



Digital Marketing Basics



St. Louis
Bi-State Region

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Digital Marketing Basics: Our Goals Today

1. Understand the basic concepts & terminology
2. Become familiar with a broad range of techniques
3. Learn how to get started
4. Learn one thing you can do this afternoon to improve your business

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This is an introductory workshop so we're going to keep things at a high-level.

Digital Marketing can be an important part of the success of most businesses. In fact, we see some businesses built totally using DM.

Our Goals Today

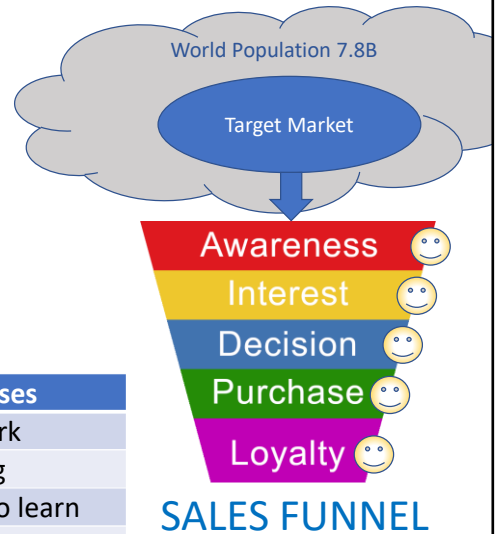
- Understanding Digital Marketing: Basics of digital marketing and its importance.
- Learning Techniques: Various digital marketing strategies.
- Actionable Steps: Practical steps to implement these strategies

What is Digital Marketing?

“Using digital resources like social media, websites, blogs, podcasts, videos, etc. to advance your business.”

- The internet reaches almost everyone
 - 60% of the world’s population (4.8B)
 - 93% of US adults

| Strengths | Weaknesses |
|---|-----------------------|
| Can be very cost effective | Can be hard work |
| Precise targeting | Time consuming |
| Data for analysis | New concepts to learn |
| Works at all layers of the sales funnel | Constantly changing |



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1. What is Digital Marketing?

Digital marketing is the use of digital channels to promote or market products and services to consumers and businesses. It encompasses a range of marketing activities such as search engine optimization (SEO), social media marketing, email marketing, and more, all conducted via electronic devices or the internet. It allows for the targeting of specific segments of the consumer base, providing personalized marketing and the measurement and analysis of campaign effectiveness through digital analytics.

- Definition: Explains digital marketing as online marketing efforts.
- Reach: Highlights its extensive reach (93% of US adults online).
- Strengths and Weaknesses: Cost-effective but time-consuming and constantly changing.
- Sales Funnel: You may be familiar with the concept of a sales funnel. The idea is that people in your target market move thru several stages during their buying process. They become Aware, show Interest, make a Decision, Purchase and hopefully display Loyalty. Various Digital Marketing techniques can work at some or all tiers of the sales funnels.

[Demographics of Internet and Home Broadband Usage in the United States | Pew Research Center](#)

Social Media

- Facebook, Instagram, Twitter, Snapchat, LinkedIn, Pinterest, Reddit, Quora, TikTok, ...
- Match the platform to your target market
- Sharing content regularly & interacting with your audience
- [My Charlie Rae](#) [Art of Homage](#)

| Pros | Cons |
|----------------------|---------------------------------|
| Inexpensive | Time consuming |
| Few technical skills | Takes time to build an audience |
| | Social media skills |



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Social Media

Social media marketing involves promoting products or services on social media platforms. It's useful for building brand awareness, engaging with customers, and targeting specific demographics. This approach is effective for businesses aiming to reach a broad, diverse audience, especially younger demographics who are active on social media.

However, it may not be as effective for niche markets or audiences less active on social platforms. Additionally, it can be less suitable for businesses that require in-depth, technical marketing approaches, as social media often favors concise, visually appealing content.

- Platforms: Overview of different social media platforms.
- Pros and Cons: Discusses affordability and time consumption.

My Charlie Rae: started by Husband & wife 2022 – Edwardsville IL – sell children's clothes

Websites

- Wordpress, Wix, Squarespace, GoDaddy Website Builder, Bootstrap, HTML/CSS, etc.
- 1.86 billion websites
- Provide in depth information to prospective customers
- Hosting companies: \$6 - \$20/month
- Domain name: \$5 - \$20/year
- [Maberry Consulting](#)

| Pros | Cons |
|-----------------------|-------------------------|
| Establish credibility | Expensive |
| Lasts a long time | Technical skills |
| | Time consuming to build |



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Websites work well to substantiate your credibility, provide information to prospective clients and provide a purchasing platform. SEO & CRO help websites attract viewers and converts them into paying clients. eCommerce provides the purchase transaction.

How much does it cost to have a website built? It depends, but generally think about the range of \$1000-\$5000.

- Platforms and Costs: Various website platforms and their costs.
- Pros and Cons: Credibility and impact vs. expenses and technical skills.

Wordpress makes up 40% of all websites.

Search Engine Optimization (SEO)

- Convincing search engines (like Google) that your content is important so they will rank it higher in search results and you will receive more viewers (traffic).
- Search engines: Google, Bing, DuckDuckGo, Amazon
- Search results: [Plumber St Louis Mo](#)
- Terminology: Keyword analysis, Backlinks, Meta tags



| Pros | Cons |
|----------------------|------------------------------|
| Lasts a long time | Expensive to build |
| Little on-going cost | Technical skills required |
| | Slow to take effect (6-12mo) |

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Search Engine Optimization (SEO)

Search Engine Optimization (SEO) is the practice of increasing the quantity and quality of traffic to a website through organic search engine results. It involves optimizing web content so that a search engine is more likely to show it as a top result for searches of a certain keyword.

SEO is highly useful for businesses and websites looking to increase their online visibility without incurring direct costs from pay-per-click advertising. It's particularly effective for long-term digital strategies, aiming to establish credibility and authority in a particular field or industry.

However, SEO might be less useful for websites needing immediate visibility or for those in highly competitive industries where ranking high in search results is exceptionally challenging. Additionally, it requires consistent updating and adaptation to the ever-changing algorithms of search engines, which may not be feasible for all businesses.

