

Grow with Google

# Launch Your Business with Customer-Focused Marketing

[grow.google/smallbusinesses](https://grow.google/smallbusinesses)

#GrowWithGoogle



## ABOUT ME

- Felicia Shanken CEO/Founder of the Philadelphia Women's Network Connection, LLC and PWNC Foundation Inc 501(c)(3)
- PWNC helps professional businesswomen and solo entrepreneurs learn how to find untapped resources to grow their businesses and connections with professionals who get proven results.
- We are High-Impact Grow with Google Community Partners ( 300+ GWG trainings)
- Radiology for a number of years and then went back to school to get an Associates Degree in Nursing from Gwynedd Mercy University several years ago
- Department of Veterans Affairs in Philadelphia for 9 1/2 years before deciding to pursue Entrepreneurship full-time.

# AGENDA

- **THE MARKETING FUNNEL & THE CUSTOMER JOURNEY**
- **REACH PROSPECTS & CREATE AWARENESS**
- **ENGAGE & INFLUENCE CONSIDERATION**
- **PAVE THE WAY TO CONVERSION**
- **BUILD LOYALTY & ENCOURAGE ADVOCACY**
- **RECAP & RESOURCES**

# The marketing funnel & the customer journey



“ Great marketers  
don’t make stuff.  
They make meaning. ”

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**Seth Godin**

*Entrepreneur and Author*



Meet

# Shallon & Sherika

Founders of T|W Tote

[twtote.com](http://twtote.com)



## NEW ENTREPRENEURS OFTEN HAVE:

- Passion and ideas
- A product people need
- Minimal marketing knowledge



# WHAT IS MARKETING?

1

Creating meaning  
& storytelling

2

Building relationships,  
trust, & credibility

3

Influencing customers  
along their journey

# WHAT IS THE MARKETING FUNNEL?

Awareness



Consideration



Conversion



Loyalty



# HOW DO YOU INFLUENCE THE CUSTOMER JOURNEY?

Awareness



Consideration



Conversion



Loyalty



How do you reach consumers?

How do you help them find answers?

Can you turn leads into customers?

Do customers return?

# Reach prospects & create awareness



# HOW DO YOU INFLUENCE THE CUSTOMER JOURNEY?

## Awareness

How do you reach your customers?

- Google Search
- Word-of-mouth
- Advertising
- Trade show marketing
- Searching online



## REACH PROSPECTIVE CUSTOMERS

- Identify customers
- Brand your business
- Get your business online



Awareness



Consideration



Conversion



Loyalty

# IDENTIFY YOUR CUSTOMERS

## Market segmentation

- Demographics
- Psychographics
- Geographics
- Behavior



## CUSTOMER PERSONA

### Example: Metro Mikayla

- Mid-30s female, single
- Lives in a large city
- College-educated
- Works in fashion
- Interests: cooking, wine, travel
- Shops locally



# BRAND YOUR BUSINESS



Logo & Colors



Graphic Elements

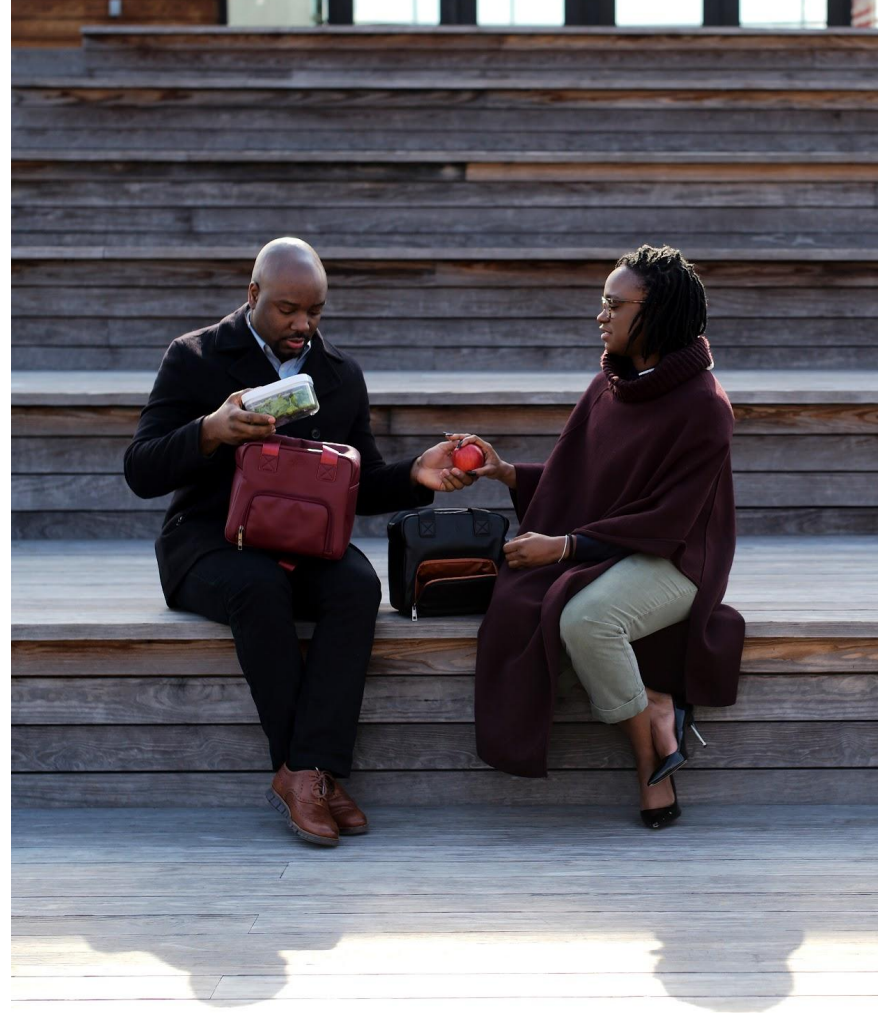


Messaging & Voice

## BRANDING IS BASED ON VALUES & IDEALS

Create an identity that appeals to prospective customers:

- Who you are
- Who you want to be
- What you stand for



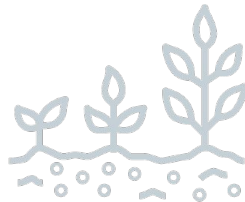
## CREATE A BRAND POSITIONING STATEMENT

- Who you serve
- What you offer
- What differentiates you
- Your promise or mission



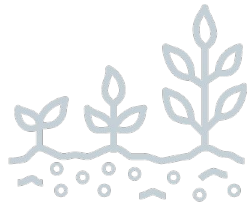
# BRAND POSITIONING STATEMENT TEMPLATE

For [audience] who [customer challenge/need],  
[Company Name] provides  
[product and differentiator]  
because [brand promise or mission].



