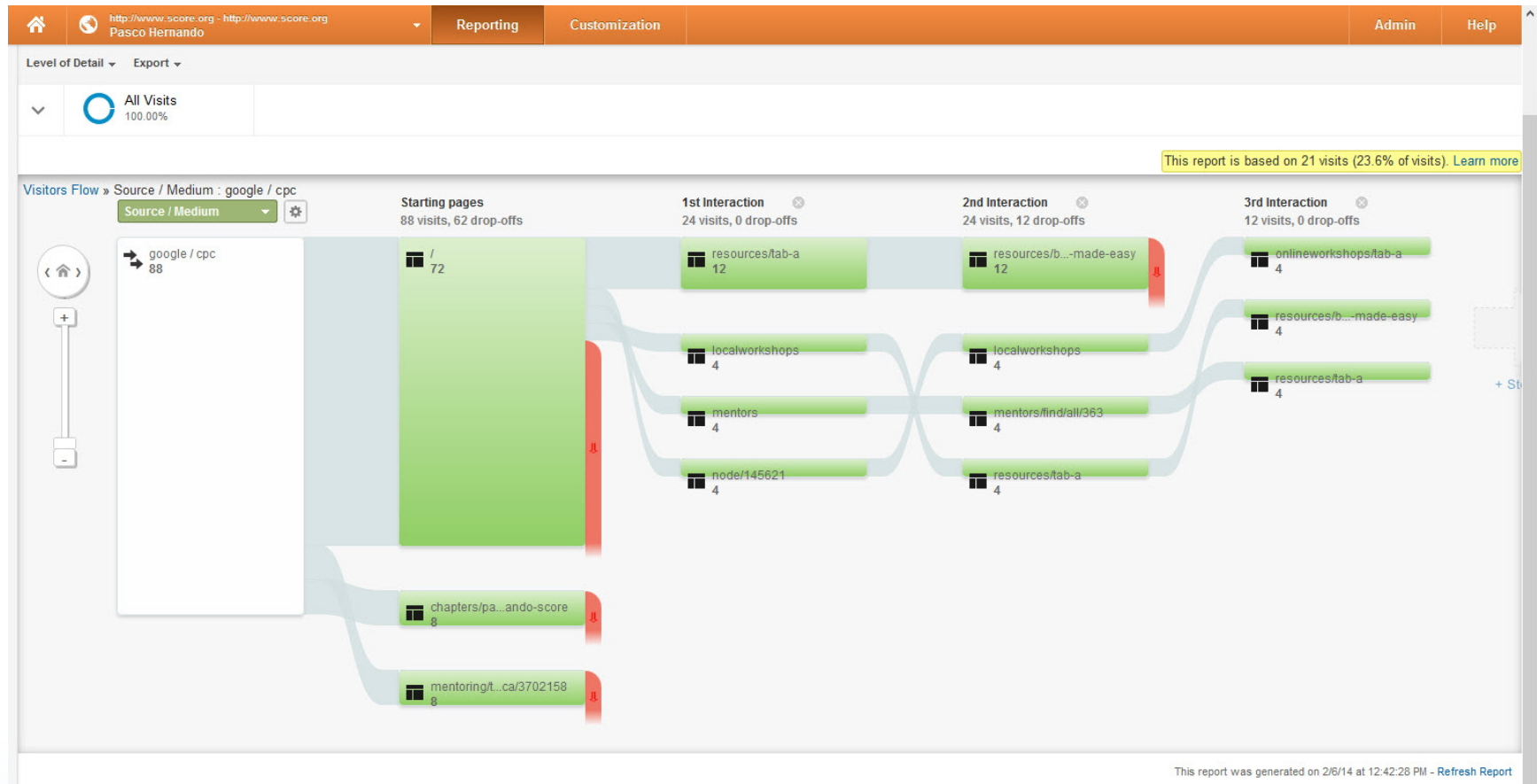
# Example “Visitor Flow” Analytics



50% drop-off is typical, 80-90% needs investigation

Investigate for differences between source types, e.g., see if paid ads are worthwhile

# Example Detail Source Tracking



Tracking Paid Ad Visitor Flow

# Example AdWords Keywords

Google AdWords Home **Campaigns** Opportunities Tools Customer ID: 193-502-0376 jamestkaram@gmail.com

All online campaigns > Campaign: Small Business-Google Build Custom: Jan 3, 2014 - Feb 3, 2014

Enabled Type: Search Network only - All features Edit Budget: \$6.00/day Edit Targeting: Tampa-St. Petersburg (Sarasota) FL, Florida, United States; Clearwater, Florida, United States; (5 more) Edit Active bid adjustments: Device

