



Cost- Effective

**Marketing
strategies**

**for Small
Businesses**

Amanda Kiviaho of OutDo Work

About Me: Amanda Kiviaho



- Combined decade of marketing consulting experience
- Petsmart, Book-of-the-Month Club, Conde Nast, The Knot, RSM Accounting, Volvo Trucks, Maurices
- Etkie, EntrepreneurShares, Madison Logic, Made by Nature, Consulting firms, etc.
- Focus on creating strategy roadmaps to guide marketing prioritized by highest ROI and match to the companies' current resources
- Currently own OutDo Work: shared office and meeting space



Marketing Tactics to Boost ROI

Meet Your Customers Where they Are (Intent Marketing)

Provide Social Proof

WIIFM (What's In It for Me)

Avoid The 'Design' Trap

A Sadly Common Missed Opportunity: The Post Purchase

Set the Timer

Tell Us What We Need To Do (CTA's)

Know When to Get Help

Highest ROI Marketing Channels to Get Started

Marketing Tactics Need A Basic Strategy

1. Guide your marketing with strategy
2. **YOU are the expert of your company**
3. Start with your Core Competencies



What do you do better than most?

- Core Competency: A Business strategy exercise
- Tip: What are your natural advantages?
- Don't limit yourself at this point – really exhaust yourself

EX Statement: – We know how to [verb] [noun] [qualifier]

– E.g.: “We know how to create jewelry with traditional techniques”

To Do: Make a list of what your company does *really* well – much better than others

Now – Circle what people will pay for

- Get feedback from others for blind spots
- You now have your marketing guide
- **Congrats, these are your business core competencies!**

Example – Etkie



-
- Creating luxury beadwork jewelry
 - Hand-craft art with high-quality materials
 - Establish ‘on-ground’, future-oriented relationships with talented artisans
 - Create dignified jobs for female artisans in underemployed communities
 - Use traditional production techniques to pass onto future generations
 - Engage meaningfully with the local community through partnerships + events
 - Pay homage to culture-based fashion without appropriation

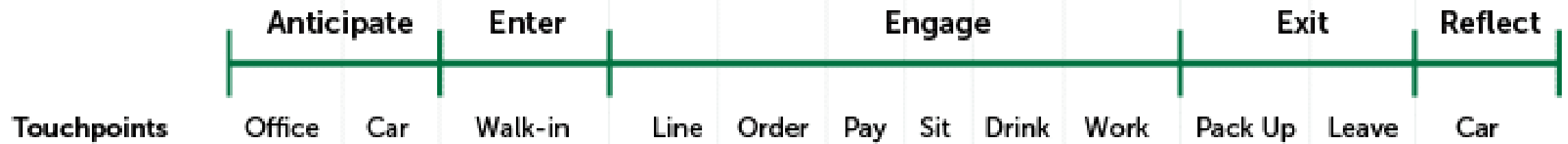
'Intent' Marketing: Help Customers Find You

That moment they decide that they need 'you' –

- What are they doing?
- What (else) are they buying?
- Who are they talking to?

TIP: Outline your customer journey: Start with the time they 'think' of a need all the way through purchase, and post-purchase (and every touch-point in between) to uncover opportunities

