

# *Boost Your Business – Attract & Retain Customers*

***June 27, 2025***

**Ken Countess**



**SCORE** 

FOR THE LIFE OF YOUR BUSINESS

## What is SCORE:

- A nationwide nonprofit organization that is an independent resource partner of the U.S. Small Business Administration (SBA)
- SCORE provides America's small businesses with **free**, confidential business **mentoring** (in-person and online) and **business educational services**: local workshops and 24/7 online resources at 300+ chapters nationwide with 10,000+ volunteers
- With nearly 90 volunteers, SCORE Manasota has served Manatee and Sarasota Counties for 50+ years (excluding North Port, which is served by the Port Charlotte chapter).
- Our Chapter has recently been recognized as the National Chapter of the Year for mid-sized markets.

**Since its founding in 1964, SCORE has assisted over 11 million clients and small businesses throughout the USA**

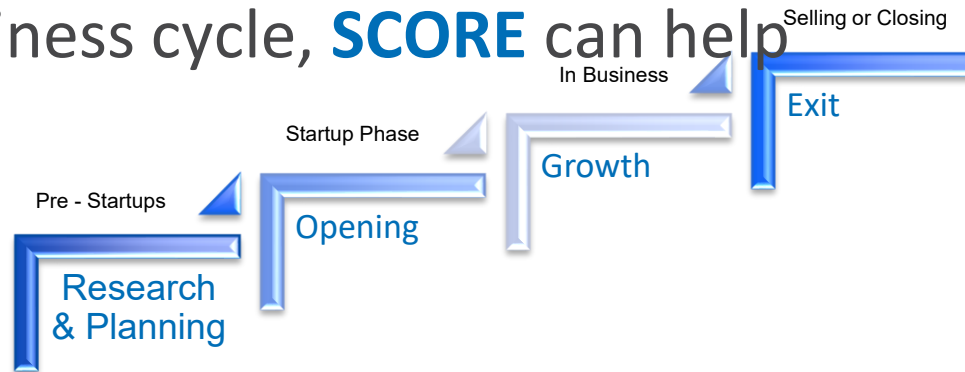


**SCORE** 

The SCORE logo graphic consists of three slanted, parallel lines in white and blue, positioned to the right of the word 'SCORE'.

FOR THE LIFE OF YOUR BUSINESS

Successfully Navigate The Business Process:  
Wherever you are in your  
business cycle, **SCORE** can help



ACHIEVE YOUR BUSINESS SUCCESS:  
SCORE's team of volunteer mentors,  
motivate and guide you along your business path.



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## Thank you to the SCORE Manasota Sponsors and Community Partners!

### Sponsors



### Community Partners

- Career Source Suncoast
- Community Entrepreneur Opportunity
- Florida Department of Revenue
- Golden Herald Awards
- Greater Sarasota Chamber of Commerce
- Manatee Chamber of Commerce
- Manatee County Government
- Manatee Technical College
- Robert L. Taylor Community Complex
- Sarasota County Government
- State College of Florida
- SWAT Networking
- University of South Florida
- Venice Area Chamber of Commerce
- Women's Resource Center



Visit Our Website: [SCORE.org/Manasota](https://SCORE.org/Manasota)

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## Request a Mentor

Don't have the time to browse mentor profiles? – Fill out the mentoring request form, and we will pair you with a mentor and assist you in setting up a free mentoring appointment.

REQUEST MENTOR ▶



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# Boost Your Business

## Attract and Retain Customers

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# Finding new customers/supporters is a major challenge



**60%**

of small  
businesses  
struggle to  
attract new  
customers/clients



**50%**

of nonprofits  
struggle to attract  
new supporters



**35%**

of businesses  
struggle to turn  
their visitors into  
customers

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# Here's what I'll cover:

- The foundations for ensuring your online visibility
- How to rethink your social media efforts to get engagement that drives results
- How to drive business through your owned channels

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# Ken Countess



- 40 year marketing veteran
- 4 Fortune 100 companies
- Over 20 years helping businesses like yours



