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Chase for Business and Advancing Black Pathways & Advancing Black Entrepreneurs Facilitator Guide

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[Cover]

Facilitator's guide

MARKETING IN A DIGITAL WORLD

How to get noticed and build community online

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About Advancing Black EntrepreneursSM

Chase for Business and Advancing Black Pathways are partnering to deliver Advancing Black Entrepreneurs. This timely educational program offers practical advice and resources to help Black business owners navigate the current times and prepare their businesses for long-term success.

The program has three fundamental components: educational courses, on-demand resources and business spotlights. These components were designed to help meet business needs and provide relevant guidance on a number of topics. Explore some of our educational resources or join one of our partners' training sessions to take the next step.

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How to use this guide

Thank you for presenting “Marketing in a digital world: How to get noticed and build community online.” You’re helping Black business leaders rise to the challenges of today’s business world and gain the skills needed to build a lasting business.

“Marketing in a digital world,” comprises three complementary pieces:

1. **Presentation slides:** These are the slides you’ll load into your webcast software and that participants will see as they follow along with your presentation.
2. **Participant workbook:** This is the PDF or printed document participants will have as a reference during and after your presentation. Please distribute the workbook digitally via the webcast software or by email before the presentation. Feel free to refer participants to additional information in the workbook throughout your presentation.
3. **Facilitator’s guide:** This document will help you prepare for your presentation and serve as your guide as you lead participants through the content. In it you’ll find background information, section summaries, talking points, prompts, definitions and other details.

Each page includes an image of the slide you’re presenting. And throughout this guide you’ll see suggested language that will help you make key points for your audience.

While this guide is meant to provide you with all of the information you need to deliver your presentation, we encourage you to make it your own. Anecdotes and personal observations can add context or highlight important points. As you go through this guide to prepare, look for opportunities to bring in your own experiences and insights whenever possible.

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Presentation timing

Slides 1-8	Introduction to the session	8 minutes
Slides 9-17	Part 1: Your unique business	15 minutes

Slides 18-40	Part 2: Where your customers are	35 minutes
Slides 41-48	Part 3: Maximizing your online spaces	12 minutes
Slides 49-58	Part 4: Analyzing and adjusting	15 minutes
Slides 59-63	Part 5: Own your digital spaces	5 minutes

<p>INTRO SUMMARY</p>	<p>UPFRONT</p> <p>Estimated time: 8 minutes</p> <p>In this section</p> <ul style="list-style-type: none"> ● Presenter introductions ● An introduction to the Advancing Black Entrepreneurs program and partners ● Introductory content about how the world has gone digital ● A brief interactive poll ● A summary of the four sections in this session
<p>Slide 1</p>	<p>Title slide</p>
<p>Slide 2</p>	<p>Introduction</p> <p>Presenter notes:</p> <ul style="list-style-type: none"> ● Introduce yourself and tell the participants a little about who you are — your title, your organization and how you're affiliated with the ABE program.
<p>Slide 3</p>	<p>Advancing Black Entrepreneurs</p> <p>Key points:</p> <ul style="list-style-type: none"> ● We believe we can help more Black entrepreneurs succeed by providing: <ul style="list-style-type: none"> ○ Valuable information ○ Reliable advice ○ Useful tools and resources
<p>Slide 4</p>	<p>Partnering to support Black business owners</p> <p>Key points:</p>

	<ul style="list-style-type: none">• Leading Black business organizations are partnering with Chase for Business.• We're bringing our knowledge and resources together to help Black entrepreneurs make a big leap forward. <p>Presenter notes:</p> <ul style="list-style-type: none">• Feel free to briefly reference any other programs or services your organization is offering for Black business owners.
Slide 5	<p>20%</p> <p>Key points:</p> <ul style="list-style-type: none">• E-commerce sales are projected to rise to 20% by 2024, an increase of about 30% in just three years.• This is a time of transformation. How we shop and who people want to do business with is changing. <p>Presenter notes:</p> <ul style="list-style-type: none">• This is a chance to drive home the value of digital marketing today.
Slide 6	<p>It's a time of opportunity</p> <p>Key points:</p> <ul style="list-style-type: none">• Apps and websites such as Black Business Green Book, SunUp and Black Nation are helping customers and Black business owners find each other.• Today's sessions will help you expand your digital marketing skills so that you can take fuller advantage of today's opportunities. <p>Presenter notes:</p> <ul style="list-style-type: none">• This is a continuation of the points made on the previous slide.• Consider adding your own observations and experiences.
Slide 7	<p>Poll</p> <p>Key points:</p> <ul style="list-style-type: none">• Ask: Have you increased your online business since March 2020?• Answer options could include:<ul style="list-style-type: none">○ Yes

