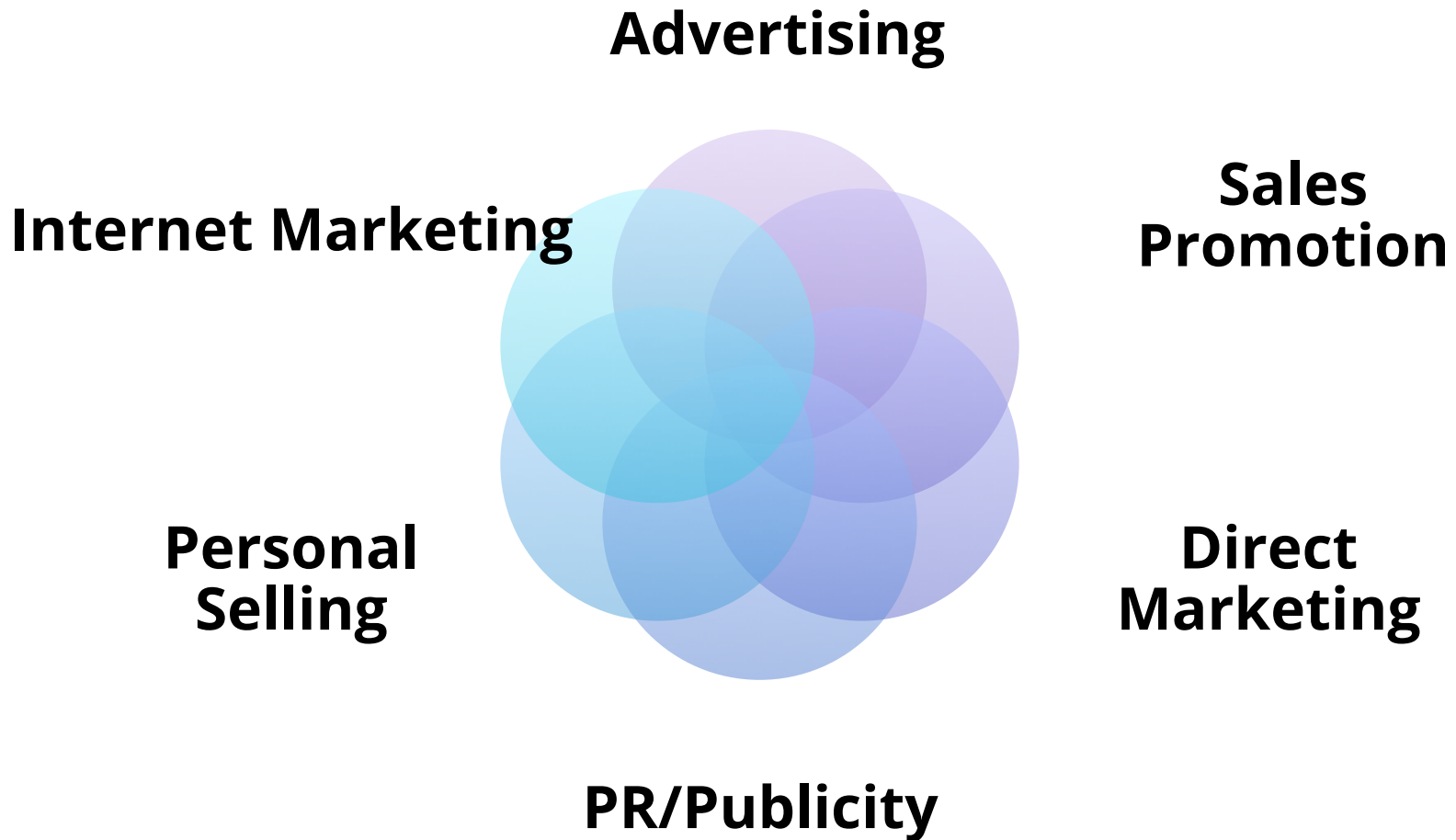


Digital Marketing

