



# Networking Luncheon

Lisa D'Ambrosio-Irons, Chairman  
Access National Bank  
September 19, 2017

# Phones

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## Facebook

- Falls Church Chamber Page
  - Like it
  - Review the Chamber
- FC Members Forum Group
  - Join it
  - Post questions, comments, event information



Turn off volume!

# Thank You 2017 Sponsors!

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## Partner Plus

- First Ever!
- Annual Sponsor
- Mini-Golf Event and Food Sponsor



# Thank You to 2017 Sponsors!

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## Partners



# Thank You 2017 Sponsors!

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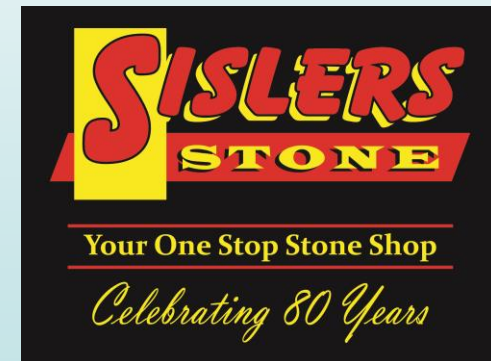
## More Partners



# Thank You 2017 Sponsors!

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## Gold Level



# Thank You 2017 Sponsors!

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## Silver Level



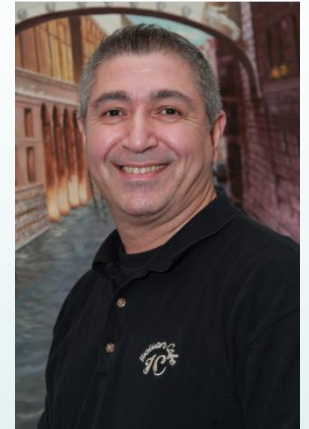
## Bronze Level

- Dougherty DDS
- Fairview Park Marriott
- Oshinsky Family Limited Partnership
- Pearson Square
- Tax Analysts

# Thank You

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- Younes  
and the Italian Café Team
- Brenda Schrier of Brenda  
Schrier Photography
- Alisa Rabinovich and  
Mark Fedorchak from  
Galleria Florist





# Upcoming Events

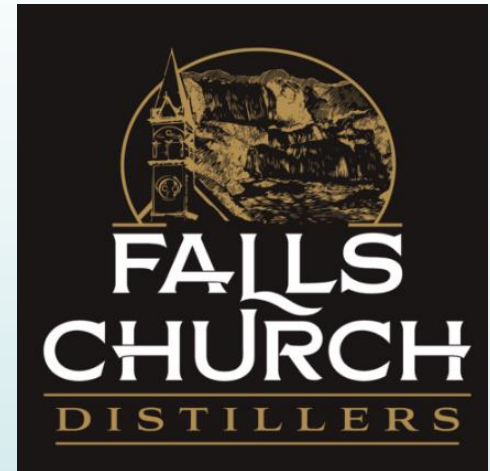
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## Official Ribbon Cutting for Falls Church Distillers

- Thursday, September 21, 4 pm
- 442 S. Washington Street

## Ribbon Cuttings in October

- Goldfish Swim Club – Saturday, October 7, 2 pm
- Kevin McFarland's Edward Jones Office – Thursday, October 19, 6 pm



# Upcoming Events

## Family Fun Night Presented by Bentley's

- Tuesday, September 26
- 5:30 – 7:30 pm
- Jefferson District Park
- Great for
  - Office Team Building
  - Family Bonding

2017 The Falls Church Chamber of Commerce  
**Family Fun Night**  
Presented by *Bentley's*

**Tuesday  
September 26th  
5:30—7:30pm**

**NEW LOCATION**  
Jefferson Falls Mini-Golf  
7900 Lee Highway, Falls Church  
Tickets are \$10 in advance,  
\$5 for children 2-5, \$12.50 at the door  
and they include:

- Hole-in-One Contest  
Brought to you by  
ACCESS NATIONAL BANK  
The Difference is Access.
- Beverages  
Brought to you by  
MARYBETH CONNELLY  
Falls Church City Council  
Connect with Connolly
- FCVFD Fire Truck  
Brought to you by
- Moon Bounce  
Brought to you by  
Family Medicine  
in Falls Church
- Face Painting by  
Vienna Singing Princesses  
Brought to you by  
The Locker Room  
SPORTS BAR & GRILL
- S'Mores  
Brought to you by  
SISLERS  
SPORTS

