

Making a digital marketing strategy for unpredictable times.

Melinda Emerson: Entrepreneur and host of #Smallbizchat on Twitter

verizon
**Small Business
Webinar Series**



Melinda Emerson



Creating a Digital Marketing Strategy in Uncertain Times

By Melinda Emerson



Melinda
Emerson,
SmallBizLady

**America's #1
Small Business
Expert**

- Accomplished entrepreneur 20+ yrs
- International keynote speaker
- Small business influencer
- Social media marketing guru
- Advocate for small business owners
- Publisher of the resource blog www.succeedasyourownboss.com
- Host, Smallbizchat LIVE
- Host, The Smallbizchat Podcast

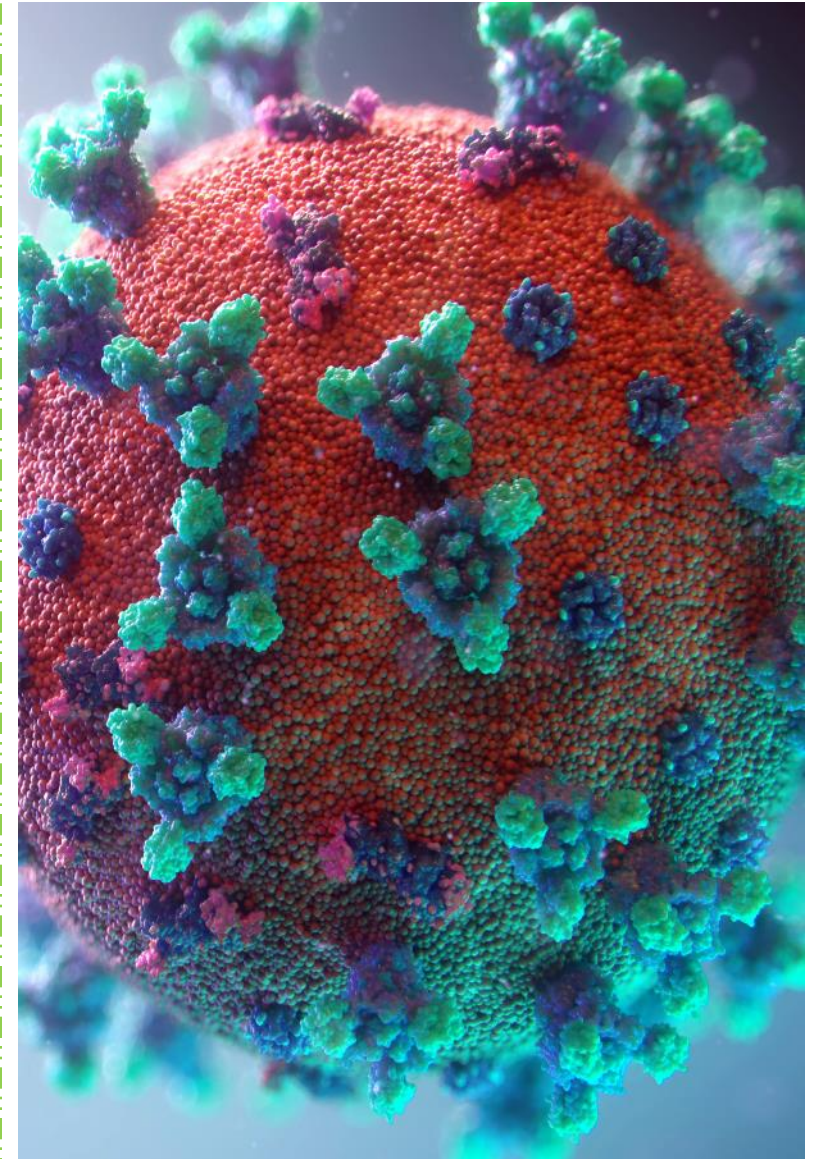
Her marketing consulting firm Quintessence Group, works with Fortune 500 brands who target the small business market.

Clients include VISA, FedEx, Google, HP, American Express and Verizon to name a few.

Covid-19 has changed marketing

Consumers are.....

- Remote working and live-streaming everything
- Spending even more time on social media
- Seeking escapism and entertainment
- Using cashless payments at the grocery stores and takeout restaurants





97% of all interaction is **digital**

Do You Need a New Digital Marketing Strategy?

