



# The Technology Coach

Specializing in small business technology  
training service and support.

# About The Technology Coach

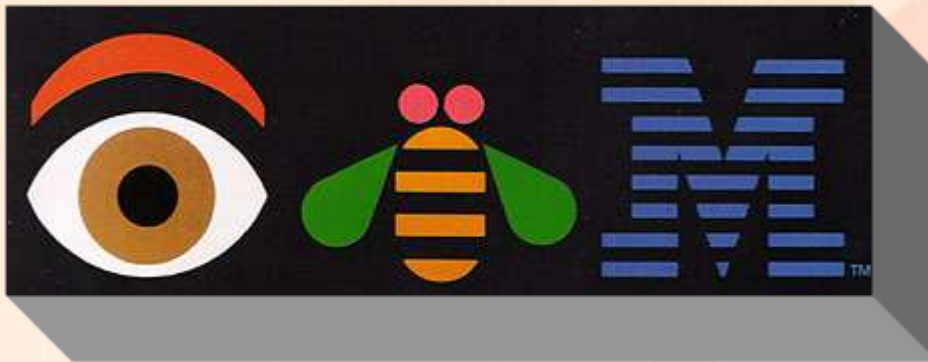
- Scott Kendall from Toronto, Canada
- Currently living in Milton, Ontario
- Small business owner and regular networker
- Working in the technology field since 1991
- Using social media and eMarketing since 1996

# Helpdesk support

6 Years of Computer Helpdesk support



i n v e n t



# Corporate Training

3 years developing and  
delivering software training



**AVIVA**

Insurance  
Companies



BORDEN  
LADNER  
GERVAIS

Law  
Firms



Banks

# The Technology Coach



**The Technology Coach**, Your on-site, on-time, there when and where you need us “**Virtual IT Department**” for your small to medium-sized business.

**The Technology Coach** is a one stop solution provider for all of your on-site computer service, technology support and training needs.

# The Technology Coach



Proudly serving the West GTA since 1991 the Technology coach provides technology support for small businesses from Toronto to Hamilton.

With an emphasis on preventative maintenance and regular upkeep **The Technology Coach** provides small business owners with the peace of mind they need to know their technology will be there when they need it so they can focus on their core business roles.

# Software Training Experience



PowerPoint



Excel



Word



Outlook



Access

and more!