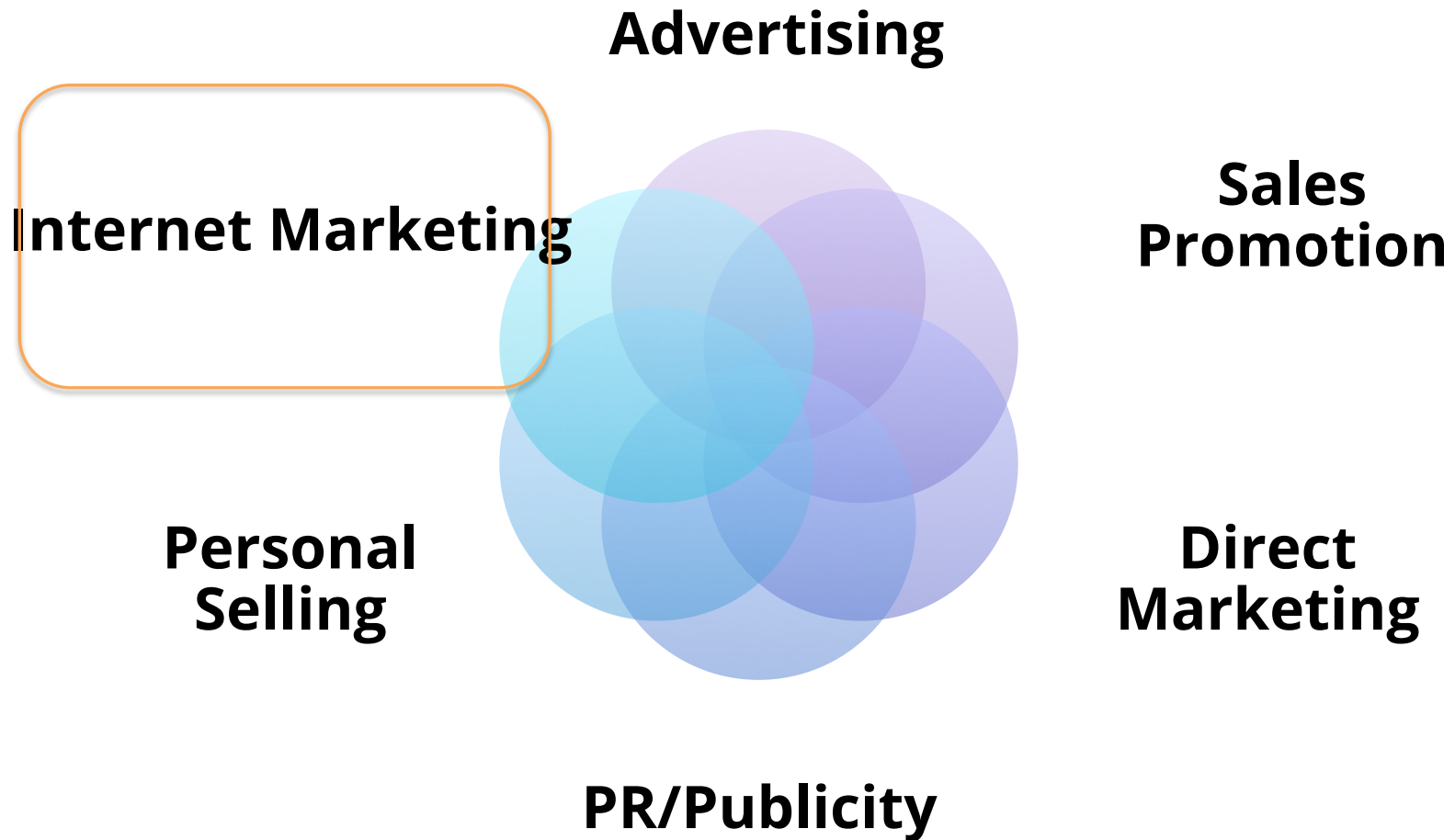
10 Essential tips for small businesses in 2013

