Welcome
BOOST YOUR BUSINESS
tools and resources for going digital

Saturday, September 25, 2021 • 9:00 AM - 3:00 PM

Co-Hosts

STARTUP425
OneEastside SPARK
BELLEVUE COLLEGE
INNOVATION LAB
Boost Your Business

Tools and resources for going digital

Saturday, September 25, 2021  •  9:00 AM - 3:00 PM

Contributing Sponsor

brazen
Contributing Partners
BOOST YOUR BUSINESS

TOOLS AND RESOURCES FOR GOING DIGITAL

PROFESSORS LESLIE LUM AND JUDITH PAQUETTE

BELLEVUE COLLEGE
AGENDA FOR BOOST YOUR BUSINESS

<table>
<thead>
<tr>
<th>Time</th>
<th>Session 1</th>
<th>Time</th>
<th>Session 2</th>
<th>Time</th>
<th>Session 3</th>
<th>Time</th>
<th>Session 4</th>
<th>Time</th>
<th>Session 5</th>
<th>Time</th>
<th>VENDOR FAIR</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:05-9:30</td>
<td>OVERVIEW OF GOING DIGITAL WITH YOUR STORY</td>
<td>9.30-10.30</td>
<td>REACHING YOUR CUSTOMERS WITH YOUR STORY THE ONLY WAY YOU CAN…ONLINE</td>
<td>10.30-11.00</td>
<td>Google</td>
<td>11.00 - 11.30</td>
<td>LEARN AND TRANSFORM TO GET YOUR STORY OUT TO MORE CUSTOMERS</td>
<td>11.30-12.00</td>
<td>Facebook and wrap-up</td>
<td>12.00-3.00</td>
<td>VENDOR FAIR</td>
</tr>
<tr>
<td></td>
<td>Leslie Lum and Judith Paquette</td>
<td></td>
<td>Kizuki Ramen &amp; Izakaya</td>
<td></td>
<td>Google - Tools and Tips</td>
<td></td>
<td>MakeReady Services</td>
<td></td>
<td>Facebook- Tools and Tips</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>The Salvadorean Bakery</td>
<td></td>
<td></td>
<td></td>
<td>Caritas Critical Case Management</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Ezell’s Famous Chicken</td>
<td></td>
<td></td>
<td></td>
<td>Krueger Beck Law LLC</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

12.00-3.00 | VENDOR FAIR
THIS SESSION - SESSION 1
OVERVIEW OF GOING DIGITAL WITH YOUR STORY
YOUR CUSTOMER
THREE CONSUMER TRENDS STAND OUT

• **Spending recovery was on its way.** Savings rates were high during lockdown. 51% of people were planning to splurge.

• Vaccinated consumers more likely to spend.

• A third of people want to engage in out-of-home activities with Millennials being the highest at 37%.

• Net **35% increase in digital commerce** (physical commerce grew at 2%)

• 28% of consumers are more focused on home (work at home and investment in living space).

• 39% of consumers are trying **new ways of buying** - new brands or types of purchases


https://www.emarketer.com/content/us-ecommerce-forecast-2021
## Who Is Likely to Splurge?

**High-Income Gen X, Millennials, Gen Z**

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Boomers</th>
<th>Gen X</th>
<th>Millennials</th>
<th>Gen Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $50K</td>
<td>29%</td>
<td>32%</td>
<td>50%</td>
<td>53%</td>
</tr>
<tr>
<td>$50K - $100K</td>
<td>34%</td>
<td>51%</td>
<td>66%</td>
<td>63%</td>
</tr>
<tr>
<td>Over $100K</td>
<td>46%</td>
<td>65%</td>
<td>82%</td>
<td>66%</td>
</tr>
</tbody>
</table>

### Categories Likely to Splurge

- **Fitness, outdoor, sports**: 27%
- **Household essentials**: 28%
- **Out-of-home entertainment**: 28%
- **Items for home**: 30%
- **Electronics**: 32%
- **Beauty and personal care**: 37%
- **Apparel**: 43%
- **Travel**: 44%
- **Restaurants**: 46%
ONLINE (RED AND ORANGE) IS MOST IMPORTANT FOR REACHING GEN X, MILLENNIALS AND GEN Z

What influences you most recommending a product or brand?

YOUR STORY IS YOUR BRAND

**Values:** Emotional appeal to customer → loyalty, repeat customers, testimonies

**Benefits:** functional or image branding

**Attributes:** Price, safety, quality, performance, etc.
YOUR STORY IS ARTICULATING YOUR VALUE PROPOSITION AND BUSINESS MODEL

- **Key partners** including vendors, government, and other businesses
- **Key processes** that make your business run
- **Key resources** like funding and supply chain
- **Value proposition** – articulate how you help customers do what they need
- **Customer relationships** – engage during the entire customer journey
- **Customer segment** – target your market well
- **Cost structure** – cash flow, budget
- **Revenue streams** – Product, service, store, online, etc.

Use all **channels** to reach your customer both digital and physical.
Tell your story throughout the customer journey – digital makes it easier

- **Awareness**
  - Direct Sales (10-20%)
  - Email (2-5%)
  - Direct Mail (3.5-4.25%)
  - Pay for click (3.75%)
  - Social ads (2.31-14.29%)
  - Reviews
  - Website (2.35%)
  - Conversion rates in parentheses

- **Interest**
  - Blogs
  - Personalized product recommendations
  - Reviews
  - Media
  - Website

- **Desire**
  - Store
  - Website
  - Ecommerce
  - Point of sale promotions

- **Action**
  - Website
  - Customer service
  - Customer support
  - FAQ knowledge base
  - Customer reviews
  - Word of mouth
  - Testimonials

- **Retention and Advocacy**
  - Public relations
  - Radio
  - Television
  - Media
  - Online ads
  - Website
  - Search
USING ALL CUSTOMER TOUCHPOINTS TO TELL YOUR STORY

SOCIAL
- Facebook, Instagram, Linkedin, Twitter, Youtube, influencer outreach

CONTENT
- Website, company blogs, white papers, presentations, newsletters, videos

ADVERTISING
- Social media ads, mobile ads, radio, television, print, paid placements, billboards, packaging, sandwich boards

SEARCH
- SEO, local search marketing, pay-per-click

DIRECT
- Email, postal mail, chat, promotional items, catalog

PERSONAL SELLING
- Account team, sales agents

STORES
- In-store sampling pop-up, kiosks, loyalty cards, point of sale displays, signage, QR codes

PUBLIC RELATIONS
- Press releases, community relations, partnerships

ECOMMERCE
- Catalog, Mobile, Direct to Consumer, Facebook, Instagram, Twitter
TAking IT TO THE NEXT LEVEL

- https://www.open.edu/openlearn/money-business/understanding-your-customers/content-section-0
• COMING UP...

GETTING YOUR BRAND STORY ON THE WEB TO YOUR CUSTOMERS... WITH Superstar CEOs:

Brandon Ting - Kizuki Ramen and Izakaya
Ana Castro - Salvadorean Bakery
Lewis Rudd - Ezell’s Famous Chicken