

Strategy & Marketing

Joseph Muller

Business Advisor, Staten Island Small Business Development Center

Joe.Muller@csi.cuny.edu

www.sisbdc.org



Staten Island Small Business Development Center



The SBDC Vision

The NY SBDC brings world class business expertise to the SME community.

The SBDC Mission

The New York SBDC provides customized solutions through advisement, education, research and advocacy for Entrepreneurs, Innovators and the Small & Medium Enterprise community.

NY SBDC – The go to network for small business!

The SBDC Drives Businesses Forward



The Small Business Development Center network is a cost-effective way to create jobs, grow the economy, enhance American competitiveness and fulfill the *American dream*.

Since our start in 1993, the SBDC at CSI has worked directly with...

- 8,400 businesses
- Assisting them to invest over \$179,000,000 in the area's economy
- Creating or saving 5,560 jobs



SBDC Services

The Small Business Development Center assists our clients with the following:

- Business Planning
- Cost Analysis/Financial Management
- Procurement Assistance Services/BidLinx
- Minority Women Business Enterprise
- Disaster Recover and Building
- Entre Skills
- Marketing Plans
- High Tech Start-Up / CSI Incubator
- Veterans' Boots to Business
- Networking
- Informative seminars
- And much more!

Thanks to our partners in the public and private sectors, our services are of **no cost** to you!

How can the SBDC help you with Marketing and Social Media?

☒ **Develop Your Plan!**

Your Business Plan and Marketing Plan are vital guidelines for your business. Let our business advisors assist you in writing yours.

☒ **Research Network**

Research competition, target markets, etc.

☒ **Get your business on the map!**

Google My Business Authorized Verifier

☒ **Network!**

Connect with our network to grow your own!



Why do you need to market your business?

- Identifies who you are in the marketplace
 - Builds your brand
 - Improves your business reputation
 - Sets you apart from competition
- Gets the word out
 - Increases sales
 - Engages your brand with your target market

Determine Your Offering & Market Demand

- ⚙️ What do I want to sell?
- ⚙️ What will the product/service do?
- ⚙️ What problem does my product/service solve?
- ⚙️ How is it different from what currently exists?
- ⚙️ What is my target market?
 - ⚙️ What are the demographics?
 - ⚙️ Who will buy it? How do I know? How will I find out?
- ⚙️ How much will they pay for it?

**The best business ideas come by identifying a need
or solving a problem for customers.**

Create a Strategy

How will you reach your customers and your sales goals?

Why will customers buy from you and not your competition?



Your business must attract enough customers to be profitable.

Create a Strategy

Identify the following...

- How will you get sales?
- How will you reach specific markets?
- How will you price your product or service?
- How is the product or service distributed?
 - Retailers
 - Direct Mail
 - Sales Representatives
- How will you promote the product or service?
 - Develop and distribute brochures
 - Website and social media platforms
 - Identify where you will advertise & how much it will cost
- What is your niche (specialty area)?

Understand Your Competition

- ⚙️ Who's already providing this product or service?
- ⚙️ How much do they charge?
- ⚙️ SWOT Analysis- What are their strengths/weaknesses?
- ⚙️ Who are their customers?
- ⚙️ What types of customers are they targeting?

**When you have a solid understanding of what currently exists,
you are better able to identify gaps and unfulfilled needs.**

It's All About Your Brand

- ⚙️ Have a Mission Statement – and fulfill it!
- ⚙️ Educate the Consumer
- ⚙️ Have a Professional Image
- ⚙️ Set Your Image in the Customer's Eyes
 - ⚙️ Keep your image consistent
 - ⚙️ All pages of your website should have the same fonts and colors
- ⚙️ Park Your Social Media Platforms
 - ⚙️ Make sure your name is available for your website and social media accounts

**When you have a solid understanding of what currently exists,
you are better able to identify gaps and unfulfilled needs.**

Get Online

- Establish your presence online!
 - Website
 - Define your services
 - Have a Contact Us page
 - Fulfill a purpose
 - Trying to make a sale? Link to “Buy Now”
 - Want to make an appointment? Display a Contact Form
 - Social Media Platforms
 - Referrals / Links on Partner Sites
 - SEO Marketing
 - Search Engine Optimization
 - Have a blog on your website – set a goal to post at least once a month
 - Keep your website relevant to be seen in a Google search

Know Your Analytics

Is what you're doing working for you?

- Track Your Website
 - Use Google Analytics to track insights
 - # of page views, length of time, demographics of visitors, etc.
- Social Media Insights
 - All platforms have insights to track followers, page views, clicks, etc.