- Role: Enhancing visibility in search engine results.
- Pros and Cons: Lasting impact, but slow results and technical skills needed

When you type words in the search bar, like “Plumber St Louis MO” the search engine tries to find the information it thinks will be useful to you. SEO is the way you tell the search engine why your content is important for specific keywords; Keyword analysis is identifying

which keywords you should focus on

Plumber st louis mo,

Clogged drain st louis mo

Leaky faucet st louis mo

Replace water heater

Burst pipe

Conversion Rate Optimization

- Increase the percentage viewers who take the action you want: buy, call, click, or text
- Conversion rate (Typical: 2%-5%)
- Terminology: Call to action, Landing pages, Squeeze pages, A/B Testing, Web analytics
- ❖ The most overlooked aspect of digital marketing



| Pros | Cons |
|----------------------|--------------------|
| Lasts a long time | Expensive to build |
| Little on-going cost | Long time to build |
| | Technical skills |

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Conversion Rate Optimization (CRO) is the process of increasing the percentage of visitors to a website who take a desired action, such as making a purchase, signing up for a newsletter, or filling out a contact form. CRO involves understanding how users navigate a site, what actions they take, and what's stopping them from completing your goals. It typically involves various strategies like A/B testing, user feedback, and analytics to improve website elements for better performance. Essentially, CRO is about making the most of the traffic you already have by enhancing user experience and guiding visitors towards conversion. When someone reaches your website or social media page or any content, some people will stay and might buy, others will leave. CRO are techniques for increasing the % of people who buy.

Conversion Rate Optimization (CRO)

- Goal: Increase the percentage of conversions.
- Pros and Cons: Long-lasting impact vs. initial setup costs.

Paid Advertising

- Paying someone to display your advertisements on their internet platform (like Google or Facebook)
- Auction
 - Targeting & Bidding & Budget
 - Ads: Text, images, videos
- Cost per click, Click-thru-rate (Typical: 0.5% - 5%)

| Pros | Cons |
|-------------------|------------------|
| Immediate results | Expensive to run |
| Measurable | Technical skills |
| | Constant tuning |



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Paid Advertising refers to the process of paying for ad space to promote a product, service, or brand. Platforms like Google Ads or social media sites offer targeted advertising opportunities. It's useful for businesses needing immediate visibility, targeted outreach, and measurable results. However, it might not be as effective for long-term brand building or when the advertising budget is limited, as ongoing costs can be high and the impact is often short-lived once the campaign ends

eCommerce

- Shopify, WooCommerce, Wix, BigCommerce, Magento, ...
- Selling your products or services online
 - Purchase transaction
 - Refund transaction
 - Inventory
- Set up your inventory
- Build your selling platform
- Connect to your bank
- Payment processor: Paypal, Stripe, Square, ...
 - Transaction fee: 2.9% + \$0.30
- [My Charlie Rae](#)



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eCommerce

E-commerce, or electronic commerce, is the buying and selling of goods and services over the internet. It encompasses a wide range of online business activities for products and services. E-commerce enables transactions to be conducted through electronic means, such as online stores, marketplaces, and even through social media platforms. This digital approach allows businesses to reach a global market, operate 24/7, and offer a convenient shopping experience for customers. E-commerce is not just limited to online sales; it also includes other activities like online auctions, payment gateways, online ticketing, and internet banking.

- Platforms: Overview of eCommerce platforms.
- Fees and Setup: Transaction fees and setup process.

Video Marketing

- YouTube, Vimeo, Tiktok, Instagram & Facebook Reels
- Creating & publishing videos to attract the attention of your target market
- Brand videos, Expert videos, Explainer videos
- Short & engaging (< 1 min)
- Music, music, music
- [EVS HR Consulting](#) [Paul Rich Watches](#)

| Pros | Cons |
|----------------|---------------------|
| Fast impact | Video skills needed |
| Very powerful* | Time consuming |



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Video Marketing

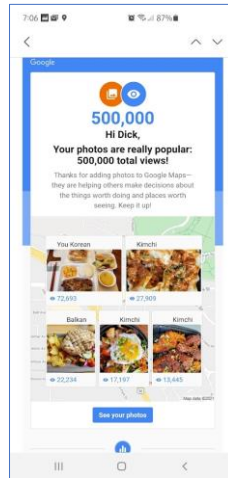
Video marketing involves using video content to promote a brand, product, or service. It's particularly useful for engaging audiences, showcasing products or services in action, and improving social media engagement. This format is effective for visual storytelling and creating emotional connections with viewers. However, it might be less useful when the target audience prefers other forms of content, or if the budget and resources for quality video production are limited. Additionally, video marketing might not be ideal for conveying complex, detailed information compared to text-based content.

- Platforms: Usage of platforms like YouTube.
- Impact: Fast but requires video production skills.

Local Marketing

- Google Business Profile (do this today)
- Google Local Guides
- Directories
 - BBB.org
 - Chambers of Commerce
 - Yellowpages.com
 - Manta.com
 - Superpages.com

| Pros | Cons |
|------|------------|
| Easy | Only local |
| Free | |



[Link to Explainer Video](#)



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Local Marketing

Local marketing targets customers within a specific geographical area, often near a physical business location. It's highly effective for businesses like restaurants, local retail stores, or service providers who rely on local clientele. Techniques include local SEO, community events, and localized advertising. However, it's less useful for businesses targeting a broader, non-local audience, or those whose products or services aren't location-dependent, such as online-only businesses or those serving a national or international market.

- Tools: Google Business Profile and other local tools.
- Reach: Easy and cost-effective but locally limited.

Google Business Profile is Google's repository of all businesses everywhere.

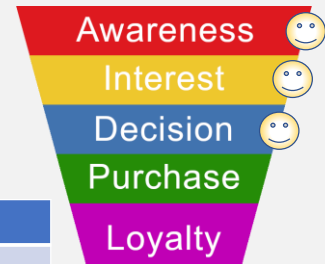
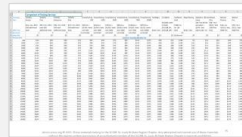
Chat > <https://www.youtube.com/watch?v=81nhmYRTYZM>

Local guides post pictures and reviews of businesses.

