

Wednesday, June 17, 2020

**Last meeting of the season Bragg Creek and Area Chamber of Commerce General Meeting
- speaker Sandy Smith**

7:02 start

Sherri introduced Sandy and her very impressive resume and interests.

Marketing is a more human mind and influences people's decisions and behaviors.

access to PowerPoint presentation available

Presentation on the market value, choices, branding, clientele/customer/guest, connecting with them, common mistakes you can make.

One of the biggest problems is the paralysis of the over mounting decisions in which need to be made integrity, authenticity, individuality matters. Today's market wants to feel connected and know your story.

Accurate and updated business information is expected - such as a google search with wrong information such as hours and customers will go to a business, and it's closed.

conscious choices - the market values and expects less carbon footprint, supporting uniqueness,

Now because of the Digital age, business owners have to know so much more such as social media, SEO, websites, photography, etc. You must be conscious that you are using your brand for everything as you learn and use all the different mediums and information. Ensure you follow and know your mission vision and values to help you make decisions, does it align yes or no?

Follow your legacy what will you leave behind brand = logo, colors, tag lines.

Once you know your brand, you can make decisions easier.

know your customers/clients/guests

Exercise in the imagination. Be more specific than you think you should be. Name them and get to know them. Create a customer or ideal client in your head and know them very well clothing/ car/interest etc. what matters to them what will they value how can you solve a problem. When you are making decisions such as what ads will resonate, think about what would work with your ideal client.

How do you communicate who you are? What social media outlets to use, what connects matters to them, how will they find you what reasons do they have to come back, how will you stay in touch when choosing these, think of your ideal customer and what social media outlet they will use, and what content she would like to see. Think about how you would get this person to come back.

key concepts to know - SEO, Website, Hashtags, Email Marketing, Landing page, e-commerce, photography, writing, SM manager, content

Common tips - thinking you can and should do it yourself, know your skillset and hire the rest how much the task takes or earn, automate as much as possible

Hashtag confusion - do they accurately say who I am and what I do, are they leading the right people to me. Ideal customer. keep it to a min.

Inaccurate information online - google vs FB vs website, hours, simplify holding on to the past - make decisions less stressful. be willing to fail. Embrace the market that is seeking your genius.

Gove it time but know when to change course

Delusional thinking - holding on to that which is not working remember that you it is not personal to your client, consider the source you are looking to for validation form

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