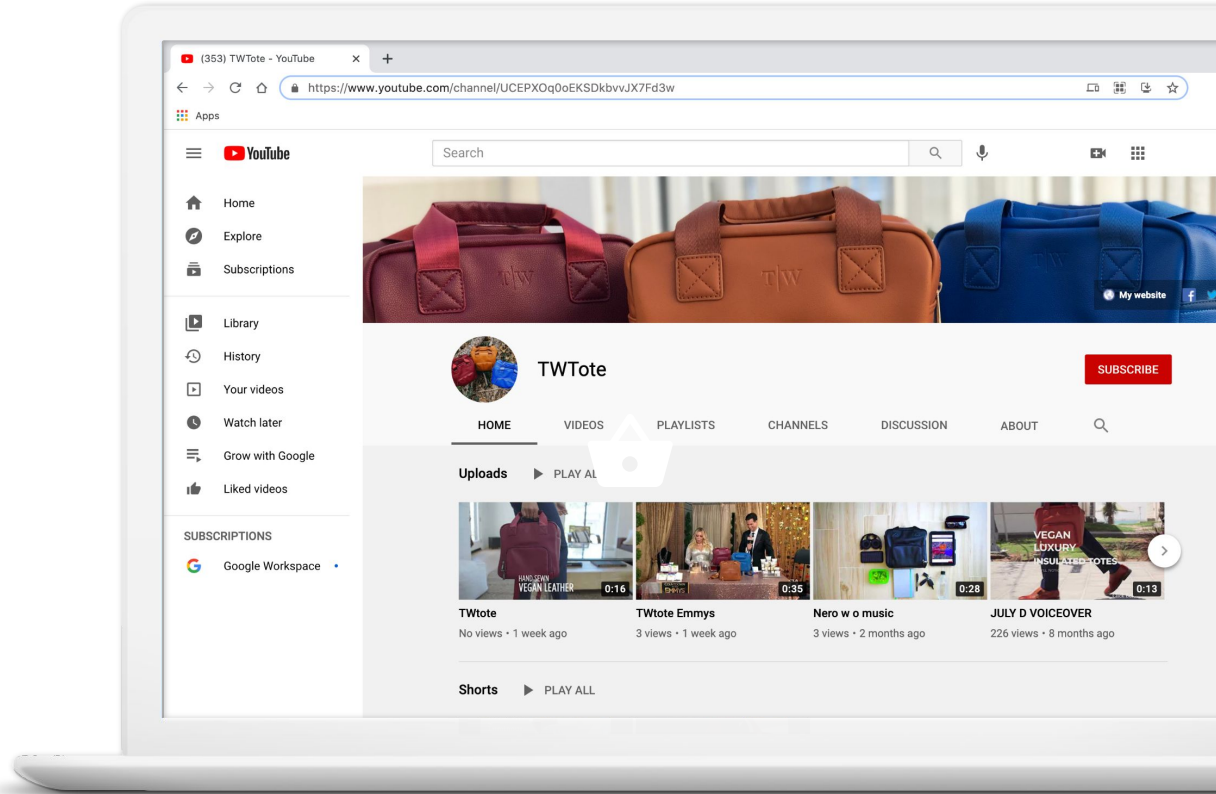
## BRAND POSITIONING STATEMENT EXAMPLE

For **working professionals** who need a **stylish and functional lunch bag**, T|W Tote provides **fashionable, insulated, vegan leather totes**—because **everyone deserves a luxurious and functional lunch bag the entire family can use.**