Yelp

Email & Text Message Marketing

- Email: Mailchimp, Constant Contact, Aweber, etc.
- Text: Betwext, Textedly, etc.
- Sending emails or texts to subscribers
- Build audience: Upload a list of email addresses or phone numbers
- Create a "campaign"
- Outbound vs Inbound marketing
- Report analytics
 - Open rate (email vs text) *
 - Click thru rate



| Pros | Cons |
|--------------------|-----------------|
| Outbound marketing | Can be annoying |
| Inexpensive | |

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Email & Text Message Marketing

Email and Text Message Marketing involve sending promotional or informative content directly to individuals via email or SMS. This type of marketing is useful for personalized, direct communication with an audience, often with high engagement rates. It's particularly effective for time-sensitive offers, customer retention, and nurturing leads. However, it may not be useful if overused, as it can lead to high unsubscribe rates or be marked as spam. Additionally, it's less effective if the target audience prefers other communication channels or if the messaging isn't well-segmented or personalized.

- Tools: Overview of email and text marketing tools.
- Pros and Cons: Cost-effective vs. potential annoyance.

Website Analytics

- Google analytics, Google search console, Facebook analytics, Shopify analytics, Wix analytics, etc.
- Analyze the performance of your sales funnel
 - Identify strengths & areas for improvement
- Number of visitors, time on site, location, pages visited, traffic source
- Age, sex, interests
- Bounce rate



| Pros | Cons |
|-------------------|------------------|
| Immediate results | Expensive to run |
| Measurable | Technical skills |
| | Constant tuning |

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Website Analytics

Website Analytics refers to the data and metrics that measure the performance of a website, such as visitor traffic, engagement, behavior, and conversion rates. It's useful for understanding audience behavior, optimizing website content, and improving user experience. Analytics can help identify which parts of a website are performing well and which need improvement, making it crucial for strategic planning and decision-making for any online presence. It's especially valuable for tracking the effectiveness of marketing campaigns and for making data-driven decisions to enhance website performance and achieve business objectives.

- Tools: Tools for measuring website performance.
- Results: Immediate and measurable but requires technical skills.

Content Marketing

- Creating & publishing content to attract the attention of your target market
- Content: articles, images, videos
- Establish expertise
- Build a following
- ChatGPT: <https://openai.com/>

| Pros | Cons |
|------------------|-------------------------|
| Inexpensive | Can be slow |
| No special tools | Lots of work |
| | Content creation skills |



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Content Marketing

Content Marketing is the creation and sharing of online material like blogs, videos, and social media posts that don't explicitly promote a brand but are intended to stimulate interest in its products or services. It's useful for building brand authority, engaging with your audience, and improving SEO. However, it's less effective if immediate sales are the goal, as content marketing typically focuses on long-term relationship-building rather than quick conversions. It may also be less useful if the target demographic doesn't consume content in the mediums you're using.

- Strategy: Creating content to attract a target market.
- Pros and Cons: Inexpensive vs. time-consuming and skill-dependent.

Podcast Marketing

- Anchor.fm, Buzzsprout, Podbean, etc.
- Podcasts are audio files that can be downloaded or streamed
- Creating & publishing podcasts
- Appearing on other people’s podcasts
- Buying ad space on other people’s podcasts



| Pros | Cons |
|--------------|---------------------|
| Growing area | Audio skills needed |
| | Some equipment |

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Podcast Marketing

Podcast Marketing is the use of podcasts to promote a brand or product. It's useful for reaching a dedicated listener base, establishing thought leadership, and building a community. This format is beneficial for audiences who prefer audio content and for brands that can tell compelling stories or provide valuable information through this medium. However, it may not be as useful if the target audience does not regularly consume podcasts, or if the brand's content does not lend itself well to audio format.

- Creation and Advertising: Developing podcasts for marketing.
- Growth Area: Notable growth but requires audio skills.

Blogging

- Blogger, Wordpress.com, Tumblr
- Writing great content
- Building an audience
- Establish your expertise

| Pros | Cons |
|-------------|-----------------|
| Established | Time consuming |
| Measurable | Slow to develop |



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Blogging

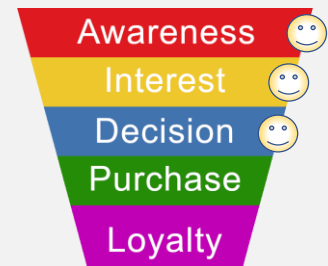
Blogging involves writing and publishing articles on a website to share information, experiences, or insights. It's useful for SEO, establishing expertise, and engaging with a community. Blogs can drive traffic to a website and improve user engagement. However, it's not as effective for audiences who prefer video or audio content or when quick, viral reach is desired since blogging often requires a long-term commitment and content strategy.

- Platforms: Overview of blogging platforms.
- Audience Building: Strategies for growing an audience.

Influencer Marketing

- Obtaining endorsements & mentions from people who have influence in your target market
- Paid influence
- Earned influence
- Audience insights

| Pros | Cons |
|-------------------|--------------|
| No skill required | Costs vary |
| Can be fast | Results vary |



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Influencer Marketing

Influencer marketing is the collaboration between brands and influential individuals to promote products or services. It's useful when targeting specific demographics that follow these influencers, leveraging their credibility to gain audience trust. This approach works well on platforms where influencers have a strong presence, like Instagram or YouTube. However, it may not be useful if the target audience is skeptical of influencer endorsements, or if the influencer's audience doesn't align with the brand's target market. Additionally, the ROI can be difficult to measure.

- Endorsements: Gaining endorsements from influential people.
- Costs and Results: Varied costs and effectiveness.

| | Average Effort | Average Cost | Skill Required | Average Time to Yield Results | Duration of Impact | Average Return on Investment |
|------------------------|----------------|--------------|----------------|-------------------------------|--------------------|------------------------------|
| Social Media | High | Low | Low | Long | Medium | Medium |
| Websites | High | High | High | Short | Long | Medium |
| SEO | High | High | High | Long | Long | High |
| Conv Rate Optimization | High | High | High | Medium | Long | Medium |
| Website Analytics | High | High | High | Medium | Long | High |
| Paid ads | High | High | High | Fast | Short | Medium |
| Email & Text | Low | Low | Low | Fast | Medium | High |
| Content | High | Low | Medium | Medium | Long | Medium |
| Video | Medium | Medium | Medium | Fast | Long | Medium |
| Podcast | Medium | Low | Medium | Medium | Long | Medium |
| Blogging | High | Low | Medium | Slow | Long | Medium |
| Influencer | Low | Medium | Low | Fast | Short | Medium |
| Local | Low | Low | Low | Medium | Long | High |

Digital Marketing Techniques Overview

This chart compares effort, cost, skills, time to yield results, and impact duration across various marketing techniques.