Erin Carpenter | Hidden Peak Interactive, LLC

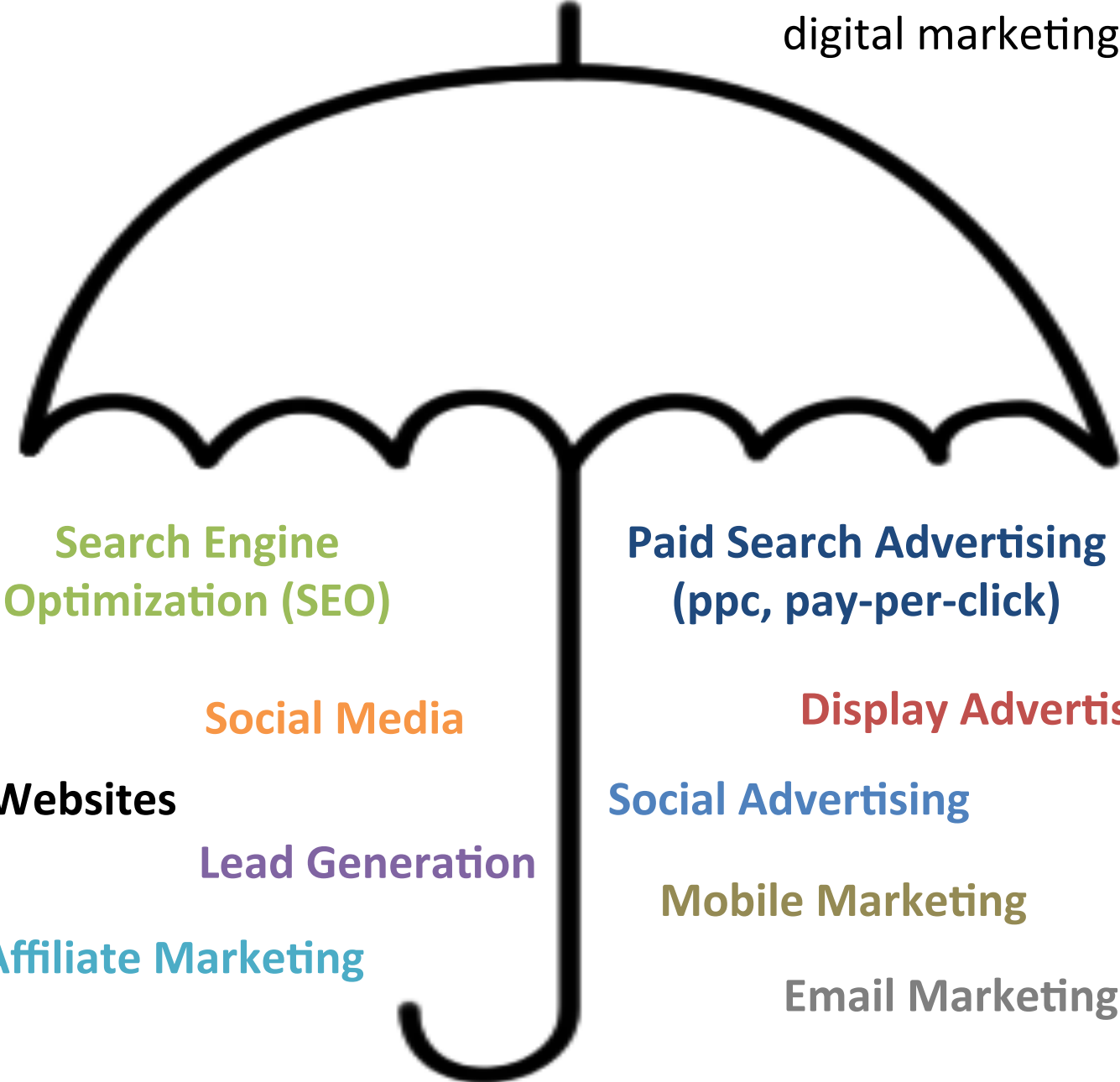
Integrated Marketing



Integrated Marketing Strategy



digital marketing umbrella



Search Engine Optimization (SEO)

Paid Search Advertising (ppc, pay-per-click)

Social Media

Display Advertising

Websites

Social Advertising

Lead Generation

Mobile Marketing

Affiliate Marketing

Email Marketing

“The times they are a-changin’”

- Bob Dylan

Then...

controlling the message

How do you handle a hungry man?

The Manhandlers.


Campbell's Vegetable Beef is one of them. And it's one of Garry Proctor's favorites. This soup is built for a big, hungry man. Tender, juicy beef, good garden vegetables and a burly beef stock. M'm! M'm! Good!

VEGETABLE BEEF SOUP STOCK SOUP CHICKEN SOUP TUNA SOUP


The advertisement features a central photograph of a man in a green jacket eating from a can of Campbell's Vegetable Beef soup. The top and bottom of the ad are framed in orange with bold black text. At the bottom, four small cans of different Campbell's soups are displayed.

controlling the message

Now...



Fall 2012



Campbell's
Kitchen.com

Campbell's Kitchen
458,973 likes · 5,536 talking about this

Like Message

Website
At Campbell's Kitchen, we strive to give you proven recipes, tips and inspiration to help keep things fresh.

About

Photos

Welcome

Savings Center

SHARE YOUR RECIPES

4

Recipes

controlling the message

Now...



