



SCORE 
FOR THE LIFE OF YOUR BUSINESS

**Southeastern
Massachusetts**
score.org/sema

Successful Digital Marketing Tools, Tips and Techniques

10/1/2024

POWERED BY
SBA
U.S. Small Business
Administration

 **Eastern Bank**
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SCORE 

Welcome to Our Workshop!

And Thanks to our Sponsor: Eastern Bank



My Background: Frank Camacho

I have had extensive experience in marketing, hospitality and travel with large, multi-location companies like Marriott, Sheraton and Hertz. Most recently I ran my own consulting firm. In addition to my company, I have been a SCORE Mentor for the past 13 years, helping small businesses start up and grow. I have served on a number of boards and as the Chapter Chair for SCORE in Southeastern Massachusetts (SEMA) for five years and now work on the Marketing Committee responsible for SEMA's social media, emailing and website.

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Strengthening America's Economy: SCORE is a direct and effective catalyst for businesses and job creation. Small businesses need mentoring and educational support to be successful. SCORE is the most effective source of small business mentoring in the US

ABOUT SCORE

SCORE is a uniquely American organization that synthesizes two historic national ideals: entrepreneurial spirit and volunteerism.

Since 1964, SCORE has helped more than 11 million entrepreneurs start, grow or successfully exit a business. SCORE's 10,000 volunteers provide free, expert mentoring, resources and education in all 50 U.S. states and territories.

SCORE helps a diverse range of American Small Businesses and Entrepreneurs.

Of SCORE'S 2023 client base:

65%
were women

46%
were minorities

13%
were people with a disability

9%
were veterans

Small business clients who receive 3+ hours of mentoring report higher revenues and increased business growth

MASS FY23 Final Results

SCORE is of notable value to entrepreneurs and small businesses:

88% of clients would recommend SCORE to family and friends

91% of 'in business' clients were still in business at the end of 2023

48% of 'in business' clients reported an increase in revenue

Impact on the state:

937 New Businesses Started

5,170 Total Jobs Created



Why Have a SCORE Mentor?

- We can help you start a business or work with you to grow your existing business
- We are here for the life of your business
- We are conducting safe virtual sessions through Zoom or phone
- Confidential sessions are one hour with appropriate assignments and as many follow-on meetings as requested at no cost to you
- We have members with a broad range of experience

How does SCORE help your small business?

-
- Sound Business Planning
 - Social Media Marketing
 - Product and Service Review
 - Financial Insights
 - Marketing and Promotional Materials
 - Resource Planning
 - Strategies for Starting and Improving Vendor Relationships
 - Exit Planning
 - ... and more!!



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Successful Digital Marketing Tools, Tips and Techniques

Today's Topics

- Before You Begin: Define Your Target Audience
- Four Essential Tools and Tips for Using Them
 - Websites
 - Email Marketing
 - Social Media
 - Search Tools: SEO/SEM
- Conclusion

- Slides are available online:

<https://www.score.org/sema/resource/tool/successful-digital-marketing-tools-tips-and-techniques-1024>



Define Your Target Audience

So Before We Start – Let's define You

- Business type
- Open or planning?

Define Your Target Audience

- Choosing and Using Tools Depends on What You Need to Do
 - Plumbers and Carpenters both have a role in building, but they use different tools – and you will too, depending on your target
- Are you seeking to sell to consumers (B2C) or other businesses (B2B)?
- If Consumers – what are their characteristics? Customer personas can help visualize them
 - Age range
 - Income level
 - Location/local or national
 - Married, single, new moms, parents of teens, etc.
- If Businesses – what type?
 - Size, number of employees, revenue
 - Industry: retail, wholesale, construction, other
- Once you know “who” you want to reach you can move on to “how”

