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ENGLISHTOWN ONLINE MARKETING MEETUP



Englishtown, NJ Online Marketing Meetup

The 5 things
you can do to
improve your
online
marketing,
right now!



5 Things You Can Do To Improve Your Online Marketing, right now

1. Do a SWOT analysis of your current marketing
 - Strengths, Weakness Opportunities & Threats
2. Start blogging on social media.
 - Comment on other's marketing
 - You want a customer or an order, ask for advice.
 - You want advice, ask for a prospect to be customer or the sales order.
3. Improve your website's SEO
 - Keywords, Transitions.
 - Short sentences, make your website easier to read.
4. Look at the return on investment "ROI" of your advertising budget.
5. ESP – Email Service Provider such as Mail chimp. Still Biggest ROI.



Every Morning.....
*The slowest gazelle must
be able to run faster than
the fastest lion.*

Or they could be eaten and
not survive, be gone by the
end of the day.



And get strength in numbers....

Faster gazelle can divert lions from the herd.

More Gazelle to look for lions. Greater Protection in numbers.

Gazelle can eat & drink while the rest of the herd looks out for predators.

Gazelle blend in with each other, so its harder to pick off slower ones.

However the gazelle can join a herd...

Most of all, the center of the herd can be a respite for slower gazelle. Perhaps they just want a break from the fastest lion?

Social Media



- Social Networking means strength in numbers. Join a herd!
- Connections use synergy to take care of each other.
- Lions are using Superbowl ads to commoditize small business.
 - The slowest small businesses need to be faster than the *biggest big* businesses.
- Build long term relationships.

50,000 Foot View of
Small Business
Owner/Professional

SWOT

- Strength
 - Weakness
 - Oppportunity
 - Threat

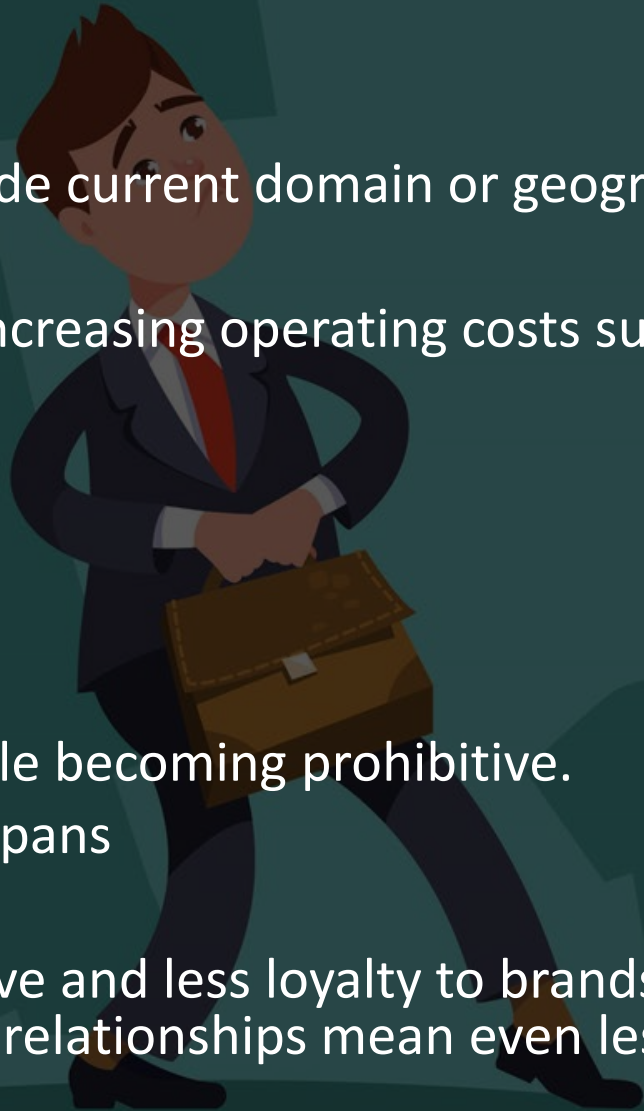


Small Business Strengths

- Relationships
 - Difficult for big business to maintain relationship. For one, life-long employment is abnormal.
- Monopoly
 - In the domain or geography that small businesses operate, small businesses have monopoly power.
- Speed
 - Well managed small businesses can make decision quickly

Weakness

- Getting business outside current domain or geography
- Scaling up if need be
- Stagnant prices with increasing operating costs such as rent, health insurance, housing.
- Technology
 - Social Media
 - Automation
 - Upwork.com
 - Digital marketing
 - On a small scale becoming prohibitive.
- Decreasing attention spans
- Millennials, Gen Z
 - More price sensitive and less loyalty to brands. In businesses where big competitors can beat on price, relationships mean even less.





Oppportunity



Opportunity

- Double down & strengthen relationships
- Discover, learn from other small business professionals
- Be the leader in your field or business.
- Get a 2nd opinion
- Climb the highest mountain and let everyone know who you are and what you do
 - Open new markets – World Wide Web, social media. Find a niche where you can compete with big business.

Threats

- Prospect
 - What you do is commoditized. You need to be a _____ consultant.
- Commoditization or perception of commoditization. Did you ever wonder why so much was spent on robot ads in last year's Superbowl?
 - DIY – Do it yourself “ism”
 - Competitor either down the street or around the world has lower prices.



Englishtown Online Marketing

Sometimes you want to go a place
where everybody knows your name

- Integral business-men & women
- Strengthen relationships
- Positive feedback
 - Nobody has a monopoly on all the information, get a 2nd opinion.
 - Create new strategic partnerships
- Free marketing
 - Meetup list can be seen by the public. A place where everyone knows your name.

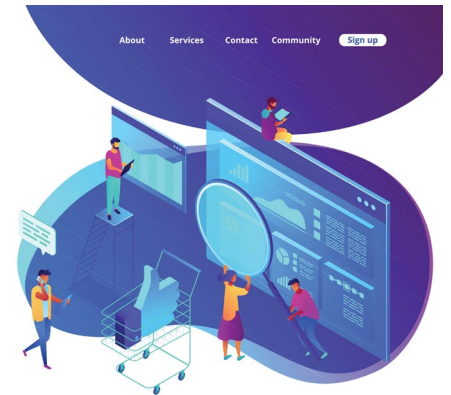


LOGO

Digital Marketing Strategy

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Get started!





QUESTIONS?

732-398-5530