Average effort: How much work is usually involved to use this digital marketing technique?

Average cost: How much will it usually cost if you hire someone to implement this digital marketing technique?

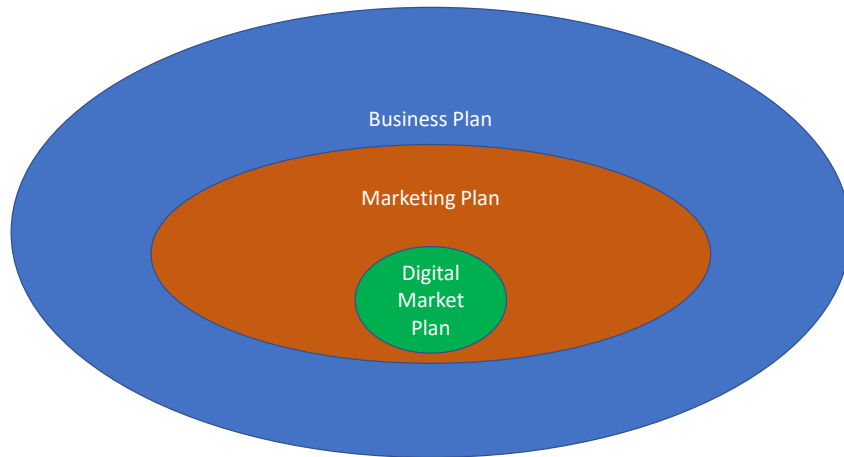
Skill required: How much skill is usually involved to use this digital marketing technique?

Average time to yield results:

Duration of impact:

Average return on investment:

How to Develop Your Digital Marketing Plan



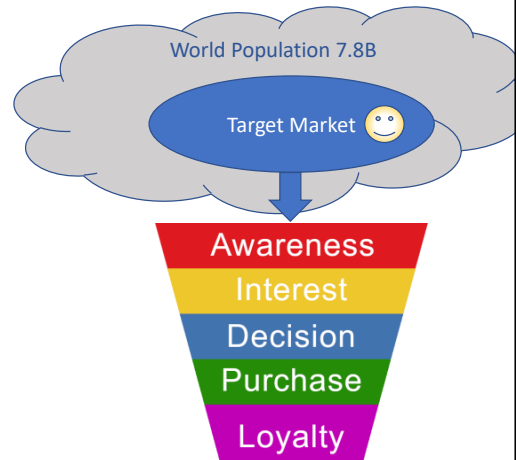
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You should build your business plan, a portion of this will be your Marketing Plan, a portion of this will be your Digital Marketing Plan. All of these should be in sync.

How to Develop Your Digital Marketing Plan

1. Identify your target market
2. Locate “best in class” competitors
3. Assess your skills
4. Assign resources to your sales funnel
5. Measure effectiveness
6. Improve your plan
7. Repeat steps 5 & 6 continuously



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Business owners have a limited amount of Time / Energy / Money: What is the most effective way to use this limited supply?

Focus your Time, Energy, & Money

You have limited supply of each

How will you spend your TEM to achieve the best sales results?

How will you test your results?

How will you improve your Digital Marketing plan?

Define your Target Market

- How will your product be used?
- Who is most likely to buy your product or services?
 - “Would I be willing to pay money to tell this person about my business?”
- What situation or event will trigger this person to buy your product?



A **target market** is a specific group of consumers identified as the intended recipients of a marketing message. These individuals are characterized by shared demographics, interests, needs, or location, and are considered most likely to purchase a company's products or services. Businesses focus their marketing efforts on a target market to use their resources efficiently and to increase the chances of sales.

Identify “Best in Class” Competitors

- Which companies are the best at marketing to your target market?
- Search Google
- Search social media platforms
- Analyze their social media posts
 - Read their social media posts
 - How often do they post?
 - What type of content do they post?
 - What type of response do they get?
- Analyze their website
 - Read their web pages
 - What topics do they emphasize?
 - How do they present information?
 - How are their web pages laid out?

Real Life Example “Best in Class” Marketers

- **YouTube:** The Run Experience 58M views, 555k subscribers; Amanda Run to the Finish 2.3M views, 253 videos, 14k subscribers
- **Instagram:** runestrepeat 50k; runtothefinish 66k; sugarruns 32k; itsamarathon 26k
- **Pinterest:** Pales Running Mama 172k followers; Milestone Wellness 147k; Amanda Run to the Finish 73k
- **Facebook:** Loving Running 117k; Running Motivation Group 180k; Fittt Mama 102k

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Identifying Competitors

"Best in class" competitors refer to companies or entities within an industry that are considered to be at the top of their class in marketing. They are the benchmarks against which other companies measure themselves to identify gaps and areas for improvement.

- **Analysis:** How to identify and learn from your best competitors.

Skills Assessment

- Which digital marketing skills do you have?
- Which digital marketing skills do you need?

| Educational Material | |
|---|---|
| Free Online Training | LinkedIn Learning Courses |
| <ul style="list-style-type: none">• SCORE St. Louis• Shopify Learn• The Entrepreneur's Guide to Search Engine Optimization• Social Media Marketing: Facebook for Beginners• Content Marketing: Essential for Business• What is Conversion Optimization• LinkedIn: Complete Guide for Professionals• Social Media• Instagram for Business• YouTube for Business• LinkedIn Sales Navigator• Social Advertising• Social Media Strategy for Professionals - 2023 Guide• Social Media Marketing: A Complete Guide | <ul style="list-style-type: none">• Social Media Marketing Fundamentals• Social Media Marketing: Facebook for Beginners• Marketing on YouTube• Marketing on Instagram• Email and Newsletter Marketing Fundamentals• Strategic and Content Marketing• Creating the Content Strategy for Your Business• Marketing Content: A Complete Guide• Content Marketing Fundamentals |

- Stlouis.score.org > Take a Workshop (local & national workshops)
- LinkedIn Learning > videos curriculum & courses \$
- YouTube.com > Search for "Simplilearn" : training videos
- Moz.com/blog > blog & training videos generally more technical
- NeilPatel.com > videos & blog posts more business oriented
- Shopify.com/learn > Worth viewing even if you don't use Shopify

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Skills Assessment

- Self-Evaluation: Assessing and acquiring necessary skills.