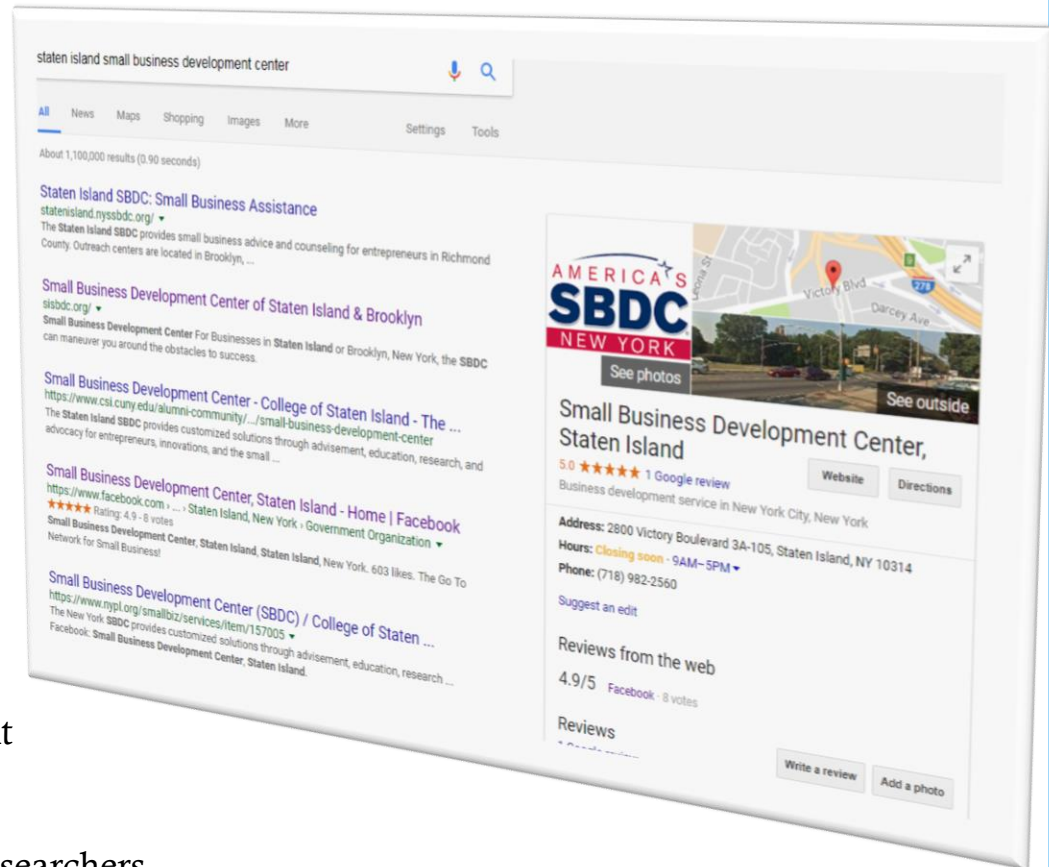
Utilize Google

Create a Google Listing

- Get verified through the SBDC
- Include all of your business information
- Add photos to your Google listing

Increase your Search Engine Optimization

- Getting your business on the map
- Update your website with current content
- Photos, videos, description of services
- Create a list of words/phrases to use for searchers



Verify Your Listing

Exclusive to this seminar!

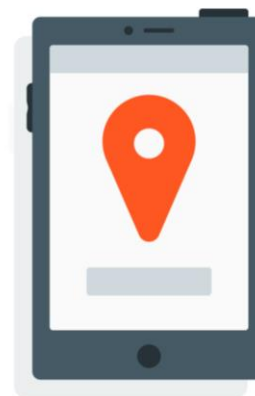
Get an expedited verification through our Partner Resource Expedited Verification Form

Contact us to learn more!

GYBO.COM/HOLIDAYS

76% of people who search on their smartphone for something nearby **visit a business within a day.**

Google/Purchased Digital Diary: How Consumers Solve Their Needs in the Moment, 2016



Go Mobile!

You can't just set up your website/social media and leave it alone.

Your online presence changes and grows as your business grows!

Not sure if your website is mobile friendly? Test it!

TestMySite.ThinkWithGoogle.com

Have a mobile capable website and make sure you're easily accessible with Google's free reporting tool.

Social Media

Be a part of your customer's experience



Advertising Tips

When creating your ads and posts on social media...