Four Essential Tools for Digital Marketing





Your Website

Tool #1



Tool #1: Your Website – The Basics

- Every business needs one:
 - 70+% of consumers research sellers online, even before buying locally
 - A website makes you credible and legitimate
 - It is your office or your store, depending on your business
- Three parts to a website: domain name, hosting, software platform
 1. Registering a domain name quickly is important to lock up a good one
 - Costs for name registration start at a few dollars a year (annual fee)
 - Domain.com, GoDaddy.com, Squarespace.com are good places to start
 2. Hosting costs generally range from \$10 per month and up
 - Those offer hosting as do: Bluehost.com, HostGator and Hostinger
 3. Software platforms are what you create your website with
 - WordPress, Shopify, Wix, Squarespace, and Joomla are the most common
 - Some website builders are free to use, but all require domain and hosting costs
 - The big names in domain registration and hosting often offer all three pieces

Thinking about Websites and Devices

Show of hands:

- How many of you have a cell phone with you tonight?

Thinking about Websites and Devices

Show of hands:

- How many of you have a cell phone with you tonight?
- How many looked for information on your phone today?

Thinking about Websites and Devices

Show of hands:

- How many of you have a cell phone with you tonight?
- How often do you look for information on your phone?
- How many(as a consumer) actually bought things on your phone in the last week?

Thinking about Websites and Devices

Show of hands:

- How many of you have a cell phone with you tonight?
- How often do you look for information on your phone?
- How many(as a consumer) actually bought things on your phone in the last week

- So your website should probably be designed to look good on different devices – PC and Phone for sure
- And your target audience uses different devices as well – some click, some tap

Website Tips – Getting Started



- Build it yourself or hire someone?
 - Lots of Website builder software out there: Shopify, Square, Wix, WordPress, GoDaddy, HubSpot – How technical are you and how much time do you want to spend?
 - Big determinant is usually whether you want a simple site for awareness, or a “merchant” site that can actually transact
 - If you have some technical abilities (ever create a PowerPoint presentation?) you can build a simple three-page website in an hour or two
 - Website tools have 100’s of templates already formatted for you – spend some time to pick one that is attractive and fits your business image
 - Three page minimum: Home, Products or Services, and Contact Us
 - Example: GoDaddy’s Basic plan is \$10 a month for hosting and an AI assisted website with the ability to book appointments
 - Total costs run from \$120 per year (for domain and hosting) if you build your own up to \$10K+ annually if you have a custom-built site
 - To use an agency, prices typically start at \$1000, and work is billed at an average of \$100 an hour+, so that can get to \$10K pretty quickly if you want a merchant site which can hold inventory, take credit cards and execute transactions.

Website Techniques

- Register your domain before you do anything else – the good ones are going fast and you need to have something locked up
- If you hire someone to build your website, make sure that you get the login information and password, and also that you have ownership of the site in case you need to move to a new host or agency
- If you build it yourself and decide you want someone's help, just grant editing privileges to them, don't give them the ownership passwords. Set up levels of what people have permission to do or change
- Give your website the ability to collect email addresses and pass them to your email tool/service
- Add Google Analytics to your site and use it – it's free



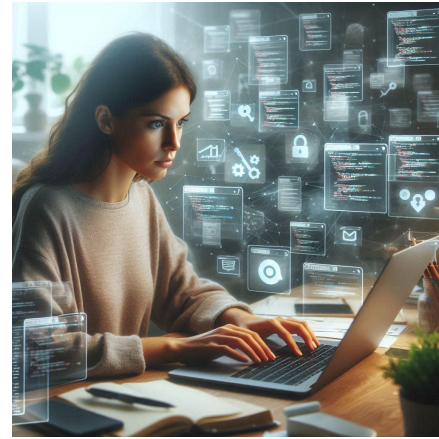
Website Tips

- Use attractive, but compressed images on all your pages
- Add Title tags for search engines to understand and categorize your site
- Have a clear meta description tag - often shown as the description text blurb in search results
- Make sure you have the logo links on you site to the social media you are using- Facebook, LinkedIn, etc.And check to see if the links work!
- Go to your own website at least once a month and click on the links – unfortunately all the platforms and plug-in are constantly updating and sometimes break



Website Tips and Techniques

- Questions?



