

Digital v Traditional

Free and Low-Cost Resources for Small Businesses

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Daily Herald Media Group



SCHAUMBURG
BUSINESS
ASSOCIATION

Coffee & Contacts
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Who we are



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Trends

Email is the hottest trend: 72% of US online adults send or receive emails via smartphone weekly.

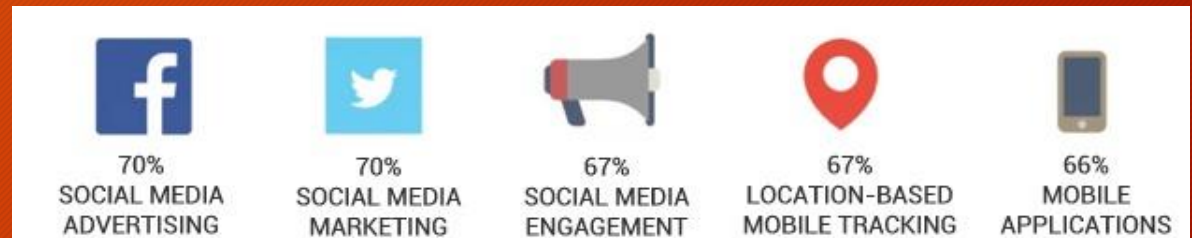
Salesforce 2015 State of Marketing Report



Trends

Top 5 spending increases area all in the digital arena.

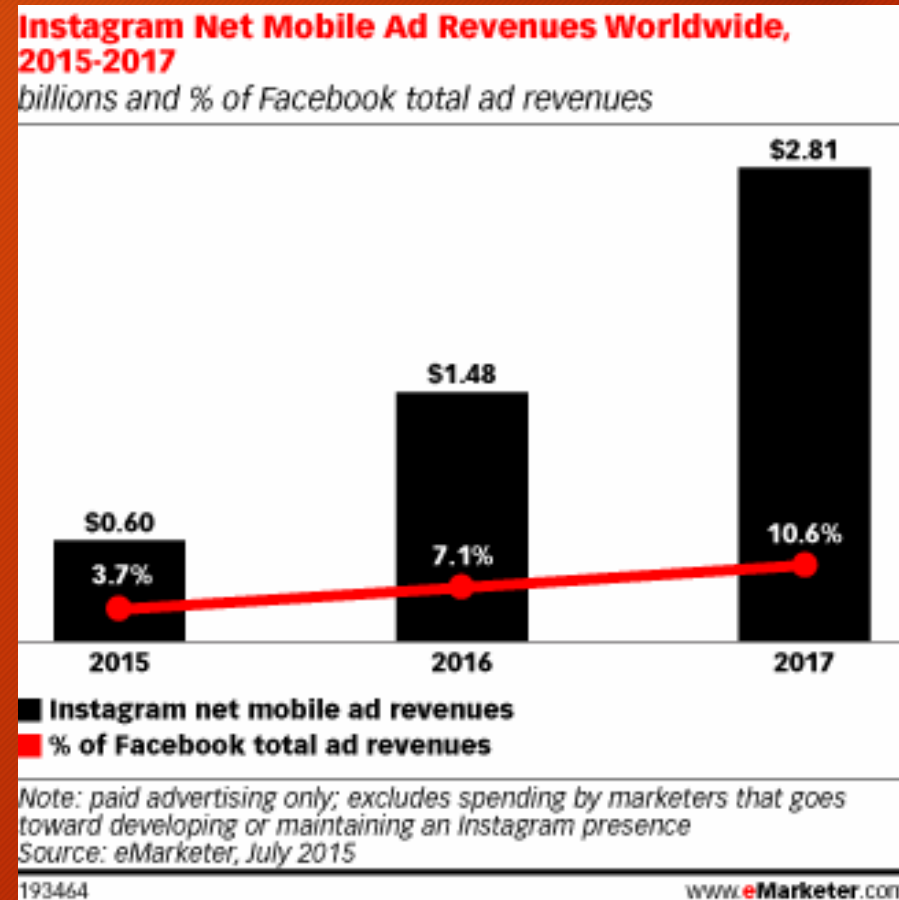
Source: Salesforce 2015 State of Marketing Report



Prediction for 2016?