Mini-Golf & Picnic Dinner  
Brought to you by  
Bentley's  
Falls Church Chamber of Commerce

Registration is OPEN at [www.fallschurchchamber.org](http://www.fallschurchchamber.org)

# Upcoming Events

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## Family Fun Night Presented by Bentley's

- Dinner by Bentley's
- Moonbounce by Family Medicine in Falls Church
- Beverages by Marybeth Connelly for City Council
- Face Painting by the Vienna Singing Princesses  
Sponsored by The Locker Room
- S'mores by Sislers Stone
- Hole in One Competition by Access National Bank
- Falls Church Volunteer Fire Truck

# Upcoming Events

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## Family Fun Night Presented by Bentley's

- Mini Golf Sponsored by the following hole sponsors:

Access National Bank

Berman & Lee

Diener & Associates

FCNP

Foxcraft Design Group

Kiddar Capital

The Locker Room

Rock Star Realty

Sunstone Counseling

Bentley's

Burke & Herbert Bank

Eden Center

Family Medicine in FC

The Kensington

Korte Realty

Marybeth Connelly for Council

Sislers Stone

The Young Group

# Upcoming Events

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- Community Issues Forum with City Council Candidates
  - Wednesday, September 27, 7:30 pm
  - American Legion Post 130
  - Chamber is Co-Sponsoring this event with:
    - Citizens for a Better City
    - FC Democrats
    - FC Republicans
    - FC Facts
    - The Falls Church Way
    - American Legion, and others

# Upcoming Events

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- Networking Mixer Hosted by Creative Cauldron
  - Thursday, September 28, 5:30 – 7 pm
  - Held at The Lincoln at Tinner Hill
  - Preview of Upcoming Performance

*More info on these events will be in our Weekly E-Newsletter and at [FallsChurchChamber.org](http://FallsChurchChamber.org)*



# Self Introductions

Please include if you are a:

- New Member
- Sponsor
- Board Member
- Committee Member



# Presentation

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## Edward Coleman

- Chapter Chair, Washington DC SCORE
- More than 40 years experience in Retail and Catalog/Direct Marketing businesses.
- Senior executive roles at six multi-channel Retail/Direct Marketing businesses including Sears, National Geographic Catalog and Retail Stores, National Wildlife Federation and Honey Baked Ham.
- Areas of Expertise include:
  - Business Strategy & Planning
  - Supply Chain Management
  - Business Operations
  - Sales, Marketing & Public Relations
- Industry Experience
  - Transportation and Warehousing
  - Marketing, Advertising and Creative Services
  - Retail and Wholesale Trade



# Marketing Your Business

September 19, 2017

# SCORE Services

SCORE, a national, non-profit Association with over 11,000 volunteers in 320 chapters, is a resource partner of the US Small Business Administration (SBA). SCORE Chapter One (Washington, DC Chapter) has 65 Counselors located in D.C., Maryland and Northern Virginia.

SCORE offers the following services:

- Low-cost workshops - listing and registration at [washingtondc.score.org](http://washingtondc.score.org)
- Individual free one-on-one counseling/mentoring
- Free onsite team visits to local businesses (Advisory Services)

SCORE teams provide counseling to assist you to:

- Increase the value of your business
- Identify and solve operating problems
- Recognize and capitalize on new business opportunities
- Develop business plans
- Find sources and qualify for financing



# Roadmap

## SCORE one-on-one Mentoring

### Foundational Marketing

- *Who is your ideal customer? What are you doing to attract and keep them?*
- *Is your Value Proposition well defined, compelling & well targeted to your ideal customers?*
- *Do your Promotion Plans make sense?*
- *How are you trialing promotional efforts?*
- *How are you tracking & measuring success?*
- *What can you do to be more effective in driving sales?*

### Social Media Marketing

- *What Platform(s) are you using and why?*
- *Do you have a social media marketing plan?*
- *Does your social media marketing plan build upon your Foundational Marketing Plan?*
- *How are you tracking & measuring success?*
- *What can you do to be more effective in driving sales?*

