

Looking for Money? Get Some Common Sense Advice on SBA Loans on Page 3

August 2014

The Monthly Resource Guide For Startup Businesses

NEW BUSINESS

MINNESOTA



Special Report

Landing More Sales

The key to landing more sales is to know your strengths and weaknesses. Then choose the right tools to identify your prospects, turn them into leads and convert them to customers. New Business Minnesota presents these experts to help show you the way: **Dave Meyer**, BizzyWeb (Web and Social Media) **Scott Jacobson**, Your Best Next Step (Sales Process); **Jeff Ferrazzo**, Constant Contact (Email Marketing); and **Dean Hyers**, SagePresence (Sales Presentations).

Landing More Sales

Strategies To Help You Grow Your Business.

From the Publisher:

Business owners all want to increase sales. Even startups that launch like a rocket and taste immediate success have to keep the sales effort going lest it start fizzling from neglect in the next quarter.

To survive in this changing economy, you need to be aware of the latest strategies, tools and techniques for filling the sales pipeline, managing the process and bringing in more business.

*The goal of “Landing More Sales” is to introduce new and small business owners to leading local experts who can show them what is available in the Twin Cities. **New Business Minnesota** approached the experts on these pages to share their expertise and offer insights into the knowledge every new business needs to land more sales.*

These authors will share more information during a free interactive workshop and networking event being planned in September. For more details and to register, go to www.newstartupmeetup.com

Land More Sales by Marketing Smarter Online

Use These Simple Tips to Get the Customers You Want.

By Dave Meyer
BizzyWeb

“Work smarter, not harder” is a common mantra in small and new businesses. Now more than ever, online marketing can help you do more with less time, money and energy – you just need to know what tools to use and how to use them. Landing sales online is a four-step process: Engage, Inform, Capture and Convert.

Engage: Find the right customers by profiling your best, most profitable prospects. Profile your favorites and build your online marketing to speak directly to their needs.

This is where social media shines: reach out to your customers where they spend their time. LinkedIn is great for Business to Business (B2B) and corporate clients, Facebook is perfect for mass audience appeal, Twitter is best for small snippets of information to urban and mobile prospects, and Google Plus is best for techies and for boosting your search engine rank-

Call To Action

BizzyWeb is offering New Business Minnesota readers a special deal for the month of August! This month we're offering \$300 in free "BizzyBucks" on any new program at BuzzBuilders.com to help you Optimize, Promote, Generate Leads or Retain Customers for your business.

Or if you'd like to get a fully-optimized website done in a single weekend, check out BizzyWeekend.com to create your new website from start to finish in just two days!

Visit BizzyWeb.com/NBM for information on both offers, or register for our FREE BizzyWebinars each Wednesday at noon at BizzyWeb.com/BB.

ings. Video and email can also reach your clients in an engaging way.

Inform: This is where your website comes in. Put information on your site that tells HOW you can help your customers better and WHY they should work with you. Nobody cares if you're #1 or how many years' experience you have. Illustrate your prospects' pain points and their unmet needs, and show them how you can help. Be sure to include relevant calls to action on every page to tell them how to take the next step.