Ad groups Settings Ads **Keywords** Audiences Ad extensions Dimensions

All but deleted keywords Segment Filter Columns Search

Clicks vs None Daily View Change History

Friday, January 3, 2014 Monday, February 3, 2014

+ KEYWORDS Edit Details Bid strategy Automate Labels

<input type="checkbox"/>	<input type="checkbox"/>	Keyword	Ad group	Status ?	Max. CPC ?	↓ Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Labels ?
		Total - all campaign ?				91	6,580	1.38%	\$2.11	\$192.03	4.2	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	small business plan template	Counseling	Eligible	\$3.00	23	473	4.86%	\$1.73	\$39.90	2.0	--
<input type="checkbox"/>	<input checked="" type="checkbox"/>	ideas for a small business	Counseling	Eligible	\$3.00	19	424	4.48%	\$2.12	\$40.36	2.9	--
<input type="checkbox"/>	<input checked="" type="checkbox"/>	small business ideas	Counseling	Eligible	\$3.00	10	633	1.58%	\$2.26	\$22.63	3.1	--
<input type="checkbox"/>	<input checked="" type="checkbox"/>	starting a small business	Counseling	Below first page bid First page bid estimate: \$3.25	\$3.00	6	432	1.39%	\$2.24	\$13.45	5.3	--
<input type="checkbox"/>	<input checked="" type="checkbox"/>	ideas for small business	Counseling	Eligible	\$3.00	6	385	1.56%	\$2.26	\$13.53	3.2	--
<input type="checkbox"/>	<input checked="" type="checkbox"/>	start small business plan	Counseling	Eligible	\$3.00	4	95	4.21%	\$2.27	\$9.08	4.5	--
<input type="checkbox"/>	<input checked="" type="checkbox"/>	starting small business	Counseling	Eligible	\$3.00	3	292	1.03%	\$2.52	\$7.56	5.1	--

# eMarketing



eMarketing

Local Search Directories

eMail & CRM

Social Media

Blogs



# Local Search Directories

“Local search is the natural evolution of traditional off-line advertising...to the web.”

[http://en.wikipedia.org/wiki/Local\\_search\\_\(Internet\)](http://en.wikipedia.org/wiki/Local_search_(Internet))

## WHAT + WHERE = Local Search

General: [Yahoo!](#), [Google](#), [Bing](#), [YellowPages](#)

Industry-specific: [Yelp](#) for restaurants, [Angie's List](#) for service and health care providers



# How to Find Your Business Online

- [Brandify.com](http://Brandify.com) has a 30-day free trial that's often sufficient for small businesses
- [Yext.com](http://Yext.com) (& [Brandify](http://Brandify.com) & [Localworks](http://Localworks.com) &...) provides a single location to update your listings on multiple sites, but costs \$20-\$50 per month
- [Getlisted.org](http://Getlisted.org) includes major sites and is ~~free~~ *inexpensive*
- [Google](http://Google.com)/[Bing](http://Bing.com)/[Yahoo](http://Yahoo.com)! are individual but free
- In fact, listings on most all “online yellow-pages” sites are free if managed individually

# How to Find Your Business Online

- [Brandify.com](http://Brandify.com) has a small businesses
- [Yext.com](http://Yext.com) (& [Brandify.com](http://Brandify.com)) location to update \$20-\$50 per month
- [Getlisted.org](http://Getlisted.org) includes
- [Google](http://Google.com)/[Bing](http://Bing.com)/[Yahoo](http://Yahoo.com)
- In fact, listings on n if managed individu

**BRANDIFY**  
REACH MORE CUSTOMERS BETA

WELCOME JIM KARAM (SIGN OUT) SETTINGS Like 1.5k HELP & FEEDBACK

**SCORE** | Pasco-Hernando  
Pasco-Hernando SCORE  
Chapter 439  
6014 US 19, Suite 302  
New Port Richey, FL 34652

**Activity Feed**  
★ Recommendations (12)  
Insights  
Search  
Website  
Reviews  
Social Media  
Your Data  
Bing  
Yahoo  
Google  
Facebook  
LinkedIn  
Twitter  
Yelp  
Foursquare  
YouTube  
Merchant Circle  
Yellow Pages  
Communities  
Your Team  
Jim Karam  
Joseph Sousa, PMP

**Your Brandify Score**  
**669**  
Last Updated: January 11th at 7:03 PM

**Your Score Strength**  
550 650 750  
450 850  
Average: 587 | High: 850 | Low: 450

**Your Score History**  
770  
610  
450

Talk to your team: [Update](#) [Poll](#) [Praise](#) [Question](#) [Invite](#) Community updates in feed:

**Business Score Change** - January 07\*  
f Your score went down by 10 points because last post on Facebook was 10 days ago

**Social Media Activity** - January 07\*  
f You have 2 new Facebook Likes

**Business Score Change** - January 02\*  
f Your score went up by 10 points because last post on Facebook was 5 days ago

**Business Score Change** - December 26\*  
f Your score went down by 10 points because last post on Facebook was 14 days ago

**Social Media Activity** - December 14\*  
f You have 3 new Facebook Likes

**Business Score Change** - December 12\*  
f Your score went up by 10 points because last post on Facebook was 0 days ago

**Social Media Activity** - December 12\*

# Almost All “Yellow-Pages” Sites Now Include Reviews

**Find** tacos, cheap dinner, Max's **Near** Arlington, VA **Sign Up** **Log In**

**Yelp Arlington** San Francisco, CA San Jose Los Angeles Chicago Palo Alto More Cities »

**Yelp** People's choice for the city's tastiest spots in your neighborhood. **WHAT**

**Review of the Day**  
Koichi E. reviewed **Kang Chon Korean & Chinese Restaurant**  
★★★★☆  
Very inexpensive and feels homey. It is very much a locals spot with many Korean folks huddled over jampong and cod stews. They always greet me in Korean but I think they are getting used to seeing...  
[Read more](#)

