

# The Technology Coach



Proudly Presents



## About **The Technology Coach**

- Scott Kendall from Toronto, Canada
- Currently living in Mississauga
- Small business owner and regular networker
- Invited by Ellen Timms of the Port Credit BIA

# Helpdesk support

6 Years of Computer Helpdesk support



i n v e n t



4/2/2007

(C) The Technology Coach 2007

# Corporate Training

3 years developing and delivering software training



4/2/2007

(C) The Technology Coach 2007



# The Technology Coach

Specializing in small business technology training service and support.

4/2/2007

(C) The Technology Coach 2007

## 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.

4/2/2007

(C) The Technology Coach 2007

## The Technology Coach








Proudly serving the West GTA since 1992 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.

4/2/2007

(C) The Technology Coach 2007

## Software Training since 1992

-  PowerPoint
  -  Excel
  -  Word
  -  Outlook
  -  Access
- and more!

Over 155 North American Cities

... 5000 students

4/2/2007

(C) The Technology Coach 2007

## Today's Presentation

- Tapping into Technology:

Learn how to use e-marketing more effectively

### **Small Business Marketing using Blogs and e-newsletters**

4/2/2007

(C) The Technology Coach 2007

## Top Of Mind e-Marketing that 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.

4/2/2007

(C) The Technology Coach 2007

## 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

4/2/2007

(C) The Technology Coach 2007

## 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.

4/2/2007

(C) The Technology Coach 2007

## 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.”

4/2/2007

(C) The Technology Coach 2007

## 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 customer base!
- Today I will show you tools that are mostly free or very low cost that allow you to implement exactly that!

4/2/2007

(C) The Technology Coach 2007

## The Entire Strategy Overview

1. Business Contacts
2. Business Cards
3. Customer Relationship Systems
4. Knowledge sharing
5. Communication Tools
6. Sales material

4/2/2007

(C) The Technology Coach 2007

## 1. Making Business Contacts

- Networking events, Conferences and day to day business
- BIA Breakfast
- Chamber of commerce
- Board of Trade
- Toastmasters
- Local Business Enterprise
- BNI Meetings
- Rotary Clubs



4/2/2007

(C) The Technology Coach 2007

## 2. Deal with the Business Cards



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

4/2/2007

(C) The Technology Coach 2007

## 3. Customer Relationship Management

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



4/2/2007

(C) The Technology Coach 2007

## 4. 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!

4/2/2007

(C) The Technology Coach 2007

## 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!”

4/2/2007

(C) The Technology Coach 2007

## 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

4/2/2007

(C) The Technology Coach 2007

## What to communicate?

- Frequently asked questions
- Promotions
- Contests
- What's new
- What's coming
- Business News
- Sales material
- Sales!
- **Industry Related News**

4/2/2007

(C) The Technology Coach 2007

## 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

4/2/2007

(C) The Technology Coach 2007

## 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

4/2/2007

(C) The Technology Coach 2007



<http://news.google.ca>

## Why This Strategy?

- **Search and browse 4,500 news sources updated continuously**
- Accomplishes two goals
  - educates you
  - educates your customers

## The Entire Strategy Overview

- ✓ Business Contacts
- ✓ Business Cards
- ✓ Customer Relationship Systems
- ✓ Knowledge sharing
- 5. Communication Tools
- 6. Sales material

4/2/2007

(C) The Technology Coach 2007

## Archive your Knowledge

- **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
- Became popular with “the kids” in 2003 as an online journal or communication tool

4/2/2007

(C) The Technology Coach 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>

4/2/2007

(C) The Technology Coach 2007

## What makes a blog?

- Breakdown of parts
  - Entry Title, like a subject heading in an email message, should I read this?
  - Date Entry, people read current information first, appears at top
  - Link to that blog entry, for sharing
  - Content including text, pictures, links to websites
  - Automatically archived monthly
  - Automatically submitted to Google searches
  - Brief Google Rank intro

4/2/2007

(C) The Technology Coach 2007

## 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!

4/2/2007

(C) The Technology Coach 2007

## 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

4/2/2007

(C) The Technology Coach 2007

## 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!)

4/2/2007

(C) The Technology Coach 2007

## 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

<http://www.delcerro.ca/>

4/2/2007

(C) The Technology Coach 2007

## 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 webpages
- Quickly turns into pages and pages of content
- Content usually subject specific, more entries, more value to Google

4/2/2007

(C) The Technology Coach 2007

## 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

4/2/2007

(C) The Technology Coach 2007

## 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

4/2/2007

(C) The Technology Coach 2007

## 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

4/2/2007

(C) The Technology Coach 2007

## 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!

4/2/2007

(C) The Technology Coach 2007

## 4. 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 doesn't guarantee it will be seen either
- Reminding your contacts of your message will help dramatically
- A newsletter is the key

4/2/2007

(C) The Technology Coach 2007

## 4. 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 a month)
- Draws audience to your blog for other articles
- Draws audience to your website for sales / contact info

4/2/2007

(C) The Technology Coach 2007

## Word of Mouth Marketing

Word of mouth marketing really isn't about marketers or even marketing. Its all about creating happy customers and making them your best advertisers. If people like what you do, they will want to tell their friends about your product or service as well. Marketing shouldn't be hard, and the best marketing never is. People love to talk. Word of mouth marketing is about earning good conversation

4/2/2007

(C) The Technology Coach 2007

## 4. 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

4/2/2007

(C) The Technology Coach 2007

## 4. Communication Tools

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



4/2/2007

(C) The Technology Coach 2007

## 4. Effective Email Marketing Tools



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

4/2/2007

(C) The Technology Coach 2007

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

4/2/2007

(C) The Technology Coach 2007

## Communication Tools



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

4/2/2007

(C) The Technology Coach 2007

## 4. Constant Contact Pricing



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

4/2/2007

(C) The Technology Coach 2007

## Your Website

- **Should be your 24/7 Sales team**
  - Often difficult to get updated easily
  - Adding / changing info regularly difficult
    - falls off the radar
  - What if you only ever have to update your website one more time?
  - Add a link to your blog on your website

4/2/2007

(C) The Technology Coach 2007

## Your Website

- **A Basic Website** – brochure site should include:
  - Contact info
  - A call to action
  - Details on your business / strategy / mission statement
  - Fairly small site

4/2/2007

(C) The Technology Coach 2007

## Review: Top Of Mind e-Marketing

- Make Contacts
- Collect Cards
- Manage Contacts
- Share your wealth of knowledge
- Communicate effectively and often
- Direct them to your sales material

**“If you Build it, They will come!”**

4/2/2007

(C) The Technology Coach 2007

## More Free Resources Online

- <http://thetechnologycoach.blogspot.com>
- <http://www.thetechnologycoach.ca/bia>



4/2/2007

(C) The Technology Coach 2007