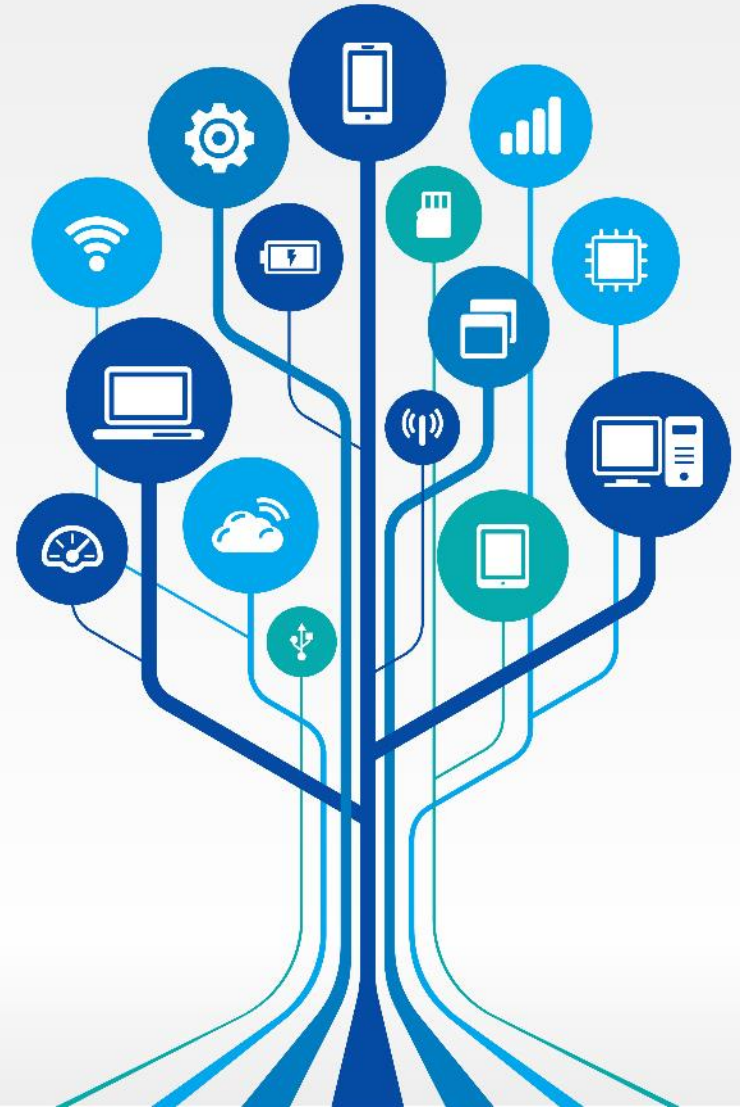
Yes

No

Maybe

Why You Need a Digital Marketing Strategy?

- Poor Online Customer Engagement
- Lack of an Integrated Approach
- Not Agile Enough to Catch up or Stay Ahead
- Lack of Optimization





Create a Digital Marketing Strategy

- Is it time to create a new offer?
- Should you pivot your business model?
- Do you have an email list?
- Who is your best target customer?
- Do you have a powerful unique value proposition?

Use SCAMPER Formula

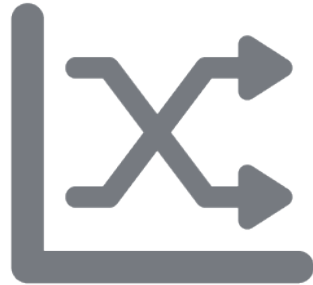
- S** - **Substitute** - Can you use different vendors?
- C** - **Combine** - What offers can you combine to innovate?
- A** - **Adapt** - What changes do your customers need?
- M** - **Modify** - What can you modify to add value?
- P** - **Put to Another Use** - Is there another market to serve?
- E** - **Eliminate** - What you need to stop doing?
- R** - **Reverse** - How can you reorganize to be more effective?

Website Best Practices

Does your website
make a good first
impression?

- Conduct a Site Audit
- Test Your UX
- Check Your Lead Magnets
- Use Google Analytics





Website Metrics

- Revenue
- Cost per lead
- Traffic sources
- Website traffic to lead ratio
- Landing page conversion rates
- Customer lifetime value
- Churn rate



Most Unreliable Web Metrics

- Open rate
- Unsubscribe rate

**Companies that excel at lead
nurturing generate
50% more sales.**

Copywriting

Text of advertisements or sales material.



VS.

Content

Content directed toward an audience.



DIY Copywriting =>

**Use PAS Formula:
Problem, Agitate & Solution**

What is Sales Funnel?