Constant Contact's Top Worldwide Trainer



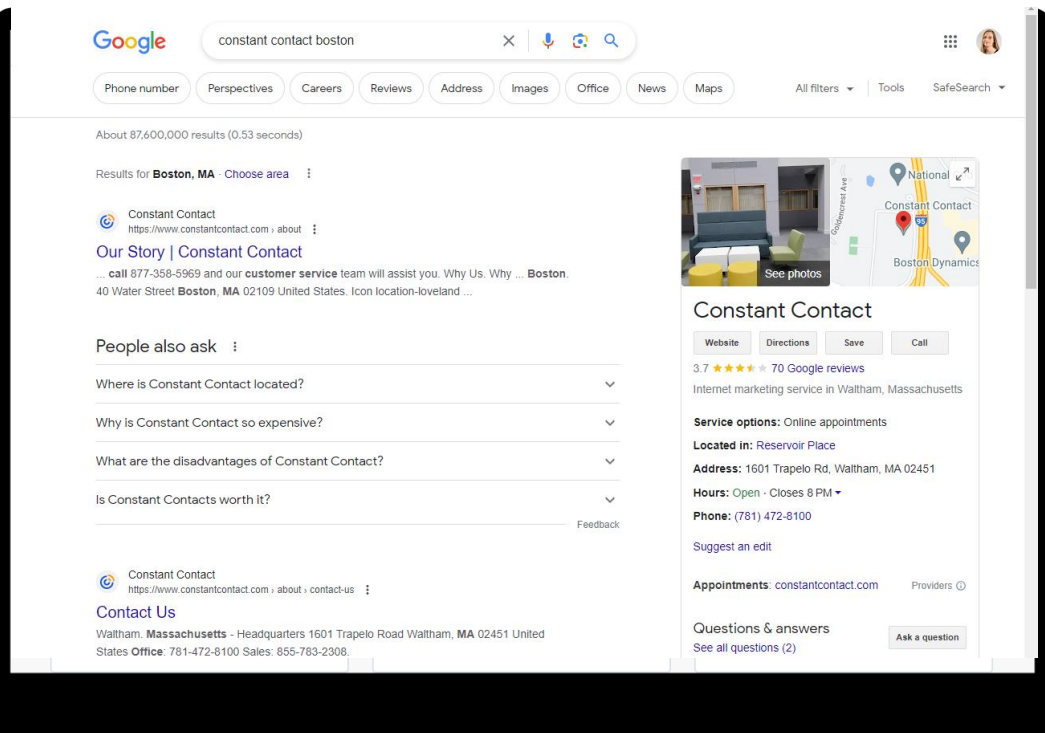
# Let's get started:

- The foundations for ensuring your online visibility
- How to rethink your social media efforts to get engagement that drives results
- How to drive business through your owned channels

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# Getting found when people go looking



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# 5 tools to get found online

1

Mobile-responsive website



2

Social media channels



3

Content - add a blog to your website



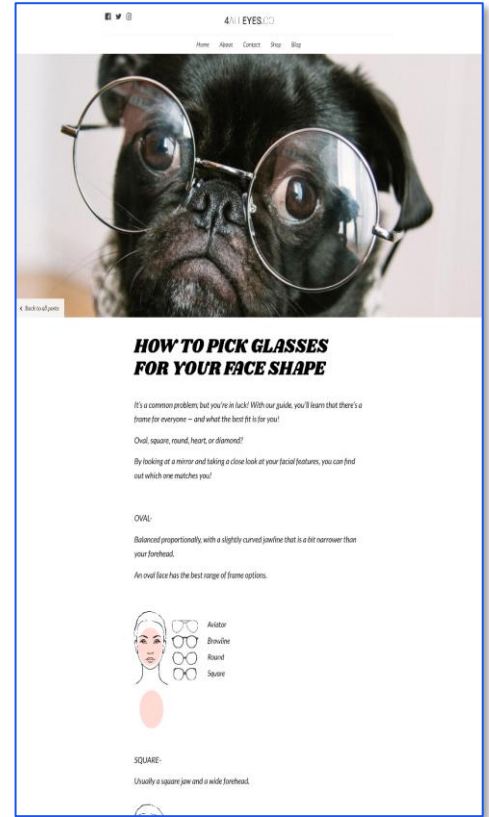
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# Answer their questions with content to get found