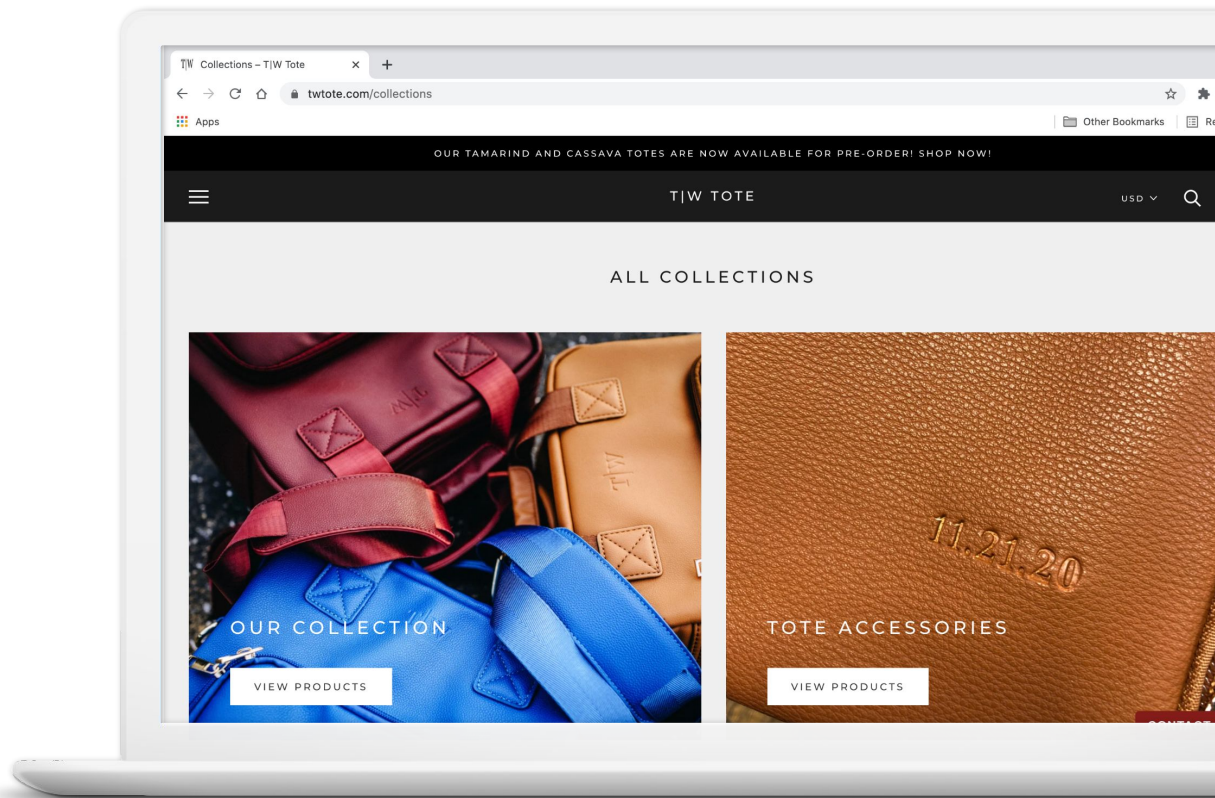
# GET YOUR BUSINESS ONLINE

- Social media
- Directories
- Online marketplaces



# BUILD YOUR OWN WEBSITE

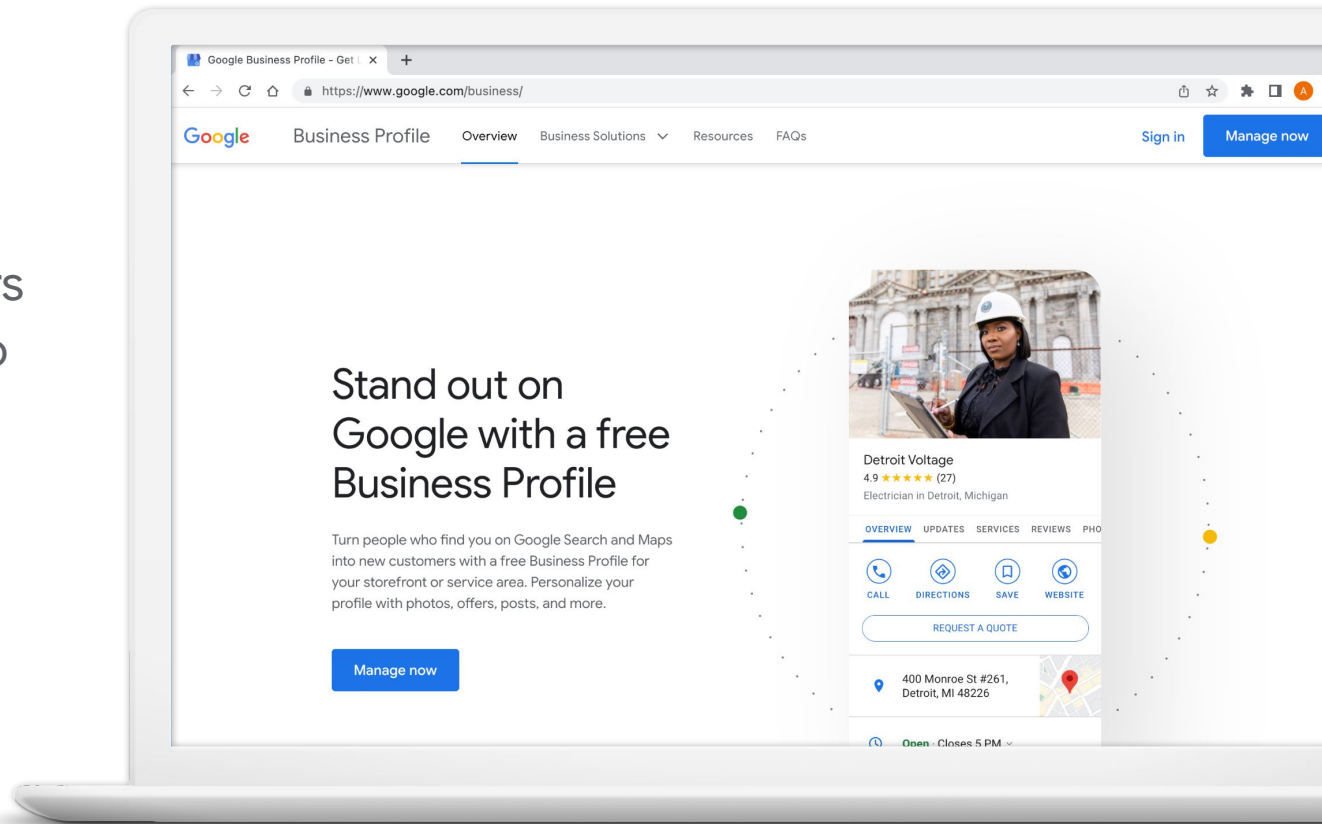
- You own it
- You control it
- You grow it as your business grows



# CREATE A FREE BUSINESS PROFILE ON GOOGLE

A Google Business Profile allows you to manage business info, connect with customers and encourage them to leave reviews, post updates, and more.

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



# Engage & influence consideration



# HOW DO YOU INFLUENCE THE CUSTOMER JOURNEY?

## Consideration

Can they find answers?