Hypothetical Example

- Dental practice in Crestwood
 - 1 year old business
 - High traffic location
- Competition: 200 dentists within 5 miles
- Highest margin services
 - Botox & Juvederm
 - Invisalign & Dentures
- Goal: 100 high-margin new patients / quarter

- Marketing Efforts (so far)
- Small website (5 pages)
 - Street signage
 - Facebook page
 - Bought patient list from retiring dentist & did a mailing

How many people do you need to reach with your message to produce 1 sale?

| Conversion Rate | CPA | CPA | CPA | CPA | CPA |
|-----------------|--------|-------|-------|-------|-----|
| 1.0% | 10,000 | 5,000 | 2,500 | 1,000 | 500 |
| 2.0% | 5,000 | 2,500 | 1,250 | 500 | 250 |
| 3.0% | 3,333 | 1,667 | 833 | 333 | 167 |
| 4.0% | 2,500 | 1,250 | 625 | 250 | 125 |
| 5.0% | 2,000 | 1,000 | 500 | 200 | 100 |

How much will it cost to produce 1 sale?

| Conversion Rate | CPA | CPA | CPA | CPA | CPA |
|-----------------|--------|-------|-------|-------|-----|
| 1.0% | 10,000 | 5,000 | 2,500 | 1,000 | 500 |
| 2.0% | 5,000 | 2,500 | 1,250 | 500 | 250 |
| 3.0% | 3,333 | 1,667 | 833 | 333 | 167 |
| 4.0% | 2,500 | 1,250 | 625 | 250 | 125 |
| 5.0% | 2,000 | 1,000 | 500 | 200 | 100 |

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Hypothetical Example - Dental Practice Case: Example of marketing efforts in a specific industry.

Dentist's Target Market

- Moms aged 20-45 with dental insurance who live within 5 miles of my office
 - Lifetime value = \$10k
- Women 45+ with higher incomes who live within 5 miles of my office
 - Lifetime value = \$3K

“Best in Class” Dentists

- Google search: “dentist crestwood mo”
 - Watson dental, Crestwood dental Plaza Health Dentistry, Nikodem Dental
- Google search: “dentist dallas tx”, “dentist san jose ca”, “dentist new york”, etc.
- Facebook search: “dentist”; click “pages”; specify location “New York”
 - Holistic Dentists 10k likes, Gramarcy Pediatric Dentistry 14k, MediDental Care 5k
- Instagram search: “dentist”
 - drbilldorfman 1.3m followers, drbrianharris 404k, Doctorleeyah 18k follower
- YouTube search: “dentist” filter: Type = “channel”
 - Innovative Dental 118k subscriber, Mr. Dentist 35k, dentist Gibby 6k, dentist Vienna 4k

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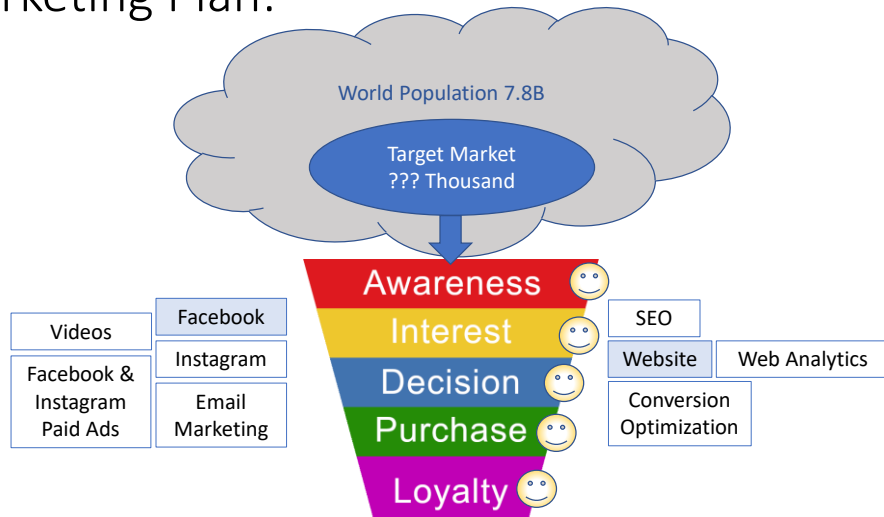
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Analyzing Best-in-Class Dentists

Research: Learning from top performers in the dental industry.

This will take 5-10 hours of work

How to Develop Your Digital Marketing Plan:



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Add SEO & CRO & Analytics to website
Instagram & Videos & Email Marketing
FB/In paid ads & A/B testing

Thank you!



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St. Louis
Bi-State Region



SBRC
Small Business Resource Center

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Educational Material

Free online training

- [Score St Louis](#)
- [Shopify Learn](#)
- [The Beginner's Guide to Search Engine Optimization](#)
- [Search Engine Optimization Tutorial For Beginners](#)
- [Conversion Rate Optimization](#)
- [What is Conversion Optimization](#)
- [5 Advanced Conversion Rate Optimization Tips](#)
- [Social Media](#)
- [Facebook Ads](#)
- [Facebook Shop](#)
- [Pay per Click Foundations](#)
- [Google Adwords](#)
- [Google Optimize Tutorial for Beginners - 2022 Guide](#)
- [Setting up Google Analytics Goals // 2020 Updated Tutorial](#)

Linkedin Learning Courses

- [Digital Marketing Foundations](#)
- [Social Media Marketing Foundations](#)
- [Marketing on Facebook](#)
- [Marketing on Instagram](#)
- [Email and Newsletter Marketing Foundations](#)
- [Google Ads Essential Training](#)
- [Designing for Conversion](#)
- [Marketing: Conversion Rate Optimization](#)
- [SEO Foundations](#)
- [Google Analytics Quick Start](#)
- [Content Marketing Foundations](#)

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Educational Material

Resources: Lists of further learning materials in digital marketing.