	<ul style="list-style-type: none"> ○ No ○ Not sure <p>Presenter notes:</p> <ul style="list-style-type: none"> ● Direct participants to look at the poll question on the screen. ● Read the survey question and the answer options. ● If you're using webinar software, you should preload the survey question and answers before the presentation so that participants can click their answers and you can see response data in real-time. ● If you're not using webinar software, show this slide and ask for responses via a "hand raise" or other interactive feature of your video conference software. ● Give participants a minute or two and then show the results and/or report the results back to the group.
<p>Slide 8</p>	<p>What we'll cover today</p> <p>Key points:</p> <ul style="list-style-type: none"> ● Your unique business: A brief discussion of branding and marketing strategy. ● Where your customers are: Knowledge and insights on the top three marketing channels for most businesses: websites, social media and email. ● Maximize your online spaces: Thoughts about how content can build momentum across online spaces. ● Analyzing and adjusting: How to look at information and data to make decisions and adjust your approach. <p>Presenter notes:</p> <ul style="list-style-type: none"> ● You'll move through the content quickly during this session. Remind participants that they can dive deeper into the content in their workbook.
<p>PART 1 SUMMARY</p>	<p>PART 1: YOUR UNIQUE BUSINESS</p> <p>Estimated time: 15 minutes</p> <p>In this section</p> <ul style="list-style-type: none"> ● Understanding branding ● Exercise: This not that ● Marketing strategy basics

	<ul style="list-style-type: none">• Empathy map homework• Chat: #1 priority for strengthening your brand
Slide 9	<p>Part 1: Your unique business</p> <p>Key points:</p> <ul style="list-style-type: none">• Let's start by talking about branding.
Slide 10	<p><i>How you show up is as important as where</i></p> <p>Key points:</p> <ul style="list-style-type: none">• Every business has its own flavor.• Effective marketers embrace that uniqueness and cultivate it through their branding and marketing strategy. <p>Presenter notes:</p> <ul style="list-style-type: none">• Feel free to add examples of brands with their own unique flavor or approach.
Slide 11	<p>Branding matters</p> <p>Key points:</p> <ul style="list-style-type: none">• Everything people think and feel about your business is your brand.• Think about what your brand is today and what it can be in the future:<ul style="list-style-type: none">○ Is your brand working for you?○ What are you known for?○ What can you do to build up or change perceptions?• Your digital marketing depends on having a solid brand to build on.
Slide 12	<p>A brand is a work in progress</p> <p>Key points:</p> <ul style="list-style-type: none">• Every brand is a story.• Successful brands resonate with the values and hopes of your customers.

	<ul style="list-style-type: none">● Think about the stories you love:<ul style="list-style-type: none">○ A character wants something.○ They go on a quest or journey.○ They make progress, experience turning points and setbacks.○ Eventually they triumph.● What if you thought of your brand as a character?<ul style="list-style-type: none">○ If your business is small enough, maybe you're the character.● What journey are you and your business on?<ul style="list-style-type: none">○ Tell this story in everything you do.● Brand story can seem abstract when people think about how to apply it. There are at least two basic ways a brand story can be useful that you'll want to try to communicate:<ul style="list-style-type: none">○ A business can tell the story explicitly in a video, on a website, etc.● A brand story is a way to check decisions: "Does this make sense with my brand story?"
Slide 13	<p>Worksheet: This not that</p> <p>Key points:</p> <ul style="list-style-type: none">● Your brand needs a distinct personality.● This exercise is an opportunity to clarify where you stand. <p>Presenter notes:</p> <ul style="list-style-type: none">● Direct participants to p.6 in their workbooks where they can fill in their answers.● Pick out 4-6 brand personality differences and ask participants to raise a hand or use another form of interaction to give their answers. For example, you might ask, "Who's brand has a classic look?" Once folks have finished answering, then ask, "Who's going for a more modern feel?"
Slide 14	<p>Keep working on your brand</p> <p>Presenter notes:</p> <ul style="list-style-type: none">● Point participants to exercises in the previous ABE session "Your Next-Level Business" where they can work on purpose, mission and value statements. There's also an exercise on the brands people love.