**Best of Yelp: Arlington**

**Restaurants** 7,346 reviewed **See More** **Archive**

**Restaurants**

**1. Kabob Palace** ★★★★★ 735 reviews  
The spinach and chickpeas both are mouth watering delicious.

**2. El Pollo Rico** ★★★★★ 742 reviews  
Hands down the best Peruvian chicken you'll find in the area.

**REVIEWS**

# Typical Business Listing

## Kabob Palace

★★★★☆ 735 reviews [Rating Details](#)

Category: [Middle Eastern](#) [\[Edit\]](#)

2315 S Eads St  
Arlington, VA 22202  
Neighborhood: Crystal City

(703) 486-3535  
[kabobpalaceusa.com](http://kabobpalaceusa.com)

### Announcement

Well come to Kabob Palace. We really admire your patience for waiting on your orders. So therefore, to save time please order ahead. thanks

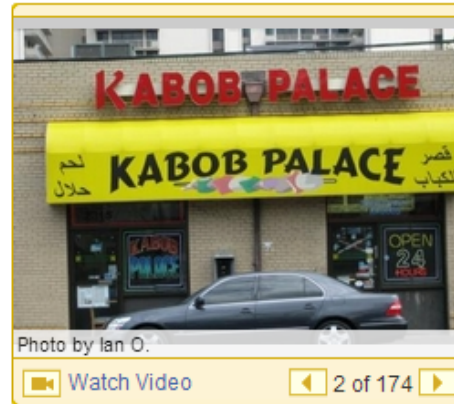
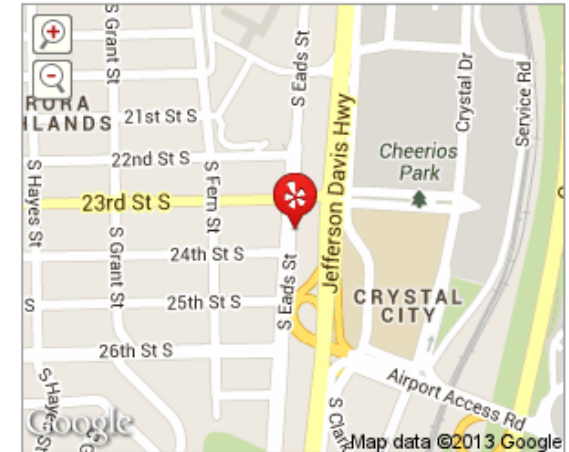


Photo by Ian O.

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[View Larger Map/Directions](#)

### Browse Nearby:

[Restaurants](#) | [Nightlife](#) | [Shopping](#) | [Movies](#) | [All](#)

### People Who Viewed This Also Viewed...



#### Ravi Kabob House

★★★★☆ 338 reviews

"my favorite dishes are lamb karahi w/ chick peas on the side."



#### Kabob Palace

★★★★☆ 20 reviews

"My favorite is the boneless chicken kabob with the chickpeas."



#### Kabob Bazaar

★★★★☆ 153 reviews

"The yogurt sauce is different than any other place - which I love."

## Order Delivery or Pickup



Enter your delivery address  Pickup

1600 Pennsylvania Ave NW, Washington, DC 20500

[Start Order](#)

**Nearest Transit Station:**  
Crystal City Metro (Blue, Yellow)  
**Hours:**  
Mon-Sun 12 am - 12 am  
**Good for Groups:** Yes  
**Accepts Credit Cards:** Yes  
**Parking:** Street  
**Attire:** Casual

**Price Range:** \$\$\$\$  
**Good for Kids:** Yes  
**Takes Reservations:** Yes  
**Delivery:** No  
**Take-out:** Yes  
**Waiter Service:** Yes  
**Outdoor Seating:** No  
**Wi-Fi:** No

**Good For:** Lunch, Dinner, Late Night  
**Alcohol:** No  
**Noise Level:** Average  
**Ambience:** Divey, Casual  
**Has TV:** No  
**Caters:** Yes  
**Wheelchair Accessible:** Yes

# Typical Review Detail

Reviews (735) About This Business Yelp Sponsor

**735 reviews for Kabob Palace**

**Review Highlights** [What's this?](#)

-  "The spinach and **chickpeas** both are mouth watering delicious."  
In 193 reviews
-  "**Lamb**- So, so, a million times so delicious and flavorful."  
In 258 reviews
-  "The lamb and **boneless chicken** are my personal favorites."  
In 75 reviews

[Show more review highlights](#)

Sort by: **Yelp Sort** | [Date](#) | [Rating](#) | [Elites\\*](#) | [Facebook Friends\\*](#)