**Over 155 North American Cities in 18 Months**

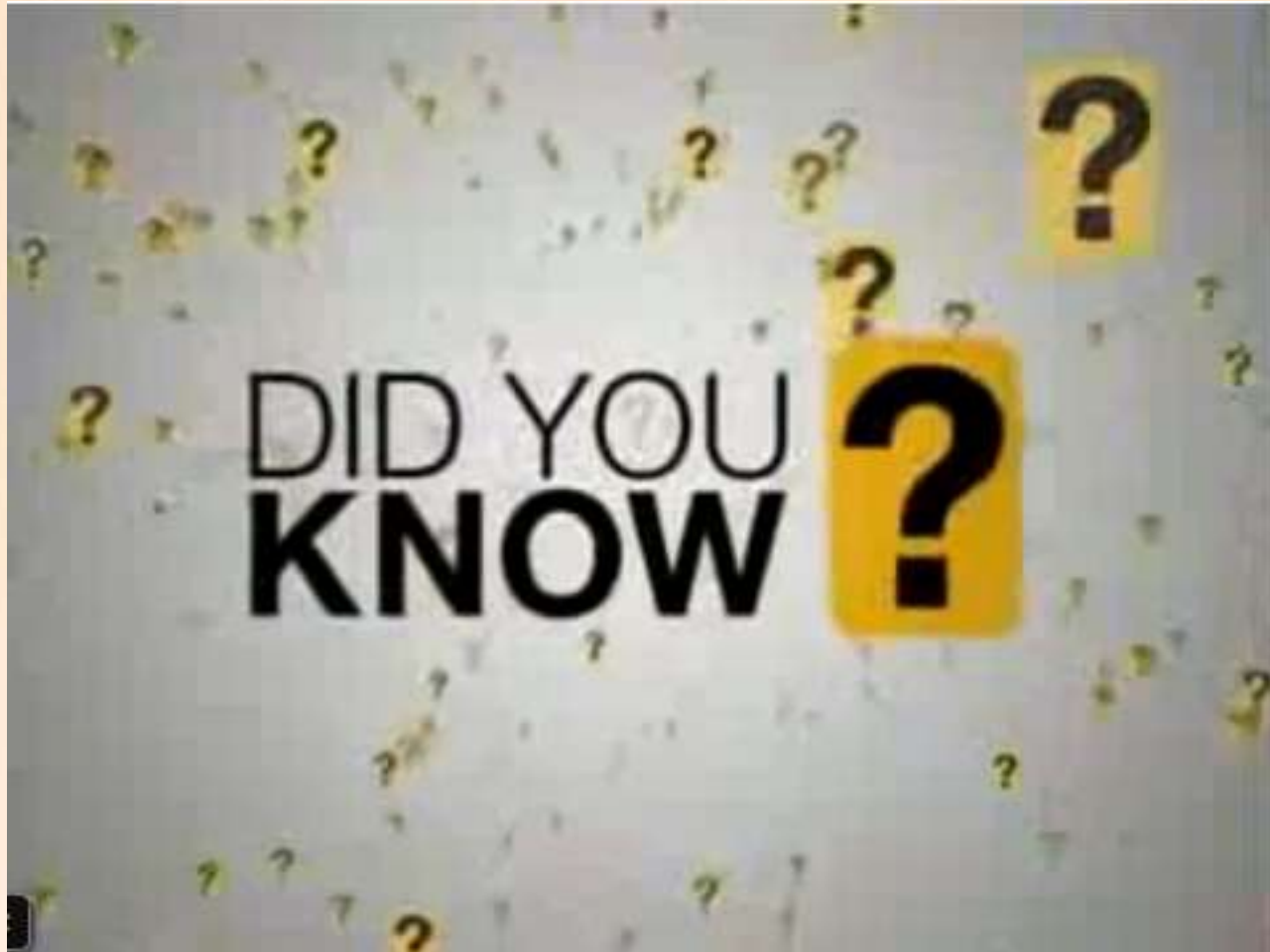
**... 5000 students**

# Getting to know YOU!





# Did you Know?



# What is eMarketing?

- Taking advantage of technology do deliver a message about your product or service.

# Why eMarketing works!

- Most of the people you meet at networking events, conferences and in your day to day business will not have an immediate need for your product or service. **This is just a reality.**
- If you can implement a strategy to stay in regular contact, they will know how to contact you when a need arises.
- **BONUS:** If this staying-in-touch strategy includes added value, it will **build the relationship** without a need for time consuming direct contact.

# Staying in touch

- If you can stay in touch you become the top of mind contact when a need arises that fits your specific area of expertise
- Unfortunately we are already so over exposed to advertisements, email and telemarketers on a regular basis it's hard to get a message through to your contacts

# Staying in touch

- Adding value, opens doors
- Ensure your contacts know and understand your business and...
- Deliver a message with value and once or twice a month becomes enough contact to keep you top of mind.

# Creating Value

- Creating value in your communication
  - Actual cost of communication is a tiny fraction of advertising traditionally
- Educated customers are more likely to purchase
  - “ Small business owners will tell you that if they can get a chance to better educate their customers on their products and service those same customers would be more likely to enter the sales cycle.”

# Our Goal

- To deliver a welcomed message to our customers and contacts on a semi-regular basis that has value attached, creates awareness of our product or service and puts us top of mind with our contacts!
- Lets look at tools that are mostly free or very low cost that allow you to implement exactly that!

# The Entire Strategy Overview

1. Make contact
2. Build Relationships
3. Share Knowledge
4. Gain new clients



# Making Business Contacts

- Networking events, Conferences and day to day business
- APA&TC Conference
- Chamber of commerce
- Board of Trade
- Toastmasters
- Local Business Enterprise Centers
- BNI & Networking Meetings
- Rotary Clubs



# Deal with the Business Cards



- 1 Minute per card do it yourself
- 25 Cents per card outsourced

# Customer Relationship Management Tools

- Software Driven solutions
- Microsoft Outlook  
Business Contact manager
- Sage ACT!
- Goldmine
- Online solutions  
Salesforce.com
- Industry specific
- Excel Spreadsheet
- Shoebox Method



# Knowledge sharing

- **BONUS:** If your staying-in-touch strategy includes **added value**, it will **build the relationship** without a need for time consuming direct contact.
- You have expertise in your field share it!
- Don't be afraid of competitors!