Use of online platforms, apps varies – sometimes widely – by demographic group

% of U.S. adults in each demographic group who say they ever use ...



| | YouTube | Facebook | Instagram | Pinterest | LinkedIn | Snapchat | Twitter | WhatsApp | TikTok | Reddit | Nextdoor |
|----------------|---------|----------|-----------|-----------|----------|----------|---------|----------|--------|--------|----------|
| Total | 81 | 69 | 40 | 31 | 28 | 25 | 23 | 23 | 21 | 18 | 13 |
| Men | 82 | 61 | 36 | 16 | 31 | 22 | 25 | 26 | 17 | 23 | 10 |
| Women | 80 | 77 | 44 | 46 | 26 | 28 | 22 | 21 | 24 | 12 | 16 |
| White | 79 | 67 | 35 | 34 | 29 | 23 | 22 | 16 | 18 | 17 | 15 |
| Black | 84 | 74 | 49 | 35 | 27 | 26 | 29 | 23 | 30 | 17 | 10 |
| Hispanic | 85 | 72 | 52 | 18 | 19 | 31 | 23 | 46 | 31 | 14 | 8 |
| Ages 18-29 | 95 | 70 | 71 | 32 | 30 | 65 | 42 | 24 | 48 | 36 | 5 |
| 30-49 | 91 | 77 | 48 | 34 | 36 | 24 | 27 | 30 | 22 | 22 | 17 |
| 50-64 | 83 | 73 | 29 | 38 | 33 | 12 | 18 | 23 | 14 | 10 | 16 |
| 65+ | 49 | 50 | 13 | 18 | 11 | 2 | 7 | 10 | 4 | 3 | 8 |
| <\$30K | 75 | 70 | 35 | 21 | 12 | 25 | 12 | 23 | 22 | 10 | 6 |
| \$30K-\$49,999 | 83 | 76 | 45 | 33 | 21 | 27 | 29 | 20 | 29 | 17 | 11 |
| \$50K-\$74,999 | 79 | 61 | 39 | 29 | 21 | 29 | 22 | 19 | 20 | 20 | 12 |
| \$75K+ | 90 | 70 | 47 | 40 | 50 | 28 | 34 | 29 | 20 | 26 | 20 |
| HS or less | 70 | 64 | 30 | 22 | 10 | 21 | 14 | 20 | 21 | 9 | 4 |
| Some college | 86 | 71 | 44 | 36 | 28 | 32 | 26 | 16 | 24 | 20 | 12 |
| College+ | 89 | 73 | 49 | 37 | 51 | 23 | 33 | 33 | 19 | 26 | 24 |
| Urban | 84 | 70 | 45 | 30 | 30 | 28 | 27 | 28 | 24 | 18 | 17 |
| Suburban | 81 | 70 | 41 | 32 | 33 | 25 | 23 | 23 | 20 | 21 | 14 |
| Rural | 74 | 67 | 25 | 34 | 15 | 18 | 18 | 16 | 16 | 10 | 14 |

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<https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/>

Target Market Worksheet

| Personas | Age range | Gender (M%/F%) | Location | Profession / Income | Interests | Other |
|-----------|-----------|----------------|----------|---------------------|-----------|-------|
| Persona 1 | | | | | | |
| Persona 2 | | | | | | |
| Persona 3 | | | | | | |
| Persona 4 | | | | | | |
| Persona 5 | | | | | | |

| Triggers | What situations or events will trigger someone to buy your product? |
|-----------|---|
| Trigger 1 | |
| Trigger 2 | |
| Trigger 3 | |
| Trigger 4 | |
| Trigger 5 | |

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Product use case: How will your product be used? This may seem obvious, but it may not be as obvious as you think.

Persona: Describe the people who will buy your product: their age, sex, location, profession, income, interests, etc...

Trigger: What situation or event will trigger this person to buy your product?

How many people do you need to reach with your message to produce 1 sale?

| | | Conversion Rate | | | |
|-----------------|------|-----------------|-------|-------|-------|
| | | 2% | 3% | 4% | 5% |
| Click thru rate | 0.5% | 10,000 | 6,667 | 5,000 | 4,000 |
| | 1.0% | 5,000 | 3,333 | 2,500 | 2,000 |
| | 1.5% | 3,333 | 2,222 | 1,667 | 1,333 |
| | 2.0% | 2,500 | 1,667 | 1,250 | 1,000 |
| | 2.5% | 2,000 | 1,333 | 1,000 | 800 |
| | 3.0% | 1,667 | 1,111 | 833 | 667 |

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How many people do you need to reach to produce 1 sales?

If we have a click thru rate of 2% & a conversion rate of 2% then you will need to reach 10,000 viewers to make 1 sale.

If we have a click thru rate of 3% & a conversion rate of 5% then you will need to reach 667 viewers to make 1 sale.

$1 / (\text{conversion rate}) / (\text{click thru rate}) = \text{reach}$

How much will it cost to produce 1 sale?

| | | Conversion Rate | | | | | | | | | |
|----------------|--------|-----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| | | 5.00% | 4.50% | 4.00% | 3.50% | 3.00% | 2.50% | 2.00% | 1.50% | 1.00% | 0.50% |
| Cost per Click | \$0.25 | \$5 | \$6 | \$6 | \$7 | \$8 | \$10 | \$13 | \$17 | \$25 | \$50 |
| | \$0.50 | \$10 | \$11 | \$13 | \$14 | \$17 | \$20 | \$25 | \$33 | \$50 | \$100 |
| | \$0.75 | \$15 | \$17 | \$19 | \$21 | \$25 | \$30 | \$38 | \$50 | \$75 | \$150 |
| | \$1.00 | \$20 | \$22 | \$25 | \$29 | \$33 | \$40 | \$50 | \$67 | \$100 | \$200 |
| | \$1.25 | \$25 | \$28 | \$31 | \$36 | \$42 | \$50 | \$63 | \$83 | \$125 | \$250 |
| | \$1.50 | \$30 | \$33 | \$38 | \$43 | \$50 | \$60 | \$75 | \$100 | \$150 | \$300 |
| | \$1.75 | \$35 | \$39 | \$44 | \$50 | \$58 | \$70 | \$88 | \$117 | \$175 | \$350 |
| | \$2.00 | \$40 | \$44 | \$50 | \$57 | \$67 | \$80 | \$100 | \$133 | \$200 | \$400 |
| | \$2.25 | \$45 | \$50 | \$56 | \$64 | \$75 | \$90 | \$113 | \$150 | \$225 | \$450 |
| | \$2.50 | \$50 | \$56 | \$63 | \$71 | \$83 | \$100 | \$125 | \$167 | \$250 | \$500 |
| | \$2.75 | \$55 | \$61 | \$69 | \$79 | \$92 | \$110 | \$138 | \$183 | \$275 | \$550 |
| | \$3.00 | \$60 | \$67 | \$75 | \$86 | \$100 | \$120 | \$150 | \$200 | \$300 | \$600 |