## Start a blog:

- Demonstrate your expertise with helpful content
- Answer the questions your audience is asking



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# 5 tools to get found online

1

Mobile-responsive website



2

Social media channels



3

Content - add a blog to your website



4

Up-to-date business listings & reviews



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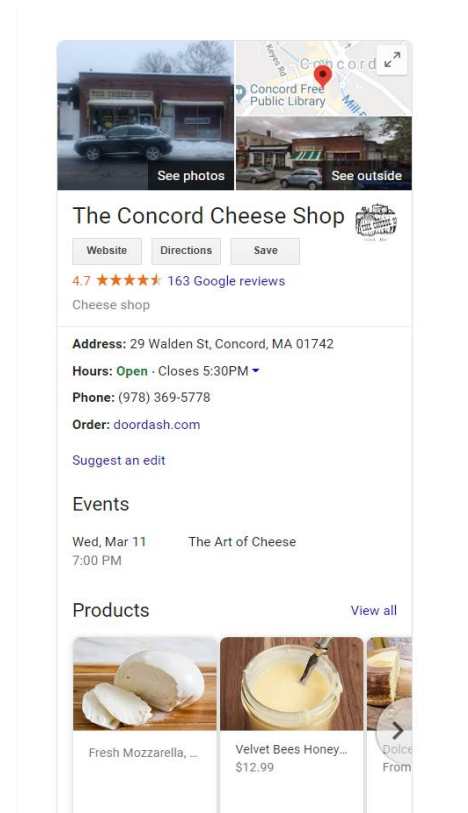
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# Potential customers will find your listing and review sites

## Claim:

- Facebook
- Google Business
- Yelp
- Other relevant sites to your industry

Ensure information is up-to-date & consistent



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# Attract them with a continuous stream of new reviews

- Just ask!
- Send a timely ask
- Provide a direct link to write a review

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**SOUTHSIDE**  
•CYCLING•  
EST 2002  




**We think you're great!**

Your opinion means a lot and we would like to know what you think of us. Leave us a review to help us improve our services, and to help others know about your shopping experience with us.

Thank you for shopping with us. We really hope you had a great experience.

[Review Us Now](#)

**Southside Cycling**  
123 Main Street  
Washington, MA 02160

**Store Hours:**  
Monday - Thursday: 11 am - 8 pm  
Weekends: 8 am - 6 pm

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

866.289.2101



# 5 tools to get found online

1

Mobile-responsive website



2

Social media channels



3

Content - add a blog to your website



4

Up-to-date business listings & reviews



SEO ties it all together and helps you rank higher

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# Strategically use keywords to rank higher in search (SEO)

The screenshot shows the Constant Contact SEO dashboard. At the top, there is a navigation bar with 'Home', 'Marketing campaigns', 'Contacts', 'Reporting', and 'Tools'. A 'Create' button is visible on the right. Below the navigation, the 'SEO' section is highlighted. The main content area features a 'SEO Progress' section with three circular progress indicators: '80%' for 'Audit your site', '66%' for 'Optimize your pages', and '89%' for 'Increase your popularity'. Below this is a 'Score Progress' line chart and an 'SEO Tool Score' of '91%' with a 'Re-scan' button. To the right, there is a heading 'SEO Improve your website's visibility' followed by a paragraph explaining SEO and a list of three benefits: 'Get a dedicated SEO dashboard with optimization recommendations', 'See which keywords work best to expand your reach', and 'Compare how you're doing against competitors'. A search input field contains 'Ex: mywebsite.com' and an 'Optimize this site' button. At the bottom, there is a link 'Have a product idea or request? Submit it here!' and a footer with copyright information and links to 'Terms of Service', 'Acceptable Use Policy', 'Anti-Spam', 'Privacy Center', and 'Vulnerability Disclosure'.