**735 reviews in English**



April P.  
Leesburg, VA

 0  
 7

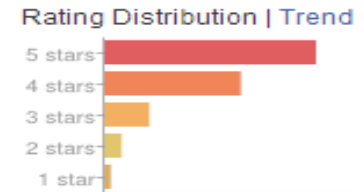
 10/5/2013

This is my FAVORITE place to eat in the DC area. I tried Kabob Palace long before I moved here and I NEVER forgot it. I always get the boneless chicken kabob with chickpeas, rice and salad. I caution you- the portions are large, so go hungry :)

The chicken is always perfect- tender, never overcooked, and the seasoning mmmmmm that really does it for me. It's very unique and super delicious. The salad is pretty wimpy, the rice is freakin delicious, but let me tell you about these chickpeas... I cannot bring myself to try any other sides because I LOVE the chickpeas so much- I don't know what it is- but do yourself a favor- TRY them. The bread is AMAZING, soft, warm, fresh, homemade mmm mmmm good! My boyfriend always gets a combo of beef, lamb and chicken. I prefer the lamb over the beef. Again- I think it's all in the seasoning and man- do they know how to do it.

CONS: ALWAYS busy, you may have to sit with a stranger, but hey sharing is caring right? (Other) PROS: It's open 24 hours (YES!) it's easily accessed by the Metro, near the airport and lots of hotels so if you are just visiting- do yourself a favor and EAT HERE! It's also a melting pot, so if you like to people watch, it's a pretty sweet place to do it.

Was this review ... ?



# eMarketing

Local Search Directories

eMail & CRM

Social Media

Blogs



# Most Sales Come From Existing Customers

- Acquiring a new customer costs 6-7 times the cost of retaining an existing one, per Bain & Company
- Probability of selling to a new customer: 5-20%
- Probability of selling to an existing customer: 60-70%, per Marketing Metrics

# Email Marketing

Email is important as almost everyone uses email.  
Great ROI (\$45 for each \$1 invested)\*

- [Constant Contact](#) is a market leader
- [MailChimp](#) is free if less than 2000 addresses
- [iContact](#) is top-rated by [toptenreviews.com](#)
- [Vertical Response](#) is yet another good player
- Customer Relationship Management (CRM) systems also typically support bulk emailing's
- Others, e.g., [Campaigner](#)

\* SCORE's *Email Marketing Best Practices Guide*:

<http://volunteer.score.org/vc/email-online-marketing-resources>



# Email Marketing

## Building Your List

- Have a sign up sheet at the cash register or at events you attend.
- Collect business cards.
- Getting permission to add people to your list is good business practice
  - Legally, you're only required to have a "pre-existing business relationship" and to provide an "opt-out"



# Email Newsletters Are Powerful & Cheap

- Mainly requires a prior “relationship” with recipients
- Services keep you “legal” re SPAM
  - Enable unrestricted delivery rate with the required opt-out
  - [www.constantcontact.com](http://www.constantcontact.com) and [www.swiftpage.com](http://www.swiftpage.com)
  - [www.mailchimp.com](http://www.mailchimp.com) is free for < 2000 addresses
- Powerful feedback provided
  - Who opened and when
  - Specifically, what links were clicked and by whom/when
  - Enables tailored follow-up, e.g., discounts limited to only those that you already know have an interest

# Email Newsletters Are Powerful & Cheap

- Mainly requires a
- Services keep you
  - Enable unrestricted
  - [www.constantcontact.com](http://www.constantcontact.com)
  - [www.mailchimp.com](http://www.mailchimp.com)
- Powerful feedback
  - Who opened and
  - Specifically, what
  - Enables tailored to those that you all

## Email Stats

[See All Email Reports](#)

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
2558	3.6% (93)	7	1.1% (28)	20.7% (511)	15.5% (79)	0