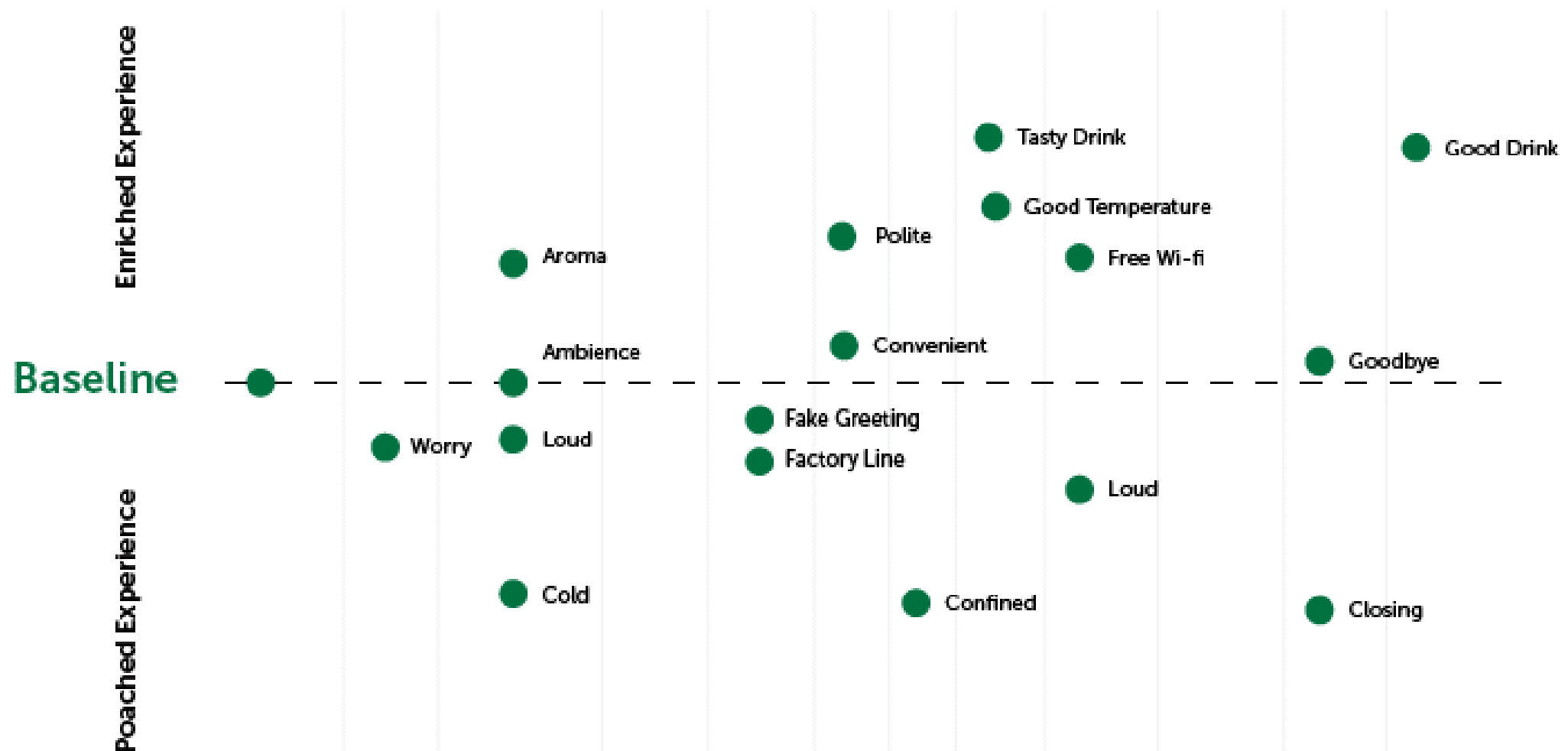
Starbucks Customer Journey





STARBUCKS®

Customer Journey Map



Customer Journey Mapping Benefits

1. Diagnose issues
 2. Remove unnecessary steps
 3. Reduce problems / create better overall experiences
- **Increase opportunities for conversion**

The BEST (and most overlooked) opportunity: Post event reach-out

Post purchase, visit and event communications is one of the most profitable (and underutilized) times to reach back out to your customer with:

- Additional offer for upsell
- Related recommendations for upsell
- Customer experience survey
- Request for a review

Hi Kelly!

We just wanted to check in to see how you liked your class, Introduction to Lettering.

How would you rate your class?

Terrible :(

Great!



Did you love your experience? Wish something had been different? We'd love to hear more! We'll even reward with you with \$15 off your next class when we receive your review.

Thank you for your feedback!

The CourseHorse Team

Calendar Invite



GeorgeBot

to me ▾

5:31 PM (0 minutes ago)

Congrats! You're officially registered for our April 29th webinar!

Here's the link to [add the event to your calendar](#). The link you'll need to join is in there so I highly recommend you add the calendar hold.

See you at the end of the month!

- George's Email Bot

P.S. Want to learn more about conversational email before the webinar? [Learn how Procore drove \\$84,000](#) in direct revenue from email.



Gauri Iyengar <giyengar@drift.com>

to me ▾

12:55 PM (0 minutes ago)



Hi Caitlin 🙌

It was great seeing you yesterday at RevGrowth: Digital!

I saw your question during the third session, How to engage audiences in a digital-first world.

We've actually been talking with a few others at your company about email engagement, and I've got a few ideas for how Drift can help.

For example, we helped PayScale create \$109K first-touch revenue from their email marketing programs with Drift Email 📧

<https://drift.ly/3dl1mcM>

Should we schedule a time to talk? Just let me know when works best.

