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Grow Your Business



We are Competitors...
Not Enemies.
Helping each other is
good for our industry.

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Grow Your Business

What is YOUR Goal?



What is YOUR Goal?

- Drive more traffic to your brick and mortar?



What is YOUR Goal?

- Drive more traffic to your brick and mortar?



What is YOUR Goal?

- Drive more traffic to your brick and mortar?
- Drive more web sales?

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Grow Your Business

What is YOUR Goal?



What is YOUR Goal?

- “out GC...GC”



What is YOUR Goal?

- “out GC...GC”
- “out Sweet...Sweetwater”



What is YOUR Goal?

- “out GC...GC”
- “out Sweet...Sweetwater”
- “out Sam...Sam Ash”



What is YOUR Goal?

- “out GC...GC”
- “out Sweet...Sweetwater”
- “out Sam...Sam Ash”
- None of us can “out Amazon...Amazon”

Be the best version of who YOU are!



Be the best version of who YOU are!

- What is your value proposition? If you don't know, how do you expect your customers to know?



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Be the best version of who YOU are!

- What is your value proposition? If you don't know, how do you expect your customers to know?
- We all sell gear. What's the intangible that makes a customer YOUR customer?

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Grow Your Business

Loyalty

Loyalty

- Fear vs. Comfort

Loyalty

- Fear vs. Comfort
- Novelty vs. Experience



Loyalty

- Fear vs. Comfort
- Novelty vs. Experience
- Education = Trust and Trust = Sales

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Grow Your Business

Positioning

Positioning

- What is it?



Positioning

- What is it?
- How to define YOUR position

Positioning



“the un-cola”



“we try harder”

Volvo - Safety

Apple - Think Different

Target

WalMart

Nordstrom's



Positioning

Money Smart

People Friendly

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Grow Your Business

What is a Brand?



What is a Brand?

- Your Brand is bigger than any marketing effort. Your brand is what remains after marketing has swept through the room. It's what sticks in your mind associated with a product, service or organization.



What is a Brand?

- The Brand is ultimately what determines if you will become a loyal customer...or not.



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Grow Your Business

Define Your Brand?



Define Your Brand?

- Who are my customers?



Define Your Brand?

- Who are my customers?
- What customers do I **want** to have?



Define Your Brand?

- Who are my customers?
- What customers do I **want** to have?
- Who are my competitors?



Define Your Brand?

- Who are my customers?
- What customers do I **want** to have?
- Who are my competitors?
- What is my competitors brand position?



Define Your Brand?

- Who are my customers?
- What customers do I **want** to have?
- Who are my competitors?
- What is my competitors brand position?
- What problems does my company solve?



Define Your Brand?

- Who are my customers?
- What customers do I **want** to have?
- Who are my competitors?
- What is my competitors brand position?
- What problems does my company solve?
- What is my value proposition? Is it distinctive? Is it relevant?

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Grow Your Business

What is a Brand?



What is a Brand?

- When people think about my company or product, what are the feelings and associations I want them to have? Are they unique...can we “own” them?



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- When people think about my company or product, what are the feelings and associations I want them to have? Are they unique...can we “own” them?
- What are the functional benefits we deliver to our customers?

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Grow Your Business

What is a Brand?



What is a Brand?

- What are the emotional benefits that **ONLY WE** deliver to our customers?



What is a Brand?

- What are the emotional benefits that **ONLY WE** deliver to our customers?



What is a Brand?

- What are the emotional benefits that ONLY WE deliver to our customers?
- What kind of personality will your brand have?

WHAT IS A

brand?



B

BLUEPRINT

A brand is a master plan of your customer experience. It needs to be delivered consistently across all areas of your business to help build trust and loyalty in your brand.



R

RELATIONSHIP

A brand is the thoughts, feelings and psychological relationship between a business and a customer.



A

AGREEMENT

A brand is a promise of what the consumer will experience from your business.



N

NATURE

A brand is the inherent nature of your business – the personality, the character, the style. It is the emotional association to your brand.