- Evaluating your brand
- Gathering information



## ENGAGE YOUR CUSTOMERS

- Listen and learn
- Communicate and deliver value
- Develop relationships



Awareness



Consideration



Conversion



Loyalty

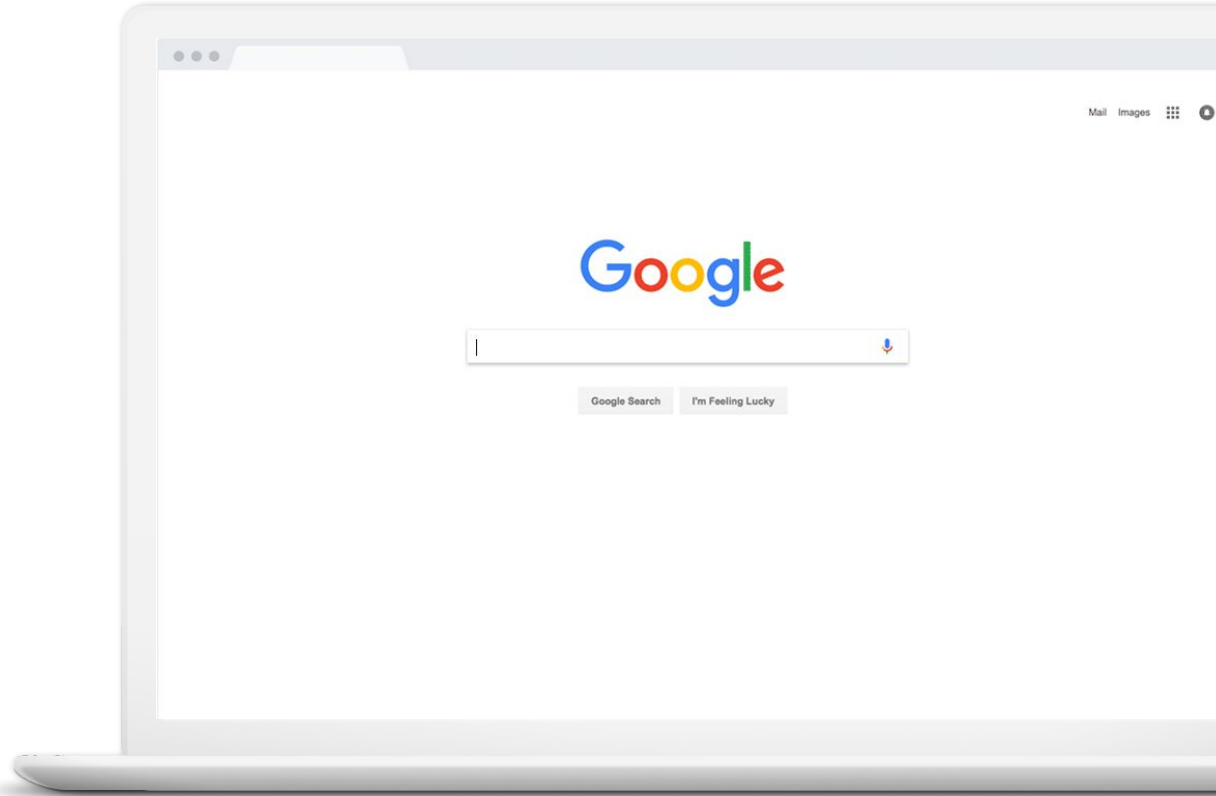
## LISTEN AND LEARN

- Determine pain points
- Address challenges
- Find out what they're searching for online

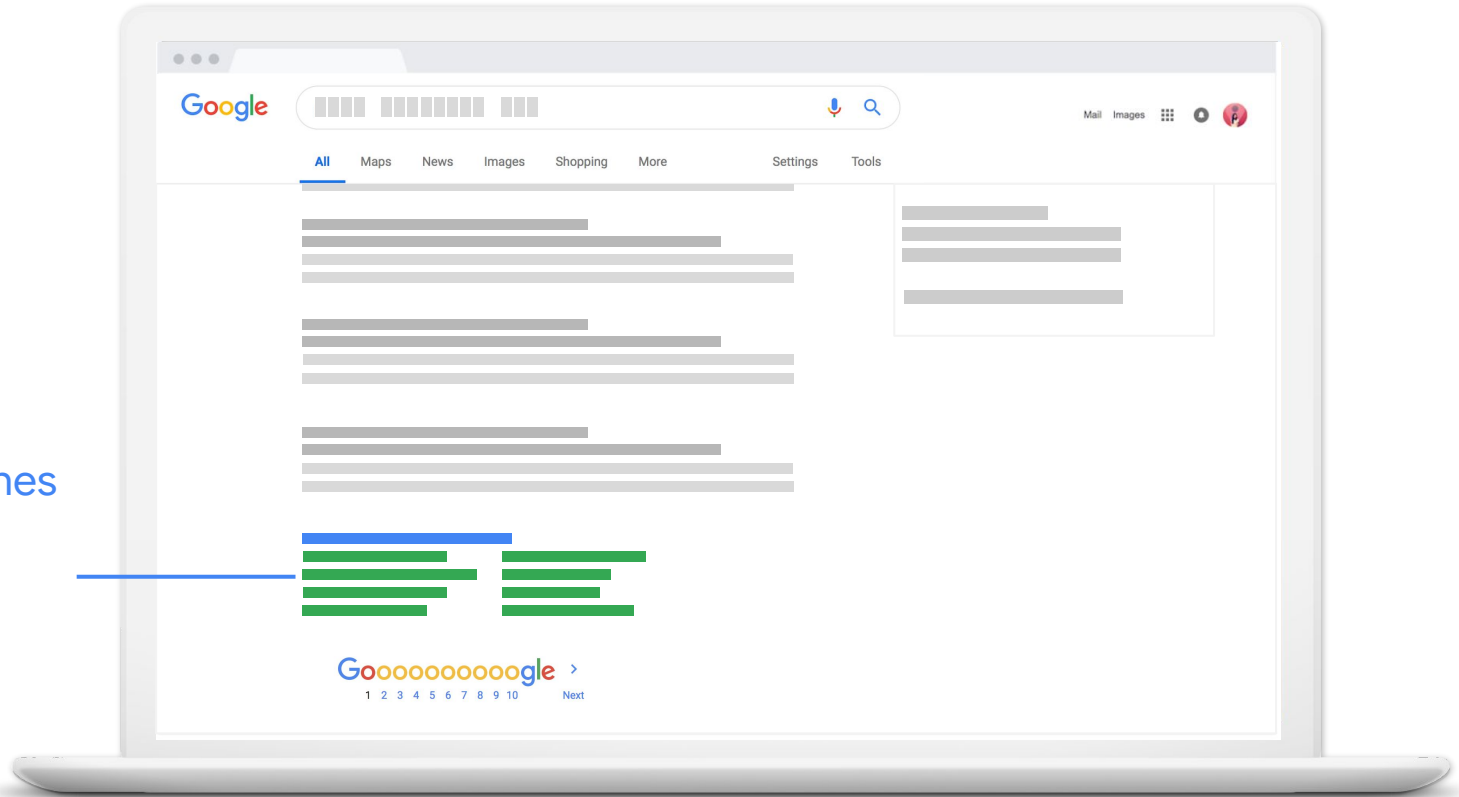


## WHAT ARE THEY LOOKING FOR?

How do your customers  
search for the products  
you offer?