You can also grab a time on my calendar [right here](#).



Gauri Iyengar

| [Drift.com](#)

[Book a Meeting](#) | [What is Conversational Marketing?](#)

Drift offices will be closed on July 2nd, 3rd, and 6th



Hey there 🙌 need help keeping
up to date with best practices? I



THANK YOU!

Thank you for purchasing a cake from us last year.
We would love to make your next celebration special again!

Special offer for your next order:
10% off your next purchase

Enter COUPON-CODE

at checkout!

[SHOP NOW](#)



Email Marketing

- According to constant contact, \$36 return for every \$1 spent
- HubSpot says \$42
- Start collecting emails?
- **POS: Ask for opt-in – bring your email sign-up sheet!**
- **PRO TIP: When you upload a list – record their source for further content tailoring**



EMAIL SIGN UP SHEET



**JOIN OUR
MAILING LIST**

Sign up to receive news, special offers, and more!

Your information will be kept confidential and never shared.

First Name	Last Name	Email Address

<https://templatearchive.com/email-sign-up-sheet/>

More For You



Tour Red Wine
Glass \$13.95



Hatch Rocks
Glass \$4.95



Set of 8 Mercer
Dinner Plates
\$44.95

**30% off select Coravin™
wine accessories***

**Your guide to every
type of cocktail glass**

**Ideas and advice:
How to stock a home bar**

CB2

Crate&kids HUDSON | GRACE



,024 x 706



We can't thank you enough for attending Marketing United 2018. So, what did you think? Here's a quick survey so you can tell us what you loved, what you just sorta liked, and what we can do better next year.

[GIVE US FEEDBACK](#)



SEE THE BEST OF MARKETING UNITED

Our fourth year of MU was definitely one for the books. Here's a quick look at the highlights from this year's conference.

[WATCH THE VIDEO](#)



5 LESSONS WE LEARNED AT MU

Here, we've gathered some of the most impactful takeaways and pieces of marketing wisdom from our 2018 speakers.

[SEE THE LESSONS](#)

**Send a post
(sign-up)
email!**



We missed you.

Dear {Contact First Name},

We're sorry you were not able to join us at the at {Event Title}.

We have several upcoming informational events that might align better with your busy schedule. As you consider the Wharton program, it would be great to see you at one of them.

[Upcoming Events →](#)

Or come visit us on campus - there is no better way to experience Wharton than to join us for lunch or sit in on a class.

[Schedule a Campus Visit →](#)

**We Missed
You**

Provide Social Proof

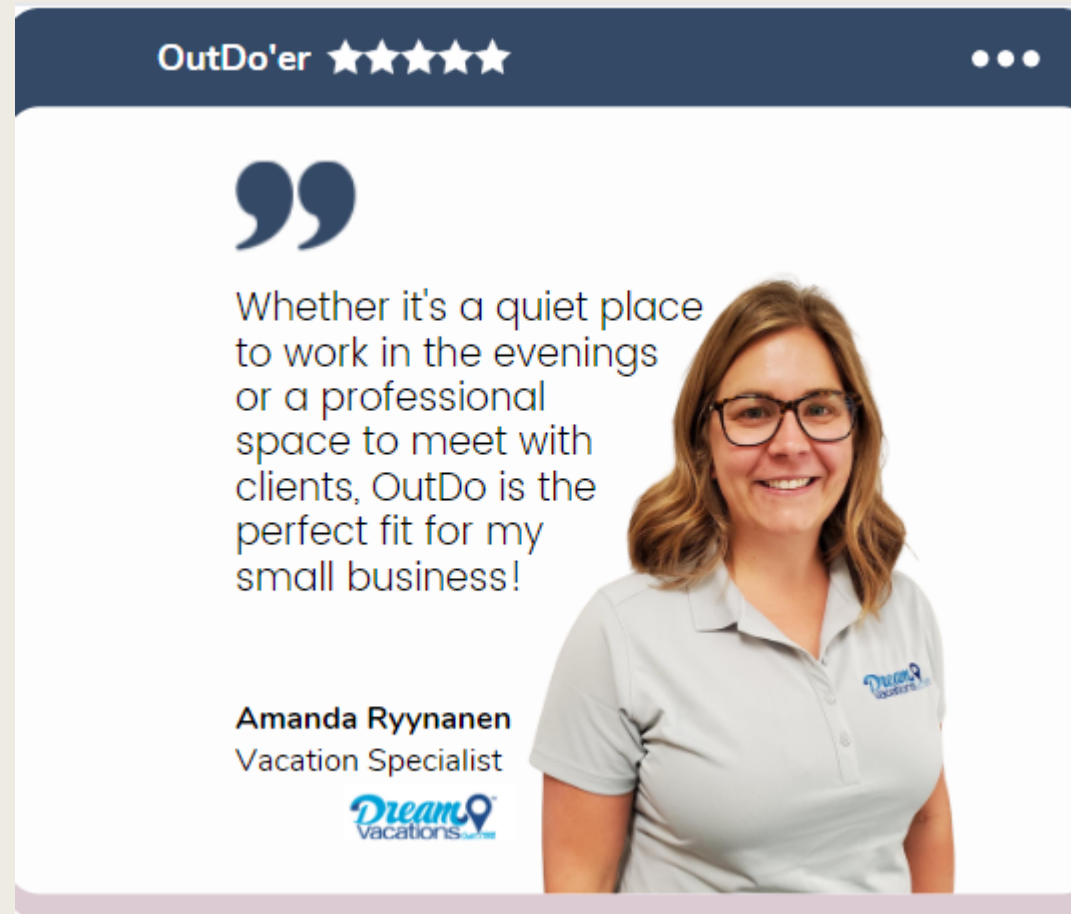
- Another example of intent marketing
- 93% of customers look at reviews before making a purchase
- Encourage your best customers to write a review
- Aim for 5 reviews minimum to get a star rating
- *****They improve Google search rankings!**