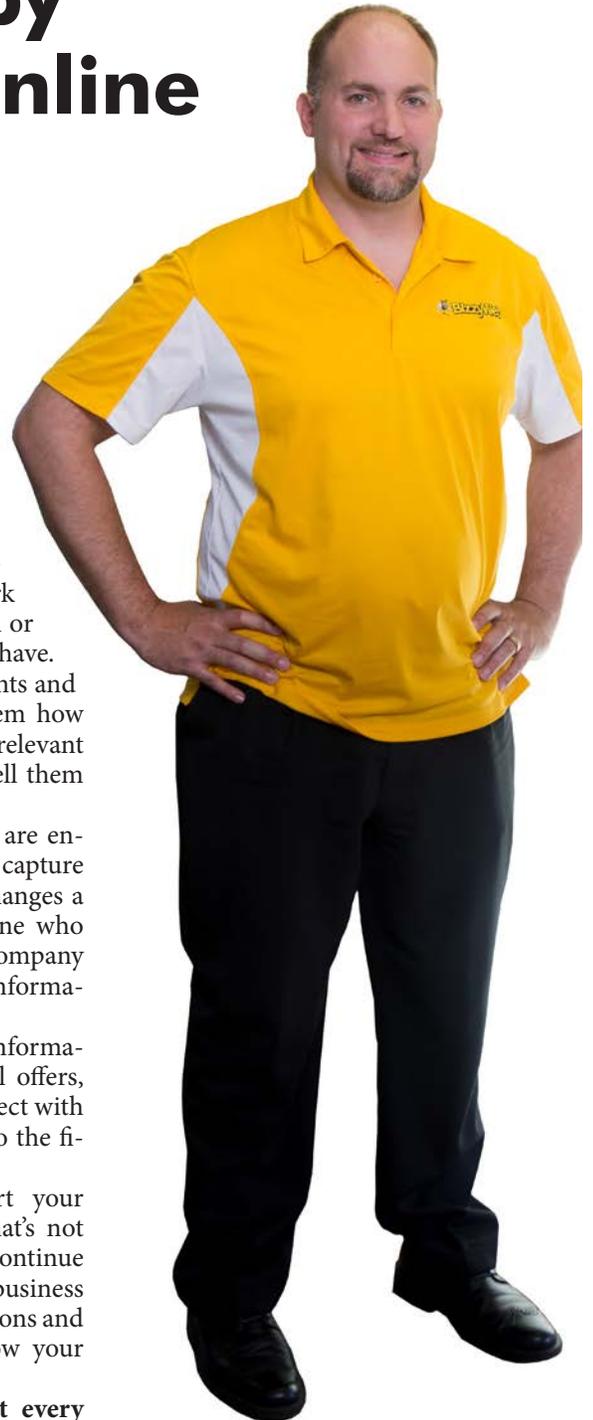
Capture: Once your prospects are engaged and informed, you can capture their information. This is what changes a suspect into a prospect – someone who shows enough interest in your company that they're willing to share their information with you.

Once you've captured their information you can send emails, special offers, or reach out and continue to connect with your visitors until you've gotten to the final step:

Convert: Finally, you convert your prospect into a customer. But that's not the end of the process – you can continue to engage and inform to get more business and referrals. Give them more options and choices and they'll help you grow your business.

Here are the basic tools that every business needs online:

- **A great Website:** It needs to be easy to update, optimized for search engines (more below), and must be “mobile responsive” to look great on PCs, tablets and phones. Let your site do the heavy lifting for you: At BizzyWeb we design our sites to seamlessly integrate with social



media by auto-posting your content to all your networks with a single click.

Make sure your site is designed to capture your visitors' attention, speak to their needs and how you can help them, and focus on relevant calls to action so they know what to do next. A website can serve

BizzyWeb Continued on Next Page



The BizzyWeb team: Larry Seth, Andy Wojtowski, Kevin Broadbent, Jessica Moretter, Ryan Lindquist. Front Row: Dave Meyer, Jen Meyer.

as a lead-generation funnel, and it's the one place on the web you truly own.

Choose a short, easy to remember domain name, and go with a ".com" address if possible. You can get cheap hosting on your own and suffer down-time and frustration, or hire a company like BizzyWeb to host your site for just \$25 per month.

- **Search Engine Optimization:** Your website needs to tell search engines what you specialize in, including key search terms, if you want customers to find you. What would your customers type in the "search" box if they were trying to find you online?

Make sure you include those phrases in your metadata, page content and links. Optimized page content is at least 300 words in length, includes links to other pages on your site and to other high-ranking sites.

Don't over-do the keywords... if any more than 5 percent of your content is keyword-related, you risk getting penalized by Google for "keyword stuffing." Focus on relevant content and update your site at least once a week to keep search engines interested.

- **Social Media:** Facebook, LinkedIn, Google Plus, Twitter, Pinterest and more all relate directly to specific audiences. Remember to keep your conversations "business casual" and speak to your prospects' needs. Social content is a lot like networking in real life – it needs to include conversation with your audience, encourage

them to share their thoughts, and can't be too sales-oriented.

If you've already set up your social accounts but haven't looked at them in awhile, be sure to update your designs as all the big networks, Facebook, Twitter, and LinkedIn especially, have redesigned their business pages dramatically in the past 6 months.

