

WHAT IS AWAREWOLF?

a·ware·ness

/əˈwɛrnəs/

noun

knowledge or perception of a situation or fact.

**RESEARCH - LOGIC - KNOWING WHEN TO BE VULNERABLE AND HUMBLE YOURSELF
(we all make mistakes) - "Learn from them and grow"**

wolf

/wʊlf/

noun

1. a wild carnivorous mammal of the dog family, living and hunting in packs. It is native to both Eurasia and North America, but has been widely exterminated.

used in names of mammals similar or related to the wolf, e.g. maned wolf, Tasmanian wolf.

2. used in similes and metaphors to refer to a ferocious, or voracious person or thing.

AGGRESSIVE - WILD & SPONTANEOUS - STRENGTH - *THEY RUN IN PACKS

Awarewolf Marketing Collaborative is a private digital solutions initiative. A one stop consulting campaign to bring your business to a plateau of advanced branding for your companies marketing needs and beyond. From social media management, to custom website and app design, event coordination, staffing, entertainment, marketing, advertising, printing, award winning logo design and much, much more...

Most business owners all struggle with the same question when opening a new concept or maintaining one that is already established. How do I keep up with today's ever-changing world of digital marketing and advertising?

When you factor in all of your expenses: Rent, Payroll, Insurance, Taxes, Electricity & Utilities etc., etc., adding a marketing and/or advertising budget can seem like a burden. Especially if you are running the business yourself with little, or in many cases, no other employees. Lets face it, you have to be frugal in order to survive.

On a small or independant business budget, spending money online with ads might be the first expense you look to cut.

Let's stop right there. It's time to re-evaluate your needs, goals, and spending strategy for the new year.

While traditional advertising methods are costly and hard to measure, small businesses have never had greater access to cost-effective, trackable marketing tools. You don't have to spend big to see results, you just have to think big, and spend smart in order to keep up with the huge corporate or well funded companies.

But with so many digital tools available, how do you know where to start?

OPEN BOOKS

Let's go over the basics...

- Social Media and Online Campaigns are important to help boost your local awareness through specifically targeted criteria. The more relevant the and clean the content, the better it is for SEO. You can pay for ads, or you can be so active that it reflects in your SEO ranking organically. Be active constantly, make it protocol for your employees and yourself. Just like any other daily activity or work task.
- Email Marketing is a great digital advertising channel with an average return of \$38 for every \$1 spent. Services like Mail Chimp, or Constant Contact are a great start. Dive deeper into list acquisitions to help define and broaden your target base. Tracking and Adjusting campaigns is vital. How do they open it, and why? Why don't they open it?
- Word of mouth still has a huge impact on your company's success. Learn how to engage digitally and physically. Street promotions when you are on the road, shopping, traveling, etc... Always bring a business card or promotion. **Become your brand**. Make a plan, be social, go to trade shows or conferences. Go to, or host an event. Get in front of your potential customers.
- Direct Mail is still relevant, but you must be careful, and have an effective campaign that properly targets your market utilizing well designed, quick and easy hooks to engage with. Those impressions whether converted or not, help establish your brand, and could bring awareness to your business. DM can be costly, so do plenty of **research** before doing so. R.O.I? Are you tracking your investments?

****Can anyone tell me what's missing from above?Why? - Who is? (Branding vs Marketing in Advertising)***

Which brings me to this..

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Where do I start?

The Truth is that you need a good balance of all these tools, and learn how to connect them all online digitally.

Small business marketing services are just the beginning. Now lets go over several marketing strategies that can help you network your small business on an independant budget. Helping to build your brand.

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1. Ice Boxes to Eskimos

Know your product or service so well that you can sell it to anyone, anywhere, anytime! You should be marketing all the time, wherever you are. Therefore, you need a compelling sales or “elevator” pitch. Sell your brand with confidence and swag. What is an elevator pitch? Think about the time it takes to ride an elevator. An estimated 30 seconds. That's it, in and out, sell it.

Research shows the average attention span of an adult is about six to eight seconds. That's all the time you have to grab someone's attention. The younger generation is even less.

If you successfully engage them, then you only have a little over a minute to really sell them on your product or service. Invest the time to craft a killer elevator pitch. The return on your investment will pay huge dividends in terms of creating business opportunities.

Each product you sell should have a quick sales pitch that instantly sells your products worth to a potential customer.

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2. Engage with your Community

You don't have to think big when it comes to your marketing efforts. Think locally. What's going on in your community? Virtually every holiday has a charity associated with it. Help raise money for your favorite local heros by hosting an event, or having clients round up change to go to the Lord's Place, or Can I help You Lake Worth to name a few.

Sponsor a Little League team or a 5k charity walk/run. Print bookmarks and leave them at the local library. Get to know your ideal customer and think about how and where they spend their time. Then search for opportunities to get in front of your customer with your marketing message EX: Business cards, promotional products.

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3. Stop, Collaborate and Listen

Working with your fellow merchants and neighbors to strengthen your community bond is all about being open to suggestions and having the motivation to work together.

Forget about competition, network with other business owners in your area and agree to cross-promote or get to know and recommend other shops services by listening and engaging with your clients, and neighbors. Even like-minded businesses selling similar products can be

an amazing partnership for helping build your company's fan-base or public acknowledgement from potential customers by breaking barriers, and opening up lines of communication.

You can use coupons, fliers, reciprocal website links, bundled promotions or social media platforms. By collaborating with each other, you can expand your customer base because you'll be reaching new people. Create an event that brings people to not only your shop, but your neighbors as well. EX: "Boutique Crawls" that share reward points in the form of punch cards and discounts etc. between shops on the ave.