Lucky Dog – St Michael

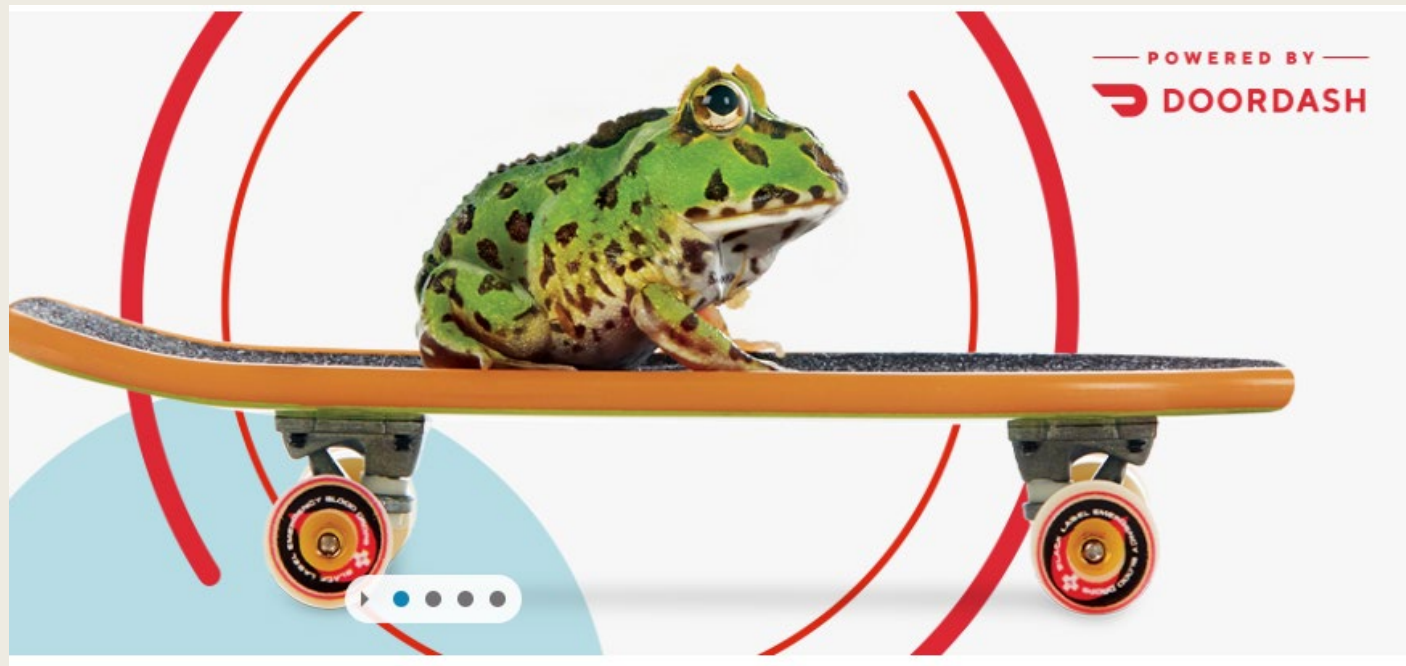
POS Register

Bonus: Use these reviews to create customer testimonials



Use People (Or Animals) in Your Messaging

- Lifestyle images (includes people and pets) are much better to use than strictly product pieces – people relate to people!