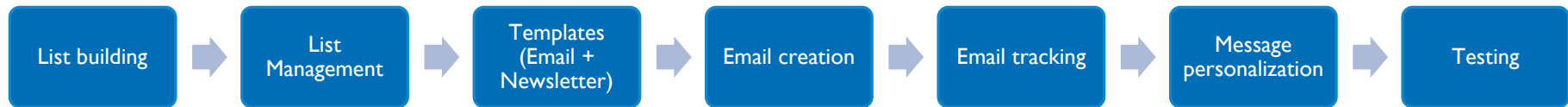


Email Marketing Tool #2

Tool #2: Email Marketing

- 91% of consumers use email
- Stay in contact with your audience – another channel to continue your conversations
- Target messaging – segment to personalize messaging
- Requires a tool to do it effectively

The best tools include:



Free trial, subscriptions start at \$12/month



Free for limited service, \$13/month for up to 5000 contacts



Starts at \$25/month

Email Marketing Tips and Techniques



- Use a Tool (MailChimp, Constant Contact, etc.) for your list
- Segment your list by source, type of customer, date of addition
- Target mailings to specific segments: for example,
 - if you sell clothing: type of item bought, or
 - if you groom dogs: size or breed
- Set up emails ahead of time in their scheduler or calendar to go with:
 - Seasons,
 - events,
 - sales,
 - new merchandise arrivals
- How many here are using a tool? Which one?

Email Marketing Tips and Techniques



- Need ideas for emails? Many tools now include an AI feature to help you generate and write copy – and ChatGPT has “sell this pen”
- Test alternate subject lines to see what gets opened most (A/B testing)
- Use email to reinforce social media posting – for example if you curate an article on latest fashions or changes in taxes for the coming year and post it, then also send a link to your list to let them know they can read it there
- Keep your lists fresh. Most tools will tell you opens and bounces
 - Remove Inactives

Email Marketing Tips and Techniques

➤ Questions?





Social Media

Tool # 3

Tool #3 Social Media

1. The first goal of Social Media is to increase the number of people who know of your products and services
2. The second goal is to build a following for products and services. Social media should also be thought of as a way to build your email list – another kind of “follower”
3. The third goal is to have your “followers” tell their friends and increase both awareness and preference
4. And finally, to convert all the above into traffic on your website, your virtual store, to make a sale or generate a lead