# Knowledge Sharing

- Educated customers are more likely to purchase  
“If only I could better educate my customers about my products or services I’m sure they’d be more interested in purchasing today!”

# Finding Knowledge to share

- Creative and original content takes time and energy to come up with
- Creating the content can be the most time consuming part of keeping in touch

# What to communicate?

- Frequently asked questions
- What's new
- What's coming
- Tax change information
- Tax deadlines
- Customer Testimonials
- Business News
- Sales material
- Sales!
- **Industry Related News**

# Industry related news

- **Industry related news is easiest to create**
- We all realize staying on top of industry is important, but do we fall behind?
- Small business is better prepared for change than large because we can adapt quickly and thrive
- You need to be prepared for these changes in order to be ready to adapt, but...
- You don't need to read every newspaper article / publication to stay informed



# Your personal content provider

- Let Google do the grunt work
- Google is a great place to search the internet at large for information
  - Google also has a **news** specific search engine
  - Key words about your industry
  - Sorted by publication date
  - Can choose local or worldwide news
  - Free service delivered to your email daily, weekly or as it happens



**<http://news.google.ca>**

101001010100111101000010010111010010 1101010101011101000041 000101010100  
0041000010100101001001010000101101001010140000111101001010100111101000010010111010010  
11010101010111010000+100001010010100100101000010110100101014000011110100101

# Marketing Vehicles

- **Websites**
- **Blogs**
- **Email Newsletters**
- **Social Networking Sites**

# Your Website

- **Should be your 24/7 Sales team**
- Often difficult to get updated easily
- Adding / changing info regularly is difficult
- falls off the radar

# Your Website

- What if you only ever have to update your website one more time?
- Add a link to your blog on your website and your website doesn't need to be updated ever again
- But it should still be updated regularly, why

# Your Website

- As important today as a business card was 10 years ago
- Brochure style
- Design with growth in mind



# Your Website

- Template designed sites for as little as \$500
- Hosting / Registration costs as little as \$150 year
- Importance of control over your own domain
- Own your website, get all original files this goes for graphic design as well

# Ecommerce

- Websites should be designed with Ecommerce in mind from the start
- Adding ecommerce design to an existing site for a small product number can cost as little as \$1000
- You are responsible for data you collect, therefore collect less
- Use trusted 3rd party processors and gain customer trust



# Ecommerce

- Paypal is the number one online payment processor
- Expect to pay between 3 and 5 % in transaction fees (similar to credit cards)
- Paypal doesn't require you to collect any customer payment info
- A well designed ecommerce solution is easily scalable to add product or traffic.

# Websites

- A Basic Website – brochure site should include:
- Contact info
- A call to action
- Details on your business / strategy / mission statement
- This can be accomplished in a fairly small site

# Blogging

- **A blog** – or weblog term coined in 1997
- Term blog is a shortening of Web Log
- Originally used to provide chronological timeline of updates / changes in software development or project management
- Became popular with “the kids” in 2003 as an online journal or communication tool
- **Became popular as a business tool in 2007!**

# Archive your Knowledge

- A blog is a web page made up of usually short, frequently updated posts that are arranged chronologically
- Much easier to update than a website, picked up faster on search engines

<http://thetechnologycoach.blogspot.com>

# Why blogs Work

- Business blogs are currently sweeping the small business community
- Blogs are FREE
- Blogs are a great tool for
  - promotions
  - educating customers
  - directing to webpage / traffic
    - tool to direct to sales literature on website
  - generating business!

# Added flexibility

- A blog is no more rigid than a website
  - Can be used as a picture album for friends / family
  - Detailed updates for a special interest group
  - Helpful information about your industry
  - Sales, Promotions, Events

# Advantages of archives

- Blogs can be looked back upon at a later date by new readers for hours of informative reading either in order or by subject heading
- Blogs are an excellent tool for
  - sharing your expertise in your industry
  - building additional web traffic
  - connecting with potential customers
  - educating contacts (educated customers buy more!)