# 5 tools to get found online

1

Mobile-responsive website



2

Social media channels



3

Content - add a blog to your website



4

Up-to-date business listings & reviews



5

Amplify your efforts with paid ads

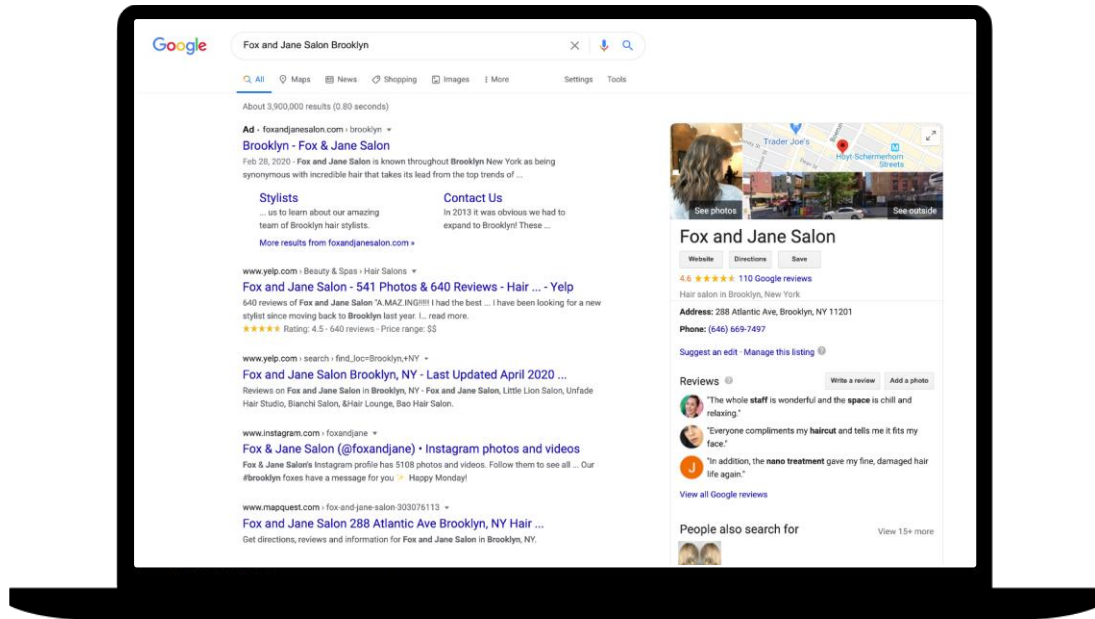


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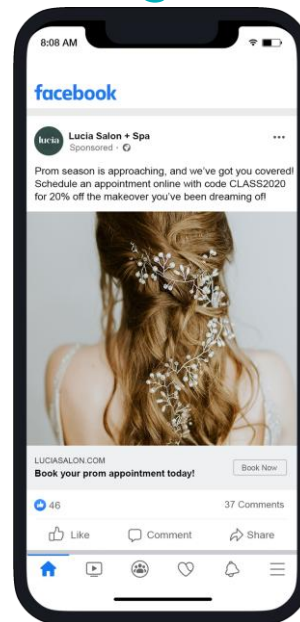
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# Amplify your efforts with paid ads

## Google ads



## Facebook & Instagram ads



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KENISEMAIL.com

407.242.4200

ken@KENisEMAIL.com

# Next up...

- The foundations for ensuring your online visibility
- How to rethink your social media efforts to get engagement that drives results
- How to drive business through your owned channels