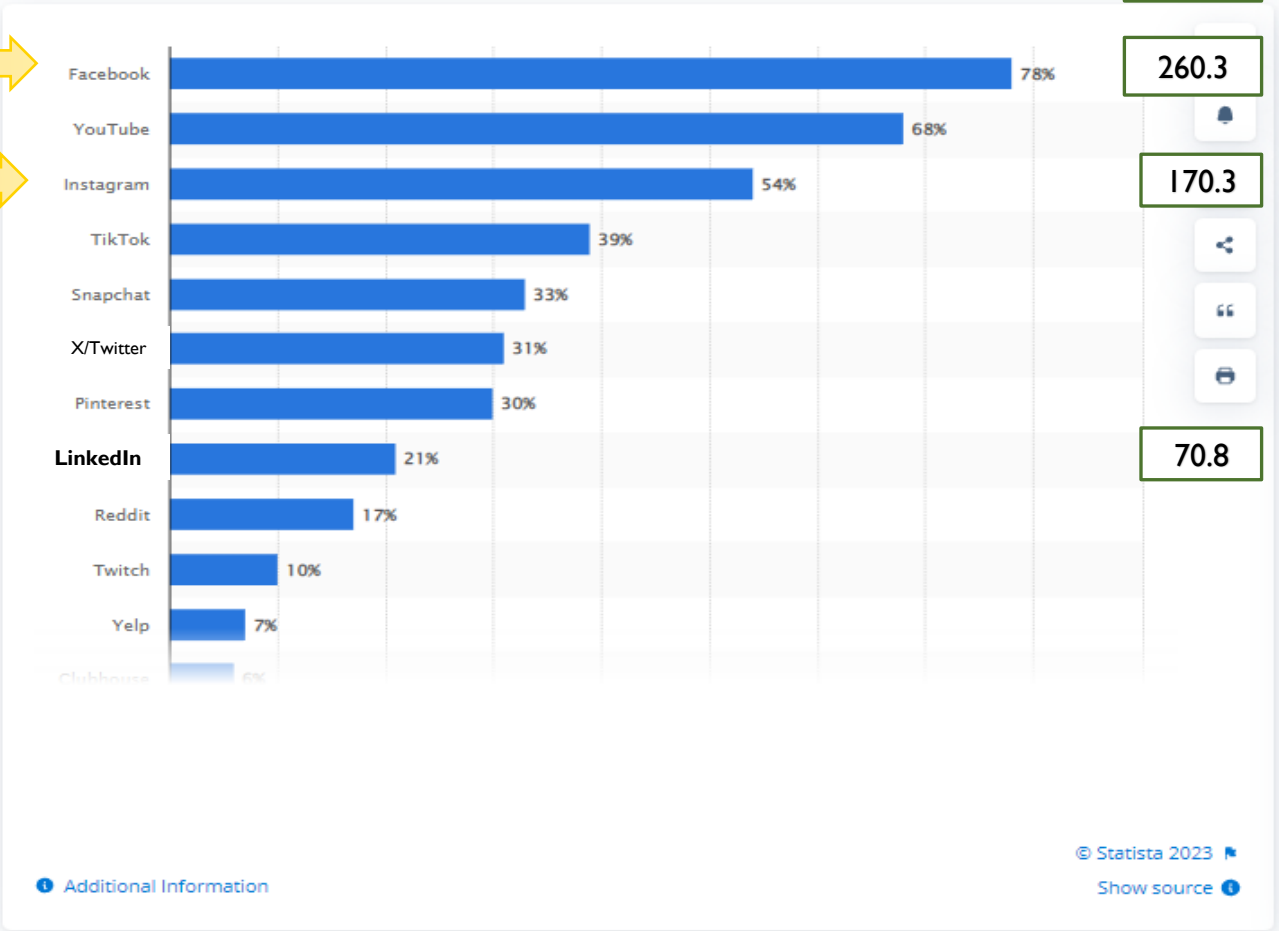
Which Social Media are Best for Business?

Internet > Social Media & User-Generated Content

Social network usage by brand in the U.S.

Owned by Meta →

Owned by Meta →



Best Social Media for Small Businesses:

1. Facebook - B2C/B2B
2. Instagram - B2C
3. LinkedIn - B2B

- YouTube and TikTok can also be useful, but they cost more for promotion and the quality of the creative on YouTube and TikTok crucial and is all video, so it requires a certain level of production skill:
 - A YouTube Channel can be good to demonstrate skills or give tips to DIY'ers, but that requires a lot of content creation
 - TikTok has grown in popularity, but its longevity is in question and advertising on TikTok is between 2 and 10 times more expensive both in CPM and minimum commitment

Social Media Tips: General



- Be + stay current: fresh content is critical in Social Media
- Balance selling with valuable, helpful content. Tips and tricks, product updates, breaking down legal lingo, etc.
 - If you sell products that change frequently (fashion, real estate, menu items, etc.) feature them with photos, videos and descriptions or recipes
 - Use AI for ideas for posts, but check the accuracy of what it generates
- You don't always have to create your own content. "Curating content" allows you to share relevant content from third parties.
 - Both Facebook and LinkedIn will grab an image from the Web and add it to your post if you use the site's URL
 - Update your existing work and re-publish! Things may change in your industry but not enough for you to write up a new article.
 - Most social media sites require that you start with a personal account and then add a "business" or "company" page or switch to a "professional" account if you want to promote and be seen by non-followers
 - Finally, make sure you look at the data provided by the platforms to understand what's working so that you can build a strong presence based on previous success

