

Marketing + Outreach Basics

Building Your Business in the Digital
Age

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**#pitahayafest2014 #pitahaya
#pitaya #dragonfruit**

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The Power of the Internet

- In the U.S., approximately 245 million internet users (CIA, 2009)
- 85% of U.S. adults (18 +) use the internet (Pew Internet Research, 2013)
- 97% of consumers search online for products, yet 50% of SMB's **DO NOT** have a website (Google, 2012)
- Every second, there are 400,000 searches run on Google, Bing and Yahoo (comScore, Nov 2013)
- *96% of smartphone users have researched a product or service on their device (Our Mobile Planet: United States, Google/Ipsos OTX Media CT, US, May 2012)

The Power of Social Media

- 72% of ALL internet users are on social media
- 3 in 5 SMB's say they gain new customers by using social media
- 82% of SMB's have said their main source of new business is referrals (Constant Contact, 2013)
- 93% of marketers use social media for business
- 80% of online users prefer to connect with brands on Facebook

Figures provided at <http://www.jeffbullas.com/2014/01/17/20-social-media-facts-and-statistics-you-should-know-in-2014/>

With that in mind, here's where to start.

- 1. Website**
- 2. Social Media**
- 3. Blog**
- 4. Email List**

Importance of Having a Website

- Online Presence**
- Credibility**
- Legitimacy**
- 247365**

Considerations

- **Mobile Friendly**
- **Links to Social Media Pages**
- **Usability**
 - Make contact information easy to find
 - Keep it simple & minimalistic
 - As few pages as possible
- **Update Frequently**

Website Hosting Services

- **Squarespace** – www.squarespace.com
 - starts at \$8/month and offers a free domain name
- **Wix** – www.wix.com
 - FREE w/ paid options available for more features/templates
- **Blogger** – www.blogger.com
 - FREE but less options and harder to navigate
- **Wordpress** – www.wordpress.com
 - FREE and similar to blogger



Why Social Media Should Matter to You

1. #1 activity on internet
2. FREE
3. Customer Interaction

Which Social Media Sites to Use

- **Facebook & Google+**
- **Twitter**
- **Instagram & Flickr**
- **Pinterest**
- **YouTube & Vimeo**
- **LinkedIn**

Considerations

- **Top Social Networks?**
- **Understand your current and potential customers**
- **Have a strategy**
- **Promotion**

The Infamous #Hashtag



UCSouthCoastREC @UCSouthCoastREC · Jan 24

#SouthCoastRec Director @DHaverUCANR shows @CalPolyPomona students a plot of #pitahaya, or dragonfruit. #OrangeCounty pic.twitter.com/qf9S2H2Fum



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Blogging

- Is it right for you and/or your business?
- Alternate avenue to drive traffic to your website
- Establishes you and/or your business as a hub for information

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Considerations

Successful bloggers:

- Provide unique content
- Build relationships
- Create catchy headlines
- Design & Theme
- Use of Images
 - **Creative Commons + Commercial Use Licenses**
- Keywords
- Links, links, and more links
- Mobile Friendly

Bad Blog



Good Blog

FIRM WORK AWARDS PRESS CAREERS **BLOG** CONTACT

FX FOWLE **BLOG** views from our firm & community



URBANISM
Building the Ground, Part 3
TUESDAY, August 31, 2010 | BY **TOBY SNYDER**

While the [previously noted](#) geographic aspects and the conserving wildlife species are naturalist considerations for land reclamation, economic debates usually rule the game.

Few development authorities can generate the funds to reclaim land. In most U.S. cash-strapped municipalities, private entities with small capital reserves own the majority of land. Conversely, in Copenhagen, Amsterdam, Dubai, South Korea, and Hong Kong, each government owns a majority of the land—private property is often held in 99-year land leases. While these well-financed cities draw on national capital reserves for urban projects, the resulting reclaimed land represents a smaller share of the government's total property portfolio. In recent years, land reclamation projects have occurred where low-cost flat land is scarce—Foster + Partners' Hong Kong International Airport (9.4 km² reclaimed), Renzo Piano's Kansai International Airport (10 km²) in Osaka, most of Tokyo Bay (249 km²) or Bahrain (410 km²), for that matter, all the Palm

FEATURED POSTS

Words with the Artist: Daniel Wiener, Part 2
Building the Ground, part 4
Words with the Artist: Daniel Wiener, Part 1
Bag Ban Sacked
Building the Ground, Part 3

CATEGORIES

Culture
Design
Sustainability
Technology
Urbanism

RECENT COMMENTS

Tweets that mention Words with the



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More Blogging Information

www. SocialMediaExaminer.com

26 Essentials for Blogging Success: What You Need to Know



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Email Marketing

- **Target Audience**
- **Grouping Followers**
 - Those interested in Pitahaya
 - Those interested in Citrus
 - Those interested in Blueberries
 - Etc.
- **One more outlet**

Considerations

- **Short & Sweet**
- **Consistent Branding**
- **Links, Links, Links**
- **Unsubscribe Option**

Email Marketing Services

- www.constantcontact.com
- www.mailchimp.com
- www.jangomail.com
- www.infusionsoft.com

Thank you. Any questions?