### Marketing Driven Sales

- *What are your sales (and margin) goals?*
- *How are you trialing sales success?*
- *How are you measuring sales success?*
- *Are your Foundational and Social Media Marketing Plans helping to drive sales?*
- *What can you do to be more effective and efficient in driving sales?*

## Marketing & Sales Roadmap



# Marketing...

- the right product or service
  - sold at- the right price
    - in the right place
- using the most suitable promotion

# Marketing

The management process through which goods and services move from concept to customer (Businessdictionary.com)

Includes the “4P’s”:

- Development of a Product (or service)
- Determination of its Price
- Determination of the best Place to reach your customer
- Development & implementation of a Promotional strategy



# Understanding your Market

- What would your customers say is/are the Problems you are you solving or the Needs you are fulfilling for them?
- Who is/are your ideal customer(s)?
- If you are not attracting your ideal customers, what are you doing to shift gears?

## Ideal clients ...

- 1 Become repeat customers
- 2 Grow loyal to your business
- 3 Refer your business to people they know
- 4 Require low maintenance and minimal support
- 5 Upgrade to your business's more expensive products or services





# Understanding your Market

- What would your ideal customers say you do well? Poorly?
- What would your ideal customers say your primary competitors do well? Poorly?



# Understanding your Market

- What would your ideal customers say is the reason they chose you vs. your competition?
- How can you leverage this to grow your business?
- Who is your competition and how do you stack up?
  - SWOT Analysis





# Value Proposition

*Create a loyal customer, create a relationship based on value; based on the promise and delivery of value*

# Value Proposition



A business or marketing statement that:

- Summarizes why a consumer should buy a product or use a service.
- This statement should convince a potential consumer that one particular product or service will add more value or better solve a problem than other similar offerings.
- The main factor that "makes the sale."

# Using Social Media to Expand Your Business

Best practices in developing Social Media Strategy in concert with your business goals, your target audience, and your marketing and sales strategies



# Social Media?

- Is aligned with your Foundational Marketing Strategy
- Does not replace Foundational Marketing
- Requires planning and effort to be effective
- Like any marketing, can be a waste of time if not done well.