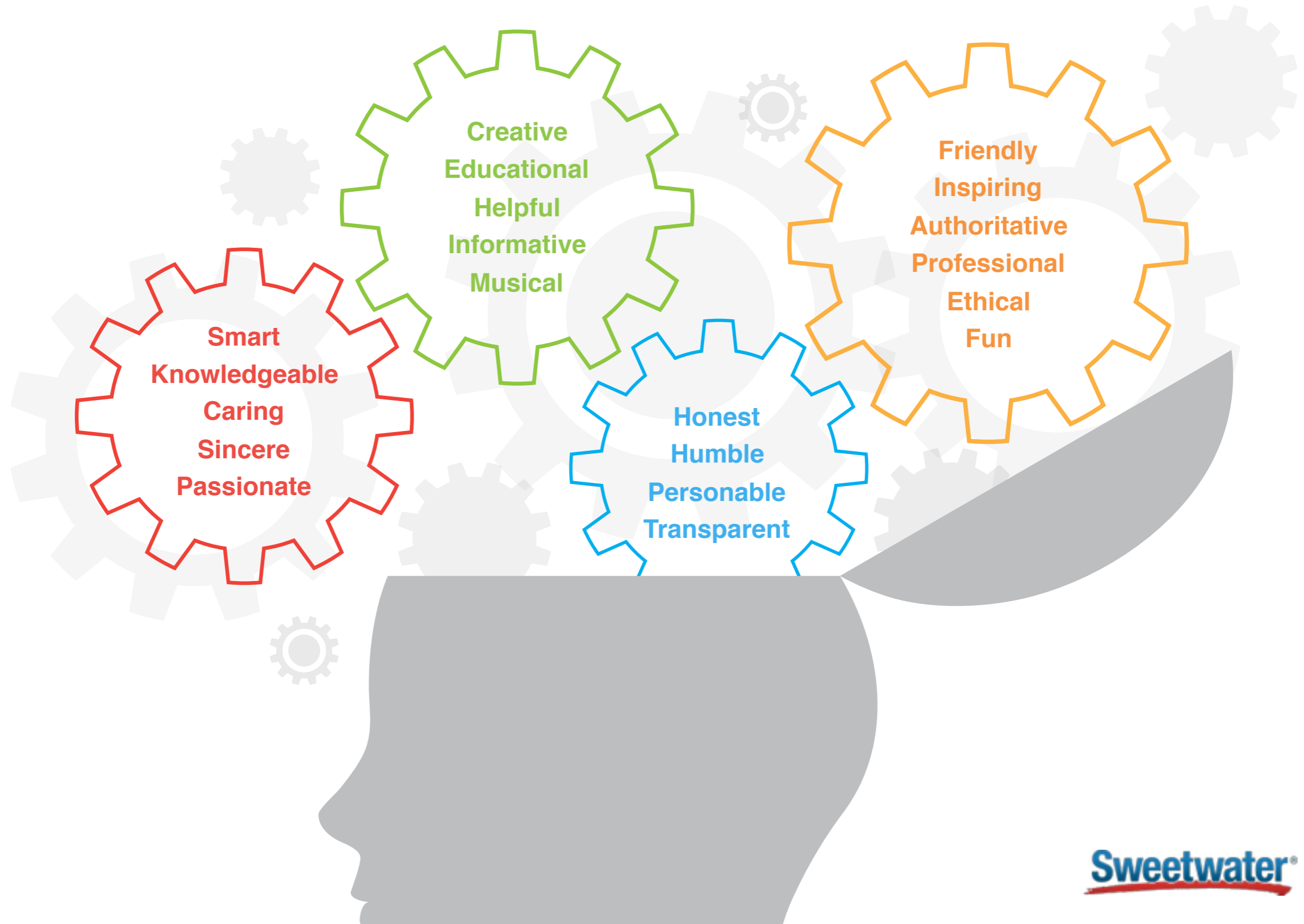
D

DISTINCTIVE

Branding makes your business stand out from the crowd. It is the unique identity of your business.