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4. Your Network is Your NET WORTH

I'm a huge fan of networking. I don't think there is any better way to build a business than to get out there, shake some hands, and get to know people. BE SOCIAL.

Networking requires time & commitment, but unfortunately doesn't provide instant gratification. A strong network is one of the greatest assets any business person can have. "Street team" promotions are an amazing way to engage with future clients.

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5. Hire a Community Leader

By hiring someone who is engaged with the community both publicly and online socially is a great way to get newer younger customers through the door. Up and coming artists or musicians are great because they can be active socially, so help & support them to promote their own dreams and ambitions.

You may need to pay more, but having employees that are involved in community and large groups of friends for music, or entertainment that can help you understand and engage with your clients in a more advanced manner. Make sure they are good with social media, your content coming from a different and younger perspective may be the perfect thing you need to help take away the stress of staying up-to date with trends etc. Maybe they work less hours but at a higher pay, so they can focus on their own individual projects or dreams.

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6. Low Cost Online Organics

The more you and your business are engaging online, the more your online presence gets recognized organically. Planning your posts to multiple platforms, with fresh and clean content that looks good is the best way to get to the top of search engines without paying for ads. Adding a blog section to your website and sharing that across all platforms the right way can be

an amazing cost-effective tool to get recognized organically. Matching infographics on Instagram, twitter, and facebook with proper hashtag campaigns are perfect for boosting your online presence naturally. Tip: *Don't over-do it!*

Join local community groups on facebook for your community, and engage on topics that pertain to your area or business. Don't be a troll, provide only positive ideas/solutions and people will start to view you as a leader or "go-to" person when there are issues. Watch your followers grow with every engagement.

One media campaign with all content organized at once. Make a plan, you may not have a big budget, but time can be the balance you need to get yourself there without a big bank account.

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7. Don't be Afraid to Ask for Referrals

Don't be shy about asking for customer leads or referrals. The majority of people say they are willing to provide a referral if asked, but very few take the initiative to do it on their own.

Referrals make it easier to get in the door with new customers. If you aren't asking for them, you are missing opportunities. You can increase your sales by 15% or more from referrals, create a program, don't be afraid to ask and most importantly give them.

Have discount cards, or promos ready with your info for the person you are asking, and the person or people they know that might be interested. Making and taking referrals is free. The more you give, the more you get!

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8. Build Long-Lasting Relationships

It is a lot less expensive to keep a customer than it is to get a new one. That's why establishing strong relationships with your customer base is crucial. One of the ways you can do that is by keeping in touch with people through marketing or an active social media presence.

Ask customers for their meta-data info when they visit your store or website (Signing up sheet for email list or txt/online exclusive promotions). Then, make your communications informative, helpful and professional — something your customers will look forward to receiving. Always retain this data in a way that can be easily added to your email blast provider, or add to your contact list digitally so it can be easily converted to a CSV file. This information is crucial for future sales success.

When a customer comes in and they run a local business, pull up their page and leave a 5 star review, go to their google page and recommend their services. Before they leave, feel free to ask your *happy* clients to leave reviews for you too. If someone leaves you one, repond,

engage, and do the same for them. Find out what they are about, and show your support for them online and in person. This interaction becomes viral. What value do you provide to the relationship? The power of word of mouth has no limit. Use Aj and I as examples. If it wasn't true we wouldn't be here right now.

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9. Offer Discounts & Coupons

Coupons are a good way for many businesses to attract new customers. Research shows that people will go out of their way to use a coupon, proving that this method is successful in expanding your customer base. You must track and understand your R.O.I. (Return on investment)

Coupons can also generate return visits. For example, if you give a customer a coupon for a discount to use on future business, there's a high probability they'll be back. Give out special promo code cards to your employees to have their friends and family get great deals at your store. Even though your margin on profit will be lower per transaction, the social benefits will increase your stores popularity organically. BE careful, and be creative, make sure you can control. It must be cost effective if you...

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10. Give it Away

If someone has the opportunity to experience your product or service, chances are they will want to purchase more.

Don't be afraid to give someone a free trial or a sample. In today's economy, people are more comfortable purchasing something they have been able to experience first.

Promotion items are also a good way to engage with new and existing clients. Squishy balls, pens, refrigerator magnets with measurement converts and your information on them etc.

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11. Last but not Least

Consult a local designer or artist before you advertise, and don't be afraid of the feedback you may get!! Before you go posting horrible promotions and quotes online from Canva or some random meme app, consult an artist or local designer to help you or at least point you in the right direction of what looks good, nothing will discourage your target customers than horrible graphics or messages that confuse rather than appeal. Why? BEcause it's unprofessional and people are less likely to trust your brand or product. Simple is better, less is more.

Hopefully these marketing strategies will help you engage customers, build relationships, and ultimately keep your brand recognizable and relevant.

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Always Remember:

It's not always about the money you have to spend on marketing, it's about the quality time, effort & relevance it has for your customers and community.

Bonus: Big Corporate Companies pay lots of people to maintain active social media online through PAID ads that have the look and feel of a company exactly like what yours looks like ORGANICALLY without spending \$\$\$. Forbes says 90% of all start up businesses fail.. Why? Because of proper marketing. You may not enjoy it at first, but understand the balance and you may find yourself on the 500 list.

WHAT'S MY ELEVATOR PITCH?

What do I do? - Problem Solver - Create Connections