# GOOGLE SEARCH RESULTS PAGE

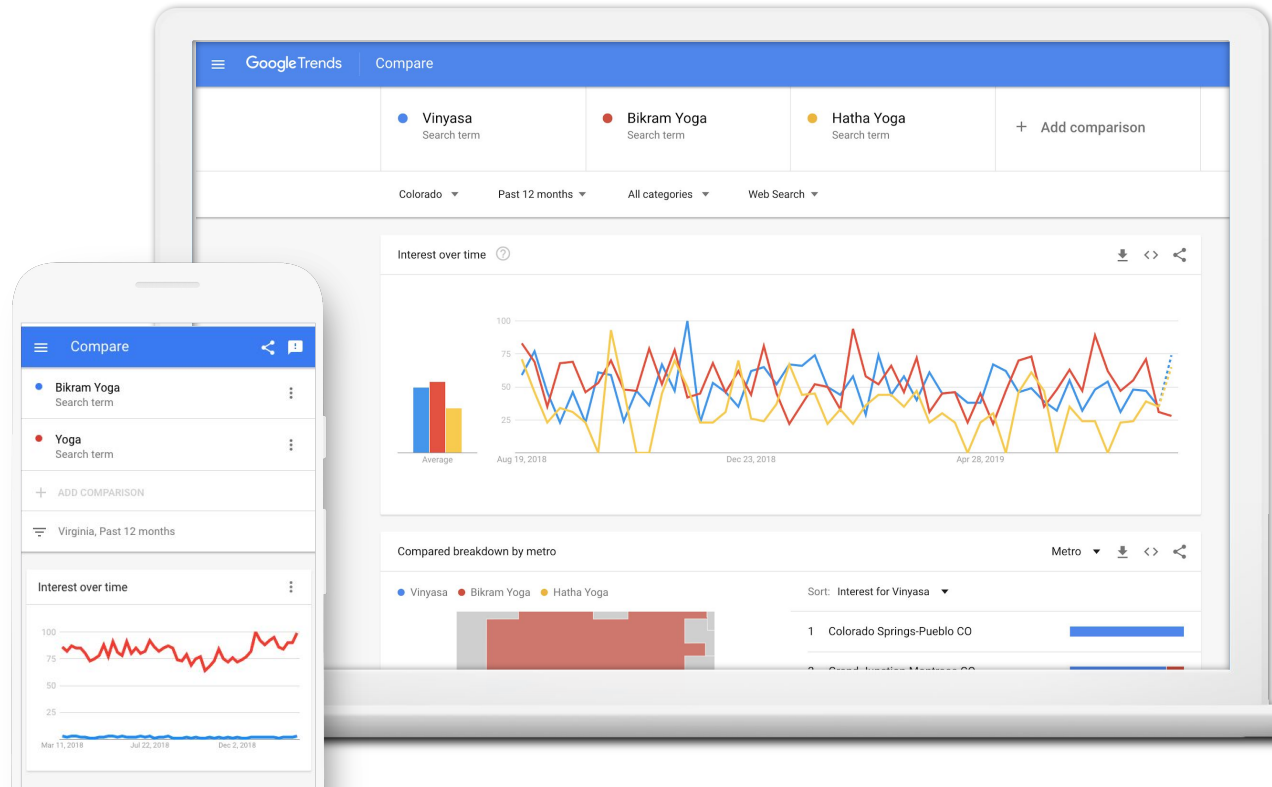


Related searches  
appear below  
search results

# IDENTIFY POPULAR SEARCH TERMS WITH GOOGLE TRENDS

Google Trends helps you explore what the world is searching for. See search interests from global to city level.

[g.co/trends](https://www.google.com/trends)



# COMMUNICATE

- Share valuable content
- Educate and inspire
- Help with research
- Establish expertise