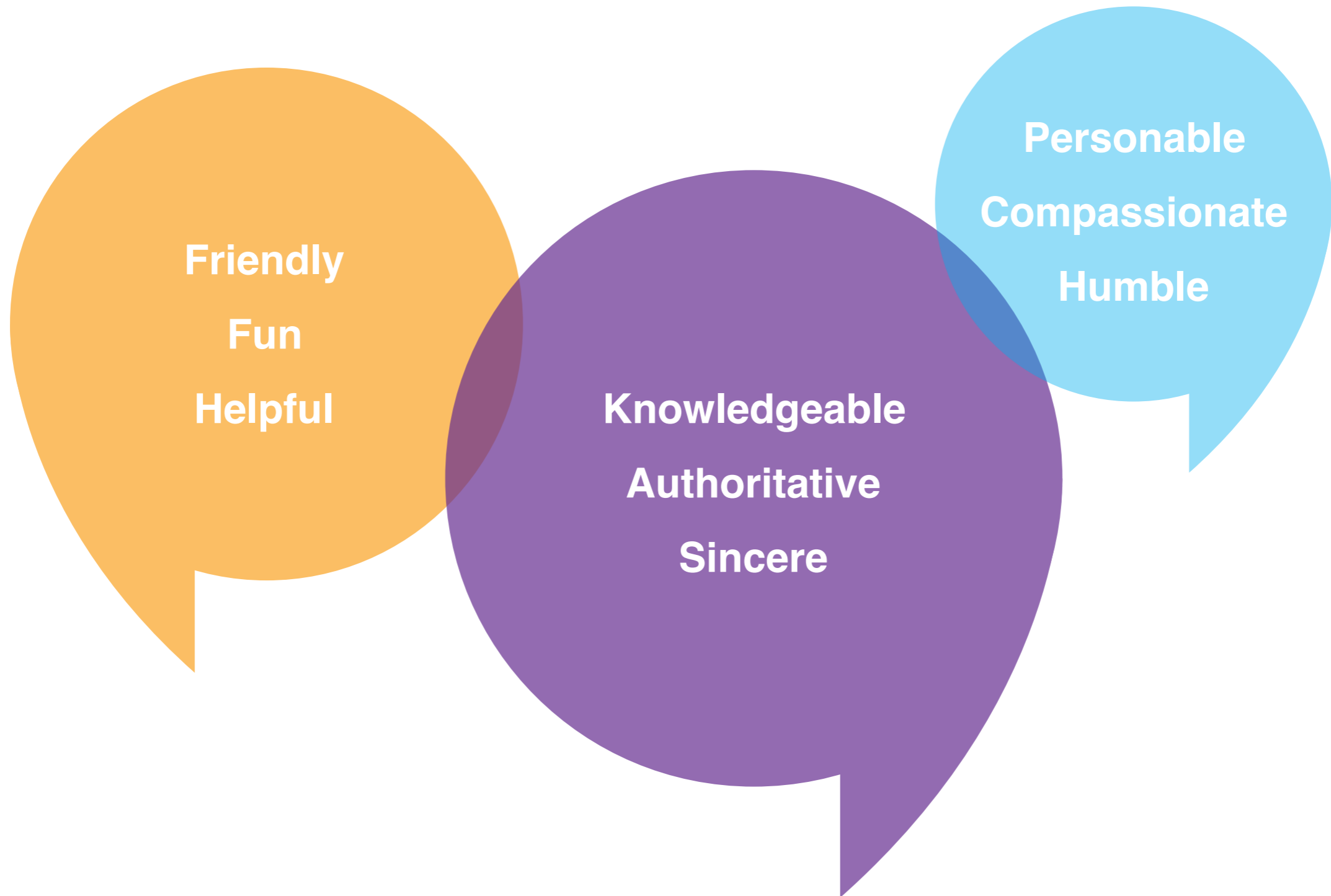


Brand Personality



Brand Voice

The way in which we communicate to our customers





The Five Components of Brand Identity



Character/Persona

Friendly Playful
Warm Authoritative
Inspiring Professorial

Tone

Personal Honest
Humble Direct
Clinical Scientific

Social Media Brand Voice

Language

Complex Simple
Savvy Jargon-filled
Insider Fun
Serious Whimsical

Purpose

Engage Entertain
Educate Delight
Inform Sell
Enable Amplify

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Grow Your Business

Improving Your Website

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Grow Your Business

Improving Your Website

Are you truly willing to invest in your site?



