



Marketing for Small Business

Marketing and promoting your business on a Budget

My Background

- Degrees in Marketing, Computer Science and MBA
- Internet marketing and economic development certifications
- Entrepreneur - Co-founded web design firm, created Adventures in Computing Camps, President of Digital Adventures & InteractiveMinds Inc.
- Over 10 years of marketing and small business experience
- Have taught business and computers at college/university level
- Former Enterprise Centre SSM Manager
- Currently a Strategic Business Advisor, MNDMF
- Interests include photography, technology, writing & blogging, and
- Visit my blog at www.digitaladventures.ca and my personal site at www.nevinbuconjic.com



Agenda

1

Why is marketing important?

2

Knowing your business and your customers

3

Effective marketing on a budget

4

Marketing and promoting your business online

5

Building an online brand

6

Utilizing social media marketing

7

Developing an effective marketing mix



Do Your Research

- Often times we think of our own ideas as great, but before you start any business it is important to do some research to see if the business will really work.
- What is your business idea?
- What makes your product or service different?
- What is your target market? How big is it?
- Who are you customers?
- What is the best way to reach your customers?



Effective Marketing on a Budget

- There are many ways to market your business. Some cheap but effective methods include:
 - Business cards and networking
 - Word-of-mouth
 - Flyers and posters
 - Build a website
 - Search engine marketing, Internet marketing
 - Email marketing
 - Social Media marketing
- Traditional advertising like TV, newspaper and radio are expensive – but sometimes necessary to reach large audiences. Make sure to try out some of the suggestions above first!



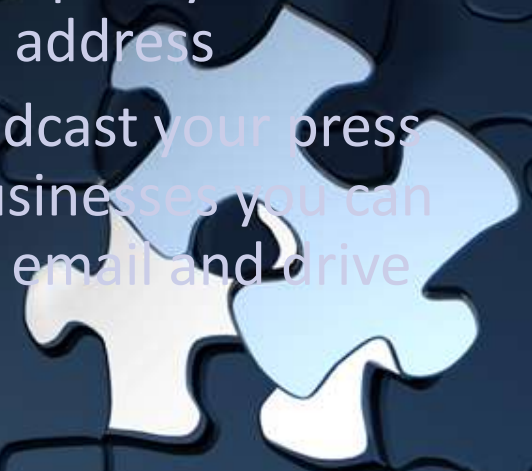
Building your website

- Today most consumers expect a business to be online
- A website is essential. You could easily spend \$5,000-10,000, but it doesn't need to cost that much.
 - I typically purchase professional website templates (www.templatemaster.ca) for \$50-100. I then customize the templates myself. Examples: www.computercamps.ca , www.nevinbuconjic.com
 - Website hosting is as little as \$50/year www.godaddy.com or you can build a blog website and host for free – www.blogger.com , www.wordpress.com
 - Domain name registrations are only \$9.95-12.95/year
 - I recommend www.godaddy.com or www.domainsatcost.ca
 - Promote your website on all print materials for your business including business cards, flyers, bags, or receipts/invoices



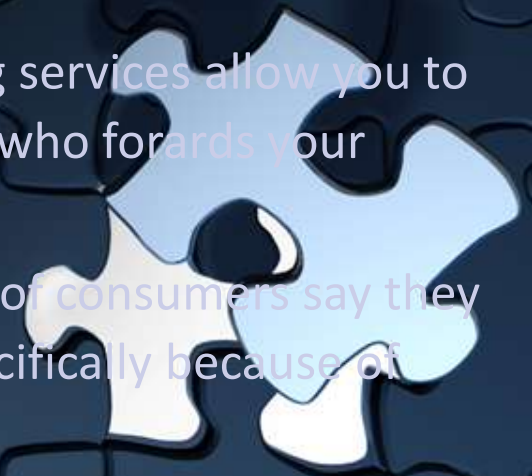
Internet Marketing

- Search engine listings – Google (72%), Yahoo (14%), Bing (10%)
- Google Adwords – sponsored links on Google
- Paid ads on Social media sites – Facebook, Twitter, LinkedIn
- Local advertising can be effective if this is your target market
 - Online – local sites such as Sootoday.com, Soonews.ca etc.
- Blogging – show your expertise, and gain clients/customers
- Comment on articles or other blogs – provide quality advice or comments and leave your name and website address
- PR – online public relations services will broadcast your press releases to major news services. For small businesses you can send out your own press releases via fax and email and drive traffic to your website.