Recent Posts by Others on Campbell's Kitchen [See All](#)

 **Patsy Mund**
These are some of the best Campbell's Soup recipies, I...
1 · 13 hours ago

 **Connie Payne Hall**
I have Campbell soup and tomato juice in kitchen all t...
2 · 14 hours ago

 **Judi J Jennings**
Today I am making a promise to myself, family and fr...
1 · Yesterday at 8:42pm

 **Jackie Beal**
Tonight I was very disappointed when I opened a can ...
1 · Yesterday at 4:19pm

 **Bigislandgirl England**
Your Recipes Are Greeaat!!! Keep em coming!!
3 · Saturday at 10:12am

[More Posts](#) ▾

A green arrow points to the post by Patsy Mund, and a red arrow points to the post by Jackie Beal.

Then...

controlling the message



United Breaks Guitars

sonsofmaxwell 18 videos ▾



"United Breaks Guitars" is now a BOOK! Go to www.UnitedBreaksGuitarsBook.com

0:12 / 4:37

The image shows a screenshot of a YouTube video player. The video title is "United Breaks Guitars" and the channel is "sonsofmaxwell". There is a "Subscribe" button and a dropdown menu showing "18 videos". The video content shows a man in a white shirt and tie. A red banner at the bottom of the video frame reads: "United Breaks Guitars" is now a BOOK! Go to www.UnitedBreaksGuitarsBook.com. The video player controls at the bottom show a play button, a volume icon, and a progress bar indicating 0:12 / 4:37.

...Now

SMALL BUSINESS SATURDAY

NOV 27



Americans Helping Americans Create Jobs



America gets more jobs.



for USA Fund at our register.
write

LET'S CREATE
Jobs for USA

LET'S CREATE
Jobs for USA

createjobsforUSA.org

LET'S CREATE
Jobs for USA

createjobsforUSA.org

Wristband

Made in the USA.

Give
\$5
or more

100% of your donation goes to the Opportunity Finance Network® to create and sustain jobs in communities across the country.

WILD
NUT

PEPPERMINT MINTS
PEPPERMINT MINTS
PEPPERMINT MINTS
PEPPERMINT MINTS

PEPPERMINT GUM
PEPPERMINT GUM
STARBUCKS®
Sugar-Free

STARBUCKS
LIBERTY
LIBERTY





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0:14 / 0:17 360p

Info Favorite Share Playlists Flag

Old Spice | Fiji

From: OldSpice | Mar 3, 2011 | 1,236,747 views
Give your man some Fiji and feel the fresh ocean breezes even when you're inside and it's impossible.

Like

View comments, related videos, and more

- Old Spice | Fiji
3 months ago
[more info](#)
- Old Spice | Behind the Scenes
1 month ago
[more info](#)
- Old Spice | Komodo
3 weeks ago
[more info](#)
- Old Spice | Scent Vacation
3 months ago
[more info](#)
- Old Spice | Super Fan
3 months ago
[more info](#)
- Old Spice | I'm Back
4 months ago
[more info](#)
- Old Spice Man Internet Responses
6 minutes ago
[more info](#)

OldSpice

[Subscribe](#)

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Channel Comments (27493)

Refresh

- iamrolee (6 hours ago)
My old man wrote me a letter from prison once. It said if you don't want to end up in here, stay away from crime, women and drugs. Problem is, don't leave you much else to do, does it?...
- FullscreenTV (7 hours ago)
hard body

Profile

**Marketing on a budget is within
your reach!**

10 Digital Marketing Tips for Any Small Business

1. Create Personas
2. Enter the Social Media Conversation
3. Video is Hot
4. You've Still Got Mail
5. Think Mobile
6. Crowdsourcing is fun and Cost Effective
7. Have Fun with QR Codes
8. Get Localized
9. Business in "The Cloud"
10. Search Engine Optimization Gives You Wings

1

Create Personas because...

**‘Everyone’ is not your
customer.**



Everyone



Target Market Segments



Personas



Personas



Karen Jenkins

“Family first”



Age: 34
Education: Bachelor of Education
Occupation: Stay-at-home mom, part-time ballet teacher

A “MILITARY BABY,” KAREN LEARNED VERY QUICKLY how to manage always being the new kid in town. With a quick wit and vivid imagination even as a child, Karen could always adapt to any situation and often found herself at the head of activities and initiatives both in and out of school. And though each town was slightly different from the next, her mother always made sure to keep her enrolled in ballet. Her family finally settled down for good her sophomore year of high school just outside of Tulsa, Oklahoma. It was there that she would meet the pimple-faced, squeaky voiced boy who would one day grow up to be her husband.

