

# KEEP ADVERTISING

DON'T GO AWAY, PIVOT AND STAY IN FRONT OF YOUR CUSTOMERS!

FRIDAY, NOV. 20 AT 10 A.M.

PRESENTED BY

CORI KOHLMEIER

PRESIDENT/FOUNDER OF ADVANTAGE MARKETING



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***“I was asked what I thought about the recession. I thought about it and decided not to take part.”***

These are the famous words of Sam Walton, the founder of Walmart, who instinctively knew what every successful entrepreneur knows — booms and recessions are an inevitable part of life.



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# SEE THE OPPORTUNITY



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# Social Media

Is there a social media platform you are missing?

LinkedIn, Twitter, Instagram?

We are seeing lots of movement on Instagram and you can build an audience by spending as little as \$25.00 a month.

Video is king- all it takes is an Iphone- don't get fancy and keep doing it, it is uncomfortable, to say the least, but you will get better.



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# Website

Do you have e-commerce?

Can customers order online?

Are you offering extended hours?

Can people shop and use curbside pickup?



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# Digital Marketing

Online ads

Geo-fencing

Online reputation management

Eblasts and newsletters



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# What can you control?

Your message, how you react

# What is out of your control?

Pandemic, customers reactions, a shutdown



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# How can you continue to do business?

Tell people how you are doing business- through your website and social media



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# Talk to your customers. Find out their pain points.

Ask them questions

Use Google to research your market and marketing tactics you might not have thought about...blogs, research groups, trade newsletters



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# Who are your friends?

SCKEDD, SBDC . . .



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**If you can survive this and  
thrive in some instances you  
can survive anything!  
Keep pushing forward....**



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# For More Information, Please Contact

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