1. Keep your message short
2. A picture is worth a thousands words
3. Know your audience
4. Connect with your audience
5. Make your business stand out



"I'll give you a thousand words for it."

What Platform Should I Use?

FACEBOOK

Most popular

1.9
BILLION

unique
monthly
users



predominantly female
83% of online women
75% of online men

AGES
18-49

best place to reach Millennials and Generation X
Generation X spends almost 7 hours per week on social media

75%

of users spend 20 minutes or
more on Facebook every day

INSTAGRAM

Fastest growing

600
MILLION

unique
monthly
users



predominantly female
38% of online women
26% of online men

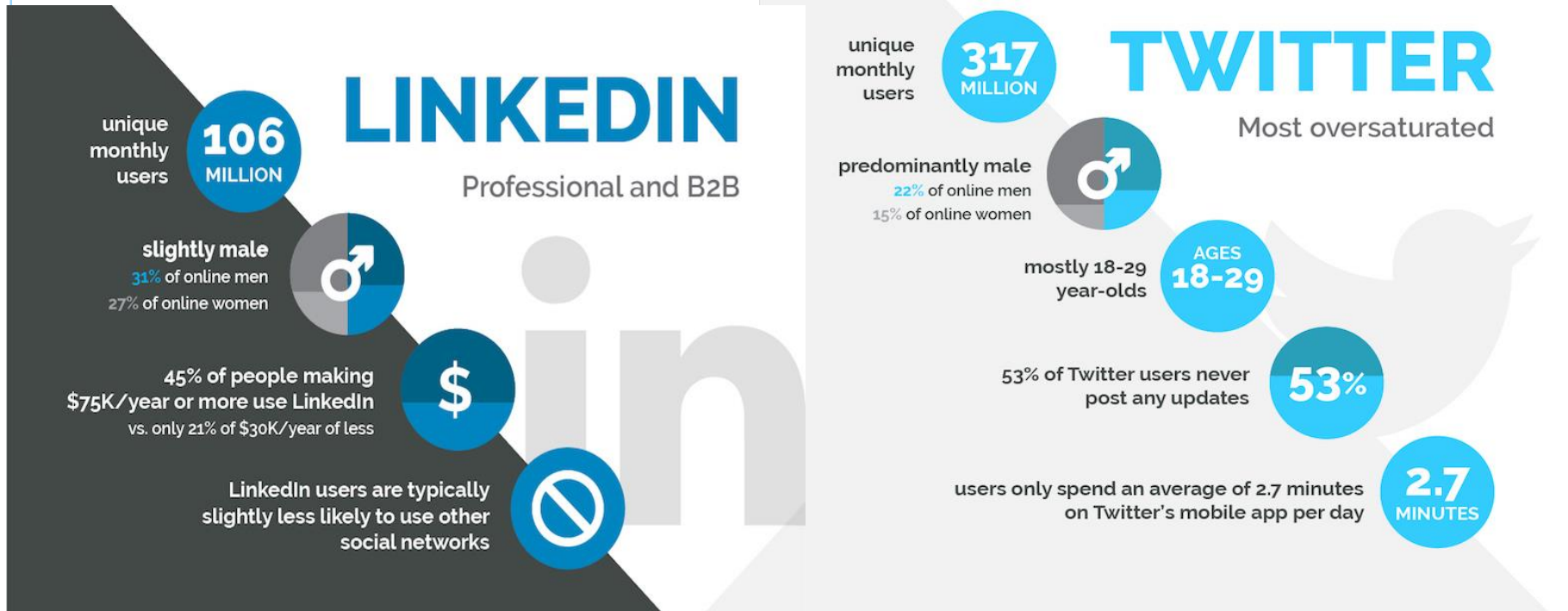
AGE
<35

90% of Instagram users
are under 35

53%

of Instagram users
follow brands

What Platform Should I Use?



Networking Groups

- Be social online...and in person!
- Get involved with the business community around you
- A great way to grow your business is through referrals and word of mouth
 - Staten Island Small Business Development Center
 - Staten Island Chamber of Commerce
 - Staten Island Economic Development Corp.
 - Bucks Networking Group
 - Staten Island Business Council
 - Greater New Dorp Networking Group
 - So many more ... ask your colleagues!



QUESTIONS/COMMENTS

Joseph Muller
Business Advisor, SBDC
718-982-2565
Joe.Muller@csi.cuny.edu
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Supportingstrategies.com/bootcamp > 'click' event name > scroll to
agenda > select your speaker