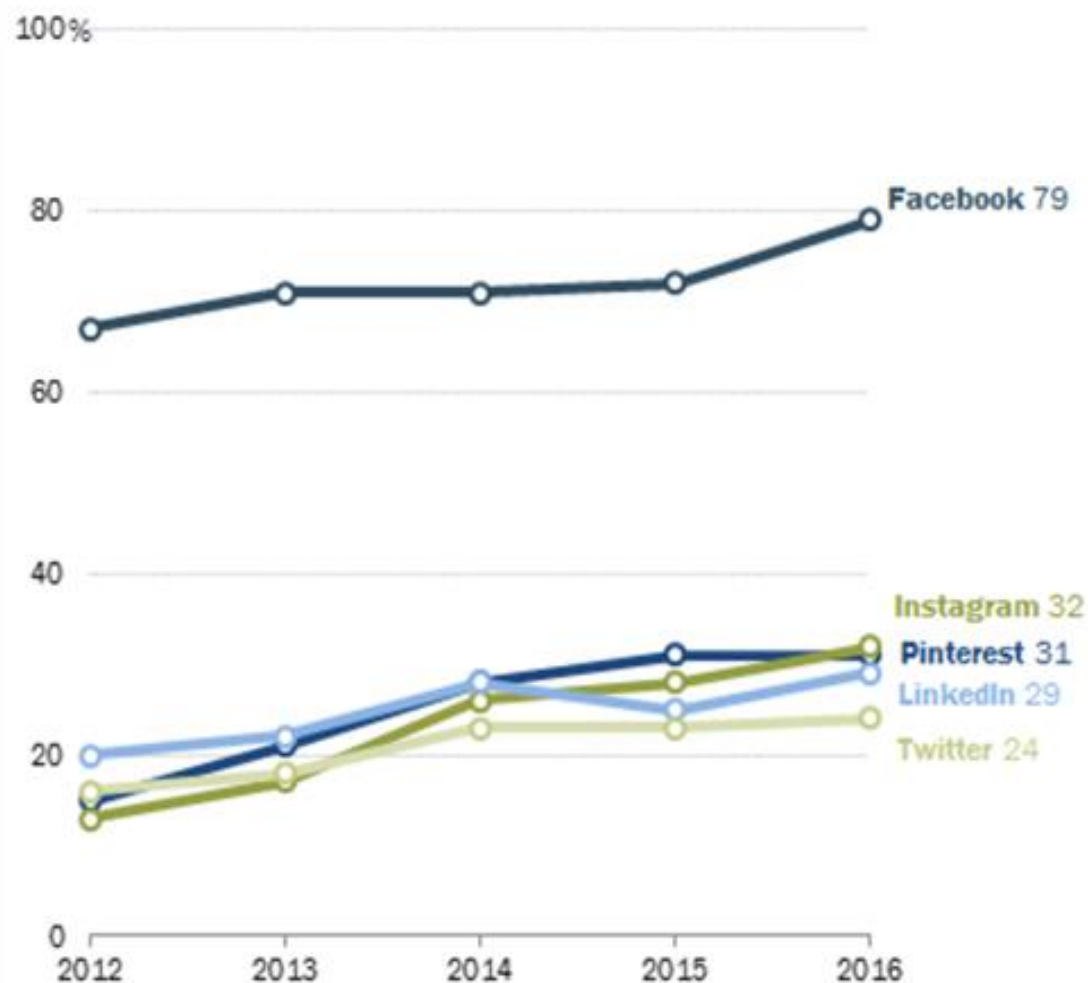


# Fun Facts

- 65% of USA adults use social media
- Facebook is by far the most popular platform. 191MM of its 1.86B active monthly users are in the USA.
- 53% of adults ages 18–29 years old use Instagram *every day*.
- Twitter has gained a reputation as a place for customer service and for news.
- LinkedIn focuses on business people and has a growing number of topic specific groups.
- Snapchat's claim to fame is that most adults do not know how to use it

## Facebook remains the most popular social media platform

% of online adults who use ...



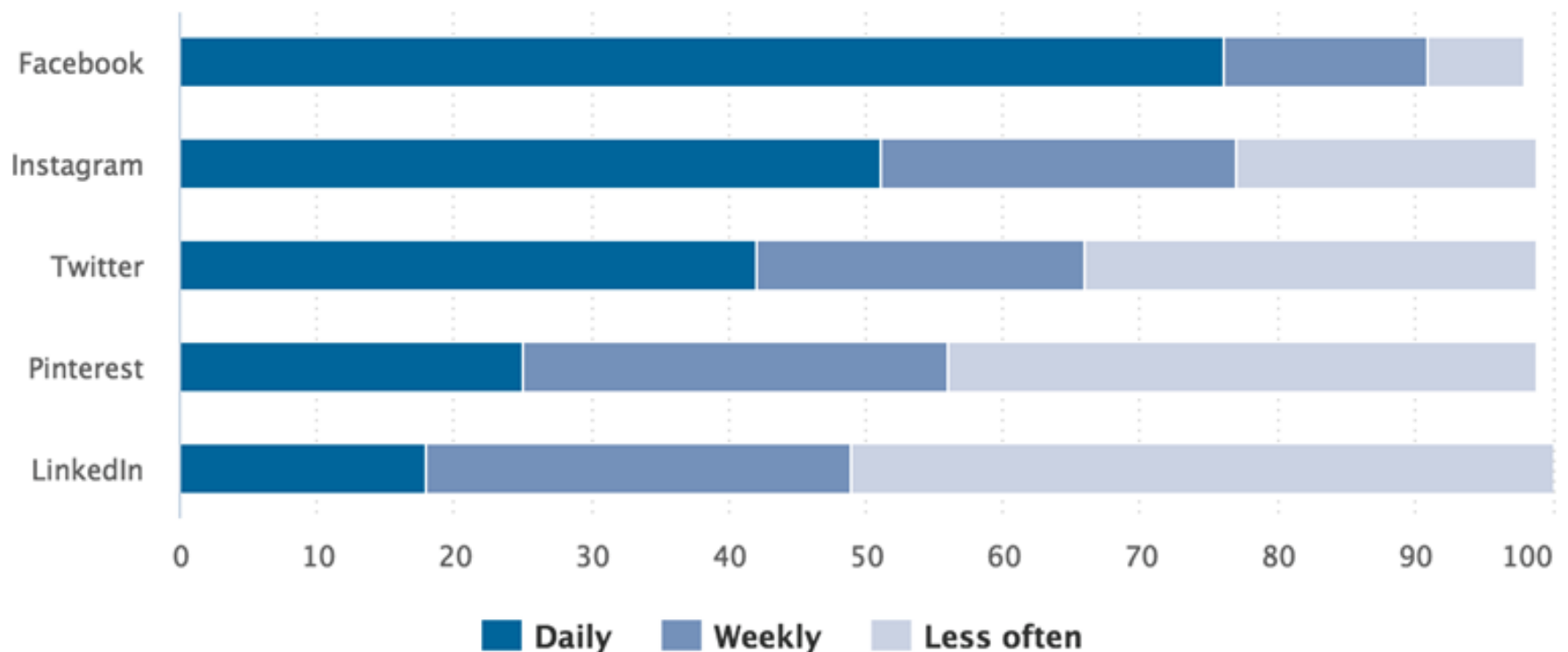
Percentage  
of USA  
adults who  
use these  
platforms