- **Google Places/Yelp/Yahoo Local/etc.** – online directories and review sites are a great way to level the playing field with your competitors. When someone searches for what you do and they're physically located close to you, you'll show up higher on the list than others who aren't nearby. This is especially important for prospects searching on mobile devices.

- **Email marketing** – It's possible to send messages right to the inboxes of your best prospects. Drip campaigns can contact customers and prospects without any additional effort on your part, and you can send messages to your ideal clients with targeted lists. Keep your subject lines short and actionable to draw readers in, and be sure not to spam with irrelevant messages.

- **Paid advertising** – In today's world, sometimes you need to invest to make sure your messages are seen. The good news is that paid advertising allows you to target exact keywords, messages, and even specific audiences to make sure your messages are seen at exactly the right time, in the best context, and to meet your budget.

Ads on Google or Facebook let you target specific customers and get your messages to them right when they're searching for your product or service, and the feedback is immediate and measurable.

Just make sure you're driving your ads to a dedicated landing page that directly relates to the offer or ad you're using to drive sales to your business.

Follow the process to land the sale – no matter how many hits your beautiful new site gets, Facebook Likes you have, or followers you have on Twitter, it won't help if you don't show your customer how to buy from you or find out more. Move them to the next step by asking them to sign up for an email newsletter for special offers, tips and advice.

Let them join your online club on Facebook, and be sure to reward them for doing so. Remember to Engage, Inform, Capture and Convert in your online marketing, and work your plan.

Hire a guide – finally, sometimes it seems like there are just too many choices and options, and it can be tough to figure out how to make the Web work for you. Hire a guide to set you on the right path, show you what works and fast track your success. It's the quickest way to success.

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Dave Meyer, president and owner of BizzyWeb, creates search-engine optimized, mobile-responsive websites that cross-publish to social media with a single click, saving businesses time and money. Reach BizzyWeb at (612) 424-9990, sales@bizzyweb.com, or check out special New Business Minnesota deals at BizzyWeb.com/NBM.

Know How to Play Your Role on the Sales Stage

Developing Acting Skills Can Give You Poise Under Pressure, Connect with Prospects.

By Dean Hyers and Pete Machalek

SagePresence

If you want to land more sales, remember the immortal words of William Shakespeare: “All the world’s a stage.” In the theater of sales, you have a role to play, a scene to present and an audience to enthrall.

Theater? Sales? It’s really not much of a stretch. Before we started SagePresence, our background was in film, creating stories and working with actors. Pete had a master’s degree in film and communication theory. Dean was directing and writing independent feature films. We had no idea where this background was going to take us.

When Dean was preparing his first feature film, we created a workshop to provide a practice environment for actors. The workshop used improvisational acting techniques to developing an emotional connection between actors who needed to establish an authentic persona on the spot. We gave directions to our actors to make sure there was a powerful beginning, middle, and end to each scene.

The key to good acting is to be authentic under pressure. We focused on true emotion, so they could be who they needed to be, whatever the role. Shifting the situations around them forced them to think on their feet. Then we’d give them assignments to practice between sessions.

An odd thing started happening. People kept coming back to the workshops, even those who had no ongoing interest in becoming actors. They came back for the skills and the empowerment they were using in their daily lives, both personal and professional.

They told us that the workshop techniques helped them think faster on their feet and easier to express themselves. One student told us that her boss, who had previously barely known her name, overheard her talk about the company, and liked what she said so much that he asked her to take on more of a sales role. They were contrib-



Dean Hyers and Pete Machalek of SagePresence

uting more to their businesses and climbing in their careers, and they were chalking it all up to the workshop.

Then out of the blue, the Department of the Interior wanted us to teach acting to rookie undercover agents at their spy school. They found us because we were the only improv trainers that weren’t about doing comedy.

We realized that the skills we were building were truly universally useful – that everyone has high-pressure “make-or-break” moments, where the difference in success and failure all comes down to what you say and how you say it. We were particularly good in giving people the ability to find the right words and deliver them with conviction.

So we created our company, SagePresence. We provide training and coaching for speaking, presentations, sales, networking and leadership. We help business grow by giving their teams the skills they need to win

new clients.

Many of our clients participate in competitive interviews to win architectural, construction, or engineering projects. We help the team design a compelling message that speaks directly to their decision board’s interests, and show them how to deliver that message with passion, confidence, and authenticity. We help them be the team that the decision-makers want to work with.

