Verizon Small Business Webinar Series

Future-proof: How to create new small business offers for a COVID world.
#1. From Vendor to Resource. ***

Trust Is The ONLY capital right now.
The Post-COVID-19 Equation for Trust

DOING THE RIGHT THING

+ 

IN THE RIGHT WAY

+ 

TIMING

= 

TRUST
The status quo is not an option.

Go
One
Step
Beyond.
Mitigate Threat & Accelerate Recovery by Transforming Value Proposition.
Repricing: How can we create free or reduced cost offerings to capture new business?
Refocus our message: How can we elevate our brand messages around features and capabilities that are the most relevant today?
Fast brand enhancement: How can we launch a new offering, with minimal investment for the purpose of driving brand awareness?
Evolve existing offers: How can we re-invent a current offer so that it is more relevant in today’s situation?
New offerings for a new normal: What new-world offerings can we create that will be commercially relevant in the new normal?
#2. Service VS. Selling
LVMH Making Masks
Tips for a Clean, Allergy-Free Home With Your Pet

$3 Million in Free Pet Supplies to Animal Welfare
More Than a Beauty Box

We’re here to help you find joy in beauty and in taking care of yourself. Think of us as a monthly box of you-time.

40,000 Grooming Boxes To Hospital Staff & Nurses
THE 5 REQUIREMENTS OF PR IN THE COVID19 ERA (BREAKING NEWS ERA)
THE SMB OWNER…

How Can We Show Our Clients in Everyday Ways That We Are Committed to Being a Resource for Them?

What Is The Plan for Rethinking How We Do Business Short Term and Long Term to Meet Customers Where They Are Now?
#3. From Live or Virtual to Live and Virtual.
The Wine Stream
Episode 2
Thirsty Thirteens
Streaming Live this Wednesday at 4 PM PDT

HOST A VIRTUAL Wine Tasting
We'll turn your home into a tasting room, bringing the wine lifestyle to you.

SCHEDULE A TASTING
7,000 Attendees a Week

7,000 A Session
NEW ESSENTIALS

Third Category Of Spending

ESSENTIALS

NON-ESSENTIALS
• 14 HOURS AT HOME VS. 6

• NEW ESSENTIALS

40% OF CONSUMER SALES
<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Office Supplies</td>
<td>28%</td>
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<tr>
<td>Health and Fitness</td>
<td>29%</td>
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<tr>
<td>Housewares</td>
<td>26%</td>
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<tr>
<td>Home Improvement</td>
<td>24%</td>
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<tr>
<td>Beauty and Cosmetics</td>
<td>30%</td>
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<tr>
<td>Toys and Hobbies</td>
<td>29%</td>
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Future Spending Plans
THE SMB OWNER…

How Can We Take Advantage of the Virtual Options for Our Business?

What Is the Plan for Integrating Virtual into Our Business Today in Ways That Will Impact Tomorrow?
More Eyeballs Than Ever Are Looking At Your Company & YOU online
YES, YOUR WEBSITE & SOCIAL MATTER

30% OPEN RATE

NYT, CNBC, Small Biz, Daily.Com

NO TAKERS
No Longer An Option...
You Must Have A CEO Brand & Be A Social CEO
70% said a CEO’s reputation plays an important role in attracting employees to a company as well as motivating them to stay.

50% of high-performing CEOs have 2 or more social media accounts
While 72% of low-performing CEOs had 0 or 1 accounts.

48 percent of a company’s reputation can be attributed to the standing of its CEO.
THE SMB OWNER...

Is Our Current Company Online Presence (website, social) Up to Date, User Friendly & Presenting Our Brand Authentically & in the Best Light?

What Is the Plan for Creating a Parallel Brand Between My Business and My CEO Brand? What Am I Doing to Be an Engaged Social CEO?
Prevention VS. Promotion Balance.
Go home marketing, you are drunk.

According to a recent poll of various web-based media producers, content could be hotter, more social, more shareable. “While there is certainly buzzworthy content out there, some of which is even snackable, I don’t think there are many companies that are on target in terms of size, and make a stronger brand impression with trending keywords and a more responsive design,” poll respondent Marc Seligman told reporters, noting that the last piece of content he came across was an infographic that was neither flexible, timely, viral, nor engineered to maximize reader engagement. “After all, can we honestly say the content that’s out there right now is as buzzworthy and highly shareable as it could be? Does it
“You have to do Facebook ads. You could sell millions.”

“If you’re not on Instagram, you’re missing the boat.”

“Podcasting is hot.”
3 Elements of Sober Marketing™

A Small Amount of Research

Married to Experience

A Dash of Reasonable Assumptions
SOBER MARKETING™
Social Research
Influenced Strategy

- Redo Instagram and Facebook posts using different hash tags.
- Create regular content around the topic clusters.
- Cross post Instagram to Facebook.
- Adjust content so visuals are more in line with millennials.

Top Hashtags

1. #covidbusinessstips - 71
2. #covidbusinesssupport - 66
3. #covidbusiness - 29
4. #covidbusinessopportunities - 8
5. #innovativebusiness- 1402
Increase In Followers & Engagement

Research + Experience + Reasonable Assumptions
What Criteria Are We Using to Make Our Tactical Marketing Decisions?

Have We Created a 6- to 12-Month Overall Branding & Marketing Strategy Based on Sober Marketing?
“Sometimes when the house falls down, we move on and rebuild in other places, new structures made from the same materials but shaped to tell a different story.”

_Sarah Viren, New York Times_
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• YOUR CEO BRAND

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