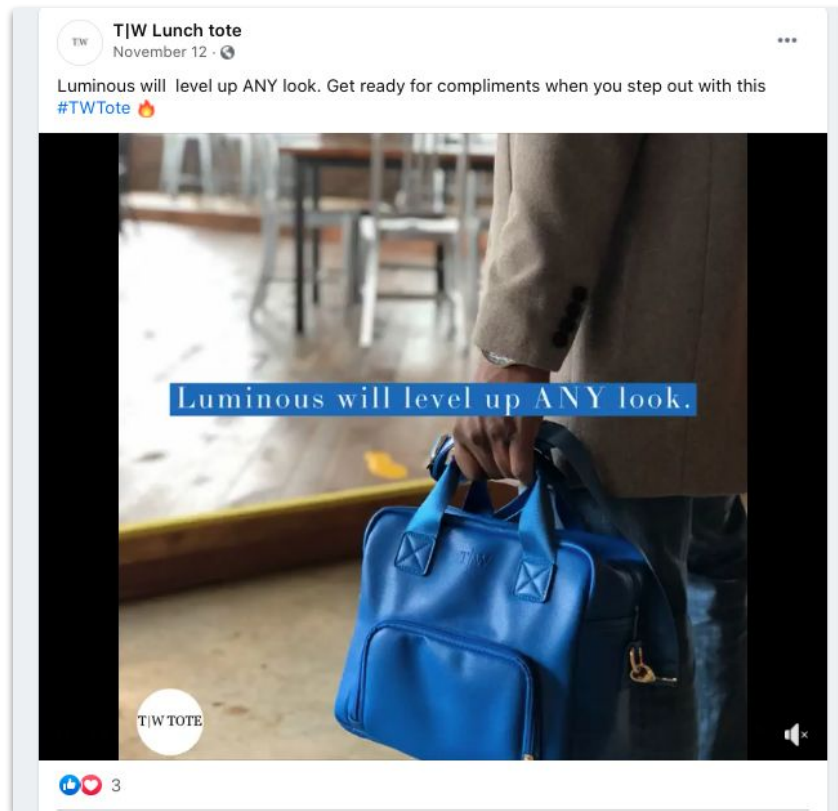


## SHARE CONTENT THROUGH MANY CHANNELS

- Social media
- Email
- YouTube
- Podcast
- Online publishing
- Website/blog

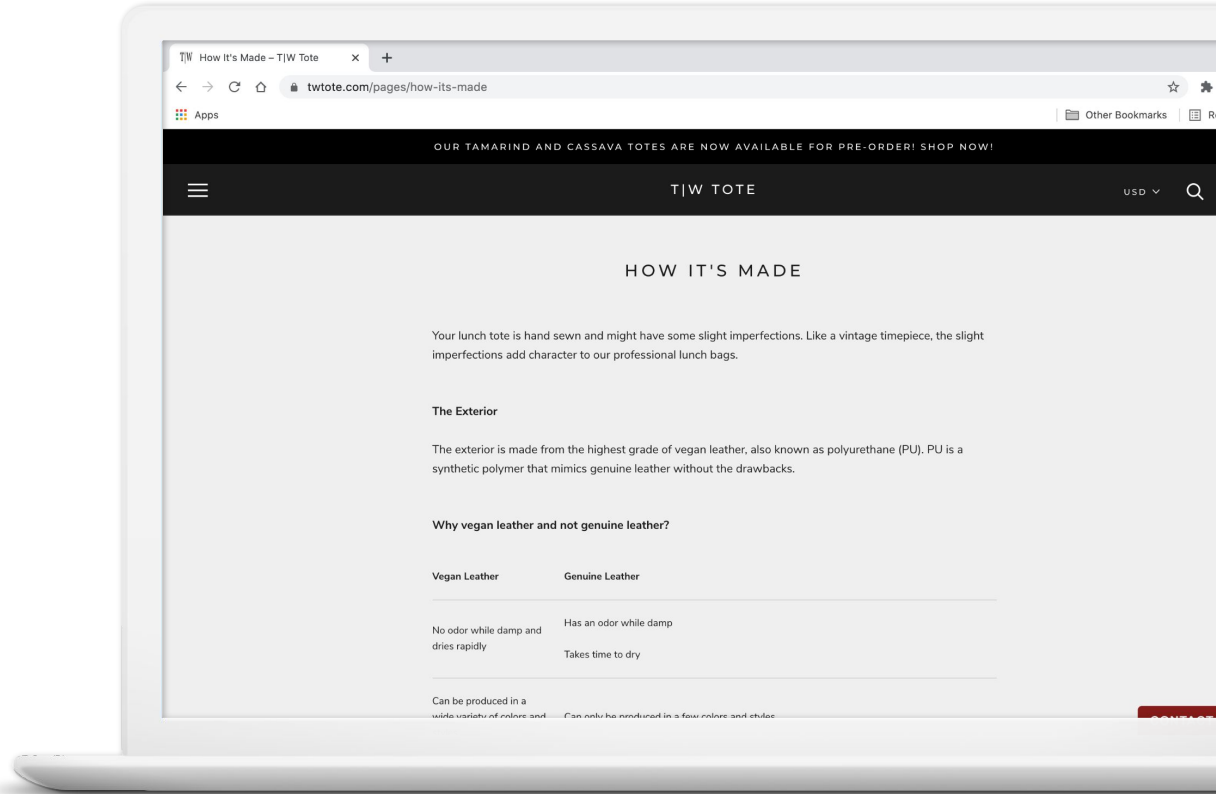
### Quick Tip:

Share updates with posts. Learn more at [google.com/business](https://google.com/business)



# SHARING, NOT SELLING

- FAQs
- Comparison specs
- Demo videos
- Webinars
- Samples



## DEVELOPING RELATIONSHIPS

- Solve their problems
- Have conversations
- Help them evaluate you



Meet

# Tracey & Dani

Founders of Wicked Good Cupcakes

[wickedgoodcupcakes.com](http://wickedgoodcupcakes.com)



## TAKING THE BUSINESS TO NEW HEIGHTS

- Learn more about their customers
- Identify opportunities to improve site
- Give customers reasons to come back and share their experiences



# Pave the way to conversion



# HOW DO YOU INFLUENCE THE CUSTOMER JOURNEY?

## Conversion

Do leads become customers?



## CONVERT CUSTOMERS

- Identify key actions & prospects
- Share timely calls-to-action
- Streamline the purchase process



Awareness



Consideration



Conversion



Loyalty

## IDENTIFY ACTIONS & CUSTOMERS

- Email signup
- Form completion
- Content download
- Trial or demo request
- App download
- Phone call/consultation
- Placing an item in the cart



## SHARE TIMELY CALL-TO-ACTION

- Discount or deal
- Exclusive offer
- Invitation to a webinar or event
- Customer testimonials
- Free shipping or value add



## STREAMLINE PURCHASE PROCESS

- Reduce the number of checkout steps
- Offer guest checkout
- Provide value-added services or benefits



### CUPCAKES IN JARS

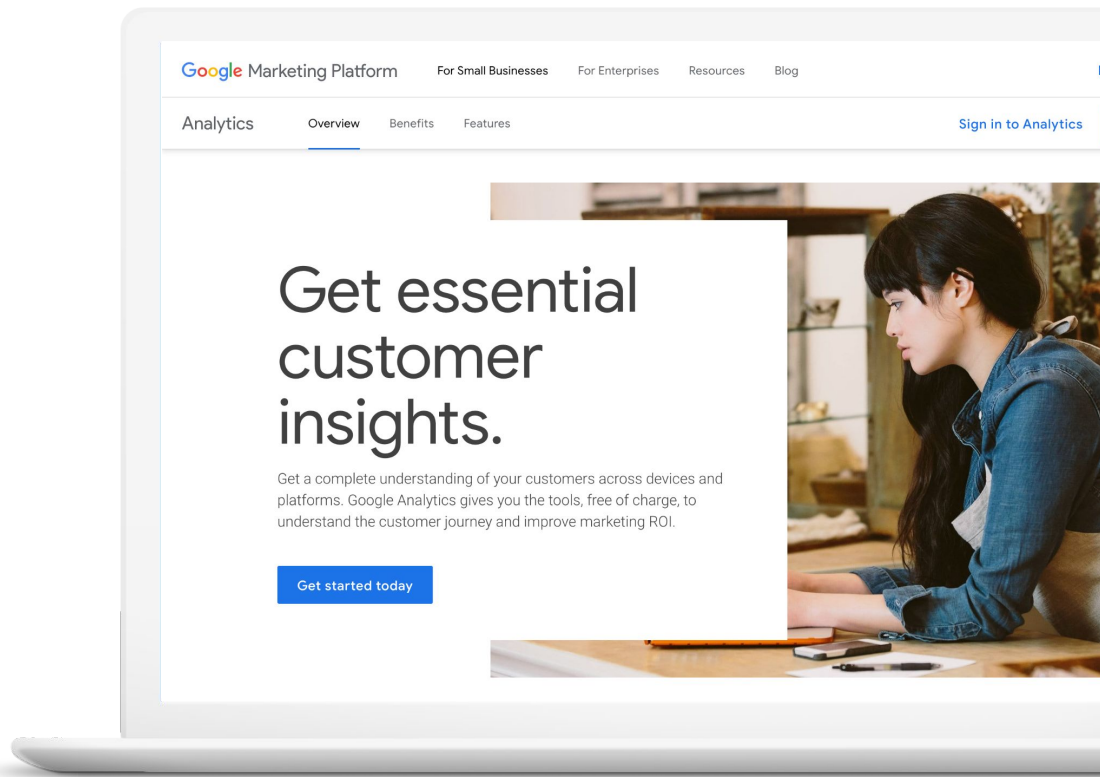
Our original Wicked Good Cupcakes in jars.  
Ready to Eat!