One of the first firms we worked with scored a \$42 million contract after we coached and directed their team. To date, the clients we’ve coached have used our techniques to rack up \$3.5 billion in new business.

So what can you as a small business owner learn from all this? The worst mistake professionals make in a sales situ-

SagePresence
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ation is to let the pressure derail them. It can be so bad they not only can't be themselves, they don't know who to be or how to be.

As a result, they come across as inauthentic, or wooden and lifeless. Their personality is gone and all their charisma with it. They begin to question themselves and it shows in their body language. Stress shuts them down.

Through our training and coaching, we give them the performance tools to forge an instant connection with the audience, let their authentic personality out, and have confidence that shines through.

We help design and structure their message so it will play in an interactive environment. The message has to be a part of them so they can respond to anything that might happen. There can't be a script to follow because there is no way of knowing what the first question, side comment or distraction will be. But there can be a design and a game-plan, and a story that our clients build before their prospects' eyes.

The magic formula is to ingrain the process so they are "walking ready" when they take the stage. The Q&A session is now an improv opportunity, which they have been practicing. They will be able to respond to even hostile questions with powerful answers that advance the message.

Telling a Story

The formula we use is a story structure that all human communication is based on. A story moves forward, and it pulls audiences with it.

To get your teenager to clean their room, don't just tell them what they have to do. Instead, structure a story that will motivate them. "I know you want to go out with friends on Friday, but I'm afraid you're going to be stuck here cleaning. What if you put in two hours today and tomorrow? If you do that, you'll be free and clear to go out Friday." That story flows to the positive.

Use the same story technique in a sales presentation. When the audience asks why your price is so high, your emotions can kick in, accidentally having you sound defensive. Instead, use the story formula to shift the discussion – jiu-jitsu like – towards them. Using empathy, connect with the question-

ers. "You're faced with three prices and the highest one creates some challenging questions. Let me help you by showing what that price represents so that all your questions are resolved."

With that simple statement, you are now joining the panel in their challenge to get their questions resolved. The panel becomes the "main character" in the story you're telling, which works immediately in grabbing their attention and telling them what they need to hear. The curtain closes and all join hands and bow.

In our line of work, we can't guarantee a sale. Our definition of success can only be that you feel great about your message, and confident in your ability to deliver it. But having said that, our clients win against their competitors 17 times out of 20.

Presentation Advice

Don't make yourself the center of attention. If you go in thinking, "It would be so great if we win this," you run the risk of looking self-conscious or full of yourself, which will make you sound nervous or arrogant.

Your presentation is not about you. It's about helping them. Don't go to an interview to sell. Go to help the interviewers. In the end, they get an experience of working with you and getting your recommendations to solve their problems. And that, more than anything, will inform their decision of who they choose to hire.

Good presenting is not about perfection. Good filmmakers want their audience to like their character, so they give those characters flaws. Perfect characters aren't relatable. So don't worry about stumbling on a word or losing your place. Instead, focus on communicating your genuine caring and sharing your expertise.

Don't do a data dump. People think dumping a lot of data about their company is impressive. But actually, it's stultifying. Instead, organize and structure your information so it

tells a story that your audience cares about.

Have a genuine connection. Have a personality (your real one) and be with them. Use the meeting or presentation to give them an experience of what it will be like to work with you. The average presentation audience will remember who you are, but only 7 percent of the reason they remember you has to do with the words coming out of your mouth. The rest is entirely up to who and how you're being as you speak to them.

Presentations can be interactive. Most of our clients would rather have a conversation with a prospect than deliver a presentation to them, but they don't know how to make that shift. The sooner you ask your prospects questions, the sooner you get them to engage, the more conversational the whole experience becomes.

Elevator Speech

The elevator speech is the most important presentation you will make, because you will use it every time you introduce yourself, and you only get one opportunity to make a first impression. Don't waste time talking about you or your company. Instead, talk about about the clients you help. If you're an accountant, say you help business owners who are facing tough issues managing complex tax laws. Or say you provide the skills that can help business owners keep more of their money.

Conclusion

By using preparation processes we honed on the film set, we help our clients tell an engaging, memorable story of the people they take from a not-so-happy beginning situation to a vastly better ending situation. We position them as the hero of the story that their prospects want to live into.