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How much will it cost to produce 1 sale? $\text{Cost} = 1/\text{conversion rate} * \text{cost per click}$

As your cost per click increases so does your cost to produce 1 sale.

As your conversion rate decreases your cost to produce 1 sale increases.

You want to minimize your cost per click, maximize your conversion rate, and maximize your margin per sale. If you are selling a \$25 product that costs you \$8 your margin is \$17. If your cost per click is \$0.50 then your conversion rate must be 3.00% or better to make money.

Real Life Example

- Cost per click: \$5.39
- Conversion rate: 0.29%
- Average order size: \$51
- Wholesale cost: \$25
- Profit margin: 104%
- How many clicks did it take to make 1 sale? **345**
 - (1 sale / .0029 conversion rate)
- How much is this business paying for 1 sale? **\$1,860**
 - (345 clicks per sale * \$5.39 cost per click)

| | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | |
|----|-------------|---|--|--|---|------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|--------------------------------------|---------------------------------------|---------------|---------------------------------------|-------------------------|--|--------------------------------------|--------------------------------------|--------------------------------------|---------|-------|
| 1 | | Comparison of Texting Services | | | | | | | | | | | | | | | | | | |
| 2 | Company | Textedly | Textedly | Textedly | Textedly | SimpleTexting | SimpleTexting | SimpleTexting | SimpleTexting | SimpleTexting | SimpleTexting | TextMagic | ClickSend | TextMarks | ExpertTexting | MobolMix / EZ text | Betwext | Betwext | Betwext | |
| 3 | Plan | Bronze | Plus | Enterprise | Elite | 500 | 1000 | 2000 | 3000 | 7500 | 25000 | | | Gold | | Plus | Premier | Pro | | |
| 4 | SMS Price | \$24 / mo + \$20 / 500 additional texts | \$39 / mo + \$20 / each 500 additional texts | \$50 / mo + \$20 / 500 each additional texts | \$70 / mo + \$20 / 500 additional texts | \$35/mo + \$0.045 / texts over 500 | \$45/mo + \$0.045 / texts over 1000 | \$75/mo + \$0.035 / texts over 2000 | \$95/mo + \$0.030 / texts over 3000 | \$145/mo + \$0.020 / texts over 7500 | \$375/mo + \$0.015 / texts over 25000 | \$0.04 / text | \$0.0263 under 2k texts, \$0.0188 2k+ | \$199/ mo for 10k texts | \$19 / mo (billed annually) + \$0.04 / text above 200 / mo | \$29 / mo + \$0.01 / text, 1000 free | \$49 / mo + \$0.01 / text, 3000 free | \$79 / mo + \$0.01 / text, 6000 free | | |
| 5 | Keywords | 1 | 2 | 3 | 4 | unlimited | unlimited | unlimited | unlimited | unlimited | unlimited | | | 15 | | | | | | |
| 6 | Setup Fee | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | |
| 7 | Texts/month | | | | | | | | | | | | | | | | | | | |
| 8 | | 500 | \$24 | \$39 | \$50 | \$70 | \$25 | \$45 | \$75 | \$95 | \$145 | \$375 | \$20 | \$13 | \$199 | \$5 | \$31 | \$29 | \$49 | \$79 |
| 9 | | 1000 | \$24 | \$39 | \$50 | \$70 | \$48 | \$45 | \$75 | \$95 | \$145 | \$375 | \$40 | \$26 | \$199 | \$10 | \$51 | \$29 | \$49 | \$79 |
| 10 | | 1500 | \$44 | \$39 | \$50 | \$70 | \$70 | \$68 | \$75 | \$95 | \$145 | \$375 | \$60 | \$39 | \$199 | \$15 | \$71 | \$34 | \$49 | \$79 |
| 11 | | 2000 | \$64 | \$39 | \$50 | \$70 | \$93 | \$90 | \$75 | \$95 | \$145 | \$375 | \$80 | \$38 | \$199 | \$20 | \$91 | \$39 | \$49 | \$79 |
| 12 | | 2500 | \$84 | \$59 | \$50 | \$70 | \$115 | \$113 | \$93 | \$95 | \$145 | \$375 | \$100 | \$47 | \$199 | \$25 | \$111 | \$44 | \$49 | \$79 |
| 13 | | 3000 | \$104 | \$79 | \$50 | \$70 | \$138 | \$135 | \$110 | \$95 | \$145 | \$375 | \$120 | \$56 | \$199 | \$30 | \$131 | \$49 | \$49 | \$79 |
| 14 | | 3500 | \$124 | \$99 | \$50 | \$70 | \$160 | \$158 | \$128 | \$110 | \$145 | \$375 | \$140 | \$66 | \$199 | \$35 | \$151 | \$54 | \$54 | \$79 |
| 15 | | 4000 | \$144 | \$119 | \$70 | \$70 | \$183 | \$180 | \$145 | \$125 | \$145 | \$375 | \$160 | \$75 | \$199 | \$40 | \$171 | \$59 | \$59 | \$79 |
| 16 | | 4500 | \$164 | \$139 | \$90 | \$70 | \$205 | \$203 | \$163 | \$140 | \$145 | \$375 | \$180 | \$85 | \$199 | \$45 | \$191 | \$64 | \$64 | \$79 |
