

Know, Grow and Scale:

Where does your communications go next?



MY JOURNEY

Technology Marketer, Accidental Entrepreneur

Mississippi College
Public Relations

University of Alabama
Advertising and Public Relations

Technology Startup + Corporate World
SmartSynch, Fuse.Cloud, Itron

Corporate Marketing Consulting
25+ Companies, 5+ Years at The Small Town Creative

New Business Owner
The Business Growers





THE FOUNDATION

NEW BUSINESSES

BUREAU OF LABOR STATISTICS

FIRST YEAR

20% of small businesses fail

SECOND YEAR

30% of small businesses fail

FIFTH YEAR

50% of small businesses fail



GROWING A BUSINESS

I'M DROPPING A TRUTH BOMB

THERE'S A RIGHT WAY
AND A WRONG WAY
to grow a business.





THE KEY: GOOD SOIL

Without good soil, your business won't grow like it should.

The key to successful growth is a solid foundation.

Nearly 75% of businesses who struggle to grow and scale have the same problem - their foundation isn't solid.

THREE PHASES OF GROWTH

WHERE IS YOUR BUSINESS?



KNOW



GROW



SCALE

KNOW

THE FOUNDATIONAL COMPONENTS



BRANDING



MESSAGING



VISUAL CONSISTENCY



GROW

ONCE YOU KNOW, YOU GROW



WEBSITE



**INTEGRATED COMMS
PROGRAMS & PLANNING**



SCALE

MULTIPLY YOUR MARKETING DOLLARS



**SEARCH ENGINE
OPTIMIZATION**



DIGITAL ADS

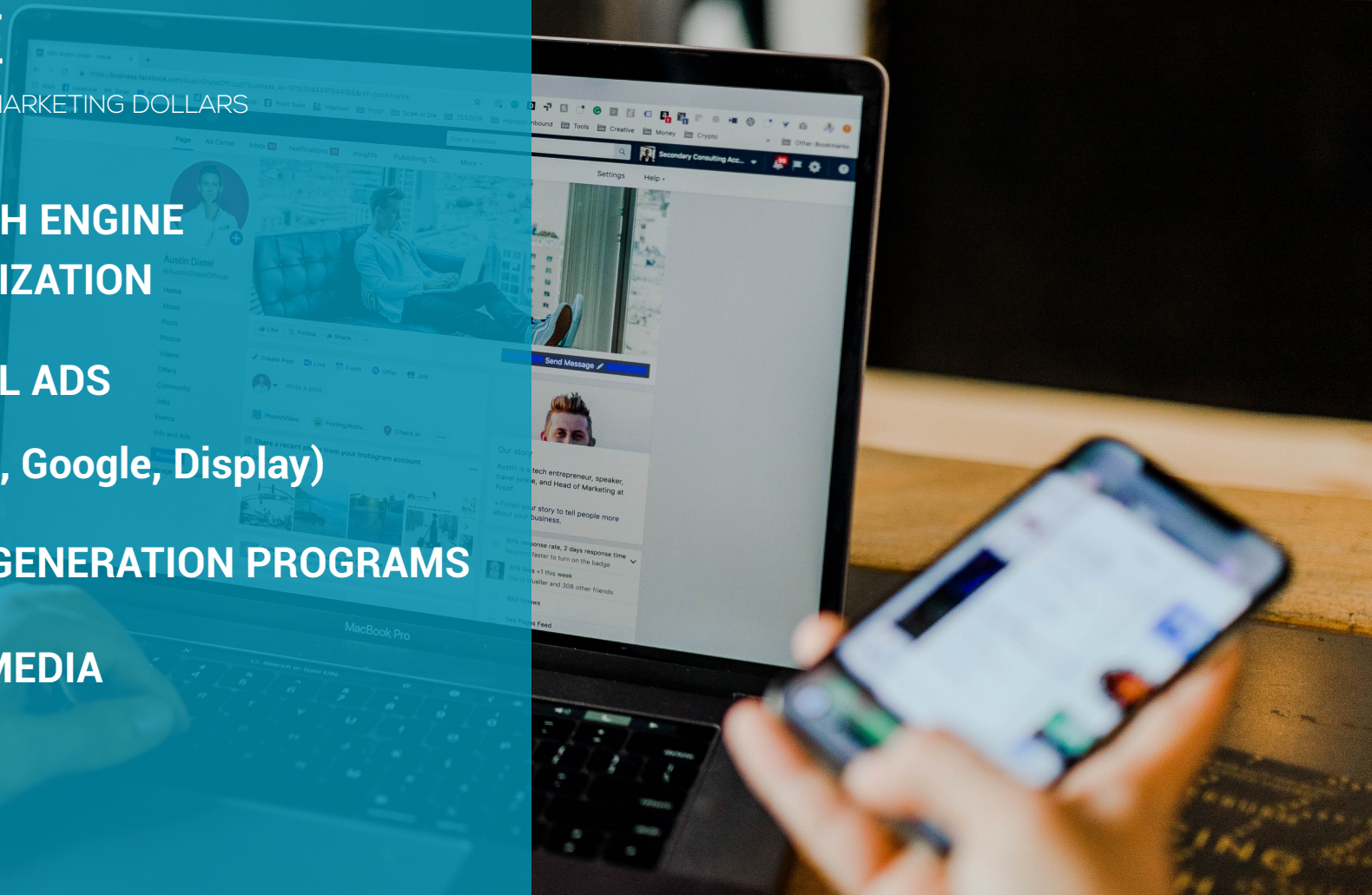
(Social, Google, Display)



