



SUCCESS TOOLS

webinar series

Digital Marketing for the Entrepreneur

EC

The
Entrepreneurship
Center at  **Washtenaw**
Community College

EC Services

Our Mission

The Entrepreneurship Center at Washtenaw Community College is a welcoming resource hub that supports individuals in developing their entrepreneurial capacity. Through thoughtful conversations, partnerships, and programs, those at the college and in the surrounding communities are inspired and driven to actively grow their ventures as professionals, social innovators, or business owners.

Paused services

- Coworking Space on Campus
- On-campus Free Workshops and Events
- **Boot Camps** (resources available: Photography, Digital Video, Writing, Graphic Design, Music, HVAC, Child Care)

Ongoing services

- Virtual One-on-One Consultations
- Free Webinars
- Our Newsletter
- Virtual Meetings with our Entrepreneurs-in-Residence
- Virtual Startup Business Research Help
- Business Resource Guide
- Our annual Pitch @ WCC

Ways To Stay In Contact With The EC!

Fill out a Business Assistance Request Form

Sign up For Our Newsletter

Get Virtual Startup Business Research Help

ec.wccnet.edu

email entrepreneurship@wccnet.edu | phone 734-249-5880



Corporate and Lifelong Learning

Contacts



FAST-TRACK EMPLOYMENT TRAINING >

Washtenaw Community College offers classes that can get you into a better paying job in as little as six weeks. Invest in your future with class offerings in legal and health fields.



IN-PERSON TRAINING > ONLINE TRAINING >

Sharpen your skills, grow in your career and satisfy professional requirements with classes at WCC. Choose from in-person and online classes in a wide variety of topics including business, IT, healthcare, marketing and more.



EXPLORE CLASSES >

Pursue your passions, interests and hobbies. Discover new methods of cooking, unleash your creativity, learn a new language or master home improvement skills. Wherever your interests lie, WCC delivers opportunities for you to explore new experiences.

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Today's Guest Speaker:

Iris Petersen, SociZen

Corporate and Lifelong Learning

Purpose: To discuss basic digital marketing strategy for newer business owners to get you on track with your online presence, including:

1. How to assess, find and target your online audience
2. How to use that information to help you decide where your energy is best spent
3. What content to post on your website
4. Where and how to share that content for the highest ROI

Goal: The ultimate goal of marketing is to get _____.

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It all starts with doing your **customer persona research** and understanding what your customers need or want.

Assess, find and target your online audience

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1. who your primary target audience is
2. what they want
3. what matters to them
4. what problem you solve for them
5. who are the decision makers (the actual person doing the buying)?

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- What problems do these businesses have that your company can solve?

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- What problems do these businesses have that your company can solve?
- To create a business case, you'll also want to consider market size and disposable income.

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- **BUT** - Online, the location matters very little, if at all.

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- Traditionally, defining a target audience involves determining age, gender, geographic locations, and their needs.
- **BUT** - Online, the location matters very little, if at all.
- More than demographic data, you want to look at the **lifestyle** of your target audience.

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- Talk to the people you believe to be your target audience
- Observe them while they shop
- Learn about their habits and what they value
- Conduct surveys

How to use that information to help you decide where your energy is best spent:

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- Test your assumptions

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Once you've taken action based on your research, you can delve deeper:

- Test your assumptions
- Research the results on Google Analytics

What content to post on your website?

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Your research will tell you what content is most relevant to your target audience, and direct:

- The copy/content on your website
- How to organize the information on the website
- Product development (and what to sell to begin with)

Where and how to share content for the highest ROI

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- Your new target audience research and database

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- [UTM codes](#)

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- Get SOCIAL on SOCIAL MEDIA!
- Test to see what is and isn't reaching your audience in a meaningful way and adjust

Find out which social channels your audience uses:

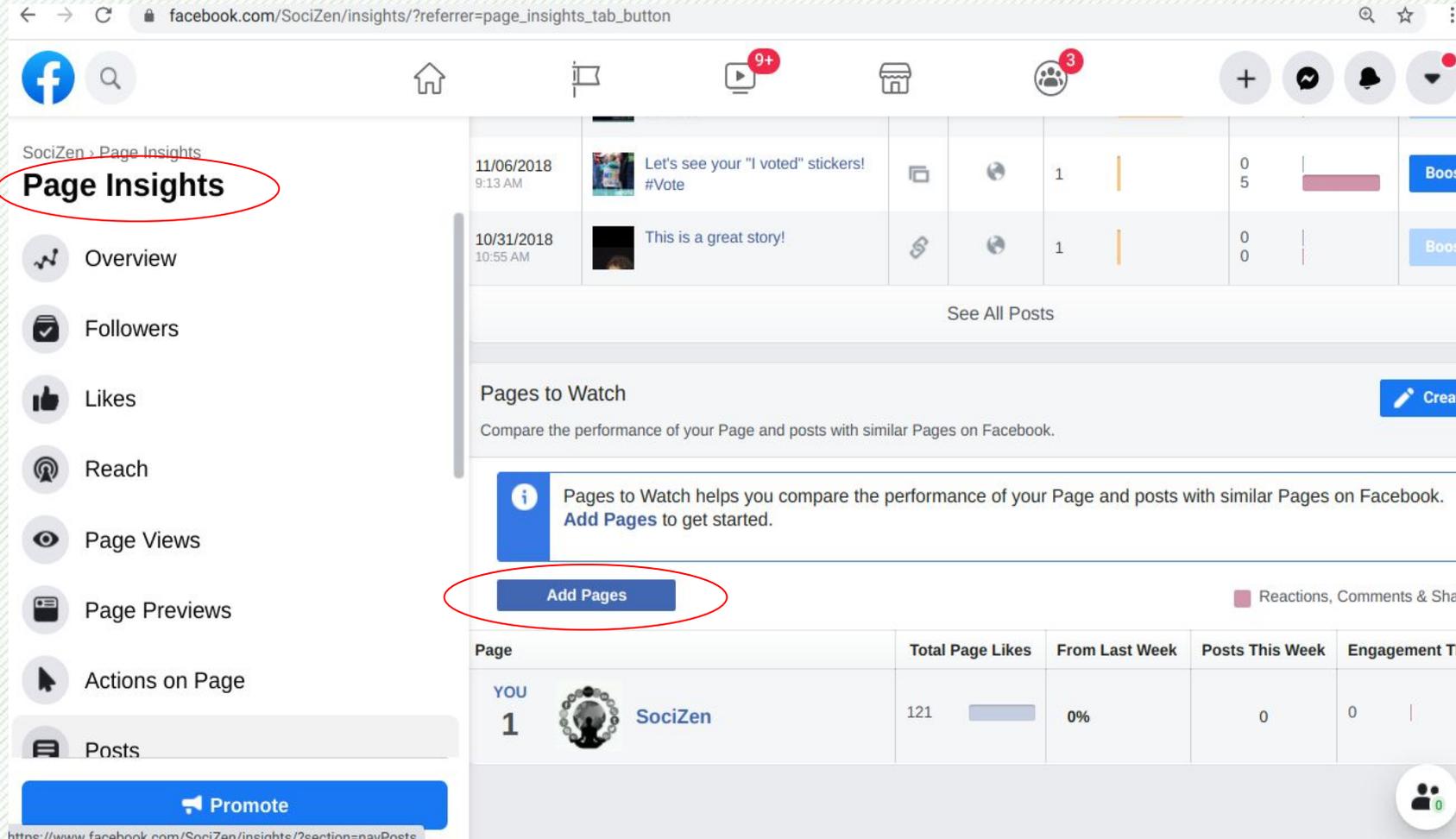
- [Brandwatch](#) - Social Listening Platform
- [Keyhole.co](#) - Hashtag Tracking
- [Google Analytics](#) - Website Analytics
- Social Platform Analytics