| 17 | | 5000 | \$184 | \$159 | \$110 | \$70 | \$228 | \$225 | \$180 | \$155 | \$145 | \$375 | \$200 | \$94 | \$199 | \$50 | \$211 | \$69 | \$69 | \$79 |
| 18 | | 5500 | \$204 | \$179 | \$130 | \$70 | \$250 | \$248 | \$198 | \$170 | \$145 | \$375 | \$220 | \$103 | \$199 | \$55 | \$231 | \$74 | \$74 | \$79 |
| 19 | | 6000 | \$224 | \$199 | \$150 | \$70 | \$273 | \$270 | \$215 | \$185 | \$145 | \$375 | \$240 | \$113 | \$199 | \$60 | \$251 | \$79 | \$79 | \$79 |
| 20 | | 6500 | \$244 | \$219 | \$170 | \$90 | \$295 | \$293 | \$233 | \$200 | \$145 | \$375 | \$260 | \$122 | \$199 | \$65 | \$271 | \$84 | \$84 | \$84 |
| 21 | | 7000 | \$264 | \$239 | \$190 | \$110 | \$318 | \$315 | \$250 | \$215 | \$145 | \$375 | \$280 | \$132 | \$199 | \$70 | \$291 | \$89 | \$89 | \$89 |
| 22 | | 7500 | \$284 | \$259 | \$210 | \$130 | \$340 | \$338 | \$268 | \$230 | \$145 | \$375 | \$300 | \$141 | \$199 | \$75 | \$311 | \$94 | \$94 | \$94 |
| 23 | | 8000 | \$304 | \$279 | \$230 | \$150 | \$363 | \$360 | \$285 | \$245 | \$155 | \$375 | \$320 | \$150 | \$199 | \$80 | \$331 | \$99 | \$99 | \$99 |
| 24 | | 8500 | \$324 | \$299 | \$250 | \$170 | \$385 | \$383 | \$303 | \$260 | \$165 | \$375 | \$340 | \$160 | \$199 | \$85 | \$351 | \$104 | \$104 | \$104 |
| 25 | | 9000 | \$344 | \$319 | \$270 | \$190 | \$408 | \$405 | \$320 | \$275 | \$175 | \$375 | \$360 | \$169 | \$199 | \$90 | \$371 | \$109 | \$109 | \$109 |
| 26 | | 9500 | \$364 | \$339 | \$290 | \$210 | \$430 | \$428 | \$338 | \$290 | \$185 | \$375 | \$380 | \$179 | \$199 | \$95 | \$391 | \$114 | \$114 | \$114 |
| 27 | | 10000 | \$384 | \$359 | \$310 | \$230 | \$453 | \$450 | \$355 | \$305 | \$195 | \$375 | \$400 | \$188 | \$199 | \$100 | \$411 | \$119 | \$119 | \$119 |
| 28 | | 10500 | \$404 | \$379 | \$330 | \$250 | \$475 | \$473 | \$373 | \$320 | \$205 | \$375 | \$420 | \$194 | \$199 | \$105 | \$431 | \$124 | \$124 | \$124 |
| 29 | | 11000 | \$424 | \$399 | \$350 | \$270 | \$498 | \$495 | \$390 | \$335 | \$215 | \$375 | \$440 | \$201 | \$199 | \$110 | \$451 | \$129 | \$129 | \$129 |
| 30 | | 11500 | \$444 | \$419 | \$370 | \$290 | \$520 | \$518 | \$408 | \$350 | \$225 | \$375 | \$460 | \$207 | \$199 | \$115 | \$471 | \$134 | \$134 | \$134 |
| 31 | | 12000 | \$464 | \$439 | \$390 | \$310 | \$543 | \$540 | \$425 | \$365 | \$235 | \$375 | \$480 | \$214 | \$199 | \$120 | \$491 | \$139 | \$139 | \$139 |
| 32 | | 12500 | \$484 | \$459 | \$410 | \$330 | \$565 | \$563 | \$443 | \$380 | \$245 | \$375 | \$500 | \$220 | \$199 | \$125 | \$511 | \$144 | \$144 | \$144 |
| 33 | | 13000 | \$504 | \$479 | \$430 | \$350 | \$588 | \$585 | \$460 | \$395 | \$255 | \$375 | \$520 | \$226 | \$199 | \$130 | \$531 | \$149 | \$149 | \$149 |
| 34 | | 13500 | \$524 | \$499 | \$450 | \$370 | \$610 | \$608 | \$478 | \$410 | \$265 | \$375 | \$540 | \$233 | \$199 | \$135 | \$551 | \$154 | \$154 | \$154 |
| 35 | | 14000 | \$544 | \$519 | \$470 | \$390 | \$633 | \$630 | \$495 | \$425 | \$275 | \$375 | \$560 | \$239 | \$199 | \$140 | \$571 | \$159 | \$159 | \$159 |
| 36 | | 14500 | \$564 | \$539 | \$490 | \$410 | \$655 | \$653 | \$513 | \$440 | \$285 | \$375 | \$580 | \$246 | \$199 | \$145 | \$591 | \$164 | \$164 | \$164 |
| 37 | | 15000 | \$584 | \$559 | \$510 | \$430 | \$678 | \$675 | \$530 | \$455 | \$295 | \$375 | \$600 | \$252 | \$199 | \$150 | \$611 | \$169 | \$169 | \$169 |
| 38 | | 15500 | \$604 | \$579 | \$530 | \$450 | \$700 | \$698 | \$548 | \$470 | \$305 | \$375 | \$620 | \$258 | \$199 | \$155 | \$631 | \$174 | \$174 | \$174 |
| 39 | | 16000 | \$624 | \$599 | \$550 | \$470 | \$723 | \$720 | \$565 | \$485 | \$315 | \$375 | \$640 | \$264 | \$199 | \$160 | \$651 | \$179 | \$179 | \$179 |

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Real Life Example “Best in Class” Marketers

- YouTube: The Run Experience 58M views, 555k subscribers ; Amanda Run to the Finish 2.3M views, 293 videos, 14k subscribers
- Instagram: runeatrepeat 50k; runtothefinish 66k; sugarruns 32k; itsamarython 26k;
- Pinterest: Paleo Running Momma 172k followers; Milestone Wellness 147k; Amanda Run to the Finish 73k
- Facebook: Loving Running 117k; Running Motivation Group 180k; Fittr Moms 102k