Though she seriously considered going to college abroad, she ultimately decided to go to the University of Iowa in order to stay closer to home and her practice ballet on the side. Now a stay at home mom with two kids and one on the way she’s the ultimate multi-tasker. She loves to be busy and oyfriend. She majored in Education and minored in English Lit and still managed to teach and relishes being able to balance it all with what her friends perceive as effortless grace. She’s the consummate hostess and she loves to entertain maybe more often than the checkbook should allow. But her energy is infectious, her husband loves to indulge her and somehow they always manage to get by.

Karen has found a natural rhythm to her lifestyle and enjoys it much more than she ever dreamed she would. Though from time to time she wishes she had pursued her ballet career further, she’s translated much of that desire into planning to one day open up her own small ballet school. In the mean time, she does her best to maintain a modest but happy home and every now and then she’s able to cajole her husband into taking her and the kids for a weekend at the lake.

Goals

- Create a happy, healthy home.
- Provide safe environment for kids

Influencers

- Friends
- Mom
- Martha Stewart

Websites & Blogs

- marthastewart.com
- rachaelray.com
- simplemom.net
- cuteoverload.com
- cafemom.com

Questions

- How can I keep my rug from slipping?
- Will this product work?
- Can I move the rug when I clean?
- Where can I purchase the Rug Gripper?

Approach

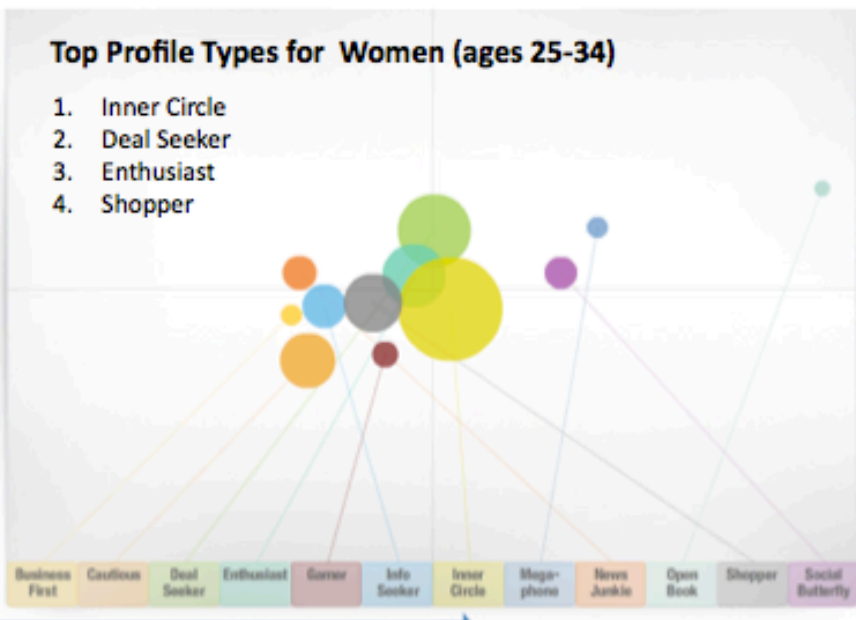
- Trust in word of mouth
- Impulse shopper
- Martha Stewart

Online Activity

- Social Network
- Blogs
- Communities
- Email

Social Networks

- Facebook
- Flickr
- YouTube
- Twitter



Lindsay Segal

Startup Entrepreneur of a Yoga Studio

Lindsay Segal

STARTUP ENTREPRENEUR

Age: 35
 Income: \$50,000+
 Education: College
 Household: Married w/o children
 Location: Boulder, CO
 Profession: Yoga Studio Owner

Online Activity: Social media, email, blogs
 Websites/Blogs: [Yoga Journal](#), [Vegetarian times](#)
 Social Activity
 + Networks: Facebook, Pinterest, Twitter, LinkedIn, YouTube
 + Frequency: daily
 + Participation: active, q&a, research, fun, shares photos



"I am looking for answers."

LINDSAY HAS ALWAYS BEEN ON THE GO. From childhood gymnastics classes to her stint playing semi-professional tennis in college, pushing herself to meet new goals has always made her feel alive. Her latest challenge is getting her yoga studio up and running. She loves teaching and her natural enthusiasm makes marketing a breeze. However, she's aware that it's going to take a lot of work before the studio can reach its true potential. She wants it to be a successful business – not a hobby.

Lindsay usually turns to her husband, Matt, for advice. But he's got his own busy career and can't take on the role of business partner. The couple wants to be careful to maintain a good work/life balance and spend their time together doing things they both enjoy. Lindsay realizes that an outside consultant could provide insight into her business model. She finds it especially difficult to figure out how to structure her pricing and manage her business expenses. Lindsay would feel relieved to have someone take the guesswork out of things – she's ready to listen to sound advice from an expert.