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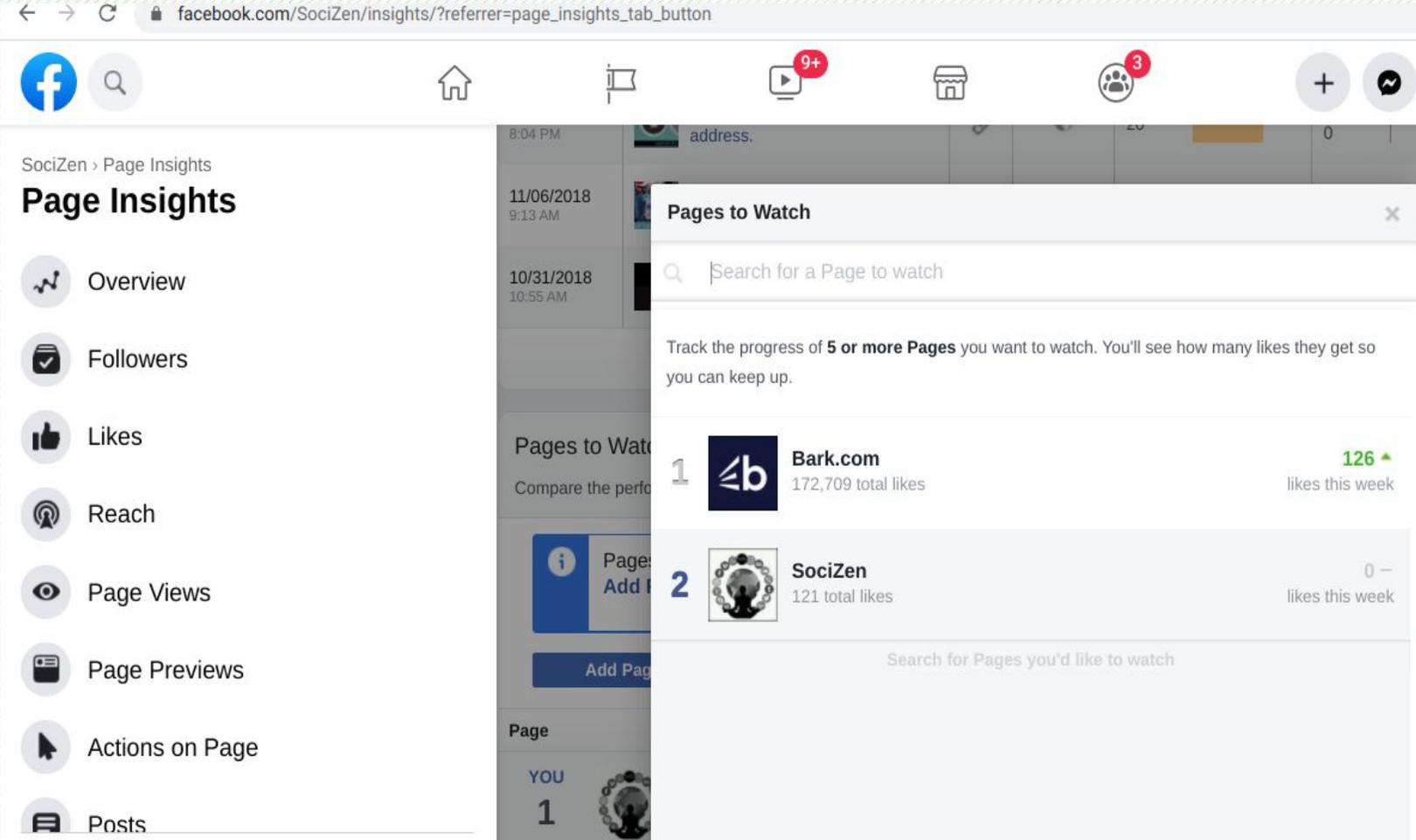
Learn about the competition:

- [Buzzsumo](#)
- Search streams, such as in Facebook Insights



The screenshot shows the Facebook Page Insights interface for the page 'SociZen'. The left sidebar contains navigation options: Overview, Followers, Likes, Reach, Page Views, Page Previews, Actions on Page, and Posts. The 'Page Insights' section is highlighted with a red circle. The main content area displays a list of posts with their respective engagement metrics. Below the posts is a 'Pages to Watch' section with an 'Add Pages' button, also highlighted with a red circle. At the bottom, a table provides a summary of page performance metrics.

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
YOU				
1 SociZen	121	0%	0	0



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Rank	Page Name	Total Likes	Likes This Week
1	Bark.com	172,709 total likes	126
2	SociZen	121 total likes	0

Learn what your target audience wants from you on social platforms

Use your social platforms to create value for your audience by answering questions like these:

- Purchasing barriers: How can you help overcome this?
- Buying journey: Are they researching or ready to make a purchase?
- Examining Reviews
- What kind of content do they usually engage with?

If you're struggling with what your social audience wants to see on your social channels - ask them!

Start Posting

Start Posting Test

Start Posting Test Adjust

**Start Posting
Test
Adjust
Test Again**

Start Posting
Test
Adjust
Test Again
Adjust Again

Start Posting
Test
Adjust
Test Again
Adjust Again
Repeat

Thank You!

Resources Page

- Free social networking survey from Survey Monkey:
<https://www.surveymonkey.com/mp/online-social-networking-survey-template/>
- Hubspot offers an enormous wealth of free resources, including persona templates:
<https://www.hubspot.com/resources>
- Free social media maintenance, scheduling and analytics: <https://hootsuite.com/>

**Notice that all of these companies do what we talked about in our second slide: offer something of value for free to get a conversion! It's that easy!