[Shop Now](#)

# GOOGLE ANALYTICS

Google Analytics is no-cost tool that you can use to understand visitor behavior on your website and mobile app.

[g.co/analytics](https://g.co/analytics)

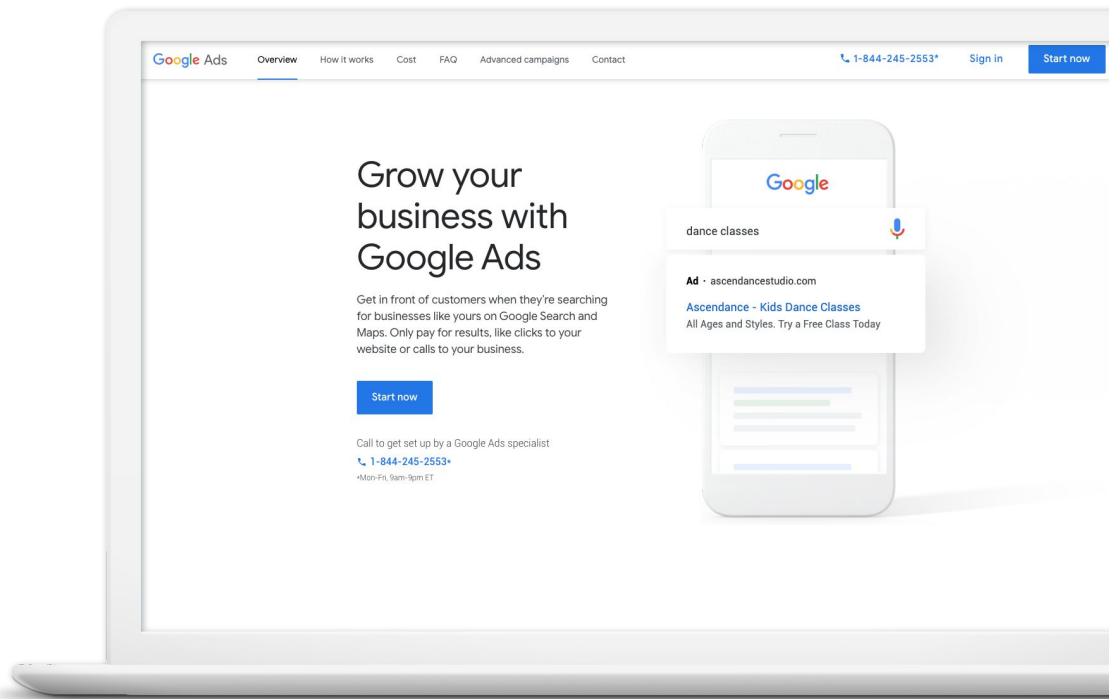


# CONVERT CUSTOMERS WITH ONLINE ADVERTISING

- Use ads to drive sales with calls to action
- Show ads to the right people at the right time: when they search for you or consume related content
- Many formats are available

## Quick Tip:

Get started with Google Ads  
[ads.google.com](https://ads.google.com)



# Build loyalty & encourage advocacy



# HOW DO YOU INFLUENCE THE CUSTOMER JOURNEY?

## Loyalty

Do customers return and recommend you to others?



## BUILDING LOYALTY

- Build customer loyalty by providing more value
- Sustain customer loyalty through programs and incentives
- Encourage advocacy among your customers



Awareness



Consideration



Conversion



Loyalty

## BUILD CUSTOMER LOYALTY

- Stay in touch
- Provide stellar customer service
- Ask for feedback
- Continually improve
- Delight them in unexpected ways



## SUSTAIN CUSTOMER LOYALTY

- VIP and exclusive offers
- Discounts and perks
- Personalized programs



## ENCOURAGE CUSTOMER ADVOCACY

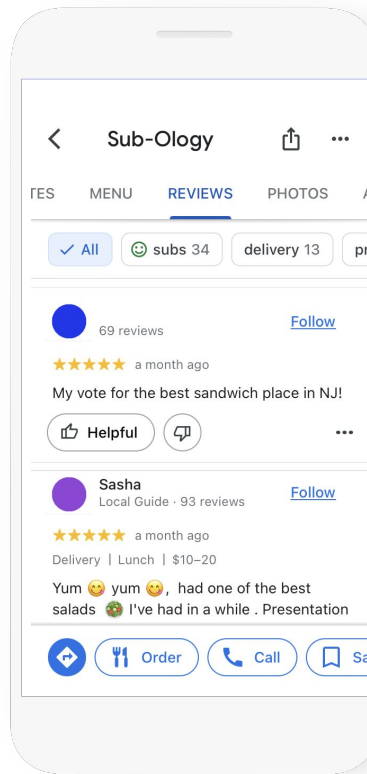
- Online reviews
- Testimonials and case studies
- Referral programs
- Contests
- Social media sharing



## TIPS FOR MANAGING REVIEWS

Remember: you're replying publicly, so anyone can see what you write.