<p>Slide 15</p>	<p>Develop a strategy</p> <p>Key point:</p> <ul style="list-style-type: none">● The “7 Ps” represent the considerations for marketing strategy.● Product: Solve a problem for customers.● Price: Find a price that balances profit and demand.● Promotion: Get creative to get your product noticed.● Place: Where your business or product are located matters a lot.● People: Outstanding customer service and real relationships matter.● Process: Get your product out there quickly and efficiently.● Physical experience: Packaging, lighting, smells — every detail matters. <p>Presenter notes:</p> <ul style="list-style-type: none">● The focus here is on a growth mindset as both an opportunity for their business and a way to protect the business.
<p>Slide 16</p>	<p>Homework: Empathy map</p> <p>Presenter notes:</p> <ul style="list-style-type: none">● Direct participants to pages 8-9 in their workbooks where they can answer questions to better understand their top customers.● Walk participants through the main concepts:<ul style="list-style-type: none">○ Identify who your customer is○ What do they need to do?○ What do they see?○ What do they like to do?○ What do they say?○ What do they hear from others?○ What do they think and feel?● Let them know that they can complete this exercise after today's session.
<p>Slide 17</p>	<p>Let's chat</p> <p>Key points:</p>

	<ul style="list-style-type: none"> • What's your #1 priority for strengthening your brand? <p>Presenter notes:</p> <ul style="list-style-type: none"> • Encourage folks to share their answers. • If it's a big group, use the chat feature of your video or webinar software to gather comments, then read a few of the responses. • If you're in a small group, you might ask people to share out loud and why that's their priority.
<p>PART 2 SUMMARY</p>	<p>PART 2: WHERE YOUR CUSTOMERS ARE</p> <p>Estimated time: 35 minutes</p> <p>In this section</p> <ul style="list-style-type: none"> • Website promising practices • How to choose a social media platform + homework • Social media success tips • Email success tips • Lead capture strategies • Other online marketing channels • Chat
<p>Slide 18</p>	<p>Where your customers are</p> <p>Presenter notes:</p> <ul style="list-style-type: none"> • Transition to content in part 2
<p>Slide 19</p>	<p>Website: Your online hub</p> <p>Key points:</p> <ul style="list-style-type: none"> • Think of your website as the center of your digital marketing strategy. • Social media, emails, promotional texts — it all can point back to your website as the central place to find information, make an appointment, buy and more.
<p>Slide 20</p>	<p>People search Google 5.6 billion times per day.</p>

	<p>Key points:</p> <ul style="list-style-type: none"> ● Why is your website so important? Why not point people to your Facebook page? ● Because the first place people go is to Google. ● And when they find your website, they don't need to log in or jump over to an app. You're right there.
Slide 21	<p>What does a professionally designed website need?</p> <p>Key points:</p> <ul style="list-style-type: none"> ● Let's look at how you can build a website that delivers what your customers need. <p>Presenter notes:</p> <ul style="list-style-type: none"> ● Move quickly past this to get to the points on the next slide. ● Remind participants that they can take a closer look at the sample website in their workbook.
Slide 22	<p>What does a professionally designed website need?</p> <p>Key points:</p> <ul style="list-style-type: none"> ● Value proposition: Right away, let your customers know what you're about and how you'll serve them. ● Address, contact information and hours: It's critical that they know when and how to find your business. ● Up-to-date information: People might think you've gone out of business if you don't keep your website updated. ● Streamlined navigation: Help your customers find what they need quickly with navigation headers that make sense. ● Information about you. <p>Presenter notes:</p> <ul style="list-style-type: none"> ● Encourage participants to take a closer look at the example website in the workbook.
Slide 23	<p>What does a professionally designed website need?</p> <p>Key points:</p>