Email Marketing

- Studies have shown that people in all age ranges prefer email to any other method of communication coming from businesses and other organizations.
- What makes email marketing so effective?
 - **Targeted** – permission-based email marketing ensures that your emails go to consumers who have expressed an interest in your business
 - **Flexible** - you can distribute many types of content via email -- from coupons and special offers to newsletters, event announcements, and much more.
 - **Provides Valuable Data** – online email marketing services allow you to track who opens your email, who clicks on links, who forwards your emails etc.
 - **Effective** – In a survey by Constant Contact, 56% of consumers say they made an online purchase over the past year, specifically because of permission-based email.



Social Media Marketing

- “Social Media is, at its most basic sense, a shift in how people discover, read, and share news, information and content. It's a fusion of sociology and technology, transforming monologue (one to many) into dialog (many to many.)” [Brian Solis, WebProNews]

“Social media give entrepreneurs and businesses an unprecedented chance to engage with their customers and communicate their message.”
[Gary Vaynerchuk – Crush it!]



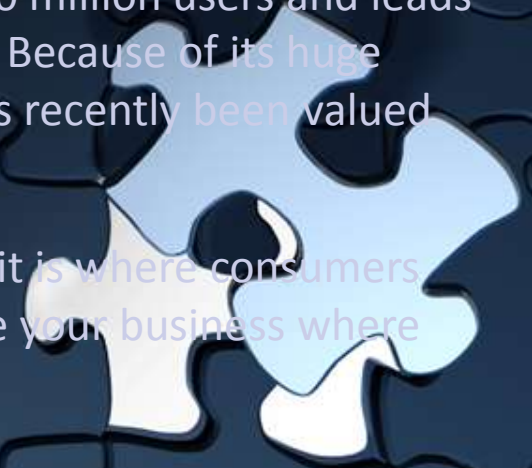
What is Social Media?

- Social media can be best understood as new kinds of online media, which share most or all of the following characteristics:
- **Participation** - social media encourages contributions and feedback from everyone who is interested. It blurs the line between media and audience.
- **Openness** - most social media services are open to feedback and participation. They encourage voting, comments and the sharing of information.
- **Conversation** - whereas traditional media is about “broadcast” (content transmitted or distributed to an audience) social media is better seen as a two-way conversation.
- **Community** - social media allows communities to form quickly and communicate effectively. Communities share common interests, such as a love of photography, a political issue or a favourite TV show.
- **Connectedness** - Most kinds of social media thrive on their connectedness, and their ability to share with others on other social media platforms.