Facebook Business Page – the first step

The screenshot displays the Facebook Business Page interface for 'SCORE Mentors Southeastern MA (Southeastern Massachusetts)'. The page includes a cover photo of a large brick building, a profile picture with the SCORE logo, and a name with 369 likes and 412 followers. Navigation tabs for Posts, About, Mentions, Followers, Photos, Videos, and More are visible. A sidebar on the left, titled 'Manage Page', contains various management tools, with a green arrow pointing to the 'Ad Center' option. A 'Switch Now' button is present in the main content area, and a 'Switch into SCORE Mentors Southeastern MA' option is available in the bottom left corner.

Manage Page

- SCORE Mentors Southeastern MA (Southeastern Massachusetts)
- Professional dashboard
- Insights
- Ad Center
- Create ads
- Boost Instagram post
- Settings
- Location Pages
- More tools
- Manage your business across Meta apps
- Leads Center
- Meta Business Suite
- Switch into SCORE Mentors Southeastern MA (Southeastern Massachusetts)'s Page to take more actions

SCORE Mentors Southeastern MA (Southeastern Massachusetts)

369 likes • 412 followers

Contact us Liked Message

Posts About Mentions Followers Photos Videos More

Switch into SCORE Mentors Southeastern MA (Southeastern Massachusetts)'s Page to start managing it. Switch Now

Intro

SCORE is the nation's largest network of free, expert business mentors.

Posts

SCORE Mentors Southeastern MA (Southeastern Massachusetts) September 19 at 10:03 AM

www.facebook.com/photo/?fbid=917345020406476&set=a.637319208409060



Facebook Tips and Techniques

- Facebook wants you to create a Business Page after you have your personal account
 - This can be seen by everyone, not just your friends and followers
 - Complete it with information about your business: products and services, location, hours of operation, etc.
- Begin posting on it and use FB Scheduler to set up two posts per week
- Add a “CTA” in every post - generally linked to your Website
- Occasionally share a post from your business page to your personal page if you think your friends and family might be interested
- Join Facebook Groups as a free way to find new followers – many towns have Groups to help local businesses
- “Boost” your page to get discovered and grow your following
 - Facebook has the lowest cost per thousand (CPM) of the majors and a \$1 per day minimum spend, so you can start with a minimal expense
- Link to Instagram to multiply your results
- Monitor results and adjust posts, photos, target audiences, days of the week!

Facebook Boosting – Use Detailed Targeting

The screenshot displays the Facebook Ads Manager interface. A 'Detailed targeting' dialog box is open, showing a search bar with 'Detailed targeting' entered. Below the search bar, there is a link to 'Ads Manager' for advanced features. The dialog is divided into three sections: 'Demographics' (selected), 'Interests', and 'Behaviors'. Under 'Demographics', there is a description: 'Reach people based on education, employment, household and lifestyle details. Some data is available for the US only.' Below this, there is a list of categories with dropdown arrows: Education, Financial, Life events, Parents, Relationship, and Work. The background shows the 'Audience' section of the ad campaign, with a budget of \$198.00 and an estimated reach of 1.7K - 4.8K accounts per day.



Instagram Tips and Techniques

- **Change your Instagram to a Professional Account**
 - Go to your profile and tap in the upper right corner. Tap Settings and privacy, then Account type and tools, and “Switch to professional account.”
 - Pick a category that best describes your business, then select Business.
 - You’re all set, you’ve got an Instagram business account.
- Insta is the most visual platform in the Meta family of apps and services – so use images and video
- Very Phone-centric – so images should be “portrait” not “landscape”
- Video increases engagement – so display and demonstrate
- But don’t forget to add some copy especially a CTA in every post
- Post twice a week
- Pay to boost your posts – same way as FB
 - Minimum you can spend is \$1 per day to start
- Link to Facebook to multiply impact
- Monitor results and adjust posts, photos, target audiences, days of the week