## Click-through Stats

Email Link	Unique Click-throughs	Click-through Distribution
<a href="http://www.constantcontact.com/score">http://www.constantcontact.com/score</a>	1	0.8%
<a href="http://www.sba.gov">http://www.sba.gov</a>	0	0.0%
<a href="http://www.score.org">http://www.score.org</a>	1	0.8%
<a href="http://www.score.org/whitelist_score.html">http://www.score.org/whitelist_score.html</a>	0	0.0%
<a href="http://www.score439.org">http://www.score439.org</a>	7	5.6%
<a href="http://www.score439.org/images/advanced%20quickbooks%20seminar%20syllabus.pdf">http://www.score439.org/images/advanced%20quickbooks%20seminar%20syllabus.pdf</a>	9	7.3%
<a href="http://www.score439.org/images/dick%20hall%20business%20model%20syllabus.pdf">http://www.score439.org/images/dick%20hall%20business%20model%20syllabus.pdf</a>	7	5.6%
<a href="http://www.score439.org/images/grant%20writing%20syllabus.pdf">http://www.score439.org/images/grant%20writing%20syllabus.pdf</a>	5	4.0%
<a href="http://www.score439.org/images/how%20to%20market%20in%20this%20economy%20-%20brydia.pdf">http://www.score439.org/images/how%20to%20market%20in%20this%20economy%20-%20brydia.pdf</a>	5	4.0%
<a href="http://www.score439.org/images/how%20to%20write%20a%20business%20plan%20-%20brydia.pdf">http://www.score439.org/images/how%20to%20write%20a%20business%20plan%20-%20brydia.pdf</a>	1	0.8%
<a href="http://www.score439.org/images/intro%20quickbooks%20seminar%20syllabus.pdf">http://www.score439.org/images/intro%20quickbooks%20seminar%20syllabus.pdf</a>	10	8.1%
<a href="http://www.score439.org/images/jim%20waters%20new%20business%20startup%20syllabus%20revised.pdf">http://www.score439.org/images/jim%20waters%20new%20business%20startup%20syllabus%20revised.pdf</a>	9	7.3%
<a href="http://www.score439.org/images/manage%20&amp;%20grow%20your%20business%20syllabus.pdf">http://www.score439.org/images/manage%20&amp;%20grow%20your%20business%20syllabus.pdf</a>	10	8.1%
<a href="http://www.score439.org/images/qualifying%20as%20a%20not-for-profit%20syllabus.pdf">http://www.score439.org/images/qualifying%20as%20a%20not-for-profit%20syllabus.pdf</a>	8	6.5%
<a href="http://www.score439.org/images/successfully%20obtain%20a%20loan.pdf">http://www.score439.org/images/successfully%20obtain%20a%20loan.pdf</a>	9	7.3%
<a href="http://www.score439.org/images/using%20the%20internet%20syllabus.pdf">http://www.score439.org/images/using%20the%20internet%20syllabus.pdf</a>	10	8.1%
<a href="http://www.score439.org/Request-For-Counseling.asp">http://www.score439.org/Request-For-Counseling.asp</a>	2	1.6%
<a href="http://www.score439.org/Seminars.asp">http://www.score439.org/Seminars.asp</a>	30	24.2%
<a href="https://www.bankofamerica.com/smallbusiness/index.jsp">https://www.bankofamerica.com/smallbusiness/index.jsp</a>	0	0.0%
Total Click-throughs	124	100%



# Customer Relationship Management (CRM) Software is What It Says It Is

- Features:
  - Combines all records of all interactions in one place
  - Expanded customer demographics
  - Integrates your customer communication systems
  - Automate tasks that can impact your bottom line
- Benefits:
  - All staff has access to the entire customer story
  - Customers do not have to repeat their story with each new staff contact
  - Get insight into your business in minutes
  - Simplifies Marketing efforts
- “Free” providers: [Insightly](#)
- Market leaders: [Salesforce](#), [Zoho Online](#), [Highrise](#)

# eMarketing

Local Search Directories

eMail & CRM

Social Media

Blogs



# Social Media Overview

Information and conversations **guided, not controlled** by the company

- Remember, you cannot win an argument on the internet
- Don't participate unless you really believe the customer is always right

Compares to word of mouth recommendations or criticism among people.

## Goals:

- Participate regularly and encourage positive conversations
- Establish credibility and become a trusted leader



# Which Social Media Site to Use?

- Are prospective customers on the site?  
(average age, gender, location of user)
- What kind of content are you going to share?  
(events, deals, articles, press releases, videos, photos, etc.)
  - Focus on being helpful & establishing trust
    - Sales will naturally follow
  - Stale content is indeed worse than no content

# Which Site to Use?

## The Landscape of Social Media Users

	% of internet users who....	The service is especially appealing to ...
Use Any Social Networking Site	67%	Adults ages 18-29, women
Use Facebook	67	Women, adults ages 18-29
Use Twitter	16	Adults ages 18-29, African-Americans, urban residents
Use Pinterest	15	Women, adults under 50, whites, those with some college education
Use Instagram	13	Adults ages 18-29, African-Americans, Latinos, women, urban residents
Use Tumblr	6	Adults ages 18-29

Source: Pew Research Center's Internet & American Life Project Post-Election Survey, November 14 – December 09, 2012. N=1,802 internet users. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.6 percentage points for results based on internet users. Facebook figures are based on Pew Research Center's Internet & American Life Project Omnibus Survey, December 13-16, 2012. Margin of error for Facebook data is +/- 2.9 percentage points for results based on internet users (n=860).

<http://blog.bufferapp.com/social-media-in-2013-user-demographics-for-twitter-facebook-pinterest-and-instagram>



# Facebook is the Place to Start

**facebook**

Connect with friends and the world around you on Facebook.



See photos and updates from friends in News Feed.



Share what's new in your life on your Timeline.



Find more of what you're looking for with Graph Search.

https://www.facebook.com/organicsbygosh

Customized URL

A customer clicks this to become a "follower"



Manufacturing · Recycling & Waste Management  
13602 FM 969, Austin, Texas 78724  
(512) 276-1211  
Today 8:00 am - 5:00 pm  
About - Suggest an Edit

Basic business info

# Typical Facebook Posts



**Organics By Gosh**

23 hours ago

Even in Austin we WILL get some pretty cold temps eventually. This is the perfect time to top dress your lawns and mulch around your trees. We have excellent options for top dressing and mulch. We'll help you determine which is best for your needs.



Like · Comment · Share

3 people like this.



