



HAYLEY Q. VOORHEES

STRATEGIC PLANNING



Buddy Roger's Music | Cincinnati, OH

Woodwind, Brass, & Percussion



ONLINE MARKETING SECRETS FOR SMALL BUSINESS:

1. Facebook
2. Google
3. Email/Text Messaging
4. SEO Companies

**Do what you can
and do your best.**



FACEBOOK

1. Verify your business.
2. Post original content.
3. Just post once a week!



GOOGLE

1. Upload your own photos.
2. Update your store hours.
3. Google will boost your listing!

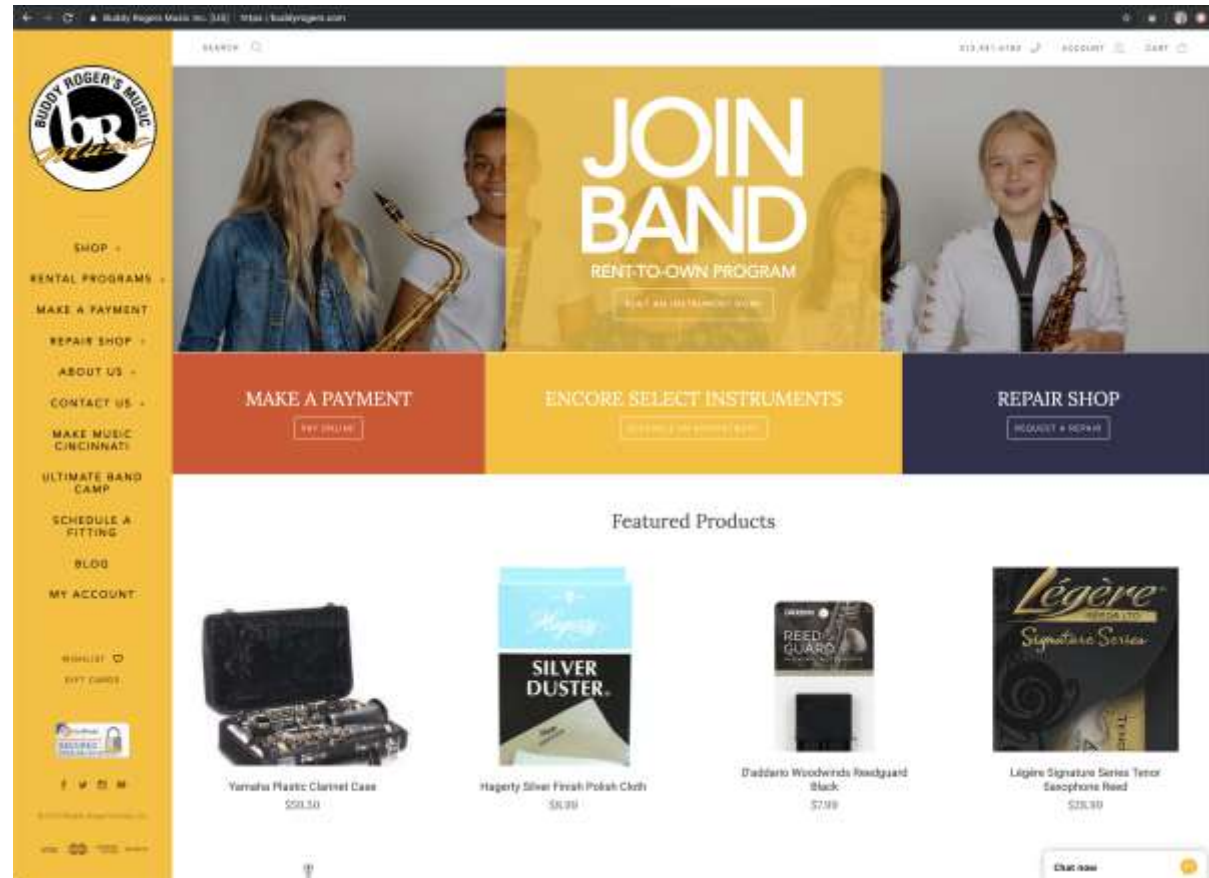
SECRET #1:

You don't always have to spend a lot of money for a user-friendly system.