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# 3

## keys to social media success



Engage



# Ask questions within your feed to get more engagement

— Ask a question  
 — with a poll  
 —



Ask opinions



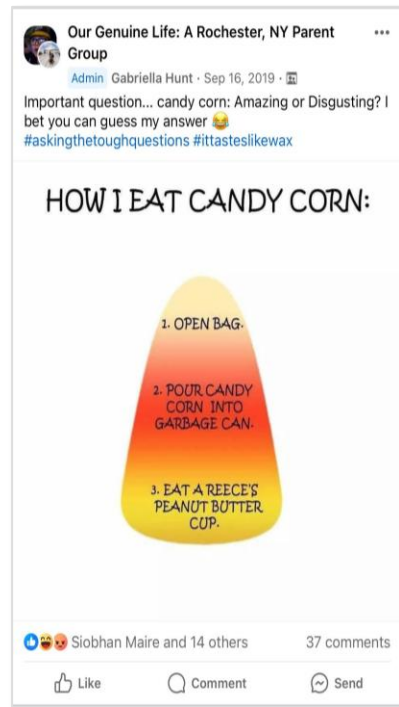
Ask for feedback



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# Drive engagement by asking fun questions, too



# Participate in relevant groups to build more personal connections

## Find relevant groups:

- In your community/city
- Topic or industry-related groups
- Be where your audience is

## Tips:

- Be helpful
- Answer questions, provide resources
- Don't promote

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Group by Gabriella Hunt Photographer

## Our Genuine Life: A Rochester, NY Parent Group

Private group · 527 members

Join group

Share



About

Discussion



### About this group

This is a safe place for parents who aren't scared to be authentic in an "instagram perfect" world. Parents who embrace the hard parts and the joyous together. Who aren't afraid to show the world they are enough as they are right now, with no prerequisites needed. A place where we can breathe our truths into the world so other parents can feel free to speak theirs. A place where we celebrate all aspects of parenting, the funny, joyous, messy, hard parts and everything in between.

This group is run by Gabi Hunt of Gabi Hunt Photo [www.gabriellahunt.com](http://www.gabriellahunt.com) See less

Private

Only members can see who's in the group and what they post.

Visible

Anyone can find this group.



# 3

## keys to social media success



Engage



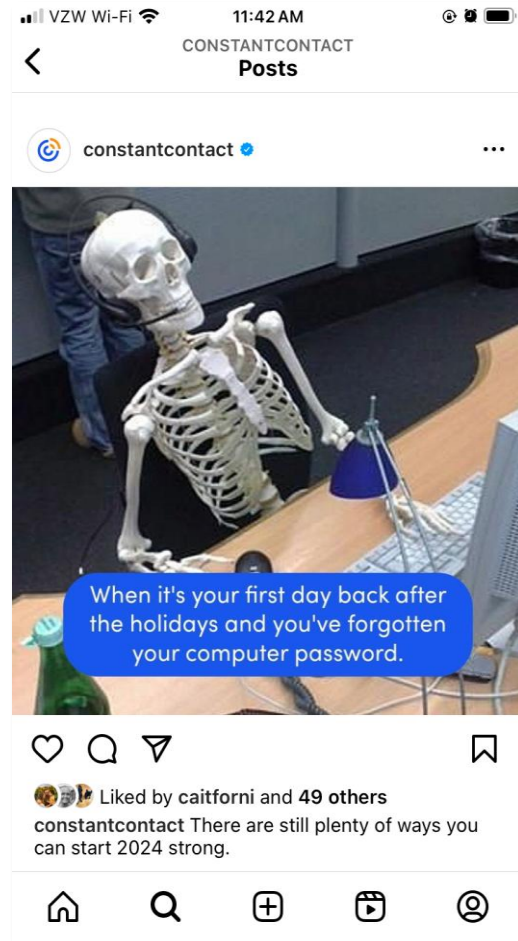
Entertain

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# Give your brand personality, let them get to know you

- Get personal
- Be relatable - Make them feel understood
- Don't sound too formal