Source: Pew Research, November 2016



# Usage Frequency Varies

*Among the users of each social media site, the % who use that site with the following frequencies*



# Facebook

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

- 71% of adult internet users/58% of entire adult population (Pew)
- Opportunities: personal page, business page, group page
- Downside: high competition; Facebook filters



# Instagram

- Plays to people's passions
- Highly engaged users
- Visual – images, videos
- Need to download app and work off your mobile device or get desktop “hack”
- Shares advertising platform with Facebook



# Twitter



- 23% of adult internet users/19% of entire adult population (Pew)
- Audience: information junkies
- Great for topic-based news and timely insights

# LinkedIn



- Online Rolodex
- Audience: businesspeople
- Great for industry insights, sharing your professional credentials and accomplishments, tracking interactions
- Opportunities: profile page, company page, groups

# Snapchat

- Highest use among 13-25
- Need to download App
- Share photos and videos that disappear after a short time
- Image-based
- Coupons, giveaways



# Developing your Strategy

1. Who is your target audience?
2. What Business Goals are you attempting to solve?
3. What platform(s) do your target customers frequent?
4. What platforms(s) do your competitors use?
5. Are you on the “right” platform(s)?



# Developing your Strategy

6. What messages seem to “work” on each platform with your target audience? How can you find out?
7. How much time can you realistically dedicate to social media marketing per day/week?
8. How do/will you Measure Success?



# Social Media Marketing

- Marathon, not a sprint
- Focus on one platform at a time. Study your competition and test, test, test
- General guideline: 15 min/day/platform; use social tools
- Effective campaigns will generate more followers for your company and will yield greater organic reach
- “Soft”, not “Hard” works Best (see Jab, Jab, Jab, Right Hook)



# Final Thoughts

- Platforms add features all the time – read social media news to stay current
- Establish accounts even if you do not plan to be active
- Say something of value or say nothing
- Diversify content for each channel





# The Role of Your Website

- Credibility and authority
- Capture prospect data
- Long term
- Search engine index
- Promote social channels



# Inbound Social Platforms

- Here are some examples of websites that generate inbound leads for your business
  - Restaurants
    - Yelp, Trip Advisor, Open Table
  - Home services
    - Angie's List, Home Advisor, Yelp, Thumbtack
  - Dependent Care
    - Care.com, A Place for Mom
  - Travel
    - Travelocity, Expedia, Trivago
  - Real Estate
    - Zillow, Realtor.com



# What is their Business Model?

- All of the sites listed in the previous slide are free to the user
- They make \$ by charging the business for directing leads to them
- The payment model is different for each one
  - you need to evaluate whether the cost makes sense for your business



# What about Google?

- There are two ways to generate inbound leads through Google search engine
  - Organic – you can improve your search results through effective use of social media, blogging, web key words and other search engine optimization techniques
  - Google Ad Words – you can pay to have your listing come up first



# Should I Pay for Inbound Leads?

Yes, if:

- Your prospects are routinely searching these sites for products / services you offer  
*and*
- The cost of the leads can be managed within your pricing model and marketing budget