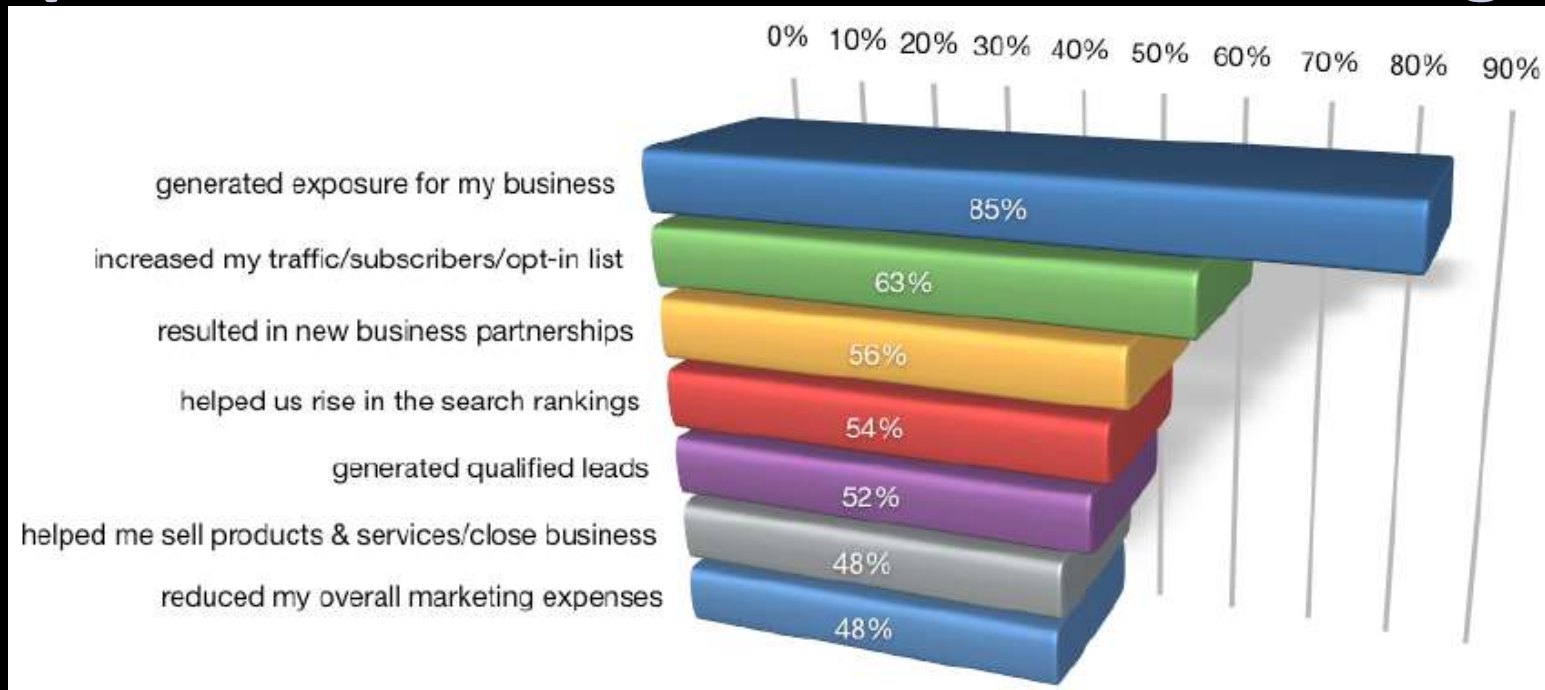


Why Use Social Media?

- According to recently published statistics by Nielsen, 22 percent of all the time spent online each month is on a social network or blog. This adds up to over 110 billion minutes a month!
- This is the first time that social networks or blogs are being visited by $\frac{3}{4}$ of all global online consumers. The number has increased 24 percent in the last year alone.
- Web users spent 6 hours on social networking sites during the month of April 2010 – almost double the 3 $\frac{1}{2}$ hours spend during April 2009.
- Web users are watching 13 billion videos on YouTube per month
- Facebook, the current king of social media sites, has over 500 million users and leads online usage with about 6 hours a month spent by its users. Because of its huge user-base, and its ability to target advertising – Facebook has recently been valued at \$50 billion!
- Social networking and social media are growing rapidly, and it is where consumers are spending their time – wouldn't it make sense to promote your business where your customers are?