Help others find the right dentist

Hello Sarah,

It was a pleasure doing business with you. Thank you for being a loyal customer for 3 years!

As you may know, many people like you rely on online reviews to make sure they get the best service possible. With that said, we would love if you could leave us a testimonial on our Google page.

[You can click this link to leave your feedback](#) and help other people like you find a dentist who really takes care of their teeth.

Thank you for taking time out of your day. We greatly appreciate it!

Best,
[Your Name]

Don't Get Caught (TOO) Up With Design

- What we can learn from the larger brands with extensive budget for marketing testing:
- While including images is important to present a professional image (aim: ratio 50/50 text to image)
- Graphic design does not encourage conversions or purchases
- It's more about design / placement of key items: Ex: call-to-action button

Canva – Easy Graphic Design Tool

Canva

Design spotlight ▾ Business ▾ Education ▾ Plans and pricing ▾ Learn ▾

?

⚙

🔔

Create a design

What will you design?

Custom size

🔍 Search your content or Canva's

📷 🔄

🌟 For you

📊 Presentations

💬 Social media

🎥 Video


🖨 Print products

📢 Marketing


📁 Office

⋮ More


You might want to try...




Video




Presentation (16:9)




Logo




Instagram Post (Square)




Flyer (Portrait)




Resume



Poster (Portrait)



Certificate (Landscape)



Brochure

The right message, to the right person at the right time

If you're going to focus on something – focus on this...

TIP: Refer to the customer journey!



When people buy now (Google)



74%

When my interests or passions are sparked



35%

When a new task arises (e.g. home repair)



51%

When an unexpected problem arises (e.g. flat tyre)



54%

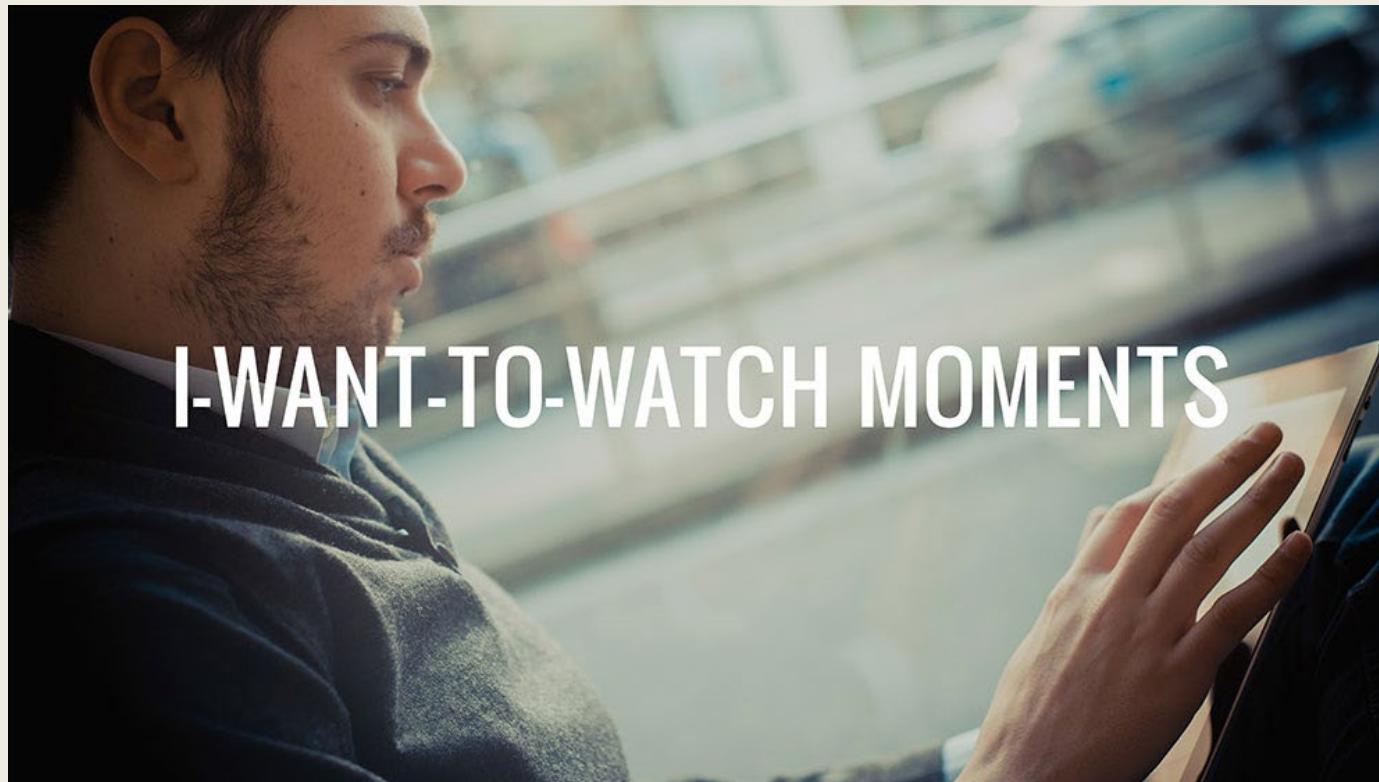
When I want more information on a brand or product