Right now, a Business Page on Facebook is crucial. But next year, it will be all about Instagram.

- Advertising recall is 2.8x higher. Instagram's ad sales will hit \$2.8 billion 2017, AdWeek says.
- It will outsell Google and Twitter for display.



What does this mean for you?

- You need to have a presence to help your search engine rankings, build a personality for your brand
- Free is not really free
- You can spend hundreds to thousands a month on management team
- Reality: You don't have to be on all of them
- Pick what will give you the most return, start there

5 questions for evaluating social media

- Who is using it?
- Who is your target?
- What type of content sharing?
- Length of exposure?
- Do you have time?



75%

75% of people are somewhat or highly likely to share content they like online with friends, co-workers or family —**49%** do this at least weekly



86%

86% of marketers stated that social media is important for their business

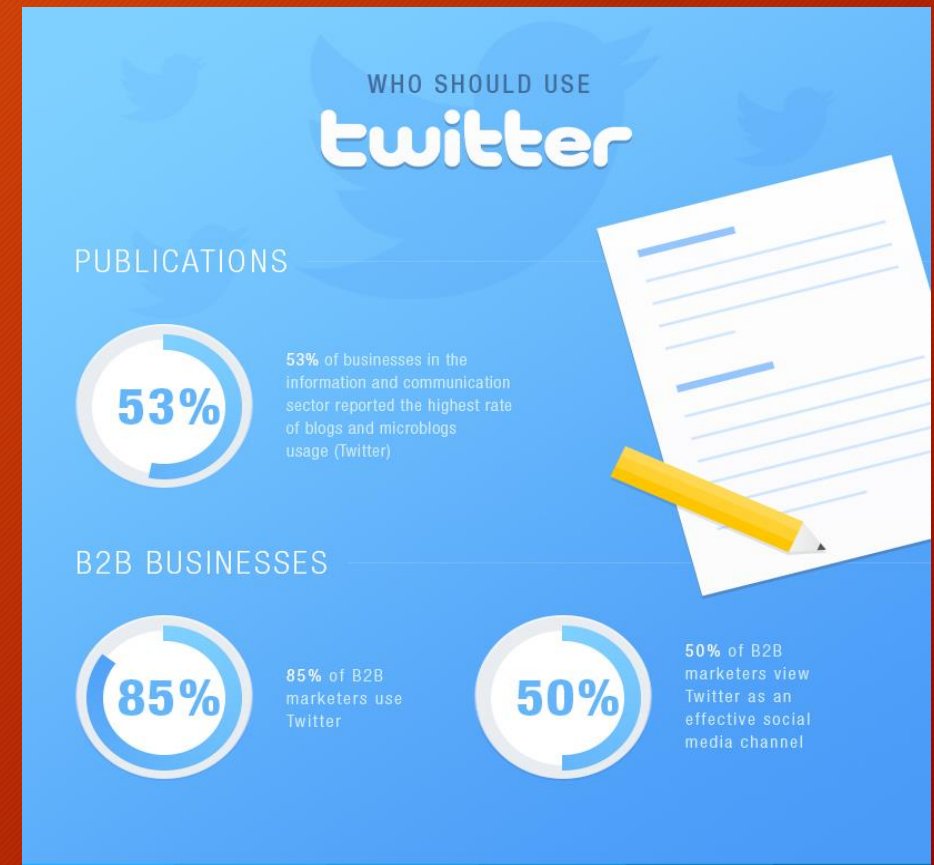


89%

89% of marketers stated that increased exposure was the number one benefit of social media marketing