# Better than a website?

- Websites must be found via online searches
  - Over saturated market, expensive to break into
  - Not all industries / expertise lend well to web based advertising
  - A website is essential for a small business
  - One side of a multi pronged approach
  - Websites don't need to be fancy to work
  - Why do you visit websites?



# Advantages of a Blog

- Blogs can be found / stumbled upon in the same way as traditional websites
- Usually short, updated often and keyword heavy
- Picked up more readily than regular web pages because they are more current
- Quickly turns into pages and pages of content
- Content usually subject specific, more entries, more value to Google

# Advantages of a Blog

- A direct link at the start of each blog (automatic) makes it easy to link to
- Links to your blog make it more valuable to Google as well
- Blogs can also be found via traffic pulling like newsletters

# Simplicity

- Blogging software is **easier** to use than a word processor or email
  - Many blogging tools add a blog toolbar to internet explorer
  - Stumble across a webpage or article and Blog about it immediately!
  - Blogs are usually short and to the point, easier to read, easier to write

# Blog Etiquette

- Don't simply copy and paste articles
- Direct link to the article from your newsletter or Blog
- Break text up into readable chunks
- Just like email, you're representing your company
- Use proper grammar and speak professionally
- Pre-amble summary
  - Insert Blog Here
- Close with relevance pitch and website link

# The Blog: Your Websites Sidekick

- Works well in connection with or as a no cost alternative to a traditional website
- The Blog is the information / education tool used to drive traffic to the sales tool, the brochure style website.
- Much easier and faster to update a blog regularly
- That means it's more likely to actually happen!

# Blogs in plain english

- Youtube

# Touring the Blog World

[www.blogspot.com](http://www.blogspot.com)

# A newsletter

- Your newsletter is the pull of your e-marketing plan
- Just **having** a blog, or a website doesn't inherently mean people will see it
- Pushing your content to the internet via a website doesn't guarantee it will be seen either
- Reminding your contacts of your message will help dramatically
- A e-newsletter is the key



# A newsletter

- A newsletter allows you to notify your audience each time a new blog entry appears, pulling them in!
- Put your blog entries in a newsletter and publish it regularly (1 – 2 times a month)
- Draws audience to your blog for other articles, sales, promotions, events etc.
- Draws audience to your website for sales / contact info

# Communication Tools - Review

- Staying in touch means you become the top of mind contact when a need arises
- That need might also be the need of your contacts contacts
- Existing customers drive your sales
- It's all about networking and communicating to your network
- Turn your network into your virtual sales team

# Communication Tools

- Invest 30 minutes each month to bring your customers back on board
- Email marketing allows you to do that
- **Not Talking About**



# Effective Email Marketing Tools



- Permission Based Email Marketing
- List Building and Management Tools
- Subscription Management
- Creation and Sending of Professional Attractive (HTML) Emails
- Results Tracking for Every Email Sent

# Communication Tools



- Invest the time to create a strategy.
- Collect contact information and permission to communicate from customers and prospects wherever possible.
- Send professional looking campaigns.

# Communication Tools



- Sending from your mailbox doesn't cut it. Your communications are a reflection of your business!
- To look professional you need to use professional tools!
- Deliver valuable information (quality vs. quantity).
- Encourage your recipients to forward your message to others.

# Communication Tools



- Maintain contact at least once a month.
- Use an online service to optimize delivery, manage legal compliance, and get campaign results feedback.

# Communication Tools



- Respect the permission to communicate provided to you by your recipients.
- Track your results and strive to improve on the response you receive.
- Ask for feedback - initiate a two-way dialog with your recipients.



# Constant Contact Pricing



**Pricing** Starting at \$15 a month (no hidden fees!)  
Discounts for pre-payment

# Constant Contact Tour

- Tour
- Both Email Marketing and Survey tools

# Email Marketing stats

- Youtube

# Constant Contact

Constant Contact in Action

[www.constantcontact.com](http://www.constantcontact.com)

Some examples of great newsletters

# Social Networking

Why is Social  
Networking Important?



# Social Networking

## Social Media In Plain English

How does it work?