	<ul style="list-style-type: none"> ● Mobile friendliness: More than half of Google searches happen on a phone or tablet. Make sure your website looks good and is easy to use on those devices, too. ● Accessibility compliance: businesses can be sued if their website is not compliant with the Americans with Disabilities Act. Make sure your website is for everyone by following W3C's international accessibility standards. You can find the link in your workbook. ● Images of people: We all like to look at people. Show people who are part of your target audience. ● Testimonials: We're more likely to trust a business if someone has vouched for it. Ask a loyal customer if you can include their comments. ● Shoppable experience: Whether you sell a product or service, make sure it's easy to see what you offer and to take the next step.
<p>Slide 24</p>	<p>Website-building tools</p> <p>Key points:</p> <ul style="list-style-type: none"> ● To create your website you're going to need software. ● There are a lot of low-cost, easy-to-use services for businesses. ● Page 12 of your workbook includes a few popular options. <p>Presenter note:</p> <ul style="list-style-type: none"> ● Encourage participants to look at this section more closely after the session.
<p>Slide 25</p>	<p>Social media: Keeping it real with your customers</p> <p>Key points:</p> <ul style="list-style-type: none"> ● You can't be on every social media platform. ● What's important is that you're where your customers are.
<p>Slide 26</p>	<p>Poll</p> <p>Key points:</p> <ul style="list-style-type: none"> ● What social media platforms does your business currently use? <p>Presenter notes:</p> <ul style="list-style-type: none"> ● Direct participants to look at the survey question on the screen. ● Read the survey question and the answer options.

	<ul style="list-style-type: none">• If you're using webinar software, you should preload the survey question and answers before the presentation so that participants can click their answers and you can see response data in real-time.• If you're not using webinar software, show this slide and ask for responses via a "hand raise" or other interactive feature of your video conference software.• Give participants a minute or two and then show the results and/or report the results back to the group.
Slide 27	<p>How to choose a social media platform</p> <p>Key points:</p> <ul style="list-style-type: none">• Ask yourself questions to understand the strategic advantages of different social media platforms:<ul style="list-style-type: none">○ What do your customers do online?○ What reinforces your brand image?○ Which platforms can help you meet your business goals?○ What gets people excited?○ What platforms are competitors on?○ Where can you put in the time?○ What will be fun for you?
Slide 28	<p>The social media landscape is always changing</p> <p>Key point:</p> <ul style="list-style-type: none">• Don't fall in love with one platform. Change along with your customers.
Slide 29	<p>Homework: Compare social media apps</p> <p>Key point:</p> <ul style="list-style-type: none">• Not sure how the social media platforms are different?• Review each question and circle the answers that most closely match your needs. <p>Presenter notes:</p> <ul style="list-style-type: none">• Direct participants to page 15 in their workbook.

	<ul style="list-style-type: none"> ● Encourage participants to complete the homework exercise after the course.
<p>Slide 30</p>	<p>How to be successful on social media</p> <p>Key points:</p> <ul style="list-style-type: none"> ● Getting on the right platforms is a good start. Now let's talk about how to be successful. <ul style="list-style-type: none"> ○ Create a calendar: This will help you make sure you keep putting out content and can help you time your posts to support your business goals. ○ Experiment with timing and frequency: Are your customers up all night? Do they check their phones at lunch time? Are they local or in every time zone? By switching up the timing of your posts and checking engagement numbers you might see useful patterns. ○ Be yourself: Cut the corporate language. People want to follow business leaders who are insightful and relatable. ○ Amplify community: Shoutouts to neighbors, partners, community groups and others can build goodwill and gain you followers.
<p>Slide 31</p>	<p>How to be successful on social media</p> <p>Key points:</p> <ul style="list-style-type: none"> ● Give more than you take: You can't always be selling or people will unfollow or "mute" you. Instead, focus on what you can do for your followers. ● Ask customers to follow you on social media: The bigger your follower base, the further your content can reach. You'll be surprised by how many customers will happily follow your business. ● Be memorable: Feeds move fast. Give people a good reason to recognize your business.
<p>Slide 32</p>	<p>Should you pay for social media impressions?</p> <p>Key points:</p> <ul style="list-style-type: none"> ● In the early days of social media, you could post content and nearly all of your followers would see it. ● Today, platforms typically limit your reach unless you pay for "boosts" or ads.