42%

When I need to buy something

Watching YouTube Videos on location they want to visit



<https://www.thinkwithgoogle.com/intl/en-gb/consumer-insights/consumer-trends/winning-the-moments-that-matter-right-person/>

Keep it Simple Silly (KISS)

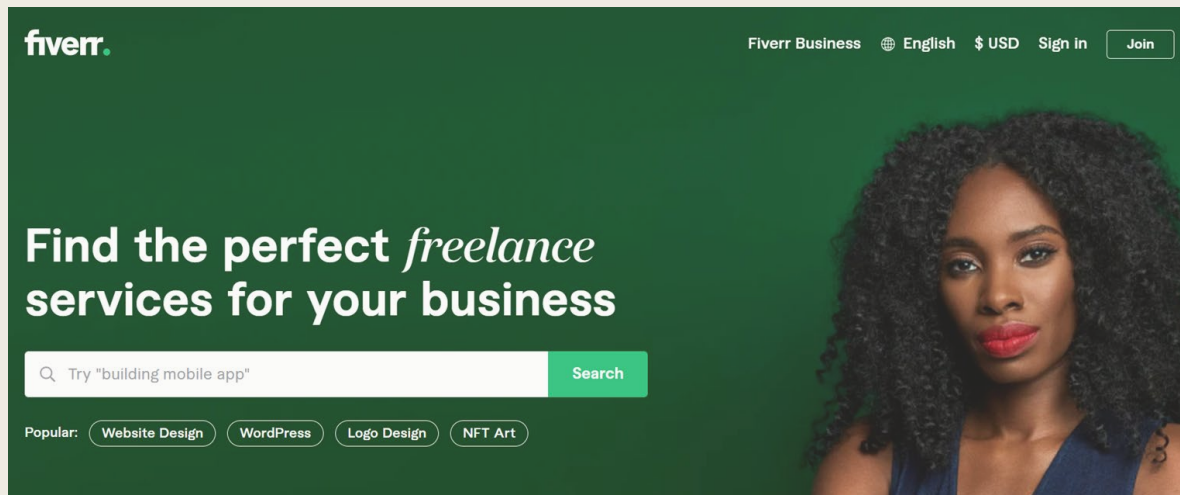
LESS IS MORE!

The formula for success: 1, 2, 3 messaging:

1. Catchy, short title
2. Bullet points
3. Call-to-Action
4. TIP: One goal per message!

Invest in A Professional Logo

- Formats needed throughout your marketing channels for a consistent presentation
- pixelated logos are useless to print or advertise with – save yourself
- Extra credit for helping you select brand colors – use for consistency and to build your brand recognition



Create urgency

- **Provide a timeframe** for action (no longer than 48 hours if possible)
- **Ramp up communications** the closer you get to your deadline – people respond more the less time they have (especially true with event marketing)
- **You don't have to be annoying** (ex: DON'T WAIT!!!!) – simply provide clear time frames and communicate more often the closer to deadline

Remember a Call-to-Action (CTA)

- Always tell the customer, in simple terms, what you want them to do
- Leave at the beginning and the end of your message (email example)
- Without this – your campaign is for the birds

Know (and delight) your audience

- Ultimately: Don't try to be everything to everyone
- Cater to your top buyers to create brand advocates
- 80/20 rule: 80% of business comes from top 20% customers
- **TIP:** Avoid focusing on who is not buying, this is a great way to waste resources – this can go for spending too much time attracting new customers (focus on your best customers now)

VOLUME 40

WELCOME

ISSUE 8 2020

A few tips to help your day go smoothly



“

It's a great way to break up my work week and makes me feel more productive.

