



Marketing Your Small Business:

A Small Business Owner's Perspective

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www.primaenvironmental.com

About PRIMA

- **Independent** laboratory founded in **1998**
- Specializing in
Treatability testing
Custom laboratory work
- Does **not** sell products or conduct field work
- **Woman-owned** small business





Common Marketing Goals

- Find potential new clients
- Remind past clients that you exist
- Convince all these people to do business with you



Marketing Considerations

- Clientele is national (occasionally international)
- Service is unique
- Service not always well-understood
- Budget is limited
- In-house personnel do not have professional marketing experience

Marketing Options

Option	Pros	Cons	Relative Cost
Create in-house marketing dept or Hire marketing firm	<ul style="list-style-type: none">Marketing expertise	<ul style="list-style-type: none">Full-time marketing not neededLimited technical understanding of services	\$\$\$
Hire part-time marketing consultant	<ul style="list-style-type: none">Marketing expertisepart-time	<ul style="list-style-type: none">Limited technical understanding of services	\$\$
Do-it-yourself	<ul style="list-style-type: none">Less expensiveExcellent technical understanding of services	<ul style="list-style-type: none">No (or limited) marketing experienceTakes time (non-billable)	\$

- Owner – Manon Desrosier
- Services Provided to PRIMA
 - Reviewed PRIMA’s “personality”
 - Clarified the brand
 - Re-built website
 - Unified look of website and collateral
 - Set-up newsletter and email service
 - Explained marketing**
- Available on as-needed basis for questions, ad design, etc.



Company Personality/Brand

- Should represent owners' vision as well as marketplace

PRIMA's "soul" - Knowledge – teaching and explaining impartially

PRIMA's personality – fresh, creative, trustworthy, knowledgeable

- Results influence look/feel of website, collateral, and how company is positioned

Domain hosting

- Hostgator.com
- Website is transferable
- Inexpensive
- 24/7 support
- Lots of control



Mail

- Email Accounts
- Webmail
- BoxTrapper
- SpamAssassin Spam Assassin™
- Forwarders
- Auto Responders
- Default Address
- Mailing Lists
- Account Level Filtering
- User Level Filtering
- Email Trace
- Import Addresses/Forwarders
- Email Authentication
- MX Entry
- Google Apps Wizard

Files

- Backups
- Backup Wizard
- File Manager
- Legacy File Manager
- Disk Space Usage
- Web Disk
- FTP Accounts
- FTP Session Control
- Anonymous FTP