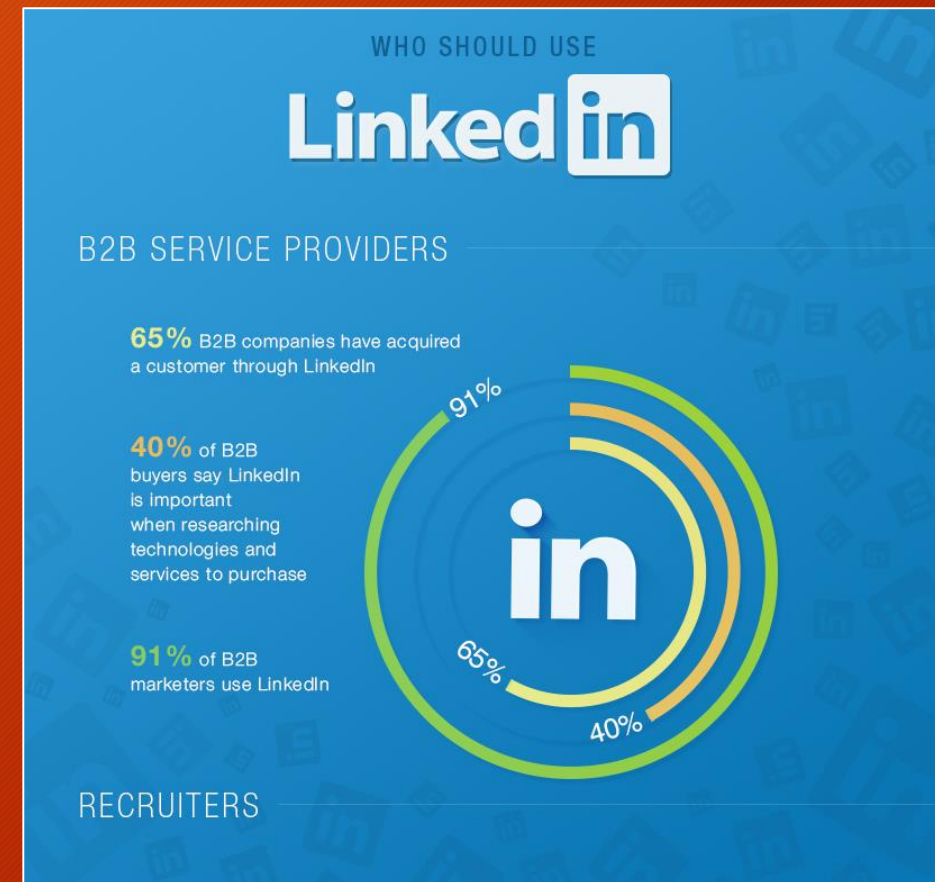
Who are current users?

- Who is using it?
- What are they using it for?
- Where are they using it (mobile v desktop)?
- Why are they using it?
- How long are they using it for?



Potential customers or influencers?

- Word of mouth is now digital word of mouth
- Where are people playing that will draw your customers?
- Who can you piggyback on?



What types of content to they share?

- Will your content appeal to the demographic on that platform?
- Will they share the content or interact with it? If not, could get negative results.



Length of exposure

- How long will your content be visible? Twitter is shorter. FB's algorithm could give longer legs, especially if paying to promote. Pinterest gives to longer exposure.