	<ul style="list-style-type: none"> ● The good news is that social media ads are pretty inexpensive. <ul style="list-style-type: none"> ○ For example, a boosted post on Facebook typically costs about \$7 per 1,000 impressions (number of times the post shows up in a feed), and you can target your boosts to groups of Facebook users or followers by location, education level, gender and more.
Slide 33	<p>Email marketing</p> <p>Key points:</p> <ul style="list-style-type: none"> ○ Social media might be big, but it hasn't replaced email.
Slide 34	<p>46%</p> <p>Key points:</p> <ul style="list-style-type: none"> ● 46% of customers believe email is the best channel for company contact, preferring it almost twice as much as any other channel.
Slide 35	<p>Email success strategies</p> <p>Key points:</p> <ul style="list-style-type: none"> ● You can send regular newsletters, promotions, announcements and more via email to hundreds or even thousands of people. ● Here are a few ways you can make sure your emails deliver results: <ul style="list-style-type: none"> ○ Focus on the open: A compelling subject line is the biggest driver of your open rate. Just be careful you're not putting clickbait out there. If people think your subject line is a trick, they won't open your emails and might even report your email as spam. ○ Develop a call to action: What do you want your customer to do after they open your email? Make sure you provide a clear, specific CTA so that your email can accomplish your goals. ○ Personalize your message: We all know that these emails go out to a lot of people, but when people see their name in the subject line or message it's human nature to feel a little special. ○ Create FOMO: No one wants to miss out on a deal or a bit of fun.
Slide 36	<p>Email marketing systems</p>

	<p>Key points:</p> <ul style="list-style-type: none">● To send emails to a customer list, you need an email marketing system. Here are a few of the most popular options:<ul style="list-style-type: none">○ Mailchimp○ Constant Contact○ Hubspot○ Campaign Monitor○ ActiveCampaign <p>Presenter notes:</p> <ul style="list-style-type: none">● Direct participants to p.20 in their workbook and let them know that they can find more information about each system there.
Slide 37	<p>Email lead capture strategies</p> <p>Key points:</p> <ul style="list-style-type: none">● Pop-ups: A quick message that pops up when people visit your site can be very effective.● Giveaways: In exchange for something free, people will often trade their email address.● Social media promotions: Ask your social media followers to sign up for emails.● Opt-in at purchase: Include a box customers can check to hear about news and future discounts.● Tools or resources: If you have a valuable tool or resource that you're offering for free, ask customers to provide contact information to access it.● Contests: It's a win-win. They get a chance at a great prize and you have their contact information.
Slide 38	<p>More email strategies</p> <p>Key point:</p> <ul style="list-style-type: none">● Segment and target your audience: Targeting your messages to specific audiences ensures your recipients will be more likely to pay attention to your emails and allows you to offer exactly what your customer wants.

	<ul style="list-style-type: none"> ● Make it valuable: Focus on what your customers want, otherwise your messages will end up in the trash. ● Develop a cadence: If your customers know that your messages come roughly at the same time each week or month, many will look forward to your email. ● Timing is important: Messages can get buried in inboxes fast. Try to send your emails when your customers are most likely to be checking.
<p>Slide 39</p>	<p>How else can you market your business online?</p> <p>Key points:</p> <ul style="list-style-type: none"> ● Review sites such as Yelp, Angie and Google My Business ● Digital ads on popular, local or industry-specific websites ● Videos that can both live on a video platform and be reused in many other spaces ● Texting updates, reminders, special offers and more ● Delivery apps take monitoring and management to make sure your business shows up the way you want ● Amazon is the biggest e-commerce platform in the U.S. A presence there can be helpful.
<p>Slide 40</p>	<p>Let's chat</p> <p>Key points:</p> <ul style="list-style-type: none"> ● Which digital marketing space do you think offers you the biggest opportunity over the next 12 months? <p>Presenter note:</p> <ul style="list-style-type: none"> ● Encourage folks to share their answers. ● If it's a big group, use the chat feature of your video or webinar software to gather comments, then read a few of the responses. ● If you're in a small group, you might ask people to share out loud and explain why this opportunity feels important.
<p>PART 3 SUMMARY</p>	<p>PART 3: MAXIMIZING YOUR ONLINE SPACES</p> <p>Estimated time: 12 minutes</p>