The world is indeed a stage and we're all actors. When you need to play the role of a sales person, make sure you learn your part, know your story, and win over your audience.

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Call To Action

Call to schedule a free consultation at (612) 384-0763. Check out Dean Hyers' TEDx talk, "The Age of Authenticity: Taking The Game Out of Communication," at: www.sagepresence.com/speaking/. Register for the SagePresence blog at www.sagepresence.com/blog/

Dean Hyers and Pete Machalek are principals of SagePresence, a boutique Learning & Development company that helps teams grow their business by elevating their ability to develop professional relationships and present their company's core value everywhere from the networking floor to the sales presentation and the interviewing hot seat. They can be reached at

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Use Marketing to Drive/Support Your Sales

Structured Marketing Plans Can Build More Leads, Manage the Sales Pipeline and Bring in More Sales.

By **Scott Jacobson**
Your Next Best Step

Everyone wants more sales. Often they are so eager to get more, they will spend more and do more, even if they end up wasting more and getting less. Sales is a process and the truth is many business owners have yet to figure out how it all works.

Is the sales process a mystery? Not if you truly understand your market, your customers, your marketing and your sales people. Those are a lot of pieces that need to fit together a certain way. Even if you have all the pieces, it doesn't mean you'll assemble them correctly and get the sales results you were seeking.

As the president of Your Best Next Step, a strategic marketing company that helps entrepreneurs accelerate the conversion of leads to sales, I have spent years working with businesses to uncover a sales process that delivers results for them.

Mostly I've worked with new, small and mid-sized companies to develop a sales process that fits their budgets, their goals and their ability to execute.

Along the way I have encountered a lot of the same challenges, problems, misconceptions and mindsets that need to be addressed as part of building a successful process.

For me, building a marketing plan is foundational and it is built layer upon layer with the ultimate goal of generating more leads, converting more leads to customers and doing it in the shortest time possible.

Two Meeting Process

Setting a course doesn't have to be long, drawn out thing. I have created a two-meeting process to get it done quickly. Each meeting is only two hours, but it's a pretty intense look at what they've been doing, what's worked, what hasn't and what is the next best step. The old way would have been

linear, time consuming and very expensive.

In the first meeting, we find out what they want. A company that wants to double in size in next five years will need a much different marketing plan than a business owner who has three kids at home and may be more risk averse and less aggressive.

Essentially, I do a mash up of their experiences, my experiences, the fundamental rules of marketing, internet marketing, direct mail, new and old strategies and all are focused around their prospects.

It's a natural organic method and it all happens very quickly and effectively, then we cut to the chase, put a plan together and start testing the results.

In only two meetings we can find the holes and dead ends in their current customer acquisition process. Those are the places where their prospects go to languish and die or drift off to a competitor.

Together we'll wrestle with features versus benefits. Why do customer buy from them? If it is because they're cheaper, it can be hard to admit because it makes them sound cheaper. If it's not service or customer relations, it's OK to go with price differentiation, and maybe we'll go with a word different than "cheap." But we will be honest about why customers buy.

If they insist that clients buy because their product is great, outstanding and it rocks, they need to explain why they are selling it for 30 percent less than the competition. If it's so great, why not charge more?

If the product isn't selling, it could be that it isn't that good and they are deceiving themselves. Or it could be it is that good but there is a credibility issue with prospects and you need to build credibility, using lots of testimonials.

Your Best Next Move
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Marketing Doesn't Work?

Clients often tell me their marketing doesn't work. The ROI is not what they hoped for. Direct mail doesn't work. Trade shows don't work. Social media is a time suck. Nobody reads any more. Bewilderment, confusion and frustration. They are ready to abandon all marketing hope.

Then I look over one of their direct mail pieces. It was well written, graphically pleasing and nicely done. It failed because it was all features and no benefits. It said what the company did, but didn't give the reader any reason to call. There was no offer or suggestion that it offered something different than their current vendor.

All it really says is they are in this business and here is the phone number in case you discover a reason to call. That won't do much to lure them away from their current supplier.

The goal was to generate leads, but because the piece was so poorly built, there was no way to know whether it worked. There was no way to test it.

So you can safely conclude that bad marketing doesn't work.

Landing More Sales

Marketing should be setting up the sales force to help prospects uncover fears and emotions and reveal the benefits they desire. You need to speak directly to those issues and prove that your company is credible.