LEAD GENERATION PROGRAMS



NEW MEDIA



TRADITIONAL VS. "NEW"

TRADITIONAL

- Television advertisements
- Radio advertising
- Print advertising
- Direct mail advertisements
- Billboards and off-site signs
- Cold calling
- Door-to-door sales
- Banner ads

NEW

- SEO
- Pay-per-click (PPC)
- Content marketing
- Social media
- Email marketing

THE “NEW” NEW

SOCIAL + RELATIONSHIP-BASED PLATFORMS

- Extended social platforms (Snapchat, TikTok)
- Podcasting
- Influencer marketing
- YouTube/Vimeo/Vlogging
- Community Building
- Referral/Loyalty Programs
- Social Selling

A photograph of several small green seedlings with two leaves each, growing out of a dark brown, textured seedling tray. The background is a soft, out-of-focus grey. A semi-transparent teal rectangle is centered over the image, containing white text.

COMMON THEME:
It's not about us. It's about them.

FAVE BOOK: STORYBRAND

In new communication methods, if your brand is the hero, there's a problem.

The role of a PR practitioner is more important than ever.

#1 Wall Street Journal Bestseller

DONALD MILLER

New York Times Bestselling Author

BUILDING A STORY BRAND

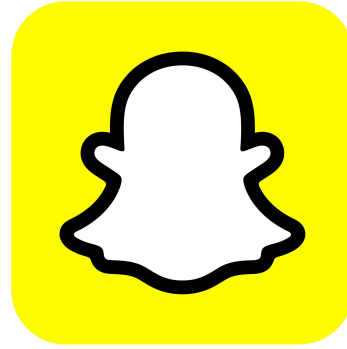


Clarify Your Message
So Customers Will Listen

Use the 7 Elements of Great Storytelling to Grow Your Business

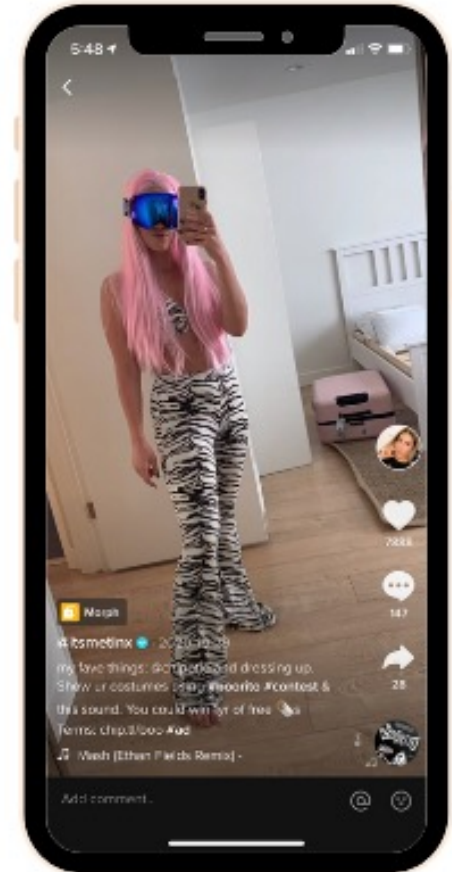
NEW SOCIAL PLATFORMS

- *Snapchat*
 - 280 million users (vs. 47 million in 2014)
 - 108 million in US
 - 69% of all US teens
- *TikTok*
 - 837 million users (expected to reach 1 billion in Q4)
 - 63% under age 35