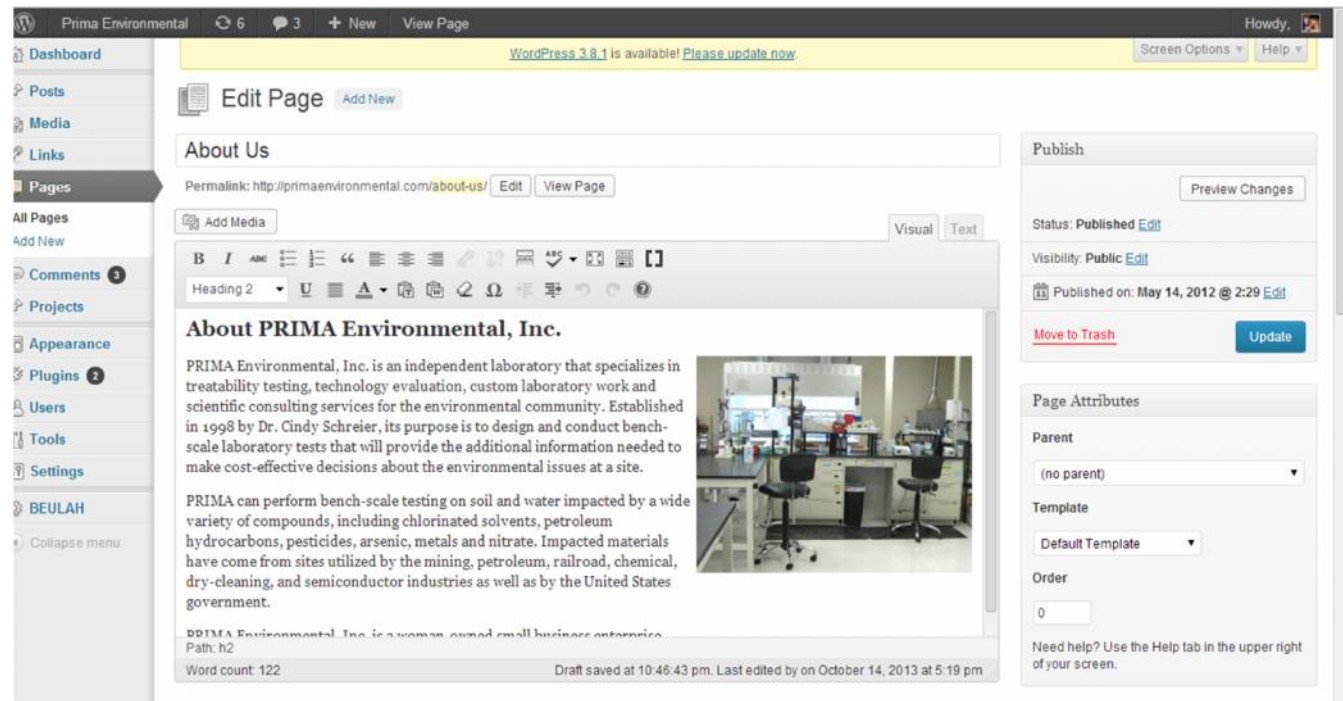
Logs

- Latest Visitors
- Bandwidth
- Webalizer
- Webalizer FTP
- Raw Access Logs
- Error Log
- Choose Log Programs
- Avstats
- Google Analytics Integration

Website Traffic	
primaenvironmental.com	
Last updated: Mar 17 07:36 CDT	
Yesterday's traffic	22 Visits
Traffic this month	530 Visits
Traffic last month	947 Visits
View All Traffic	

Website

- Wordpress
 - 24/7 access
 - (relatively) easy for non-HTML users to edit
- Designed by Manon Marketing/Maintained by PRIMA



The screenshot displays the WordPress administration dashboard for 'Prima Environmental'. The left sidebar contains navigation menus for Dashboard, Posts, Media, Links, Pages, All Pages, Comments, Projects, Appearance, Plugins, Users, Tools, Settings, and BEULAH. The main content area is titled 'Edit Page' and shows the 'About Us' page being edited. The page content includes a heading 'About PRIMA Environmental, Inc.' followed by two paragraphs of text and an image of a laboratory. The right sidebar contains the 'Publish' section (Status: Published, Visibility: Public, Published on: May 14, 2012 @ 2:29) and the 'Page Attributes' section (Parent: (no parent), Template: Default Template, Order: 0). A status bar at the bottom indicates 'Draft saved at 10:46:43 pm. Last edited by on October 14, 2013 at 5:19 pm'.

Website Alternative



- Wix.com
- Extremely easy to design and maintain
- Easy to create forms
- Free to inexpensive
- **Website not portable!**

A screenshot of the 'Try It Here Science' website homepage. The header features a blue beaker icon on the left, the text 'Try It Here Science' in a serif font, and the phone number '(916) 768-3234' on the right. Below the header is a navigation bar with links for 'HOME', 'ABOUT US', 'OUR CLASSES', 'REGISTER', and 'CONTACT'. The main content area is split into two columns. The left column has a green background with the text 'No Grades. Just Fun.' and a photo of a smiling woman in a lab coat. The right column has a photo of a boy in a lab coat working at a lab bench, with the text 'Hands On Science. Try It Here.' overlaid. At the bottom right of the main content area, there is a link for 'Newsletter sign-up.'.



e-Newsletters

- Good way to keep in touch with current and past clients
- Send regularly, but not too often
- Sign-up via website
- Less expensive than snail mail
- May never get to inbox



e-Newsletters – cont'd

- **Function**
 - To remind recipient that you exist
 - To provide information of value to recipient
 - Drive traffic to your website
- **Look should be consistent with website and other collateral**
- **Content –**
 - Announcements / news about company
 - Cases studies
 - Info of interest to client
 - Include links to website, other content

e-Mail Marketing

MailChimp

- **Mailchimp.com**
 - Free if < 2,000 contacts
 - Manage email lists
 - Design / send e-newsletters, announcements
- **Email list**
 - Import from existing database
 - Add contacts via website sign-up
 - Manually enter contacts

e-Mail Marketing

MailChimp

- **Contacts MUST opt-in**

Mailchimp will warn you if too many invalid emails or too many unsubscribes

Mailchimp will cancel account if warning not heeded

e-Mail Marketing

MailChimp

- **E-mail Campaigns**

 - Many templates available

 - Easy to use

 - Easy to include images, links

 - Mailchimp automatically includes legally required info and unsubscribe links

- **Reports**

 - Includes number of opens, number of clicks

 - Invalid email addresses



Webinars

- Great way to reach new contacts
- Content should be more in-depth than newsletter
- Webinar should be free
- Announce webinar in e-newsletter or via separate announcement
- Follow-up by posting slides or recording to website

Webinars

- Goto Webinar

Easy to use

Sends automatic reminders to participants

By signing-up, participant opts-in to receiving future info from you

Free trial available

Can record webinar (and post to website)





Webinars - logistics

- Can be awkward giving a webinar because no immediate feedback
- May be a delay between when you switch slides and when participants see new slide
- Have colleague monitor logistical issues, monitor chats or questions



Conclusion / Summary

- Hire a marketing expert to get you started
- Marketing Foundation
 - Understand your brand
 - Website
- Secondary e-Marketing Efforts
 - Newsletters
 - Webinars
 - Social Media (LinkedIn, Twitter, Facebook, Google+)
- Many inexpensive, easy-to-use programs available

THANK YOU

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