I was working with a sales training company that targeted the VP of sales at large companies. I was told that those VPs were fearless with "egos times 10" and there was no room for an emotional appeal.

By asking the right questions, I discovered that those VPs' average job tenure had

fallen to 10 months from 18 months. They may have been fearless about many things, but they definitely feared losing their jobs. With a new approach, we found that they were more interested in the benefits of sales training than before.

I help clients see a prospect in deeper, more impactful way that leads to more sales.

Follow Up

Marketing is also an essential tool in building and maintaining follow-up impact. Your sales people can have a great call and knock it out of the park, but the credibility and trust they built starts to leak the minute they get off the phone. In six months it may be depleted.

Meanwhile, competitors are moving in and muddying things up, further weakening any gains the sales people made.

A week after you finish a sales call, send an email that shares success stories with companies like theirs, just like you promised you would. This follow up underscores the trustworthiness and credibility you had established on the first call. The email is the proof.

Two weeks later, you share some more information and educate them a little more on the product. Even if they already know what you're sharing, it's good. If they don't know, it's better.

All of these touches need to be deliberate and well thought out. I help clients work on the scripts and scenarios for maximum impact.

Common Mistakes

Rationalization. You acknowledge that your web site is difficult to navigate, but you don't want to change because...well... you want prospects to call anyway. Do you really

want to have a hurdle like that? Does that attitude help growth? Be honest with yourself.

Not having a strategy. That means just blindly spending money. Don't do social media because you feel an obligation. Do it because it supports your sales team by bringing in leads or drives traffic to your web site.

Not testing. I come across companies that routinely run mail or email campaigns, apparently just for the sake of sticking to a schedule. There are no metrics, no measurements, no testing of offers or call-to-action language. Testing will sharpen your message and lead to better results. If you don't want to test, don't do it.

Not defining what success looks like. If you decide to do social media, email or attend trade shows, you should have a goal. At trade show, you might want orders? Or a certain number of calls from an email campaign or click-throughs on your web site. Even if you have to guess, set a goal and compare it to results.

Do-it-yourself. Marketing is a profession that requires talent, skill, education, knowledge and experience. Just because you are great at sales, or managing, or have done one direct mail campaign in the past, does not a marketer make. Your money is better spent doing a little with a marketing pro than doing a lot on your own.

Unreasonable Expectations. How long should the sales process take? The simple answer is: long enough to complete the sale.

Obviously, most business owners want the shortest process possible. Ultimately, the buyer sets the buying schedule. You need to pay attention to where they are in the sales process or you'll miss the opportunity to be there when they are ready to buy.

I help my clients engage in what is called "life cycle marketing," where the sales people will be asking the right questions to uncover their time table and the right time to contact them. You've already identified that they need your product and can benefit from it. Now you manage the pipeline.

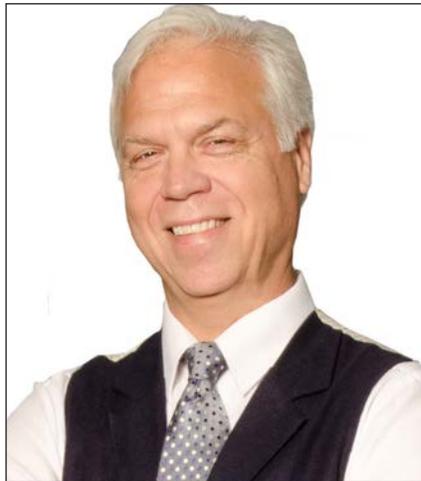
Conclusion

I have tremendous respect for all clients. They're in business, making money, have happy customers and are living the American Dream.

I never want them to feel like I'm trying to fix them. My goal is to provide focus and insight to their sales and marketing efforts to get them more leads, convert more leads to customers and do it in the shortest time possible.

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Scott Jacobson is president of Your Best Next Step, a strategic marketing company that helps entrepreneurs accelerate the conversion of leads to sales. Scott works with business of all sizes that need processes designed to get results quickly and uncover opportunities and break through road blocks. He can be reached at (952) 896-0062 or scott@yourbestnextstep.com. www.yourbestnextstep.com.



