



FINANCIAL POISE WEBINAR ONE SHEET DIGITAL MARKETING TIPS FOR THE NEW (OR OLD!) BUSINESS OWNER 2020

ABOUT THIS SERIES

Approximately 83,300 small businesses in the United States are closed every year because of ineffective marketing. This indicates that many business owners are unknowledgeable of how to leverage the power of marketing. While this is unfortunate, it is not surprising. There are countless marketing companies trying to sell their services, and these services range from billboards, to social media marketing, to telemarketing and more. Though these marketing tactics can be very effective, improper planning can lead to failure. As such, this webinar series is designed to educate business owners on how to prepare, execute and refine their own customized marketing initiatives. After finishing this webinar series, the business owner should have a much clearer and strategic plan for their own marketing.

As with every Financial Poise webinar, each episode in this series is delivered in Plain English understandable to investors, business owners, and executives without much background in these areas, yet is also valuable to attorneys, accountants, and other seasoned professionals. And, as with every Financial Poise webinar, each episode brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. Each episode in the series is designed to be viewed independently of the other episodes, so that participants will enhance their knowledge of this area whether they attend one, some, or all episodes.

EPISODE SUMMARIES

About Episode #1

Marketing First Steps: Planning, Budgeting & Hiring

January 22, 2020 at 11:00 AM CST

One of the most critical components to an entrepreneur's success is well planned and strategic marketing implementation. But, what should a business owner know if they wish to be successful with their marketing? Three fundamental elements of marketing include planning, budgeting and hiring. With a well defined plan, the business owner will be able to set realistic goals and measurements for



success. With proper budgeting, the owner will be able to know how much they should spend, and plan their marketing tactics accordingly. And hiring skilled marketing staff can be incredibly beneficial, but there are considerations to be made when hiring. In this webinar, we provide details designed to give business owners expert marketing advice pertaining to marketing planning, budgeting and hiring.

This webinar is delivered in Plain English, understandable to you even if you do not have a background in the subject. It brings you into an engaging, even sometimes humorous, conversation designed to entertain as it teaches. And, it is specifically designed to be viewed as a stand-alone webinar, meaning that you do not have to view the other webinars in the series to get a lot out of it.

About Episode #2

Which Marketing Channels Should You Use, And Why?

February 19, 2020 at 11:00 AM CST

Some of the most commonly used marketing channels include websites, social media, email marketing, search engine optimization, content marketing and pay per click advertising. While these are all highly effective, they aren't necessarily the best fit for every business, especially for the business that's just getting started. Upon completion of this episode, the business owner will have a better understanding of the challenges and benefits associated with each of these marketing channels. They will also be able to more clearly understand whether or not each channel is a good fit for their marketing mix.

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About Episode #3

You're Ready to Start Marketing. Now What?

March 18, 2020 at 11:00 AM CST

Business owners should certainly have a clear plan for their marketing and should understand which channels are the best fit for their marketing mix. However, there are a few more things that should be done, once it's time to start marketing. As an example, it's important to have Google Analytics setup on the company's website. This will be incredibly beneficial for tracking success. It's a free tool from Google, but it won't work until it's been added to the website's coding. Upon completion of this episode, the business owner will discover a variety



of marketing tips which will increase their online exposure and improve their ability to refine their marketing plan for greater results.

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