Making a digital marketing strategy for unpredictable times.

Melinda Emerson: Entrepreneur and host of #Smallbizchat on Twitter
Creating a Digital Marketing Strategy in Uncertain Times

By Melinda Emerson
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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](http://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
- Yes

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Why You Need a Digital Marketing Strategy?

- Lack of Direction
- Lack of Understanding of Your Online Audience
- Not Competing Effectively Against Competitors
- Lack of a Powerful Online Value Proposition
- No Digital Team
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

- **Substitute** - Can you use different vendors?
- **Combine** - What offers can you combine to innovate?
- **Adapt** - What changes do your customers need?
- **Modify** - What can you modify to add value?
- **Put to Another Use** - Is there another market to serve?
- **Eliminate** - What do you need to stop doing?
- **Reverse** - How can you reorganize to be more effective?
Top 6 Marketing Channels

1. **Your Website**: #1 Marketing Channel
2. **Pay-Per-Click**: Google Ads and Facebook/Instagram Ads
3. **Social Media**: Build through transparency and valuable content
4. **Email**: Best method of direct response marketing
5. **Content Marketing/SEO**: Demonstrate expertise and drive organic search
6. **Word of Mouth**: Referral programs and online reviews
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.

Content
Content directed toward an audience.

DIY Copywriting => Use PAS Formula:
Problem, Agitate & Solution
What is Sales Funnel?

- Awareness: Prospect becomes aware
- Interest: Prospect demonstrates interest
- Evaluation: Prospect examines competitors
- Decision: A final buying decision
- Purchase: Purchase is made
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

- Compelling Content
- Communicate
- Consistent
- Community
- Commerce
- Connect
Choose the Right Platforms to Be On

- Facebook: 2.3 Billion
- YouTube: 1.7 Billion
- Instagram: 800 Million
- LinkedIn: 500 Million
- Twitter: 330 Million
- Pinterest: 175 Million

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www.succeedasyourownboss.com/recession
Post Covid-19 Marketing Action Plan
Map The Customer Journey
Talk To Your Customers
3 Competitive Analysis
Sales vs. Marketing
5

Channel Analysis/Analytics
Internal Resource Audit
8 Budgeting
9
Create the Annual Plan
“Swords are made, how leaders are made.”
LET’S DISCUSS YOUR STRATEGY OPTIONS!

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