# 3

## keys to social media success



Engage



Entertain



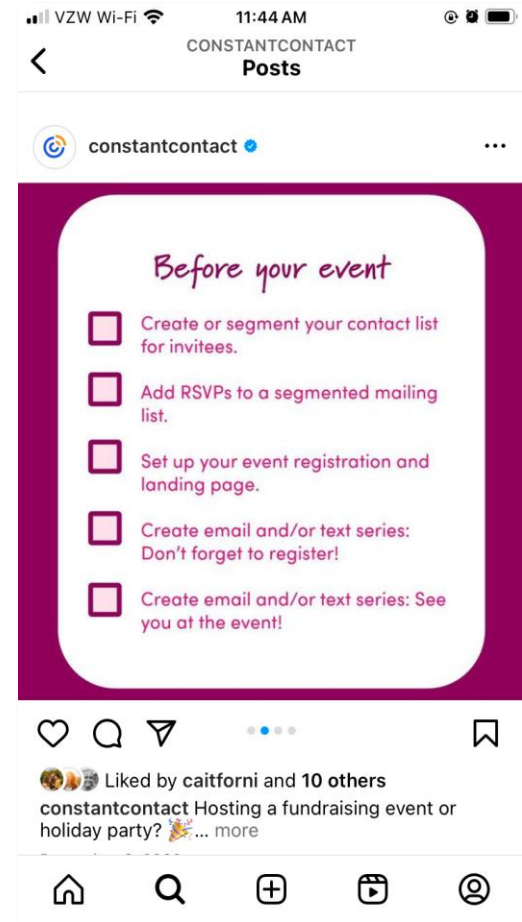
Be helpful and provide value

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# Be helpful to stay top-of-mind

- Answer the questions that people have
- Provide resources
- Be a helpful guide



# Amplify your efforts with paid ads



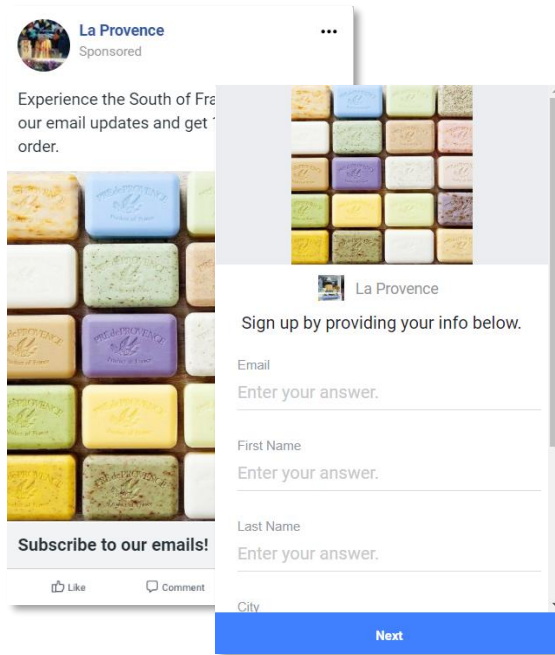
Repurpose  
high-performing  
content  
into paid ads

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# Two types of ads to maximize your success

Lead ads collect their email address



A Facebook lead ad for La Provence. The ad features a grid of colorful soaps. The text reads: "Experience the South of France... our email updates and get... order." Below the text is a "Subscribe to our emails!" button. A white lead form is overlaid on the ad, containing the following fields: "Email", "First Name", "Last Name", and "City". Each field has a placeholder "Enter your answer." and a "Next" button at the bottom of the form.

Click ads drive traffic & sales



A Facebook click ad for La Provence. The ad features a grid of colorful soaps. The text reads: "We bring the best of the South of France to you. Get 15% off with code CYBERMONDAY today!" Below the text is a "Shop Now" button. The ad also includes the website "LAPROV.COM" and a "Shop France -- at home" button.

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# Last, but not least:

- The foundations for ensuring your online visibility
- How to rethink your social media efforts to get engagement that drives results
- How to drive business through your owned channels

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# Email Marketing's ROI =

**\$36** per \$1 spent

The highest ROI of any marketing tool



Source: ANA



# 3 reasons people will subscribe



Promotions & discounts

*Ex. Sign up to receive 10% off your next \_\_\_\_\_.*



Exclusive content

*Ex. Join our list to receive a free checklist to help you \_\_\_\_\_.*




Show support

*Ex. Get weekly updates on \_\_\_\_\_, current opportunities to volunteer, and more!*

# Capture their information with sign up forms

- Add a form to your website
- Share on social – in your profile and in the timeline
- Your work email signature



Get the guide: 10 Steps to Buying Your First Home

Enter your email address to get the free guide to help you buy your first home. After that, you'll receive our monthly email featuring home buying tips, news, and relevant listings.