**Organics By Gosh** shared a link.

September 23 near Austin, TX

What does "Close the Loop" mean, exactly?  
<http://earth911.com/news/2012/08/24/close-the-loop-primer/>



**What Does 'Close the Loop' Really Mean? - Earth911.com**  
earth911.com

The term "close the loop" is tossed around a lot in the green sphere. But what does the expression really mean, and why is it important to how we manage our waste? Earth911 takes a closer look at the concept ...

Like · Comment · Share

# Twitter Requires Conversing



- Great for customer service and other feedback
- Responsiveness is a **must!**
- So, don't play unless you've got the time & interest

[business.twitter.com/](https://business.twitter.com/)



# Typical Twitter Page



The image shows a screenshot of a Twitter profile page for 'Kombuchick Bar' (@kombuchick). The page is annotated with yellow callouts and boxes highlighting key elements:



- Customized URL:** A yellow box highlights the browser address bar containing the URL `https://twitter.com/kombuchick`.
- Basic business info:** A yellow box highlights the bio text: "A kombucha bar + microbrewery in norfolk, va 2500 Church St, Norfolk · kombuchick.com".
- Follow button:** A yellow box highlights the "Follow" button in the top right corner of the profile header.

Other visible elements on the page include the navigation bar (Home, Connect, Discover, Me), a search bar, a left sidebar with navigation options (Tweets, Following, Followers, Favorites, Lists), a "Tweet to Kombuchick Bar" input field, a "Photos and videos" gallery, and a "Who to follow" section.

# Typical Tweets

**Kombucha Chick**  **inc.**  **@kombuchick**  hey fans! Honey Kombucha delivered **#kombucha** to our comm vendors, so depending on where you're stocking up, ... [fb.me/1RQOSRGVi](https://fb.me/1RQOSRGVi)  
Expand

**SCORE Biz Mentor**  **@SCOREmentors**  We raise a glass to **@kombuchick** - an outstanding young entrepreneur! **#SCOREawards** [pic.twitter.com/zWsk020cJn](https://pic.twitter.com/zWsk020cJn)  
View photo 15 Aug

**Eat.Style.Dallas**  **@eatstyledallas**  Anyone know why **#kombucha** makes you feel a little tipsy?  
Expand 19h

“handle”

topic

Another user referencing Kombuchick

Another user referencing the topic



## Others

 Pinterest

<http://business.pinterest.com/>

Mostly women sharing pictures related to themes of their choosing

 LinkedIn

[www.linkedin.com/company/add/show](http://www.linkedin.com/company/add/show)

Mostly professionals, so particularly helpful to businesses that sell to businesses

 YouTube

[www.youtube.com/yt/about/getting-started.html](http://www.youtube.com/yt/about/getting-started.html)

Video sharing allows inexpensive demonstrations, e.g., product features/benefits, “some assembly required”, customer endorsements



# Daily Deal Sites

- Sites like [Groupon](#) And [LivingSocial](#) can create new sources of revenue and customers.
- Pros:
  - Attract new customers
  - Increase awareness as customers share their purchases virally.
  - Boost cash flow because you get paid now, when customers buy the deal, not later, when they redeem it.
- Cons:
  - Daily deal volume can overwhelm your business.
  - Because the deal site takes a percentage of sales, it's crucial to calculate your margins carefully to determine if a deal is worthwhile.

# Blogs Establish Credibility

er-blog/

**SUNTACTICS**  
PORTABLE SOLAR CHARGERS

1.888.308.4786

Shop Testimonials **Blog** FAQs Contact & Support About Search

## Blog

Suntactics > Social > Blog

**Bushnell Bear Grylls Solar Charger vs. Suntactics sCharger-5**  
By: admin October 19, 2013 Blog, News 2 Comments

Hikers Speak! It's fun to read hikers who are either hiking the PCT, review one of our solar charger read comparisons between our solar...

> Read more

**Power Grid Failure During Government Shutdown?**  
By: admin October 16, 2013 Blog, News 0 Comments

It's been 15 days since the government shutdown, and the country has two days left to raise the debt ceiling defaulting on its bonds,...

> Read more

**Tablet and Smartphone Users Increase Demand for Portable Solar Energy**  
By: admin October 10, 2013 Blog, News

By Adam S.R. October 10, 2013 As smartphone and tablet users continue to grow, the demand for portable solar energy products. The solar...

> Read more

• [WordPress](#), [TypePad](#) and [Movable Type](#) are popular blogging tools

• If you don't have time to do it yourself, [Elance.com](#), [Freelancer.com](#), or [Guru.com](#) are popular freelancer sites

# Finances





# Why Invest in Financial Technology?

- Many small businesses “fly by the seat its pants” with manual systems lacking the ability to quickly and accurately monitor business health.
- Technology can help the business owner in the following ways:
  - Speed up invoicing and collection
  - Monitor business health at any point in time
  - Keep accurate and readily-accessible records
  - Quickly identify waste and inefficiencies
  - Allow the business to be scalable
  - Keep pace with competition or provide competitive advantage



# Know Before You Buy

- Work with your Accountant to determine best option for your Financial Systems
  - Each business is unique, therefore you need to tailor your systems based on your unique business needs
- Preferably include Chart of Accounts, Invoicing, Inventory management (optional for some), Payroll service/interface, real reporting, full AR/AP, Tax tracking, etc.
- Consider integration needs (import/export) with other applications! – eCommerce, CRM, EDI, etc.
- Major choices: Local version, network version or cloud based service? “Free” or Licensed?