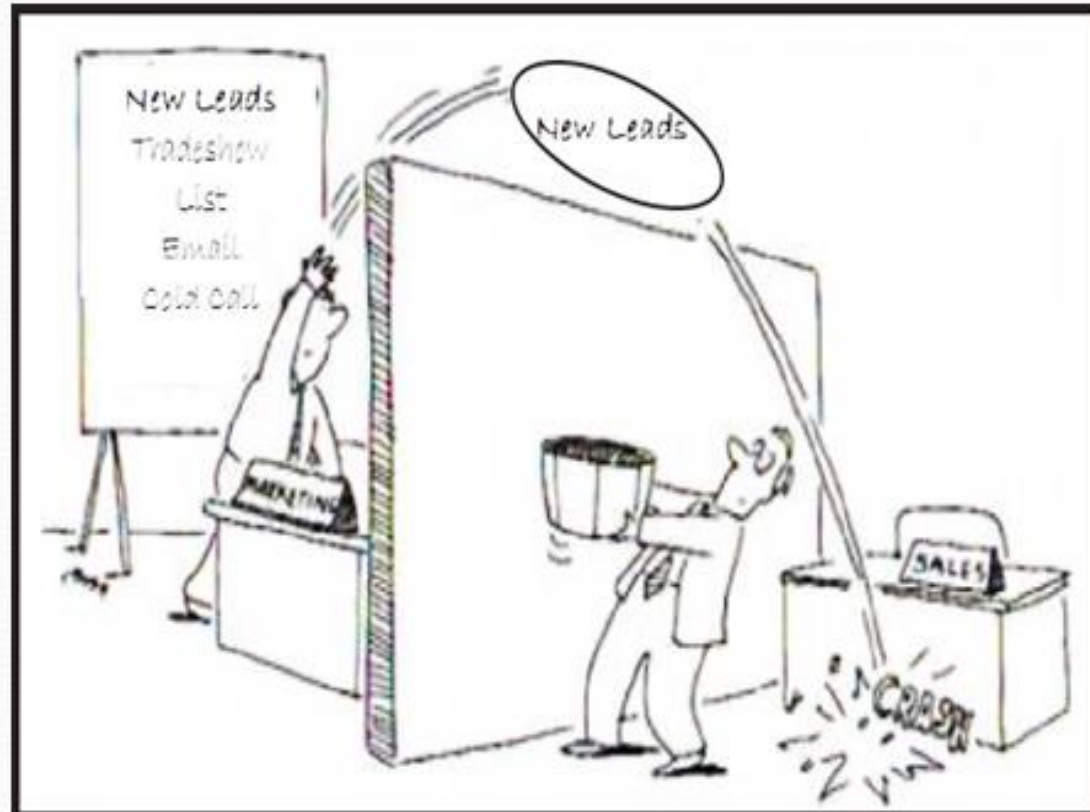
Perhaps, if

- You are just starting out and are willing to take a thinner margin to generate reference accounts and referrals  
*or*
- Other forms of promotion are not generating sufficient leads and you want to try a different approach



# Sales vs. Marketing

- **Marketing:**
  - Creates awareness of your product or service
  - Differentiates you from your competition
  - Generates leads
- **Sales:**
  - Converts leads to customers