\* Email

Text Message Signup  
 Text me with news and offers

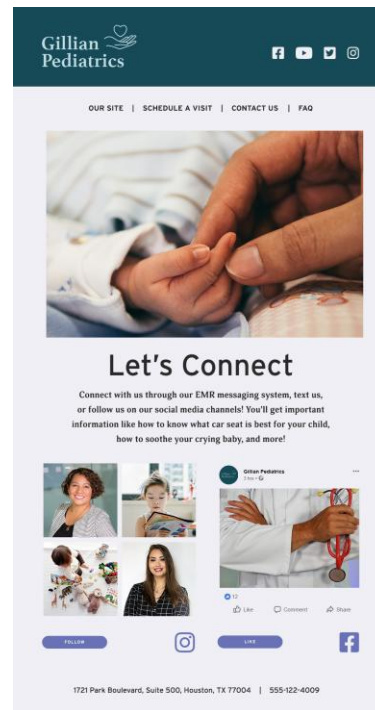
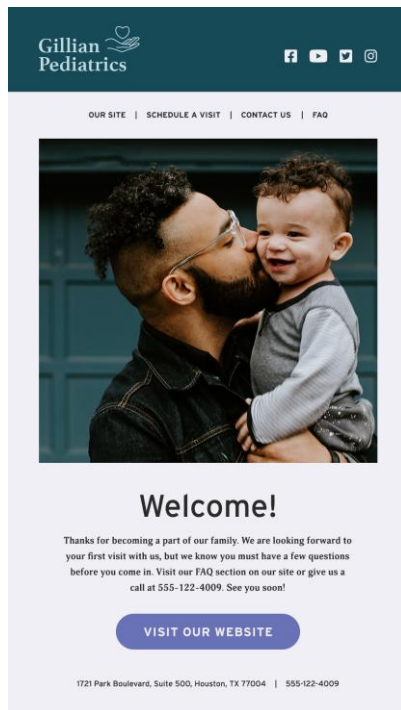
First Name

By submitting this form, you are consenting to receive marketing emails from: CTCT Webinars, 3675 Precision Dr, Loveland, CO 80634, US  
You can revoke your consent to receive emails at any time by using the SafeUnsubscribe® link, found at the bottom of every email.  
[Emails are serviced by Constant Contact](#)



# Welcome them while they are most engaged

**Email 1:**  
Fulfill offer  
/welcome



**Email 2:**  
Invitation  
to connect

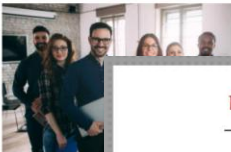


# Lead nurturing turns them into customers/supporters

- Features/benefits
- Testimonials/reviews
- Ask for sale/donation

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Every business starts as an idea.



Ours began from a small home office in 11 small businesses thrive.

Since then, we've grown to be a leader in help small businesses grow.

Whether you need help leveraging social email marketing to drive more sales, or p and advice to help our clients get the res.

Whether you just need a little guidance of are here to help! We have teammembers businesses in a variety of stages.

Want to learn more about our past project

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**French Consulting**

Ready to take your marketing to the ne

You're an expert at what you do and not necessarily a marketer by trade.

Marketing for any business or organization is a necessity and without the time and resources to dedicate to it, you could be missing out on revenue.

In most cases, we suggest using a variety of marketing tools to maximize your success.

- Website
- Email marketing
- Listings & review sites
- Social media
- Content marketing

Let us know your budget and your goals s

We've got a variety of packages to help m

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See what our clients think about us!

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**Jack Smith**  
Jack's Backyard Barbeque  
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Take advantage of our new client offer of \$49.99 a month for a digital marketing consultation.