TIKTOK SUCCESS STORY


- *Chipotle "Boorito" Challenge*
 - #boorito hashtag with Halloween costume for chance to win free burritos for a year
 - Influencers sponsored to participate
 - 3.6 billion views




NEW "NEW" MEDIA

- *Podcasting*
 - *Consider a host external to your business.*
 - *Talk about things that are important to your audience, not about what you do*
 - *Alternative - sponsor a podcast that fits your ICP*
- *Influencer Marketing*
 - *\$13.8 billion industry*
 - *Don't just think large accounts - micro influencers (10k-50k followers) are very effective if you tap into the right ones for your brand*
 - *Help with vetting: Social Bakers, Klear, Influence.co, Upfluence*





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Greenwich, Connecticut

 **kristalheredia** Happy. 🙌 @forever21
@forever21plus #f21xme #sponsored.

#forever21plus #forever21
#springoutfitspo #curvyfashion
#curvymodels #plussizefashion
#latinablogger #curvymodel
#fashionbloggerstyle #microinfluencer
#yosoyboricua #discoverunder100k
#curvyblogger #757 #latina
#bloggerstyle #longhairstyles
#influencer #ootdfash #foreverbabe

13w



 **paigepower89** Such an amazing

1,890 likes

APRIL 23

Add a comment... [Post](#)



 **peaceloveandmommy** • Follow
Dallas, Texas

 **peaceloveandmommy** one of the best parts of being a parent is reliving your childhood through your little ones eyes. 💖 where are my fellow 90's babies?! my Polly Pockets we're always my favorite, so it's incredibly special to see Emersyn's play with her new #PollyPocket toys

these would make the most perfect gift this holiday season. 🎁 AD

36w



 **motherhoodthroughmyeyes** I'm 89, but we played with toys like this one growing up. ❤️

 Liked by thepennyparlor and 625 others

NOVEMBER 18, 2018

Add a comment... [Post](#)

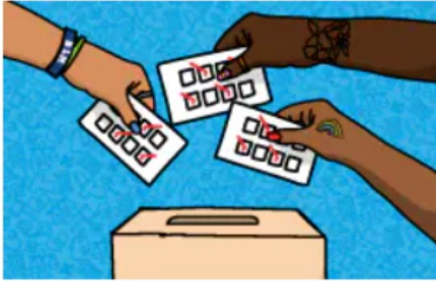
NEW "NEW" MEDIA

- *Video Marketing*
 - *44% of Internet users watch vlogs every month*
 - *YouTube is just behind Facebook with 2.291 billion active users*
 - *Streaming and on-demand is the norm, get used to it*
- *Community Building*
 - *Choose causes and platforms to connect to your brand*
 - *Find people who also connect to these causes*
 - *Hashtags, rituals, traditions*
 - *Support them, feature them, rally with them*
 - *Work with established groups or create your own*

NEW MEDIA



Movements We Support



Voting Rights

Democracy only works when it works for everyone. We, the people, have work to do. Get registered to vote, then help protect the voting rights of all citizens.

[Learn More About Voting Rights](#)



Racial Justice

We need to confront and dismantle the systems and structures that perpetuate white supremacy, systemic racism, and racial bias in this country.

[Learn More About Racial Justice](#)



LGBTQ+ Rights

Ben & Jerry's has a long history of standing with and supporting the LGBTQ+ community in the struggle for LGBTQ+ justice, rights, and equality.

[Learn More About LGBTQ+ Rights](#)

NEW "NEW" MEDIA

- *Referral Programs*
 - *Amping up your word of mouth to drive sales*
 - *Incentives, free product, etc.*
 - *Software available that help with communication to customers (Birdeye, Odoo, etc.)*
- *Social Selling*
 - *If you are in retail, utilize social selling*
 - *Pair with influencer and community marketing*

NEW MEDIA



Account Settings

Get up to 16 GB free space by inviting your friends to Dropbox!

For every friend who joins and installs Dropbox on their computer, we'll give you both 500 MB of bonus space (up to a limit of 16 GB)!
If you need even more space, [upgrade your account](#)



Invite your Gmail contacts

We won't store your password and your contacts are secure.

OR

Add names or emails



Send

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REMINDER

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thebusinessgrowers.com | [@thebizgrowers](https://twitter.com/thebizgrowers)