Top Benefits of Social Media Marketing



- Sole proprietors were more likely than others to see reductions in marketing costs when using social media marketing, as well as generating qualified leads
- Owners of small businesses (2 to 100 employees) were more likely than others to report increased website traffic and subscribers, and greater exposure for their business

Most Commonly Used Social Media Tools

1. Twitter – social networking combined with bite-sized blogging (micro-blogging) – 88%
2. Facebook – social networking site – 87%
3. LinkedIn – social networking for professionals – 78%
4. Blogs – online journals – 70%
5. YouTube or other video sites – 46%



Examples - Social Media Tools I Use

- Facebook – Adventures in Computing Page
- Blogging – where I can showcase my writing, skills and knowledge of business and technology (www.digitaladventures.ca)
- LinkedIn – Professional social networking site which can be used to promote yourself, make contacts and get work
- Twitter – I use it to promote the articles on my blog, as well as share information and news from the web. If you can get enough followers, or get “re-tweeted” this can be a very powerful tool.
- I have links on my website, www.nevinbuconjic.com to all of my social media sites.



Company Facebook Page

facebook

adventures in computing
COMPUTER CAMPS 

Adventures in Computing Summer Camps

Wall Info Discussions Photos Events Video

Message All Members
Promote Group with an Ad
Edit Group Settings
Edit Members
Invite People to Join
Create Group Event

Write something about Adventures in Computing Summer Camps.

Information

Category:
Business - Companies




Description:
Adventures in Computing - Summer Computer Camps are celebrating 10 years of fun, innovative, and educational technology camps on the campus of Algoma University in Sault Ste. Marie, Ontario.

Privacy Type:
Open: All content is public.


Admins

- Kevin Rusnell (Sir James Dunn Collegiate And Vocational School)
- Nevin Buconjic (creator)

Members
6 of 40 members [See All](#)

 Colleen Fera	 Stephy Petersson-Tooley	 Greg Smith
 Christina Hurley	 Melanie Sibenik	 Brent Walker

Write something...

Attach:     [Share](#)

 Options


 **Nevin Buconjic** Don't forget, camps begin on July 5th! One of the six weeks is already sold out...
32 minutes ago · Comment · Like · Flag

 **Nevin Buconjic** [Adventures in Computing Summer Camps Photos](#)


May 17 at 11:40pm · Comment · Like · Share

 **Nevin Buconjic** **10th Anniversary!** Adventures in Computing Summer Camps Celebrate 10 Years SAULT STE. MARIE, ON – May 6, 2010 – What started out 10 years ago as an idea to get local students more interested in computers, has evolved into a successful summer computer camps program with up to 100 student...
See More
May 9 at 8:21pm · Participate

 **Nevin Buconjic** The 2010 summer camps schedule is available at www.computercamps.ca.


Adventures in Computing - Summer Computer Camps - Sault Ste. Marie, Ontario
www.computercamps.ca
Adventures in Computing Computer Camps are the most fun and innovative technology and computer camps in Northern Ontario. Based in Sault Ste. Marie, Ontario.
April 23 at 11:55pm · Comment · Like · Share

RECENT ACTIVITY

 **Adventures in Computing Summer Camps** edited their Description, Location and News.



My Blog

Digital Adventures

Musings on business and technology.

Home

About

Tuesday, November 9, 2010

[E-Book Sales to Hit \\$1B This Year, Forrester Says | News & Opinion | PCMag.com](#)

[E-Book Sales to Hit \\$1B This Year, Forrester Says | News & Opinion | PCMag.com](#)

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Reactions: funny (0) interesting (0) cool (0)

★★★★★ No rating
0 Ratings

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[New e-paper begins chapter for color e-readers | Digital Media - CNET News](#)

[New e-paper begins chapter for color e-readers | Digital Media - CNET News](#)

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Reactions: funny (0) interesting (0) cool (0)

About Me



Nevin Buconjic

I am an entrepreneur and technology enthusiast. I operate several small businesses and enjoy writing about business and technology.

[View my complete profile](#)

Online Store

[Click to visit our store](#)

My Other Websites

[My Personal Website](#)

[TemplateMaster.ca - Affordable Website Templates](#)

[Adventures in Computing - Technical Content](#)

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Who's Who in Canada - Apply now to appear in Who's Who in Canada. It's Free! - From Stanford Who's Who

Edit Profile View Profile

Nevin Buconjc en
President at Interactive Minds Inc.
Ontario, Canada | Government Administration



Edit

Post an update

Current

- President at Interactive Minds Inc. Edit
- Strategic Business Advisor at Ontario Ministry of Northern Development, Mines & Forestry Edit
- President at Digital Adventures Edit

+ Add a current position

Past

- Columnist at Fresh Magazine
- Northern Development Advisor at Ontario Ministry of Northern Development & Mines
- General Manager at Enterprise Centre Sault Ste. Marie see all...

