



Our Small Business Council held their Smarter Business Series: Marketing 101 on Wednesday, March 14th at the chamber office. This event brought in just over 30 attendees and everyone left with notes, great ideas & an action plan!

The speakers of this event, which were vetted by our Small Business Council, consisted of Dr. Michael Budden a Marketing Professor of Southeastern Louisiana University, Cara Herrin of PUSH Design Group and Eric DeLaune and Benton Arceneaux of Anntoine Marketing & Design.

Each speaker was very knowledgeable, confident in their message and gave great ideas to our small business attendees. In case you couldn't attend I wanted to share with you my favorite takeaways from each speaker:

Dr. Budden, SELU

The definition of marketing is everyone works together to satisfy customers to achieve the firm's objectives. He stated marketing has stayed the same yet changed drastically over the last 30 years that he has been teaching.

Budden also pointed out that live tv views have dropped nearly 3 hours a month while phone app usage has increased to 10 hours a month. Also pointing out that the younger generation is likely getting their news from the internet and not television. They are listening/commenting and reviewing business on social media.

Overall you need to spend money to make money, create experiences for your target market and use pictures and lesser words!

Cara Herrin, PUSH Design Group

Do's on social media:

- Get active and stay active on your social media platforms. It creates trust and increases reputation management
- Create a strategy and be consistent; address customer concerns in a timely and professional manner
- Post relevant content and be authentic
- Use automation software; measure results and adjust based on those results
- Use video and brand imagery; share your links, blogs & website as much as possible

A few more great takeaways from Cara's presentation are:

The best times to post on social media:

- Facebook: Thursday, Friday, Saturday & Sundays 1pm-4pm (worst day is Tuesday)
- Instagram: Monday, Wednesday & Friday 11am-1pm (worst day is Thursday)
- LinkedIn: Tuesday, Wednesday & Thursday 2-5pm (worst days are Saturday & Sunday)
- Twitter: Monday-Friday 12-1pm (worst says are Saturday & Sunday)

-Use a social media platform so you don't get lost in the social media "black hole" when you login to create a post. These enables you to schedule, respond, create posts, curate content, publish & measure analytics.

Anntoine Marketing & Design

How do you stand out? Print is still alive & well, but it matters what your print material looks like. You want to make sure it's high quality and good paper.

Does your website have a good first impression?

- You want to post blog updates monthly and publish them to your website, if you do it less you shouldn't do it at all. People like up to date information.
- Do you have a google business page? This is important because if someone is in your area searching for a business or restaurant they are going to type in "seafood restaurants" and because google knows your location google will pull up seafood restaurants near you.
- Is your website easy to navigate and mobile friendly? This is important because google will not send searchers to your website if it isn't.
- Lastly, get your link out with press releases as much as possible.

Looking for more info?

pushdesigngroup.com

anntoine.com

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