PAULA



A FEW TIPS:

CONNECT

Fast, 500 mbps WIFI.
Network name: OutDoWork
Password: domorehere

MEET

Need to make a private call, have focus time, or drop into a meeting?

Schedule a meeting room:
outdowork.com.

Use code: MEMBERMEET

PRINT

B/W Laser Printer: Canon MF230
Color Printer: HP Office Jet 8710

REPLENISH

Nespresso Coffee maker, sparkling water (fridge), tea and snacks are in the breakroom. Or, stop by Buffalo Books and Coffee around the corner.

READ

You may notice books around the office. We are huge book fans here. Feel free to take to read.

Improving our customer experience

- Using our customer journey approach – after sign-up and at the start of their membership – I noticed a need for supporting info

Social Media

- Required
- The trick: Know where your customers are and focus on that
- Great way to raise awareness and stay top of mind
- Option for advertising: Don't be afraid to try
- TIP: Use canva to create your ad
- Start out with a simple local filter – don't' go down rabbit hole

For Higher Price Points and Digital Companies: Research SEO

- It can be free with keyword research
- It places you higher on search results – 1st page of Google results gets 90% of traffic
- Use Google Analytics (another great tool I suggest setting up on your website from the start) to track results

Invest in a Website!

Yes, you probably need something

But don't feel like you need a state-of-the-art site –

Again, think of the customer journey – most get a real estate agent from referral or when searching for homes

Ex: Real estate agent: Suggest a landing page with image, a few customer testimonials and contact info to do the job!

The point? Think about what is essential to your customer

You're Ready to Campaign!

1. Create A Goal, Ex: 20 store visits
2. State your channels: FB ads + email
3. Plan out your copy (include email resends to non-openers)
4. Execute
5. Reflect (what worked what didn't)
6. Do it again. People have to see your company an average of three different times before it resonates.

Tools to present a professional image

Amanda Kiviaho



Amanda Kiviaho
Owner at OutDo Work

A 30 1st Ave. NE Buffalo, MN 55313
P (763) 276-7355
E member@outdowork.com **W** www.outdowork.com

See the space: www.outdowork.com/tour
Book a meeting room: www.outdowork.com/meeting

EMAIL SIGNATURE
www.wisestamp.com

Event Name *



30 Minute Intro


Event Link *


calendly.com/introduction


30 minute introduction

Location *

 **Zoom** 

 **In-person meeting**
Set an address or place

 **Phone call**
Send an email to the person hosting the event

 **Google Meet**
Send a text to all invitees of the event

BOOK AN APPOINTMENT
<https://calendly.com/>

Be Brave!

The difference between successful marketing and unsuccessful marketing? The willingness to try and to try again (learning a little each time).

Marketing is not a one and done.



Know When to Get Help

- Social Media
- Highly recommend videography (yourself or a professional) – a great way to connect one-on-one with your customer and build trust
- Photographer: For a professional presentation
- ****Logo designer****
- Email: For encouraging purchases + staying top of mind
- Print Mailers: Standout on the occasion – check out your local print shop
- For all contractors: Check out their past work – and remember, you get what you pay for

Additional Tools

- Wisestamp (email signature)
- Calendly (schedule a time to talk / zoom)
- Adobe stock images – great selection of quality photos

Thank You! My CTA

Amandakiviaho@gmail.com

Member@outdowork.com

Www.outdowork.com – Buffalo, MN

Recap: There is no secret sauce

There is no secret sauce to great marketing – the secret is to be consistent, plan and factor in marketing time.

Be creative and be memorable for the right reasons. And don't get caught in a design rabbit hole.

Last tip: Try to get feedback from your circle and a few outside it re: marketing before you move ahead to ensure you are not missing anything. It happens to the best of us.