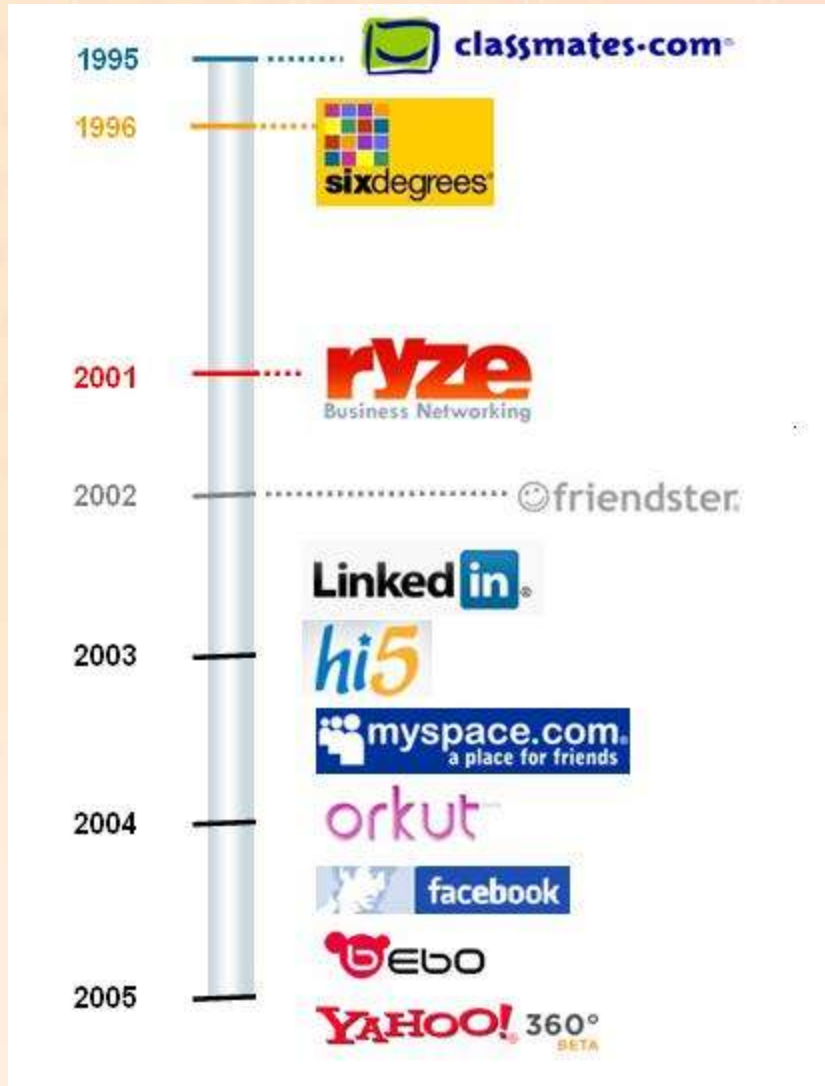


# Social Networking

Is social networking for  
Business?



# Social Networking





# Social Networking

Sites we'll look at today:

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.The Twitter logo, featuring the word "twitter" in a light blue, lowercase, sans-serif font on a white background.The LinkedIn logo, with the word "Linked" in black and "in" in white lowercase letters inside a blue square, followed by a period.The Myspace logo, featuring a white icon of three stylized figures on a blue background, followed by the text "myspace.com" and "a place for friends" in white lowercase letters.

# Facebook

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

- Focus on family and friends with a little business thrown in
- Easy to build connections
  - Highest Canadian Penetration
  - Easy contact Import
- Focused on reconnecting
- Uses a similar model to classmates.com but expanded and FREE

# Facebook

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

- Status updates
- Public and private messages
- Share photos
- Share videos
- Send invitations
- Meet new people

# Facebook

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

- Mobile apps available
- Upload photos and status from mobile
- extremely extensive line of additional “apps” for you to install
- developed apps come from users
- everything from games to social fun

# Facebook

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

- Expect to invest less than 15 minutes a day for business uses

[www.facebook.com](http://www.facebook.com)

- Create a profile
- Join networks
- Send event (mass email)

# Facebook

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

- Statistics
- Setting up facebook for marketing  
Part 1 Part 2

# Facebook

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

## 2 Opportunities for advertising

- Option 1
  - Advertise to your network
  
- Option 2
  - Advertise using the facebook AD system

# Facebook

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

- Advertising to your network
- Free to use but less effective
- Sometimes seen as “spam”
- Create a mass email via an event invitation
- The larger your network, the more valuable the communication
- Be careful you don’t “lose friends” from over advertising.
- Let’s see how it works



# Facebook

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

- Advertise using the facebook AD system
- Facebook collects statistics when you signup
- The stats and information are then used to target ads
- This is the one advantage that facebook has over Google for advertising
- Let's take a look!