LinkedIn Tips and Techniques

- Create your LinkedIn “Company Page”
 - Start with an Overview - Lead with relevant terms and phrases that describe your organization’s mission and purpose (LinkedIn members can search by keywords)
 - Then add information on products and services, location, hours of operation and contact info, especially your website
- Add a CTA button to your page – linked to your website
- Post content that is interesting to your target audience at least once a week
- Invite page visitors to “follow you”
- Like FB, look for groups to join of potential prospects
- Finally Advertise - sponsor posts on your page to get discovered and grow your following or create ads to run in LinkedIn.
 - LinkedIn has a minimum of \$10 per day
- Monitor results and adjust



LinkedIn Has Detailed Targeting Like META – Use It!

The screenshot shows the LinkedIn ad targeting interface. A dialog box titled "LinkedIn Audience: SEMA Small Business 1" is open, displaying the following details:

- 34,000 potential LinkedIn members reached**
- INCLUDE**
People with **English** as their profile language in:
- Locations (Recent or Permanent)**
Essex County, MA, Plymouth County, MA, Norfolk County, MA, Middlesex County, MA, Suffolk County, MA, Bristol County, MA
- AND who meet ANY of the following criteria:**
- Member Groups**
Digital Marketing: Social Media, Search, Mobile & more, Small Business Network by Entrepreneurs HQ; Coaches Social Media Digital Marketing Startup Jobs & Ai, Small Business Owners Group, Entrepreneur Magazine, Small Business & Independent Consultant Network, Small Businesses and Self Employed Group, Small Business Joint Ventures, Turn Your Talent Into A Business, Entrepreneurs in Social Media, Entrepreneur News Network, Small Business Marketing Network, Small Biz Forum | The Group for Small Business Owners & Professionals, Retail Management Executive Group, Retail Industry Professionals Group, Digital Marketing, Marketing Strategy, Brands, Media, Digital, Technology, SEO & Jobs, Retail Banking Network, Retail Industry Professionals Worldwide, Retail Execs, Entrepreneur's Network = Eprez.com

At the bottom of the dialog, it says: "You can edit this audience in Campaign Manager" with a link icon.

The background interface shows the "Boost post" screen with options for "Select audience", "Saved audience", "View full targeting for this audience", "Audience", "Locations" (Essex County, MA, Norfolk County, MA, Suffolk County, MA), "Select audience profile", "Save audience", "For advanced targeting", "Advanced options" (Automatic Audience Expansion, Include LinkedIn Audience Network), and "Forecasted Results".

Social Media Tips and Techniques



- Questions?
- Who has used Social media in their business
- Experience? Any ads?

Tool # 4a: Search Engine Optimization (SEO)

SEO is a form of inbound marketing. It works best when people are looking for a product or service and you want to get your brand in front of them.

Dog groomer near me

SEARCH



ABOUT 14,300 RESULTS (0.64 SECONDS)

Pet Groomers



Rating Hours Your past visits

Seaside Pet Spa

5.0 ★★★★★ (16) · Pet groomer
50 Country Way A 102 · (781) 733-7461
Closed · Opens 8AM Tue
"The best pet spa/groomer around!"



Directions

Cohasset Dog Wash

4.8 ★★★★★ (5) · Pet groomer
10+ years in business · Cohasset, MA · (781) 383-1403



Directions

Recurve K9

5.0 ★★★★★ (10) · Dog day care center
5+ years in business · 61 New Driftway · (781) 745-2275
Closed · Opens 6AM Mon
Provides: Barking Dogs



Website



Directions

View all

https://www.yelp.com > ... > Pet Services > Pet Groomers

THE BEST 10 Pet Groomers near Scituate, MA 02066

Best Pet Groomers in Scituate, MA 02066 - Seaside Pet Spa, Cohasset Dogwash, Celtic Paws, Grooming Finesse by Laura, Pooch Paws Pet Grooming, PetSmart, ...