BIGCOMMERCE.COM

If you're looking for a cost-effective website – look for one where you can make changes yourself.





MAILCHIMP

Communicating with customers should be **easy, quick** and **user-friendly**.



Hey, Band Directors!

It's almost the end of the school year and we know you're already planning for marching band season, so check this out:

Buddy Roger's Music is presenting the ultimate day-camp for you and your marching band students on *August 18*, hosted by the **University of Cincinnati Bearcat Bands**. Your students will work on their musicianship and leadership with some of the most prominent music clinicians in the country.

Here's the catch: The event is **FREE**. No joke. Thanks to our corporate sponsors, we have been able to offset the \$200 clinic fee per participant and make this event free of charge for you and your students. All you have to do is register and transport your students to UC!



Boston Brass



Jody Espino of JodyJazz, Inc

Here are a couple of the clinicians we have lined up for the Ultimate Band Camp including the **Cincinnati Symphony Orchestra Clarinet Section**, **Bill Pritchard** (*Eastman Artist*), **Heather Graham** (*Boston Crusaders*), **Tim Snyder** (*Cincinnati Tradition*), and many faculty of the **Cincinnati-Conservatory of Music**.

***There are limited spots available so register while you can!**

[Register Now](#)



SIMPLETEXTING

The screenshot displays the SimpleTexting web interface. On the left is a navigation sidebar with the following items: Dashboard, Inbox (highlighted), Campaigns, Autoresponders, Keywords, Subscribers, Apps, Analytics, and Help. The top right of the sidebar shows a US flag and a dropdown arrow. The main content area is titled "Inbox" and features a search bar with a magnifying glass icon and a blue "Compose" button. Below the search bar is a list of messages. The selected message is from the contact "+1 (740) 649-4699" and is timestamped "A few seconds" ago. The message text is "You are so welcome. We're going to ...". To the right of the message list is a detailed view of the conversation with the same contact. The contact's name "+1 (740) 649-4699" is at the top right, along with a profile icon and a three-dot menu. The conversation history shows three messages: 1. A blue bubble from "You" dated "20 Jun, 11:36 AM" with the text "Hey there, Summer NAMM! How are you?". 2. A grey bubble from "+1 (740) 649-4699" dated "20 Jun, 11:37 AM" with the text "I am doing great. Thanks for talking to our retail folks about text messaging! 🍷". 3. A blue bubble from "You" dated "20 Jun, 11:38 AM" with the text "You are so welcome. We're going to have an awesome week in Nashville."

SEARCH ENGINE OPTIMIZATION (SEO)

These are the people who fix your hair, tie your tie and edit your script before you give a big speech.

SEARCH ENGINE OPTIMIZATION (SEO)

They make your site *mobile-friendly, secure and searchable.*

WHY? WHEN?

1. Do you want to grow your business?
2. Do you want to be more competitive?
3. Do you have the money to spend?

SECRET #2:

Avoid companies that make it seem like it is too good to be true.

ASK QUESTIONS:

1. What is the cancellation policy?
2. Will we have access to our sites to edit?
3. What kind of ROI would make it worthwhile?

A film crew is filming a woman in a purple top and pink pants in a park. The woman is standing in the center, facing slightly to the right. A man in a black t-shirt and blue shorts is holding a camera on a tripod, filming her. Another man in a green shirt and blue cap is standing behind the camera operator, possibly assisting. In the background, there are other people, including a man in a blue shirt and a woman in a striped shirt. The setting is outdoors with trees and a paved area.

SECRET #3:

**The small things are often
the most meaningful.**

Do what you can
and do your best.

Questions? See me after!