- Respond promptly.
- Write genuine, courteous, and short responses.
- Share your point-of-view, solutions, answers, or thanks.
- Avoid offering incentives or advertisements.



# WHO CAN BE AN ADVOCATE?



**Customers**



**Employees**

**Partners**

**Vendors**



**Influencers**

**Affiliates**



# What's your action plan?

Write down one thing you will do after this workshop to launch your business.

Share your answer in the chat box

## RECAP: MARKETING FOR AWARENESS & CONSIDERATION

Awareness



How do you reach  
your customers?

Consideration

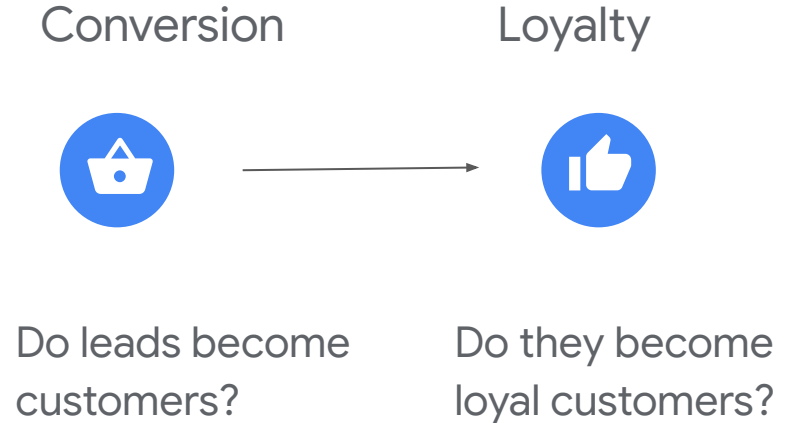


Can they find  
answers?

- Define your customers
- Brand your business
- Get your business online
- Listen and learn
- Communicate and deliver value
- Develop relationships

## RECAP: MARKETING FOR CONVERSION & LOYALTY

- Identify key actions & ready customers
- Share timely calls-to-action
- Streamline the purchase process
- Build and sustain customer loyalty
- Encourage advocacy

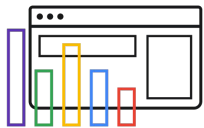


# GOOGLE CAREER CERTIFICATES

## Get qualified for in-demand jobs in high growth fields



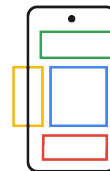
- Data Analytics
- Advanced Data Analytics
- Business Intelligence



- Digital Marketing & E-Commerce



- IT Support
- IT Automation with Python



- UX Design



- Project Management



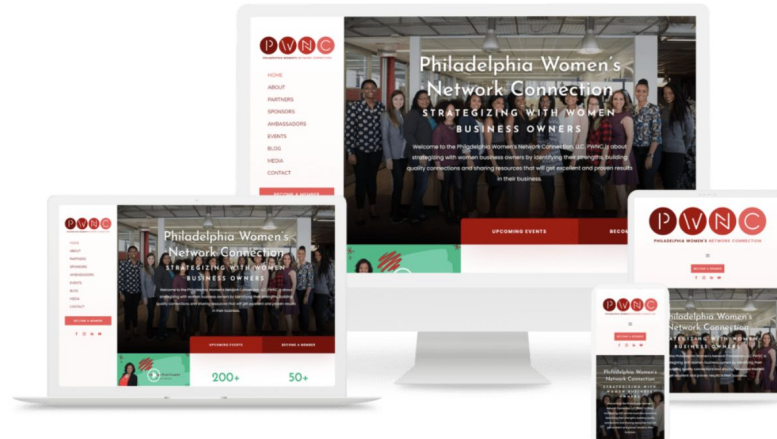
- Cybersecurity

Get started at [grow.google/certificates](https://grow.google/certificates)

Grow with Google

# Thank You

**Felicia Shanken - Women Strategist &  
Success Builder**  
**Philadelphia Women's Network Connection, LLC**  
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**Email: [felicia@phillywnc.org](mailto:felicia@phillywnc.org)**



Grow with Google

Share your feedback  
[g.co/grow/feedback](https://g.co/grow/feedback)



#GrowWithGoogle



## Launch Your Business with Customer-Focused Marketing

Every business owner benefits from customer-focused marketing. When you tailor your efforts to where prospective customers are on the customer journey, you're more likely to get the results you want. Changing your marketing strategy at different phases of the journey strengthens the connection with your customers and can help you grow your business.

### What is marketing?

1

Creating meaning  
& storytelling

2

Building relationships  
of trust & credibility

3

Influencing your  
customers along the  
customer journey

### What are the phases of the customer journey?

- 1. Awareness:** People learn about your products, services, or brand.
- 2. Consideration:** They consider whether or not to do business with you.
- 3. Purchase:** Customers buy your products and services.
- 4. Advocacy:** Customers share positive sentiments and experiences with your brand.

### How do you market along the customer journey?

- 1. Reach** customers where they are to create awareness.
- 2. Engage** customers with relevant, compelling content.
- 3. Convert** by making it easy and enjoyable for customers to buy.
- 4. Sustain** by nurturing customer loyalty and encouraging brand advocacy.



## Google tools can help you understand and connect with your audience across the customer journey



### Google Analytics

Understand visitor behavior on your website or app

[g.co/analytics](https://g.co/analytics)



### Google Business Profile

Manage business info across Google Search and Maps

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



### Google Ads

Deliver relevant offers to potential customers

[ads.google.com](https://ads.google.com)

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## Additional resources from Grow with Google

### Google Career Certificates

[grow.google/certificates](https://grow.google/certificates)

Prepare for a new career in six months or less with professional training designed by Google. Learn at your own pace and get a certificate to help you stand out to employers.

### YouTube Channel

[YouTube.com/GrowWithGoogle](https://YouTube.com/GrowWithGoogle)

Subscribe to the Grow with Google YouTube Channel for expert tips to grow your skills, career, or business.

### Applied Digital Skills

[g.co/applieddigitalskills](https://g.co/applieddigitalskills)

Want to learn how to use Google Drive? Check out our free video lessons, [Use Google Drive to Organize Files and Folders](#) and [Google Workspace: Drive](#).