Education

- University of Waterloo
- The University of British Columbia
- Algoma University see all...

Recommendations + Ask for a recommendation

Connections 57 connections

Websites

- Personal Website Edit
- Blog Edit
- Company Website Edit

Twitter [nevinbuconjc](#) Edit

Public Profile <http://ca.linkedin.com/pub/nevin-buconjc/22/366/775> Edit

Forward profile to a connection

Change Contact Settings

Change Public Profile Settings


Create profile in another language

85% profile completeness


Complete your profile quickly
Import your résumé to build a complete profile in minutes.

Profile Completion Tips (Why do this?)
Ask for a recommendation (+5%)

Ads by LinkedIn Members



[Are You A Vice President?](#)
Apply to Cambridge Who's Who and expand your online networking.
www.cambridge-registry.com
From: Tom Orlick



[The Ivey EMBA Program](#)
Designed to Balance Life, Work and Studies. Ivey Works For You.
www.iveyemba.com
From: Richard Ivey School of Business

Nevin's Connections (57)

Sarah Watson
Communications Specialist at Siemens

Brian Tremblay
Owner, Brian Tremblay Photography

Ken Hernden
University Librarian

See all Connections

Note: Currently your connections are allowed to view your connections list. Edit

NEW Are you published? Own a patent? Display it on your profile. + Add sections

Summary Edit

Nevin Buconjc is an entrepreneur, technology enthusiast, writer, and business analyst with the Ontario government. Nevin holds degrees in marketing, computer science and an MBA, and has over 10 years of experience in business, finance, marketing and small business development. Nevin also holds certifications in Internet marketing (UBC) and economic development (Waterloo) and has taught computers and business at the college and university level, as well as operating several tech-related businesses over the past 10 years.

Specialties
Entrepreneurship, marketing, economic development, technology.

Experience + Add a position



My Personal Website

NEVIN BUCONJIC

[HOME](#)[ABOUT ME](#)[WRITER](#)[PHOTOGRAPHER](#)[ENTREPRENEUR](#)[NEWS](#)[PROJECTS](#)[CONTACT ME](#)

Hello! I am **Nevin Buconjic**, an entrepreneur, writer, photographer and technology enthusiast. This is my personal web page. Here you will find out more about me, and see some of the work I have done.



Writer



Technology Enthusiast



Entrepreneur

NEWS

I will be hosting a seminar on "Social Media for Small Business" on behalf of Enterprise Centre Sault Ste. Marie. June 26, 2010 at 11:00 AM, Delta Sault Ste. Marie Waterfront Inn.

Hosting a seminar on "e-business" August 14, 2010 at 11:00AM, Delta Sault Ste. Marie Waterfront Inn.

Hosting a seminar entitled "Bootstrapping the Startup: Start and Grow your Business on a Budget!" on November 10, 2010 at 7:00PM in the Russ Ramsey Room, City Hall.

