Part 2 – Marketing Your Business

1. Zero Moment of Truth
   a. Original Sales Funnel – Customer buys – Transaction Over
   b. What is the Zero Moment of truth within your product development?
   c. Two moments of truth
      i. Stimuli –
      ii. Experience
      iii. Buying Decisions have changed
         1. Advertising message is now a conversation
         2. Word of Mouth Stronger than ever
         3. No moment of truth is too small
         4. The moments of truth are meeting – Technological devices
         5. Optimize your product/service moment of Truth-
            a. Responsibility
            b. Create your presence
               i. Business Cards – Ad Medium
               ii. Connectivity – Locally
               iii. Social Media Choices
               iv. Timely Operations of Marketing

2. Product/Service Media Development
   a. Do more than the Business Card – Get Creative
   b. Develop Top of Mind Awareness
   c. Gather Resources
      i. Ask Friends and Family
      ii. Create local connections (example- Chamber of Commerce)
      iii. Microsoft Office Products
   d. Development of Advertising Content
      i. Name – Address – Phone – Email – Web Page – Tagline – Logo –
         Services – Product – Hours of Operation – Social Media Information
   e. Print Media – Yellow Pages – Local newspapers (Subscription vs., Free) – Local
      event flyers – Programs – Posters
3. **Web Page Development**
   a. Do it Yourself – (Examples – Weebly – Wix)
   b. Continuity of Development – Use same colors – images – logo to promote product and services

4. **Facebook**
   a. Personal Timelines vs. Business Pages
   b. Getting Started on Facebook
   c. Review Advertising Guidelines
   d. Create a Page – Choose a Platform

5. **Twitter**
   a. What is it and what does it do?
   b. How is it useful for your business? Products? Services?
   c. Definition of Vocabulary and symbols used in communication

6. **Getting Paid**
   a. Cash
   b. Check
   c. Square or PayPal?
   d. EBay Shoppers

7. **Summary - Marketing Your Business**

8. **Questions & Answers**