# Facebook

- Free step by step videos to create your own facebook ad campaign on [youtube](#)



The screenshot shows the Facebook Advertising dashboard. At the top, there's a navigation bar with 'Advertising', 'Pages', 'Connect', 'Locations', and 'Share'. Below this, the main heading is 'Facebook Advertising' with the tagline 'Reach your exact audience and connect real customers to your business.' A prominent green button says 'Create an Ad' with a sub-link 'or manage your existing ads'. The 'Step By Step' section is active, showing three columns of information:

- 2. Targeting:** Includes a 'Location' dropdown set to 'United States' with options for 'Anywhere', 'By State/Province', and 'By City'. The 'Age' dropdown is set to '18-24' with an 'Any' option.
- Create Your Facebook Ad:** Features a preview of an ad with a floral image and text: 'What are you doing this year? ... Be a hero & give to the people who need it most. Download...'
- Optimize Your Ads:** Includes a gender distribution chart and an age distribution table.

| Female | Male | Age   |
|--------|------|-------|
| ~100   | ~100 | 13-17 |
| ~150   | ~150 | 18-24 |
| ~100   | ~100 | 25-34 |
| ~50    | ~50  | 35-44 |
| ~20    | ~20  | 45+   |

Below the targeting and ad creation sections, there are three columns of bullet points:

- Connect with Real People**
  - Reach over 200,000,000 active Facebook users.
  - Attach social actions to your ads to increase relevance.
  - Create demand for your product with...
- Create Your Facebook Ad**
  - Quickly create image and text-based ads.
  - Precisely target by age, gender, location, and more.
  - Choose to pay per click (CPC) or...
- Optimize Your Ads**
  - Track your progress with real-time reporting.
  - Gain insight about who's clicking on your ad.
  - Make modifications to maximize your...

# Twitter

- Very new and growing very fast
- Strong US and Canadian penetration
- What the heck is it?
- Like facebook light, but for NEW relationships as much as old
- Strictly status updates, public and private messages
- Simple and straightforward

# Twitter

- Twitter in real life
- Concept is based on following others and having them follow you
- Creates a feeling of public chat online
- Extensive mobile options for iPhone and Blackberry
- Addictive and growing at an alarming rate

# Twitter

- Apple and Google are both rumoured to have made offers to purchase Twitter for over \$700M in early 2009
- Expected investment of more than 60 minutes a day in small pieces
- Statistics
- Funny failure of twitter

# LinkedIn

- Over 43 million professionals use LinkedIn to exchange information, ideas and opportunities
- Use linked in to stay informed about your contacts and industry
- Find the people & knowledge you need to achieve your goals
- Control your professional identity online
- [About linked in](#)

# Linkedin

- Similar in concept to facebook
- Much lower penetration
- Focused almost exclusively to B2B market
- Focuses on creating connections
- Works in a `Six Degrees` way to show levels of connections
- [Linkedin In plain English](#)

# LinkedIn

- Recommendations, testimonials, Q&A
- Lower penetration = less exposure
- More focused = right exposure
- More research focused than advertising
- Great tool, limited to B2B exposure only
- Expect to spend 15 mins a day for business



# LinkedIn

- All about who you know and who they know
- Start by adding contacts from schools, prior employers and professional associations
- Reconnect and find out what people are doing, where they are and what they are specializing in
- Commit real time to this networking, just like you would real life connecting

# LinkedIn

- 30 minutes a day should be enough
- Stretch your linkedin efforts out over time, you can't do it all in one day
- Make recommendations for people you've worked with, ask for them for people you've done work for
- Participate in the linked in answers section, show your expertise, disclaimer as necessary
- [LinkedIn Premium](#) at a cost

# LinkedIn

- Tools include
- Email signature generator
- Outlook or Internet explorer toolbar
- Mobile applications for iPhone and Blackberry