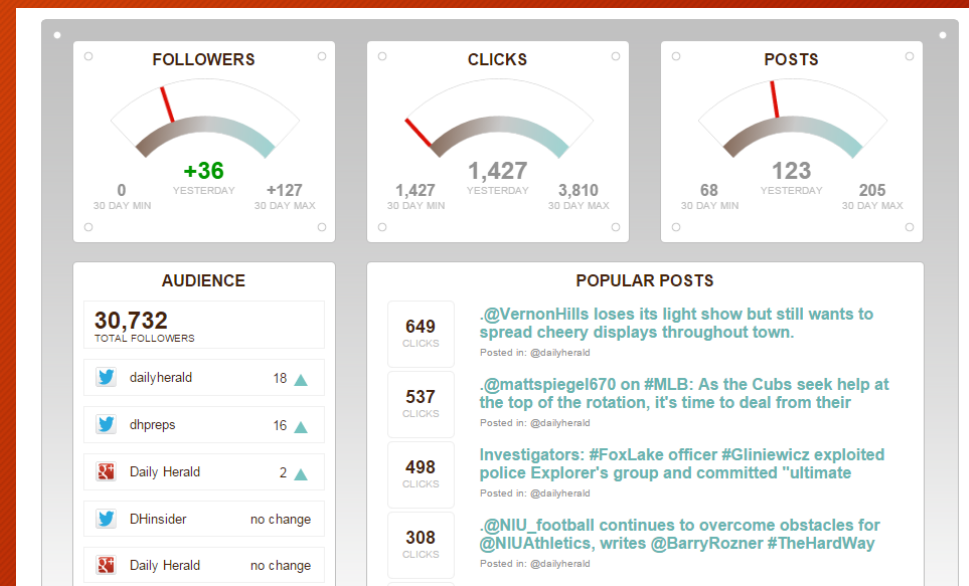
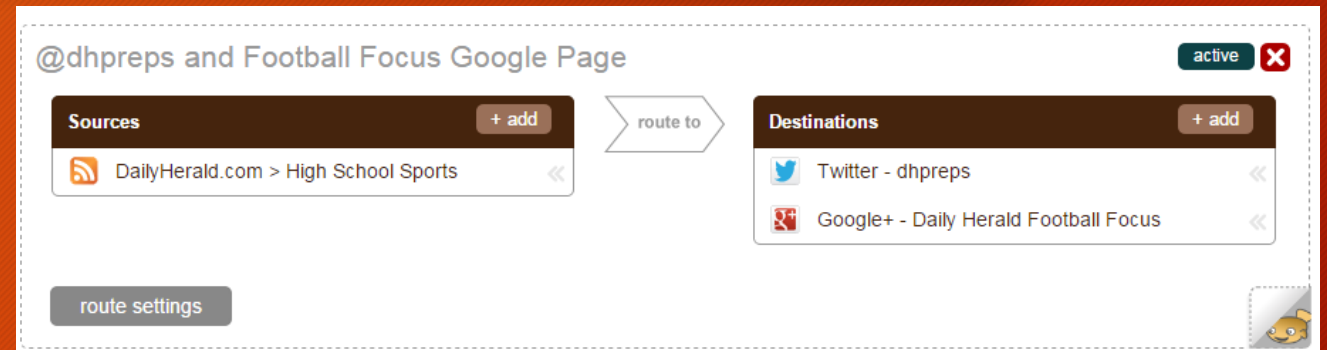
Do you have time?

- Know your limitations
- Pick the platform with the best ROI
- Can you monitor, engage your audience?
- Pick the platform you can create the best content for:
 - Do you have time for great pictures? Pinterest.
 - Time for good videos? YouTube.
 - Time for fresh posting and responding to consumers? Facebook.
 - Lots of new content and time to tweet it out? Twitter.



Tech can help you

- Platforms like Dlvr.It, Hootsuite, Buffer, IFTT, Social Oomph and Social Flow can help you organize postings across multiple platforms, plus give you analytics so you can measure your ROI.



Traditional marketing

- Direct mail
- Print advertising
- Television
- Radio
- Billboards and signage
- Networking



Print: Is it still relevant?