Be Where Your Customers Are

Drive Your Sales With Engagement Marketing to Reach Prospects on Multiple

By **Jeff Ferrazzo**
Constant Contact

For most of us, email is the first thing we check in the morning. Email is also the most relied upon online form of communication for your customers and prospects. Email has become a proven tool and a key marketing element to many small businesses.

But where does social media marketing fit in? Small businesses often struggle trying to choose one form of marketing over the other because of constraints on their time or budget. The reality is it needn't be an "either/ or" proposition. Real success comes from a combination of email marketing and social media, and it doesn't have to be difficult or time consuming to do both.

Be Where Your Customers Are

People want to connect with businesses and organizations. Some of your customers will prefer to reserve Facebook for friends and family and aren't looking to "Like" a brand on Facebook. Others will use Twitter to learn from businesses that inspire them or to simply keep track of the latest deals. Some just prefer to get an email. In essence, your customers want choices.

It doesn't really matter how your cus-

Call To Action

If you want to dig deeper into the topic of social media, email marketing and engagement marketing, consider attending one of my many free local educational seminars. For more information, Text Jeff to 42828 and sign up for my newsletter.

tomers keep in touch as long as your message meets them where they are. For most businesses and organizations, having a presence in both email and social media is critical.

Getting Started

The first thing to do after you set up your social media accounts is to let people know and then ask them to like, fan and follow you. Hoping they will is not a good marketing strategy. You really do have to ask them. Connect your Twitter, Facebook, and LinkedIn accounts by inserting the appropriate logo. Then, your readers only have click the logo find and connect. Put similar links in your email signature as well. This makes it easy for people to find and connect with you.

It's tempting to say a simple, "I'm on Twitter. Follow me." However, sometimes customers need an incentive to connect with you in more than one place. "Get additional discounts by following me on Twitter" is one way to get more followers.

Email to Social Media

You may think adding social media to your marketing mix will mean more work. The good news is that this is not the case. You can – and should– repurpose newsletter content on Twitter and Facebook.

If you archive emails or post newsletter content to your website, you can use your subject line or headline as the text for your tweet or Facebook post with a link to the original piece.

If your newsletter contains multiple articles, break each issue into chunks and share one piece daily (or weekly) on social media. Almost effortlessly, you have



Constant Contact

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multiple days' worth of content to feed your social media channels.

Social Media to Email

Social media can also be used to generate content for your newsletter and drive new subscribers to your list.

If customers ask questions on a social media site (or you see a question/answer that would benefit your audience), use them and your answers, as the basis for your newsletter articles. Also, watch for industry-related trends on your social media sites and comment on them in your newsletter.

If the idea well is either running dry or overflowing, ask your social media fans and followers for help. When ideas are running short, ask what they want to hear about. If you have too many ideas, ask which of the items you're considering resonates the most.

How do you get your social media audience to subscribe to your email newsletter if they haven't already? Tease them. Let's say you own a food store and land an interview with Andrew Zimmern, host of the Travel Channel's show "Bizarre Foods America." Post a note on your social me-

dia sites: "I scored an interview with Andrew Zimmern. Subscribe to my newsletter to read what he has to say."

Let's not forget mobile

Slightly over 50 percent of email is opened on a mobile device so you'll want to make sure you are being mobile friendly with your email templates and social media posts. Your subject line and who it is from becomes more critical than ever as your audience is deciding Now, Later or Never with each item coming across their mobile device.

- So look to use a mobile friendly email template.

- Make sure you are updating your online listings as 90 percent of mobile searches lead to action.

- Integrate mobile into your Non-Profit fund raising as 40 percent of Americans under 35 used a mobile device to make a donation

Conclusion

The bottom line is that getting the word out through multiple channels and on the platforms they are using, desk top, tablet and smart phones is the key to success.

By implementing even just a few of the simple tactics outlined above, you'll reap the rewards of having a more integrated marketing strategy.

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Jeff Ferrazzo, Regional Development Director for Constant Contact, is a business expert with over 20 years experience helping businesses initiate and build meaningful professional relationships. Jeff has presented to over 15,000 people in the last 5 years and is a member of the National Speakers Association. He works with small businesses in the 5 state Upper Midwest to maximize the power of relationship marketing through the use of online communications tools. He can be reached at (612) 293-5013 or jferrazzo@constantcontact.com



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