	<p>In this section</p> <ul style="list-style-type: none">• SEO tips and homework• Automation tips• Multichannel marketing ideas• We Dat's quote• Chat
Slide 41	<p>Maximizing your online spaces</p> <p>Presenter note:</p> <ul style="list-style-type: none">• Transition to next part
Slide 42	<p>A holistic approach can save time and money while improving results</p> <p>Key points:</p> <ul style="list-style-type: none">• You don't want something you put a lot of time and work into to just disappear.• You can find ways to keep it alive and to amplify all of your content.
Slide 43	<p>SEO</p> <p>Key points:</p> <ul style="list-style-type: none">• Search engine optimization is about making sure your website shows up near the top of search results.• Keywords are critical. Use the words and phrases on your website that your customers use.• Make sure all of the metadata on your website is filled in, including: titles, headers, page descriptions and alt text for images.• Figure out how to get other websites to link to your site. Google considers this a marker of both usefulness and trustworthiness.• Create a Google My Business profile so that local customers can find you easily when they search. <p>Presenter notes:</p> <ul style="list-style-type: none">• Let participants know that there's more information in their workbook on page 24.

<p>Slide 44</p>	<p>SEO Jump-start</p> <p>Key point:</p> <ul style="list-style-type: none">● Get started generating keywords, researching backlinks and improving site performance. <p>Presenter notes:</p> <ul style="list-style-type: none">● Direct participants to complete the exercise on pages 26 & 27.
<p>Slide 45</p>	<p>Automation</p> <p>Key points:</p> <ul style="list-style-type: none">● Automated messages can help you stay connected with customers without taking a lot of time.● Automated messages can go out as emails, text messages, social media messages and chats on specific platforms.● You'll typically need a CRM system or other database that tracks customer information.● Types of automated messages include:<ul style="list-style-type: none">○ Welcomes: Greet new subscribers or social media followers.○ Reminders: Make sure customers don't miss an event or appointment.○ Drip campaigns: Build interest in your business through multiple messages.○ Requests for feedback: After a purchase, ask how it went.○ Recommendations: Send customers information about other products they might like.○ Celebratory occasions: Wish customers a happy birthday
<p>Slide 46</p>	<p>Multichannel marketing</p> <p>Key points:</p> <ul style="list-style-type: none">● An effective marketing strategy takes advantage of the opportunity to use marketing content again to reach new audiences in new ways.● Let's look at one example of how you can think about content across multiple marketing spaces.● You've started a blog. Where else can the content go?<ul style="list-style-type: none">○ Link on social media

	<ul style="list-style-type: none"> ○ Include an excerpt in an email ○ Post the blog as a tweet thread ○ Use a lead capture form on the blog site to gain new email followers ○ Post images from the blog post on social media
<p>Slide 47</p>	<p>“People tagged me...”</p> <p>Key points:</p> <ul style="list-style-type: none"> ● Here’s an example of a real business that used social media to reconnect with customers on social media and pivoted his business toward new opportunities. <p>Presenter notes:</p> <ul style="list-style-type: none"> ● Encourage participants to read the full story in the workbook on page 29.
<p>Slide 48</p>	<p>Let’s chat</p> <p>Key points:</p> <ul style="list-style-type: none"> ● What are some of your ideas for how to market across multiple spaces? <p>Presenter notes:</p> <ul style="list-style-type: none"> ● Encourage folks to share their answers. ● If it’s a big group, use the chat feature of your video or webinar software to gather comments, then read a few of the responses. ● If you’re in a small group, you might ask people to share their ideas out loud.
<p>PART 4 SUMMARY</p>	<p>PART 4: ANALYZING AND ADJUSTING</p> <p>Estimated time: 15 minutes</p> <p>In this section</p> <ul style="list-style-type: none"> ● SMART goals ● Establishing metrics ● Other marketing data ● Poll ● Learning culture tips

	<ul style="list-style-type: none">• Homework on creating a dashboard
Slide 49	Analyzing and adjusting Presenter note: <ul style="list-style-type: none">• Transition to next part
Slide 50	To make your digital marketing... Key points: <ul style="list-style-type: none">• Digital tools offer a wealth of information.• How do you know what's important?
Slide 51	Make your goals SMART Key Points: <ul style="list-style-type: none">• Knowing what information and data to track starts with your goals• Check your goals using the SMART system to make sure that you can track your progress effectively.<ul style="list-style-type: none">○ Specific○ Measurable○ Achievable○ Relevant○ Time-bound Presenter note: <ul style="list-style-type: none">• Refer participants to page 30 in their workbook for more information.
Slide 52	Establish metrics Key points: <ul style="list-style-type: none">• What marketing numbers matter?• A few places to find useful metrics:<ul style="list-style-type: none">○ Google Analytics○ Email marketing systems