Collecting Payment

Bookkeeping

Operational Aids

Finances



# eCommerce

- Provides an ability to sell, but doesn't require a website or your own payment system.
- Good for home based businesses or as another sales channel for a retail shop.
  - [eBay](#), sells everything, both new and used
  - [Etsy](#), mostly arts and crafts
  - [Amazon](#), sells new commercial products



# PayPal Dominates Payments for Very Small Businesses

- **Features:** Send/receive money from anyone with an email address
  - Customer can pay by cash or credit card of their choice
  - Fees are competitive, albeit a bit more
  - Customer financial data details only visible to PayPal
  - Creates invoices and shipping labels
  - Even includes “shopping cart” features
    - Consolidate items
    - Specify color, size, shipment method
- **Benefits:**
  - Trivial to setup with minimal upfront fees
  - Eliminates worries regarding protection of customer data
  - Easy and cheap to setup product sales on website, unless dealing with tens of items
- “Free” providers: n/a
- Market leaders: [PayPal](#)



# Shopping Cart Software Manages Online Sales

- Features: Supports websites selling hundreds of products
  - Supports the trend of shopping via the Internet
  - Consolidates items into a single payment and shipment
  - Saves purchases allowing return later to finish shopping
  - Removes products without deleting the entire order
  - Can connect online inventory to show availability
- Benefits:
  - Allows business to concentrate on product details, not website look-and-feel
  - Accommodates myriad customer choices (size, color, etc.)
  - Allows seller to track what customers have bought and thus know what may interest a customer for the future
- “Free” providers: [Weebly](#) incorporating PayPal, [Wix](#), [Opencart](#)
- Market leaders: [GoDaddy](#), [Yahoo](#), [Homestead](#), [Shopify](#)



# Merchant Accounts Enable You to Get Paid by Cards

- Features: Processes credit & debit cards and deposits cash in your bank account
  - You can start with your current bank, but check competitors
  - Typically involves \$1000 of card readers & receipt printers
  - Often involves monthly minimum fee
  - Requires good personal/business credit
- Benefits:
  - Invariably the lowest cost per transaction
- “Free”: N/A, but very competitive, so get bids
- Market Leader: [Worldpay](#), [First Data](#), [Intuit](#)
- Internet Processing: [Authorize.net](#)

# Smartphones/Tablets Eliminate Up-Front Costs to Accept Credit Cards

- Features: Card readers simply plug into headphone jack
  - Avoids \$1000 or so hardware outlay for specialized card readers/printers
  - Automatically texts a receipt to customers phone
  - Immediate transmission of credit card transaction to Merchant Account services
  - No credit check usually required
- Benefits:
  - Enables credit card sales for the smallest of businesses
  - Enables credit card sales for mobile workers
  - Speeds up time to record a transaction
- “Free” providers: [Square](#), [Intuit](#)
- Market leaders: [PayPal](#), ...



# POS is Much More Than a Cash Register

- Features: Point-of-Sale (POS) ties income to products
  - Captures product specifics, quantities, time, and price
  - Automatically reduces inventory
  - Tracks employee productivity
  - Integrates cash and credit transactions
  - Typically cost about \$1500 per station vs. \$500 for a register
- Benefits:
  - Cash register just knows you sold \$xxx today
  - POS knows what products, sold when, by whom, for what price, compared to what cost
  - Projects re-order needs
- “Free” providers: [Regit Express](#)
- Market leaders: [QuickBooks POS](#), [RetailPro](#)

Collecting Payment

Bookkeeping

Operational Aids

Finances

# Start with Organizing for the Tax Man

- The IRS only cares about 21 categories of expenses

- ✓ Cost of Goods Sold
- ✓ Returns and Adjustments
- ✓ Advertising
- ✓ Car and Truck Expenses
- ✓ Commissions and Fees
- ✓ Contract Labor
- ✓ Employee Benefits
- ✓ Insurance (not health)
- ✓ Interest (mortgage, etc.)
- ✓ Legal and Professional Services
- ✓ Office Expenses
- ✓ Rent or lease of business equipment
- ✓ Rent or purchase of business space
- ✓ Repairs and Maintenance
- ✓ Supplies
- ✓ Taxes and Licenses
- ✓ Business Meals and Entertainment
- ✓ Business Travel
- ✓ Utilities
- ✓ Wages – including your own
- ✓ Other Expenses – not covered above



- Our first technology recommendation is a Pendaflex folder
  - Just save all your receipts into one of these categories
  - Doesn't matter how frequently
- As you move to simple software, e.g., [Quicken Home & Business](#), that's still all you *must* track
- More granular detail and time phasing is *your* choice for improved visibility

# General Ledger is Your Financial Foundation

- Features: What most laypersons would call Bookkeeping
  - Financials
  - Budgeting
  - Cash Flow
  - Balance Sheet
  - Income Statement
- Benefits: Insights into “making payroll”, debt repayment, etc.
  - Bankers: cash flow
  - Owners: profitability
  - Visibility enabling control of overhead expenses
  - Investors focus on leveraging ratios