Improving Your Website

Are you truly willing to invest in your site?

...will you feed and walk the puppy



Improving Your Website

Are you truly willing to invest in your site?

...will you feed and walk the puppy

...every day



Improving Your Website

Are you truly willing to invest in your site?

...will you feed and walk the puppy

...every day

...promise?

Responsive Design

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Google favors sites optimized for mobile

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Google favors sites optimized for mobile

Livin' Large on a 4" Screen

Responsive Design

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Livin' Large on a 4" Screen

- Store hours
- Contact Info.
- Product Information
- Checkout

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Content

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“If you are not willing to create unique content - on a regular basis - you’ve lost the race before it’s even begun.”

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- Content drives organic search...organic search is “free”....free is good!
- Written vs. Video?

Inspire Return Visits

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- Plumb your website to automatically feature new, exciting, unique product

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- Plumb your website to automatically feature new, exciting, unique product
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 - Words

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- Plumb your website to automatically feature new, exciting, unique product
- Unique Content is King
 - Words
 - Images
 - Video
 - News



Grow Your Business

Lower the barriers to selling....Amazon one-click

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- Free Shipping - It is now the price of admission if you want to compete

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- How many methods of payment do you take?



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- Convenience of checkout



Lower the barriers to selling....Amazon one-click

- Free Shipping - It is now the price of admission if you want to compete
- How many methods of payment do you take?
- Convenience of checkout
- Customer accounts... or not

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Adding Value

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- Free shipping is no longer added value
- Processing and Shipping Orders the Same day is no longer added value
- So what is your idea for adding value?



Grow Your Business

Leveraging Customer behavior and Data

Leveraging Customer behavior and Data
....starts with collecting it

Leveraging Customer behavior and Datastarts with collecting it

- Capturing Info...when will a customer allow it?

Leveraging Customer behavior and Datastarts with collecting it

- Capturing Info...when will a customer allow it?
- Lead acquisition



Leveraging Customer behavior and Datastarts with collecting it

- Capturing Info...when will a customer allow it?
- Lead acquisition
- Modified content

Leveraging Customer behavior and Datastarts with collecting it

- Capturing Info...when will a customer allow it?
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- Vertical specialization

Leveraging Customer behavior and Datastarts with collecting it

- Capturing Info...when will a customer allow it?
- Lead acquisition
- Modified content
- Vertical specialization
- Google Analytics...Key words, Ranking, Demographics

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Invest in Security

Invest in Security

- it's no longer something that happens to someone else's site

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Invest in Speed

Invest in Speed

- You must accept that we live in an (squirrel) attention challenged society

Paid SEO?

Paid SEO?

- Google Analytics

Paid SEO?

- Google Analytics
 - Traffic Sources

Paid SEO?

- Google Analytics
 - Traffic Sources
 - Key words that work (do more of this)

Paid SEO?

- Google Analytics
 - Traffic Sources
 - Key words that work (do more of this)
 - Localize

Optimize for Google Local

- Physical Address
- Google Plus Profile

Amazon? ebay?

Is it expensive? Yes

Should You do it? Yes

If you can't beat 'em, join 'em

Google, Copyrights, Content

Google, Copyrights, Content

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- Copied content is like shooting yourself in the foot

Google, Copyrights, Content

- Unique Content Wins
- Copied content is like shooting yourself in the foot
- Make the effort - it's right thing to do



Ad Placement



- Vintage Guitar
- Church Production
- EM
- Guitar Player
- Guitar World
- Keyboard
- Mix
- Premier Guitar
- Acoustic Guitar
- Collectible Guitar

- Pro Sound News
- Christian Musician
- American Songwriter
- Recording
- Sound on Sound
- Tape Op
- Bass Player
- Worship Leader
- M Music and Musicians
- Front of House



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