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Monday - Friday, 9 am - 5 pm



# Let the data guide you to create more personalized messages

## Pay attention to:

- Where they are clicking
- What their interests are
- Send more relevant messages

← Back to Reporting

### Smoked Brisket Promotion - 2020

Sent Thu, Feb 27, 2020 [Export Contacts](#)

7.7% Click Rate      7% Average Click Rate      How do I compare? Select an industry

3 Items [Clicked](#)

<input type="checkbox"/>	Email address	First name	Last name	Link	Date/time	
<input type="checkbox"/>	swillis@constantcontact.com	Stephanie	Willis	<a href="http://www.jacksbackyardbbq.com/">http://www.jacksbackyardbbq.com/</a>	Thu, Feb 27, 2020 at 2:06 PM MST	...
<input type="checkbox"/>	kalsey.homolka@endurance.com	Kalsey	Homolka	<a href="http://www.jacksbackyardbbq.com/">http://www.jacksbackyardbbq.com/</a>	Thu, Feb 27, 2020 at 1:58 PM MST	...
<input type="checkbox"/>	nathaniel.reeves@endurance.com	Nathaniel	Reeves	<a href="http://www.jacksbackyardbbq.com/">http://www.jacksbackyardbbq.com/</a>	Thu, Feb 27, 2020 at 1:28 PM MST	...

Show 50 Page 1 of 1

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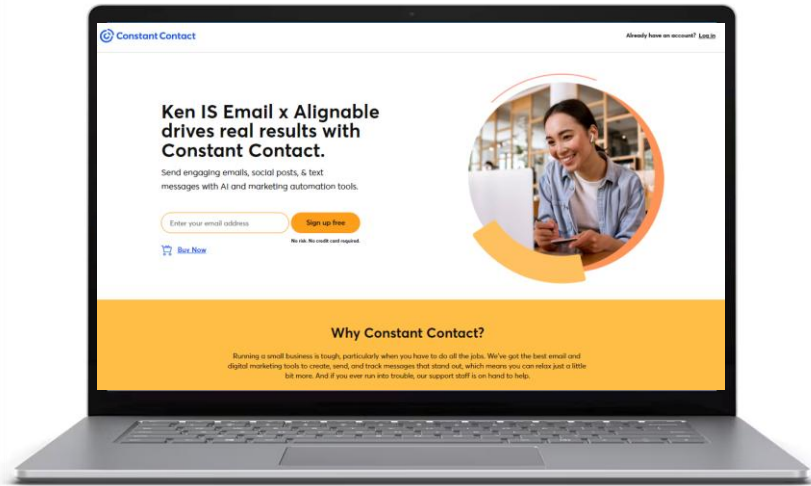
# Set yourself up for success in 2025 by:

- Ensuring you have the foundational pieces set up for people to find you
- Rethink your use of social media – engage more, provide value, and entertain people
- Move people to your owned channels, email and text



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# Try Constant Contact free and get free training



You **must** use this special URL or QR code:

<http://www.TheBestEmailOffer.com>

This offer is **not** available at [ConstantContact.com](http://ConstantContact.com)

Scan QR code to learn more or sign up



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

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# Set up a free, no obligation 25-minute Zoom call with me

There's never a sales pitch.

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**KENISEMAIL.com** 

Yes, Ken, I am ready to make more money.

Enter your info below and click "Submit"

\* Email

\* First Name

**Submit**

---

By submitting this form, you are consenting to receive marketing emails from:  
KENISEMAIL.com, 2209 Springs Landing Blvd., Longwood, FL 32779, US,  
<http://www.kenisemail.com>  
You can revoke your consent to receive emails at any time by using the  
SafeUnsubscribe® link, found at the bottom of every email. [View Privacy Policy](#)  
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Call/Text me at  
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or email Ken at **ken@kenisemail.com**



QUESTIONS?



Scan to apply  
for a mentor



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## Thank You!

---

- ▶ Help Us Help You:
  - ✓ Please complete the survey
    - **What can we improve?**
    - **What other topics are you interested in?**
  - ✓ Refer Manasota SCORE to those
    - Who may benefit from our programs
    - Seeking volunteer opportunities



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