	<ul style="list-style-type: none">○ Social media analytics <p>Presenter notes:</p> <ul style="list-style-type: none">● Let participants know that workbook pages 31 and 32 include a lot of specific metrics to consider.
Slide 53	<p>Other kinds of marketing data</p> <p>Key points:</p> <ul style="list-style-type: none">● Online surveys can provide a wealth of information about what your customers really think and feel.● A net promoter score is a quick 1-10 snapshot of how your customers feel about your business.● ROI calculations can tell you whether your marketing efforts are delivering revenue.
Slide 54	<p>Poll</p> <p>Key points:</p> <ul style="list-style-type: none">● How often do you review marketing data? <p>Presenter notes:</p> <ul style="list-style-type: none">● Direct participants to look at the poll question on the screen.● Read the survey question and the answer options.● If you're using webinar software, you should preload the survey question and answers before the presentation so that participants can click their answers and you can see response data in real-time.● If you're not using webinar software, show this slide and ask for responses via a "hand raise" or other interactive feature of your video conference software.● Give participants a minute or two and then show the results and/or report the results back to the group.
Slide 55	<p>A learning culture is essential</p> <p>Key points:</p> <ul style="list-style-type: none">● Don't let your marketing data go ignored.

<p>Slide 56</p>	<p>How to build a learning culture</p> <p>Key points:</p> <ul style="list-style-type: none">● Collect data at regular intervals: The first step in making data analysis a habit is having the data in hand.● Maintain “clean,” useful data: Inconsistent or messy data is not useful.● Create a dashboard where you can see all of your metrics in one place: This is a way to see the big picture in all that data.● Regularly share what you’re learning: When you socialize the information, people can use it to do their job better and you can ask them for insights based on what you shared.● Encourage experimentation: This is learning in action.
<p>Slide 57</p>	<p>Have you tried A/B testing?</p> <p>Key points:</p> <ul style="list-style-type: none">● The basic idea is to create two marketing pieces that are only different in one important way.<ul style="list-style-type: none">○ For example, an email with two different subject lines.● You put each marketing piece into the world and see which one does better.● It’s a simple, but powerful idea.● Many marketing technology systems include built-in tools to help you conduct A/B tests.
<p>Slide 58</p>	<p>Homework: Create a dashboard</p> <p>Key points:</p> <ul style="list-style-type: none">● You don’t need expensive software to have your own dashboard.● On pages 36 and 37 you can begin planning your own dashboard. <p>Presenter notes:</p> <ul style="list-style-type: none">● Encourage participants to complete the exercise after the session.
<p>PART 5 SUMMARY</p>	<p>PART 5: KEEP PUSHING</p> <p>Estimated time: 5 minutes</p> <p>In this section</p>

	<ul style="list-style-type: none">• Conclusion• Chat• Questions
Slide 59	<p>Own your digital spaces</p> <p>Key points:</p> <ul style="list-style-type: none">• Get your business out there and create more opportunity. <p>Presenter notes:</p> <ul style="list-style-type: none">• Transition to conclusion.
Slide 60	<p>Now's the time to claim your space online</p> <p>Key points:</p> <ul style="list-style-type: none">• Can you see a way to take your marketing to the next level? <p>Presenter notes:</p> <ul style="list-style-type: none">• Point participants to their workbook, where on page 38 there are a few questions to help them summarize the progress they made during this session.
Slide 61	<p>Let's chat</p> <p>Key points:</p> <ul style="list-style-type: none">• What's the first thing you're going to do to raise your digital marketing game? <p>Presenter notes:</p> <ul style="list-style-type: none">• Encourage folks to share their answers.• If it's a big group, use the chat feature of your video or webinar software to gather comments, then read a few of the responses.• If you're in a small group, you might ask people to share out loud and why that's their priority.
Slide 65	<p>Questions?</p> <p>Presenter note:</p> <ul style="list-style-type: none">• Leave time for one or two questions.

Slide 66

Thank you

Presenter notes:

- Thank participants for joining.
- Direct participants to learn more by contacting a Chase business consultant.
- Point participants to other educations offered through the ABE program.
- Let participants know about other programs and resources your organization offers.