As usual, Lindsay starts "thinking out loud" on Facebook. Several of her friends comment in support of the idea of hiring a professional. One friend, Miranda, recommends her own accountant as the perfect fit for Lindsay's business. Lindsay is interested, just concerned about how much this kind of service would cost. She knows you have to spend money to make money. But she'll need to hear a couple of good ideas for ways to boost the profitability of her studio before she trusts that hiring a financial advisor is a smart move.

Marketing Activity Response Factors



2

Enter the **Social Media** conversation



twitter



Claim your Brand

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- @stonebrewingcompany
- LinkedIn.com/company/stone-brewing-co
- Youtube.com/user/stonebrewingco
- Flickr



Enter Email Address

Subscribe





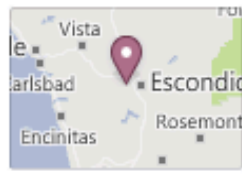
Stone Brewing Co.

140,566 likes · 1,455 talking about this · 56,662 were here

Like

Message

Brewery
Follow us on Twitter!
<http://twitter.com/StoneBrewingCo>



140k

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Highlights

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Write something...

12 Friends
Connected to Stone Brewing Co.

Create a Page

Sponsored

Free Pinterest Webinar
onlinemeeting

FREE Pinterest Marketing Webinar

Learn how to...
your exposure...
traffic, and g...
customers w...
Pinterest.

Did Timeline Pages?



Learn why Ne...
time to use P...
more than E...
Watch our vi...
proving why!

Now

April

2012

2011

2010

2009

2008

Founded



Stone Brewing Co.

@StoneBrewingCo Escondido, CA

*The All-Time Top Brewery on Planet Earth -
BeerAdvocate Magazine*

<http://www.stonebrew.com>

Tweet to [@StoneBrewingCo](#)

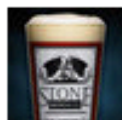
Tweets

Favorites

Following ▾

Followers ▾

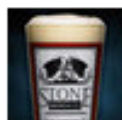
Lists ▾



StoneBrewingCo Stone Brewing Co.

[@the311juego](#) Thanks! Glad you liked it. We're very proud to participate in [@MeatlessMonday](#)

21 hours ago



StoneBrewingCo Stone Brewing Co.

[@adamnason](#) Ha, thanks for the props. [@mailchimp](#) makes that job a lot easier.

21 hours ago



StoneBrewingCo Stone Brewing Co.

RT [@BrewDogJames](#): Off to [@MusaAberdeen](#) for a cool [@brewdog](#) and [@StoneBrewingCo](#) beer dinner! I can class this as working. On two counts. :)

22 hours ago



About [@StoneBrewingCo](#)

2,980
Tweets

14,280
Following

39,076
Followers

3
Lists

Recent Images

This media was shared by [StoneBrewingCo](#) you don't follow.

Display media

[Always display media](#)

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CoronadoBrewing Coronado Brewing Co.
Islander IPA, Orange Ave OPA, M



AlaskanBrewing Alaskan Brewing Co.



greatdividebrew Great Divide Brewing Co.
Since 1994, Great Divide has brew

Following · [view all](#)





Stone Brewing Co. - Greg's vBlogs

StoneBrewingCo's Channel

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0:00 / 4:09 360p

Info Favorite Share Flag

Bruery / Elysian / Stone La Citrueille Céleste de Citracado

From: StoneBrewingCo | Oct 14, 2011 | 2,423 views

Patrick Rue and Tyler King from the Bruery and Dick Cantwell From Elysian Brewing join Stone's brewmaster, Mitch Steele, for our latest collaboration project. See what they're up to on brew day as they discuss the eccentric ingredient list and make guesses about what to expect when the beer is finished.



Search

Date Added | Most Viewed | Top Rated



Bruery / Elysian / Stone La Citrueille Céleste de Citracado
2,423 views - 3

4:09



CDA vs Black
1,428 views - 3

2:14



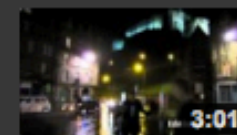
Greg retires spinning?
982 views - 1

1:09



Greg vs. Pro Sign Spinner
2,240 views - 1

1:24



Stone Wrote Book: Part 1
933 views - 1

3:01



Stone Wrote Book: Part 2
3,078 views - 1

3:55

 **stonebrewingco's photostream** pro
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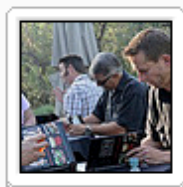
Rare Beer Breakfast
26 photos