1. Engaged audience
2. Mere exposure effect
3. Credibility



Effective print in a digital age

DON'T: Small images or Word Art placed throughout

-----→ **DO: Big, bold photos or visuals**

DON'T: Large logo on top of ad

-----→ **DO: Catchy tagline on top, logo in bottom corner**

DON'T: Lots of information, paragraphs of text

-----→ **DO: Keep the words to an absolute minimum**

DON'T: Include all contact information BESIDES web address

-----→ **DO: Always provide a web address for more information**

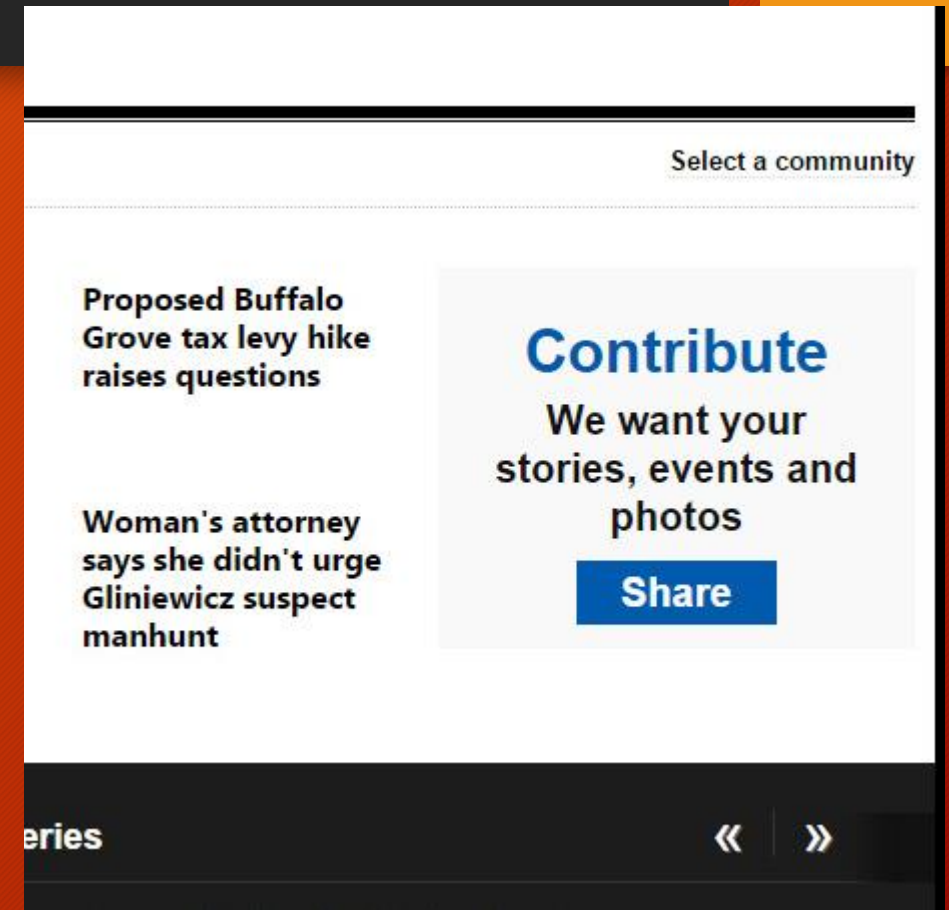
Free and low-cost marketing

Press releases

- Ask yourself: Would this story be of interest to others?
- Skip expensive distribution services by directly emailing journalists/editors

Content writing

- Add a blog to your website and write often to leverage SEO and social



More free and low-cost marketing


Email campaigns

- Extremely flexible, relatively low-cost, stay top of mind

Events and contests

- Workshops, talks, seminars, holiday parties, contests, sweepstakes

SPONSOREDEVENT




**The Second City:
Holidazed & Confused**
Copley Theatre


SAT, DEC 12

THINGS TO DO

WEDNESDAY, NOVEMBER 18 ▶



WED, NOV 18 @ 6:30 PM
"Dann and Raymond: A Visit with James Bond"
Palatine Library



THU, NOV 19 @ 7:00 PM
Gardening for Wildlife
Spring Valley Nature Center



THU, NOV 19 @ 8:00 PM
White Christmas
Drury Lane Theatre Oakbrook...



FRI, NOV 20 @ 5:00 PM
Illumination: Tree Lights at The Morton
The Morton Arboretum

NEXT EVENTS ▶

[ADD EVENTS](#)[FULL CALENDAR](#)

"A brand is no longer what
we tell the consumer it is.
It's what consumers tell
each other it is."