- SEO means optimizing your website so that it gets indexed by search engines. These are called organic search results.
- You can't pay to change how and where organic search results appear; they're determined by an algorithm that looks at multiple factors, like how relevant they are to the original search.
- But you can use Google Business Profile, a free tool to make your site perform better and appear on the map

Tool #4b: Search Engine Marketing (SEM)

SEM means using ads and paid keywords to do better in search results. Google marks paid ads with the word: “Sponsored” – also known as PPC (Pay Per Click)

Google’s online advertising program is **Google Ads** – For when you’re ready to advertise your business. You can read more by searching for: [Smart campaigns in Google Ads](#)

Paid advertisements

The screenshot displays three sponsored search results for plumbing services. Each result is marked with a green arrow pointing to the word "Sponsored".

- Advertisement 1:** Sponsored by Roto-Rooter®. URL: https://www.rotorooter.com/boston_south/schedule. Title: **Brockton MA Plumbers**. Description: **Brockton MA Plumbing Service** – 24/7 Plumber Services in Boston South, From Pipes to Main Sewer Lines & Clogs to Cleanup. Location: Plumber · 1,168 mi · Stoughton · Open 24 hours. Offer: \$60 Off Today · Schedule Service 24/7 · Full Service Plumbers. Includes an image of a blue Roto-Rooter van.
- Advertisement 2:** Sponsored by southern-ma.mrroooter-usa.com. URL: <https://southern-ma.mrroooter-usa.com>. Title: **Mr. Rooter Plumbing - Southern Massachusetts**. Description: Promo: \$75 Off Drain Cleaning! Plumbers Available Now. Schedule an Appointment Today.
- Advertisement 3:** Sponsored by Yelp. URL: <https://www.yelp.com>. Title: **Don't Overpay For Plumbers**. Description: Just Enter Your Zip to Start – Read reviews, get quotes, compare prices, and get matched to plumbing companies near you.

Below the ads, there are filters for "Businesses", "Rating", and "Hours". At the bottom of the screenshot is a Windows taskbar with various application icons and a search bar.

Search Tools: SEO & SEM Tips and Techniques



- SEO: As soon as your site goes live, submit an indexing request in Google Search Console to inform Google of your website pages and ask to be indexed
- Search for your site as if you were a prospect and if you have a physical location add “near me”
- Use an evaluation tool like Seoptimer.com to evaluate your site
 - On-page SEO – do you have the right key words?
 - Performance – does it load quickly, are your images compressed
 - Links – link to other sites for credibility and validity – for example, if you are going to be at an event with a booth, get them to mention you on the event website
- Include the most common keywords that apply to your business on your home page – both the words and the phrases affect scoring – Google AdWords has a keyword planner
- SEO is useful, but the search engines have put a lot of effort into making it necessary for you to advertise to get on the first page, so...

Search Tools: SEO & SEM Tips and Techniques



- SEM: Search Engine Marketing is almost a necessity
- Define your goals: Increase brand awareness, generate leads, or drive sales
- Target the right audience: Don't just focus on keywords. Google Ads allows you to target your ideal audience based on demographics, interests, and online behavior
- Then use Google AdWords to sponsor key search terms and move you onto the first search page for important terms – but remember: it's an auction and prices can get high
 - Set daily caps on your spending – typical click bids (CPC) are \$1 to \$5 each
 - You can also bid for impressions (CPM) but Social Media is less expensive
- Monitor results and adjust!

Tips and Techniques for Digital Marketing - Recap

Marketing today is digital first

- Four key tools: Website, Email Marketing, Social Media, and Search tools
- They work better together
- Make your website easy to find and navigate
- Send email to maintain contact with your best customers and prospects
- Reach new customers with social media boosted posts
- Use search tools to build website traffic



CONCLUSION

- Monitor results and adjust
- Don't be afraid to try new things
- Persistence and Patience Pay Off!

➤ Final Questions?



- Thank you for coming!
- Don't hesitate to ask for one on one mentoring

**SEMA Mentors Can Help You
Start/Grow/Transition Your Business**
www.score.org/sema