# Plaxo

- Your address book for life
- Similar to linkedin with lower penetration
- Does send those `join plaxo` emails to your contacts
- Some great features
- Connect to your family, friends, and business network
- [Plaxo Demo](#)

# Plaxo

- Share and discover content your friends are creating all over the web — and share your own.
- Take your address book and Pulse with you to Outlook, Mac, and your mobile phone.
- Reduce the duplicated and out of date contact info
- Contacts with Plaxo automatically populate your contact list for you

# MySpace

- MySpace the largest Social Network in North America maintains a dominant position as media site, primarily aimed at youth, giving them the opportunity to relate to brands and bands, as well as self-express. This site will continue to do with advertisers and marketers. Expect to see more TV and video networks to integrate and work with MySpace, who has the new generation that Generation X was to MTV.

# MySpace

- MySpace has more than 110 million monthly active users around the globe
- 1 in 4 Americans is on MySpace, in the UK it's as common to have a MySpace as it is to own a dog
- On average 300,000 new people sign up to MySpace every day,
- has record and had 4.5 billion page views to the site in one day.

# MySpace

- We are localized and translated in more than 20 international territories including Canada
- MySpace is one of the fastest growing websites of all time



# Myspace

- 50 Million emails per day (more than Yahoo, Hotmail, or Google)
  - 10 Billion friend relationships
  - 1.5 Billion images
  - 8 Million images being uploaded per day
  - 60,000 new videos being upload to MySpaceTV each day

# MySpace

- More than 8 million artists and bands on MySpace Music
- Company Details
  - Launched in January 2004
  - Acquired by Fox Interactive Media in October 2005
  - Los Angeles-based
  - Founded by Chris DeWolfe, CEO and Tom Anderson, President

# MySpace

- Highest US penetration, 2nd Highest Canadian
- First of the big social networking sites
- All the features of Facebook
- Started as kids / teens
- Has gained some business exposure
- Tour

# MySpace

- Primarily Media related, Music, Video, Graphics
- Very artistic community
- Expect to spend 15 minutes a day to do this right, ideal for media and designers

# Xobni

- [Intro](#)
- A Microsoft outlook add on toolbar that combines various aspects of facebook and linked in and brings them into outlook
- Built in analytics tools to track and understand your own email habits
- [Fox News \(1:35\)](#)
- [Deeper Look](#)
- [Bill Gates on Xobni](#)

# Facebook, Linked In, Twitter

- Study the demographics of each of the online social networking sites you're considering
- Which most closely matches your current target customer?

# Participate or Advertise

- The option to Participate in social networking sites is free.
- The function of advertising can be cost effective

# Privacy and Security

- Posting a public profile on a social networking site is like leaving your yearbook, phonebook and resume on a telephone pole
- Limit your profile to either professional or personal, mixing the two can be costly



# Media Broadcasting

- Podcasting, VideoCasting, YouTube
- Creating media for these sites is more costly and time consuming than traditional online text content
- Again ensure your speaking to your target customer

# Viral Media

- These are viruses of the GOOD kind!
- Creating a “hype” over your business or a splash of excitement about your product
- Use the same content as you would for any other medium but via audio or video

# Where to look

- Find out what others are doing by visiting sites like [www.youtube.com](http://www.youtube.com) or <http://video.google.com>
- Spread the content as far and wide as possible, record it once, share it often
- Include notices of your content in all other communications, Blogs, Newsletters, Websites

# Additional Tools

- Wiki`s like Wikipedia
- Google Docs (Excel online)

# Synopsis of eMarketing

- Make connections
- Create content easily
- Share that content
  - Email newsletters
  - Blogs
  - Social Media Sites
  - Point everything back to your website
- Have a signup on your website for your newsletter

# More Free Resources Online

- This Entire PowerPoint Presentation in PDF format **FREE!**
- **Read my blog for more great e-marketing tips!**
- **Get your own blog FREE**
- The Email Marketing Workbook in PDF format **FREE!**
- **Signup here for 60 day free trial of Constant Contact Email Marketing**
- Google news alerts - Using Google to generate free e-newsletter content for your industry - in PDF Format **FREE!**
- **Google News Website**

# More Free Resources Online

<http://thetechnologycoach.blogspot.com>

<http://www.thetechnologycoach.ca/emarketing>