“Free” providers:

[NolaPro](#) [TurboCASH](#) [BSI](#) [General Ledger](#)

Market leaders: [QuickBooks](#), [Sage](#)



# Manage Suppliers & Customers with Accounts Payable/Receivables

- Features:
  - Track vendors and payables
  - Pay bills and track money due
  - Invoice customers
  - Track basic customer data
- Benefits:
  - Accounts receivables: quantity of cash, goods, or services owed to a business
  - Accounts payable: money which a company owes to sellers for products and services
  - Customer data and customer buying information can be key to developing reselling or new product offering leads
  - Alarms & triggers maximize retained cash while also maximizing payment discounts
  - Aging reports enable focus on most delinquent payees
- “Free” providers: [TurboCASH](#), [NolaPro](#)
- Market leaders: [QuickBooks](#), [Sage](#)



# With Employees Comes Payroll

- Features:
  - Track hours: working, idle, vacation, sick, ...
  - Track tasks: per product, per client, per project
  - Collection of health benefit premiums and employee contribution to their IRA fund
  - Calculate various taxes
  - Annual government reports
  - Pay Employees
- Benefits:
  - Data (hours and task tracking) can be key indicators of employee performance
  - Timely payment of payroll taxes to the government
  - Timely development of annual earning reports for the employee
  - Facilitates insurance carrier audits re liability and workers comp premiums
- “Free” providers: [TimeTrex](#)
- Market leaders: [ADP](#), [Paychex](#), [Intuit](#)

Collecting Payments

Bookkeeping

Operational Aids

Finances

# Inventory Must Be Managed

- Features:
  - Track products, material, WIP
    - Recommend being selective since not all are worth tracking
    - Focus on high dollar value, long lead time, items key to product delivery
  - Cost versus selling prices
  - Where purchased and/or used
  - Monitor “turns”
- Benefits:
  - Manage the asset value of the inventory
  - Help identify the Economic Order Quantity for each asset in the inventory
  - Provides tools to effectively support a periodic physical inventory with method to manage the discrepancy from an accounting perspective
- “Free” providers: [InFlow](#), [InventoryManager](#), [POS Maid](#)
- Market leaders: [InFlow](#)



# Time & Billing is Key to Service Businesses

- Features: Key to professionals and skilled tradesmen that bill customers for “time & material” (T&M)
  - Track hours to specific customers/projects
  - Track hours by employee
  - Compare true costs to individual prices
- Benefits:
  - Over time, enables refined job costing and project estimates
  - Provides the ability to track profitability at the job/project level
  - Enables tailoring of estimate and invoice formats per client desires
- “Free” providers: [Toggl](#), [TimeTrex](#), [MakeSomeTime](#)
- Market leaders: [Kronos](#), [Replicon](#), [BillQuick](#)



# A Job Cost System is Key to Profitable Pricing

- Features: Key to contractors that bid and bill on a “fixed price” basis
  - Track detailed labor, material, and subcontractor expenses
  - Develop a detailed data base of actual costs at the job/project level
- Benefits:
  - Avoid huge losses
  - Use historical data to better estimate new projects
  - Provides ability to track actual costs to estimated costs at the job/project level
- “Free” providers: [Job Costing Tracking](#)
- Market leaders: [Estimation](#), [QuickBooks for Contractors](#)



# Integrated Software

- Quite fully featured overall
  - Like most jack-of-all-trades, it is sometimes the master of none
  - Few small businesses actually make use of many, much less most, all its features
- Avoids data re-entry because it's integrated
- [QuickBooks](#) is the clear market leader
  - Lots of proficient QuickBooks users for help when needed
  - Lots of affordable training available, including from SCORE
- Other integrated offerings include [Sage50](#) nee Peachtree, Sage [DacEasy](#) as well as the “free” [NolaPro](#).
- Yet others, many cloud-based, include [FreshBooks](#), [Outright](#), [FreeAgent](#), [AccountEdge](#), [Xero](#), [WaveAccounting](#)

# Financial Technology Summary

Type	General Ledger	Accounts Payable/Receivable	Expense-Related	Payroll	Inventory	Time & Billing	Job Cost System	CRM	Merch. Account	Revenue-Related	Online Collection	Shopping Cart
Startup	★											
Lots of Suppliers	★	★										
Employees	★			★								
Dozens of Items	★				★							★
Services Only	★					★			★			
Retail	★				★					★		
Service & Product	★				★	★			★			
Contracting	★						★					
Job Shop	★						★					
eCommerce	★											★
"Free" Specialized	NCH Express	Turbocash	Time-Trex	POSMaid	Toggl	JobCost Tracking	Insightly	N/A	Square	Lemon	Open-cart	
Market Leader	Quick-Books		Pay-Chex			Kronos	Estimation	ZOHO-Office	First Data	PayPal	Retail-Pro	Shopify
Integrated, e.g., QuickBooks	★	★	★	★	★	★	★	★	★	★	★	

Features & Benefits for Each Financial Function

Need Depends on Business Type

"Free", Market Leader, & Integrated Software to Consider

Thank you!