

RISE-WA

Session 2 & 3 - Marketing Post-Session Q&A from the Cohort

Marketing 101 with ChangeUp Advisors-Jaime Quick and Mark Prentice
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Marketing Crash Course with Timu Marketing - Louis Newkirk
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Q&A

Q: If social media is not the platform for acquiring new business, how important is it to maintain a regular social presence? Does having a regular cadence (monthly blog, 3x week social) help with SEO?

A: [Louis Newkirk]- I'd argue that even though it's not a primary means of acquisition, maintaining a regular social media appearance is still important. Establishing a personal brand or a business brand takes time and frequent postings (at least 2x a week depending on audience and industry) goes a long way to getting you where you want to be as it does affect SEO.

[Jaime Quick] - I would agree with Louis above, social media is a widely used platform for customers to "get to know" a brand/company they are choosing to purchase from. Content is self-created and essentially free to use (organic posts vs. paid ads). I would agree that 2x/week is a good starting point for posting across channels depending on where your audience is.

Q: What are your thoughts on the effectiveness of direct mail and/or radio campaigns?

A:

[Jaime Quick] - Again, depending on your key audience, a variety of tactics/channels may be effective for your business. I think Direct Mail still has a place for certain businesses (retail, services, etc.), however design and message of course are critically important to the success of any marketing tool. I personally haven't seen great, measurable, results from radio campaigns given the inability to get detailed metrics on audience reach and more importantly action.

[Louis Newkirk]- Jamie is right here in terms of knowing your key audience and nailing your message before identifying effectiveness of the campaign. An alternative to radio campaign would be another avenue for word of mouth (think partnerships within community, using your personal brand as a platform, public speaking opportunities, and sponsorship)

Q: I would like more information on email marketing campaigns with branching logic and pre-created content. What is the best avenue to get in front of a potential b2b client with these campaigns- LinkedIn, purchasing industry contact lists, other?

A:

[Jaime Quick] - I like to put myself in the shoes of the recipients of this type of a campaign when considering how to implement. Think about how many “lists” you get added to based on submitting your email address somewhere, and if you read this content, or simply delete/unsubscribe? When put in that context, it is critical to either use a self-built list through customers, opt-in, etc. - or by ensuring any list you purchase is highly targeted. The second part of the email campaign would be the message, call to action and value add you are providing to recipients. Misaligned messaging can turn any potential customer off very quickly!

[Louis Newkirk]- One thing that is very crucial to marketing efforts is something called “value-in-advanced”. How can you provide value to your customers before you ask them to do something? Generally speaking, content marketing typically solves this problem and from there list creation can begin. Purchasing lists can be done but they have to be cleaned and polished before sending to, I’d hate to see you get blacklisted by Gmail or another email service provider for spamming

Q: How do I respond to and get a negative Yelp review removed? Do I have to pay for a Yelp subscription?

A:

[Louis Newkirk]- I grabbed this from [Yelp Support](#), but apparently there is a review process that you can go through to have false reviews removed (check the link). For tips on how to respond to negative reviews, take a look at another [Yelp article](#). Having a Yelp account is free.

Q: Is there a good, recommended template for a marketing plan? Example(s)?

A:

[Louis Newkirk]- Each marketing plan is going to be different based on industry, service types/offers, and customer base. Overall, ***Market and Competitor Analysis***,

Brand Positioning, Marketing Objectives and Goals, Target Market Segmentation, Marketing Strategies and Tactics, Timeline, Measurement and Evaluation, Marketing Budget makeup basic aspects of a marketing plan. If these are touched on in your marketing plan, then you've started off right!

Q: Does the marketing plan include a data and measurement plan? It would be helpful to learn more about recommended measures, data collection needs, examples for the retail industry, and explore ideas of data currently available to us (social media, Square POS), and ideas/options to collect.

A:

[Louis Newkirk]- Yes, that's a critical part of a marketing plan! You can't optimize what you're not documenting. You're going to want to establish some KPIs that are important to your business and ultimately can be traced back to generating revenue

Q: Are there already proven marketing plans, tactics and channels, measures for the small retail industry?

A:

[Jaime Quick]- Our team hasn't specialized in small retail, however walking through the steps of the strategy and plan development, including market research, should lead to the tactics/channels that will reach your audience. More of those steps are in our [presentation deck](#) for reference, or happy to discuss directly in a 1:1.

Q: Do you have apps/programs to recommend that would help make [social media] posting more efficient ... i.e. post scheduling software that is user friendly and affordable? I find it hard to consistently post throughout the week but could spend a few hours once a month and knock out a bunch of posts at once.

A:

[Louis Newkirk] - Two options are [Buffer](#) and [Later](#). Some CRM software also comes with the scheduling option built in as well (like Hubspot). Ideally, doing it all in bulk is perfect and allows you to knock it all out at once. That way you can leave the spontaneous posts for when life happens and you're feeling inspired to post something live and organic.

[Jaime Quick] - We also use [Sendible](#), which does have a fee associated with it (\$30/month), however it's very powerful and allows posting across multiple platforms (same content on FB, Insta, LinkedIn, Twitter, etc.). But agree with Louis above on options which may be more suitable for small businesses, especially those just getting on social!