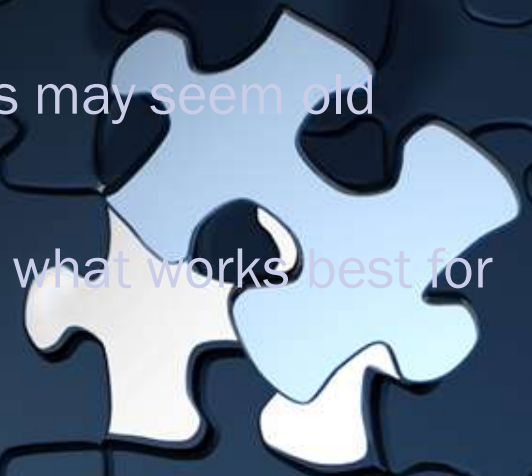
Develop a Solid Marketing Mix

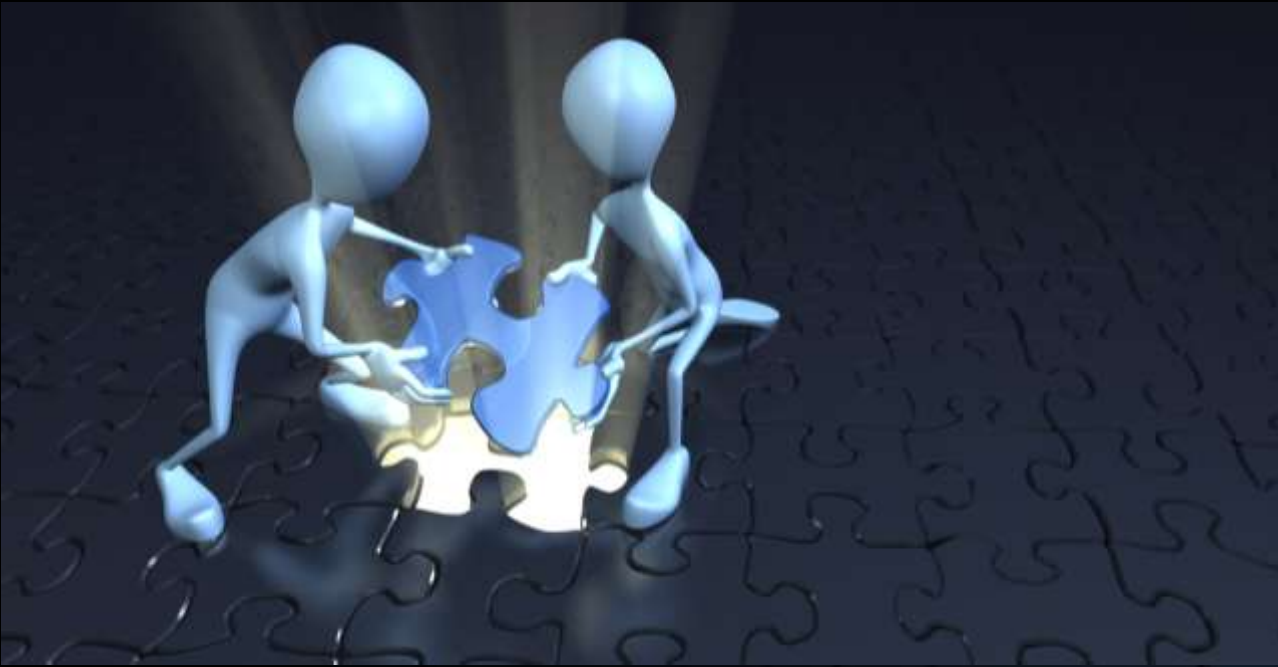
- Rarely can you rely on a single form of advertising or promotion to market your business -- most businesses need a good mix of media choices to reach their target market both effectively and affordably!
- Remember, you can build your business on a budget. Networking, word-of-mouth, PR and social media marketing are essentially free. You can build a customer base and loyalty.
- Drive potential customers to your website with useful information, and capture future sales by utilizing email marketing -- allow them to sign up on your website to receive your newsletter or be notified of sales etc.
- Mix these methods with traditional and online advertising such as newspaper, radio, banner ads – and measure your results.
- So what will your mix look like?



In Conclusion...

- First, understand your business, what you offer and why you are different.
- Understand who your customers are, and how to reach them.
- Invest in a website.
- Utilize email marketing to connect with your customers and gain new ones.
- Investigate the different social media platforms – which ones work best for you & your business?
- Networking, word-of-mouth, and public relations may seem old school – but are still highly effective!
- Measure your marketing results, and figure out what works best for your business.
- Good luck!





Any Questions?