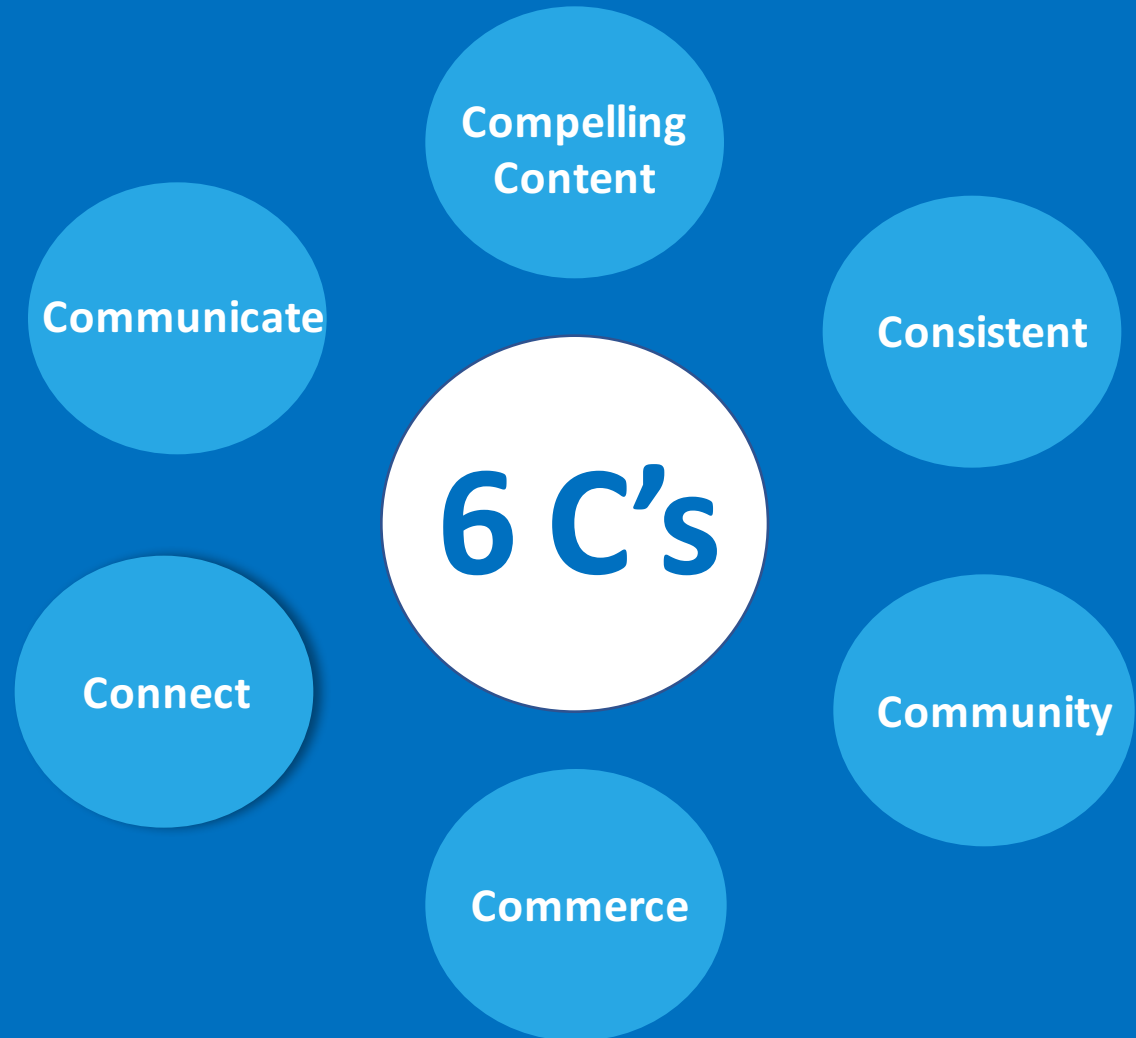




Email is King

- Know Your Audience
- Give to Get
- Calls to Action (Clear, Concise & Clever)
- Track Email Metrics, Watch Email Fatigue
- Keep a Clean List
- Email Must Align with Overall Brand
- A/B Test Every Element

6 C's of Social Media Marketing



Choose the Right Platforms to Be On



2.3 Billion



1.7 Billion



800 Million



500 Million



330 Million



175 Million

**How To
Recession
Proof
Your Small
Business
E-Book**



by Melinda F. Emerson



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www.succeedasyourownboss.com/recession

Post Covid-19 Marketing Action Plan



1

Map The Customer Journey



2

Talk To Your Customers



3

Competitive Analysis



VS



4

Sales vs. Marketing



5

Channel Analysis/Analytics



6

Internal Resource Audit



7

Marketing Automation



8

Budgeting



9

Create the Annual Plan

“Swords are made, how leaders are made.”



LET'S DISCUSS YOUR STRATEGY OPTIONS!



Melinda Emerson @SmallBizLady



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Q&A