Bruery / Elysian / Stone La...
41 photos



2011 Great American Beer...
9 photos



The Craft of Stone Brewing...
25 photos



Stone 15th Anniversary...
146 photos



Green Flash / Pizza Port...
9 photos



Fresh Dinner 7-26-11
27 photos



Cherry Chocolate Stout
6 photos



Baird / Ishii / Stone...
4 photos



5th Annual Stone Sour Fest
45 photos



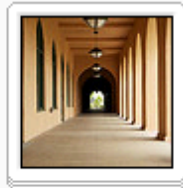
Stone Company Store - South...
23 photos



Baird / Ishii / Stone...
6 photos



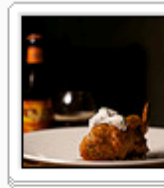
Stone Farms
19 photos



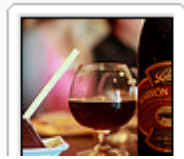
Stone Brewing World Bistro...
8 photos



Stone Company Store - South...
11 photos



Master Pairings: Vegan Beer...
20 photos



Case Study: Martell Homes

- 100% Business Growth in 3 Years
- Referrals from 90%-3% as a Percent of Total
- Close Time Record – Average 45 minutes

<http://www.themartellexperience.com/>



3

Video is hot!

- Over 480 million users
- 2nd Largest Search Engine behind Google
- Only 49% of companies use it (opportunity)
- 80% of all traffic will be video by 2015



Orabrush
TONGUE CLEANER

HELPS CURE BAD BREATH



4

You've STILL Got Mail





Stone eMail Newsletter



Tomorrow: Rare Beer Breakfast

Our kick-off event for San Diego Beer Week returns for a second year with decadence galore. Amazing food (caviar! truffle omelets! lox! pork belly!), hard to find beers, and live music! [Tickets and beer list online.](#)



Pour It Black

On Sunday, November 13th the 1st annual Pour It Black festival joins the ranks of Sour Fest & Oakquinox. "Dr." Bill and his crew have collected an amazing selection of nearly 100 unique porters and stouts from around the world. [Tickets and complete beer list online](#)



Next Wednesday: Women Only

A craft beer "class" just for the ladies! Relax, sample delicious brews, and enjoy lively discussion and the camaraderie of other women who love good beer! [Tickets and beer list online](#)

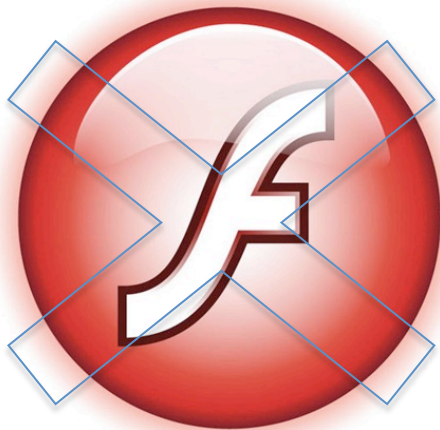


5

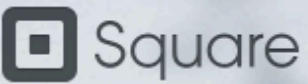
Think Mobile



Can you hear
see me now?



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2.75% per swipe for all cards
One simple rate, all major credit cards.



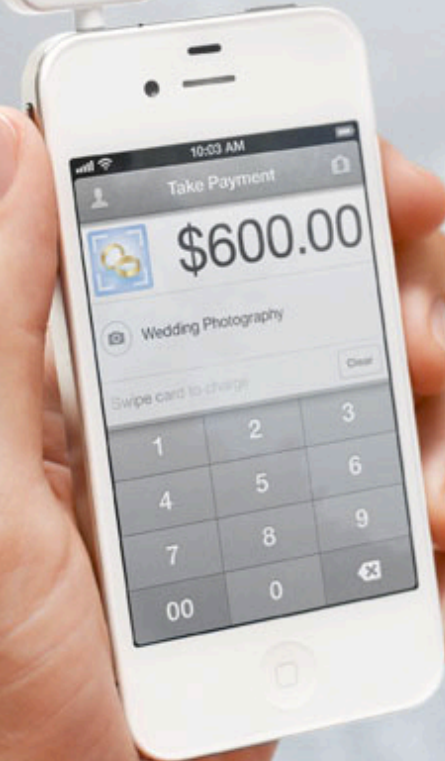
Next-day payout
Automatic direct deposits to your bank account.



Free reader, free app
For iPhone, iPad and Android.