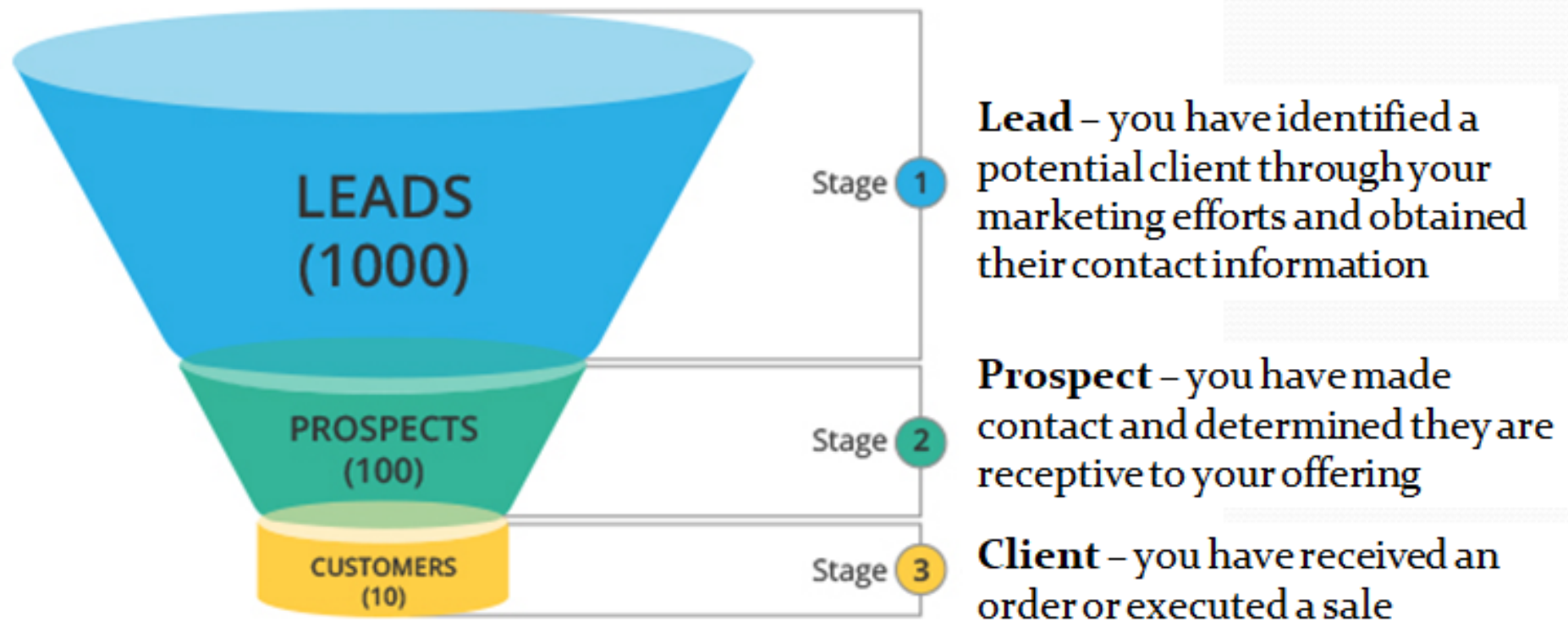
# Marketing Driven Sales

- What are your sales (and margin) goals?
- Are you testing sales approaches?
- How are you measuring sales success?
- Are your Foundational and Social Media Marketing Plans helping to drive sales? If not, why not?
- What can you do to be more effective and efficient in driving sales?

# Sales Process

## Classic Sales Funnel

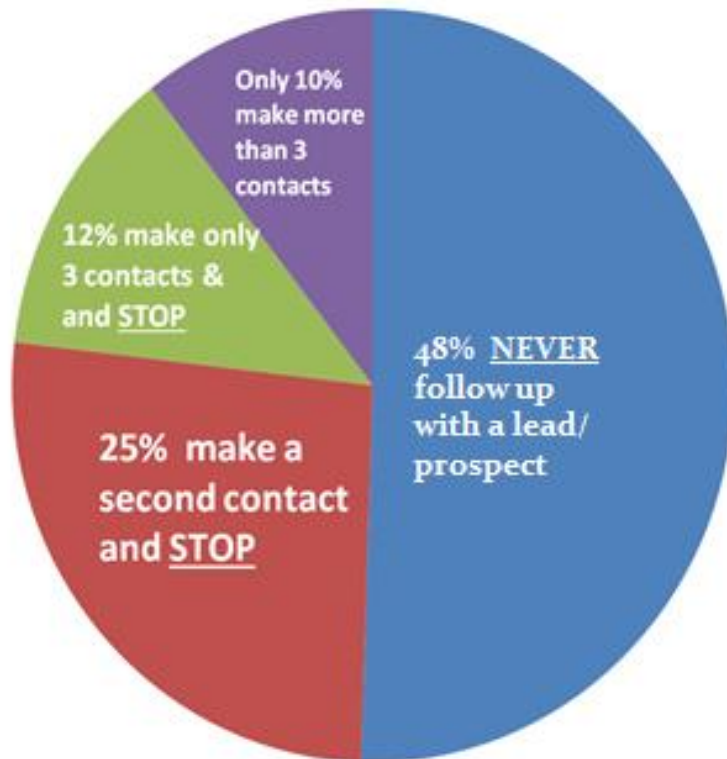
(from Zoho.com)



How are you tracking and managing the sales process?



# Sales Statistics



Sales Leads



Based on B2B Survey

# Discussion and Questions



# Thank You!

## Raffle