Fast setup
Take your first credit card payment in minutes



6 Crowdsourcing will save you time and money... and is fun.



Crowdsourcing

Crowdsourcing is the act of sourcing tasks traditionally performed by specific individuals to a group of people or community (crowd) through an open call.



Harley-Davidson Like

Product/Service · Milwaukee, Wisconsin

WEL

You n

📌 v

THANKS! WE APPRECIATE YOUR TRUST.

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By
fatboyjim



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- Pick a Favorite



7

QR

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QR Code Actions

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www.qrstuff.com

8

Get Localized

- 49% of social networkers are looking for
 - Address
 - Phone Number
 - Driving Directions
 - Hours of Operation
- NAP (name, address, phone)
- Yelp
- Local Articles

8

Social Goes Local

- Top Ways Social Networkers Find Business Info
 - 56% from the Company Page
 - 55% from a Recommendation

How do I “Get Localized”?

1. Claim your listings!
2. Ask for Reviews.



Google places





oceanside breweries



About 2,510,000 results (0.33 seconds)

[Breakwater Brewing - Oceanside - Oceanside, CA](#)

www.yelp.com/biz/breakwater-brewing-oceanside +1

★★★★★ 94 reviews - Price range: \$\$

94 Reviews of Breakwater **Brewing** "We've been here a few times now. Always impressed by their selection of beer (no, it's not Pizza Port, but I don't really get ...

[Oceanside » Food » Breweries - Yelp](#)

www.yelp.com/c/oceanside-ca/breweries +1

6 businesses reviewed for **Breweries** in **Oceanside** on Yelp. Read about places ...

[Oceanside Ale Works - Oceanside - Oceanside, CA](#)

www.yelp.com > [Food](#) > [Breweries](#) +1

★★★★★ 23 reviews - Price range: \$

North County has a lot of **breweries**. Yesterday, I went to **Oceanside Ale ...**

[Breweries Oceanside San Diego](#)

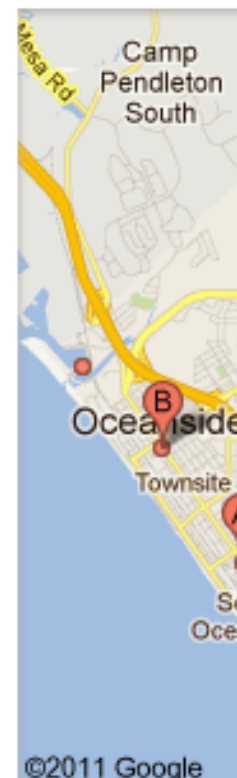
www.yelp.com/search?cflt=breweries&find_loc=Oceanside%2C... +1

Top **Breweries** in San Diego - **Oceanside Ale Works**, Hydrobrew, Breakwater ...

[+](#) Show more results from yelp.com

[Hydrobrew](#)

Map for oceanside



9

Business in “The Cloud”



Dropbox



EVERNOTE

10 Search Engine Optimization



SEO

**Search Engine
Optimization**

Gives You Wings



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RETIREMENT

APR - JUN

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MEDICAL

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EMPLOYMENT

HOME

cheap college textbooks



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About Meridian Property Management

San Diego Property Management for the Savvy Investor

**25 Leads,
6 New Clients,
6 Months**

San Diego Property Management company dedicated to
mind for residential real estate investors. We specialize in
roughout all of San Diego County.

Optional property management services at a fair and
a flat fee based on the type of property being managed.
Marketing, pre move in video inspection, tenant screening and
action and coordination of maintenance as needed. In
d.

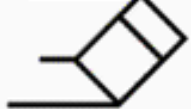
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Atlanta-Based Freight Pickup and Delivery

Holmesy Express is a performance oriented, Atlanta-based freight delivery company with a professional and efficient organization, including company-owned equipment and a network of professional owner-operators. We provide cartage services to trucking companies, freight shippers, freight brokers, manufacturers and distributors, trade show and exhibition companies, and entertainment and motion picture companies.

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SEO Ranking Factors

- On-Page Elements
 - Title Tags, Site Speed, Content Architecture, etc.
- Off-Page Elements
 - Links, Social Signals



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1. Create Personas
 2. Enter the Social Media Conversation
 3. Video is Hot
 4. You've Still Got Mail
 5. Think Mobile
 6. Crowdsourcing is fun and Cost Effective
 7. Have Fun with QR Codes
 8. Get Localized
 9. Business in "The Cloud"
 10. Search Engine Optimization Gives You Wings

Thank You!



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HIDDEN PEAK
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