

# Survive and Thrive: Expand your Customer Base through Marketing

May 4th

Cook County  
**COVID-19**  
**RECOVERY**  
*Small Business  
Assistance*



# Happy Small Business Week!

We salute and celebrate you!

Celebrate with us and post the decal at your place of business or anywhere to show your small business pride.

Download at our website:  
[cookcountysmallbiz.org](http://cookcountysmallbiz.org)

Or sign up to get one in the mail.

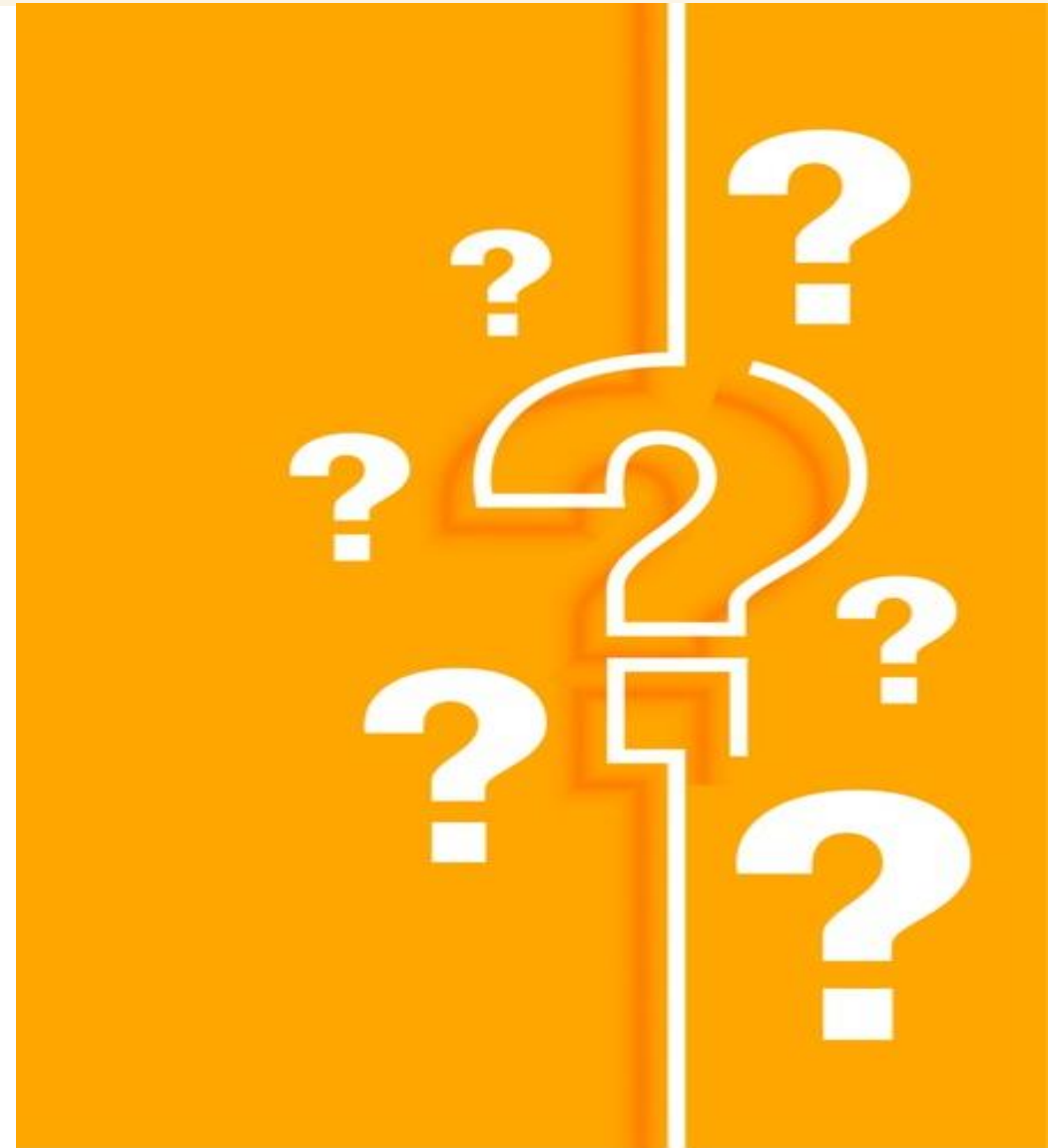
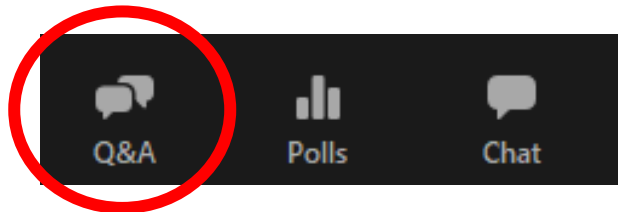


# E-Learning Tools & Etiquette



**Please **type** your questions in the Q&A!**

We have moderators answering questions in the Q&A box and will leave some time for Q&A



# What will we cover today?

## 1. Overview of Available resources: Cook County – COVID – 19 Recovery Small Business Assistance Program

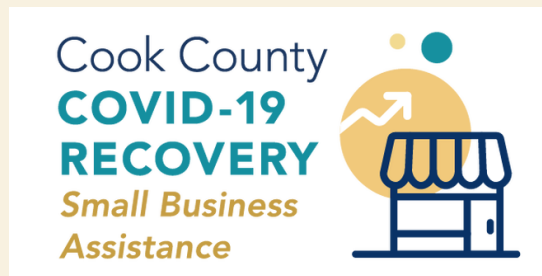
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## 2. Social Media Marketing

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## 3. Survive and Thrive Panel

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## Provides:

- Business advisory services, webinars and training
- Foundation for building a suburban small business ecosystem
- Direct financial assistance, \$10,000 grants (currently closed)



# Current Programs and Services

Access our Business Advising Services via [CookCountySmallBiz.org](https://CookCountySmallBiz.org)

- **Paycheck Protection Program Technical Assistance**
- **Restaurant Revitalization Grant** – sign-up to receive email updates and notifications on our website
- **Shuttered Venues Operators Grant Technical Assistance**

**Find Business Support  
Organization Directory**







# Leslie Williams

Technology and Innovation Program Manager



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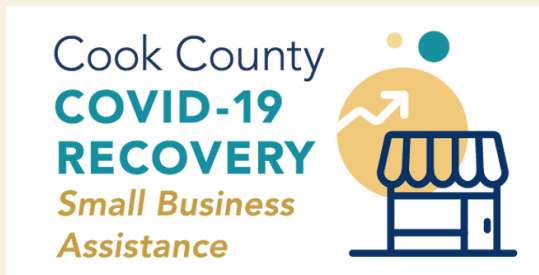
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# Learning Objectives

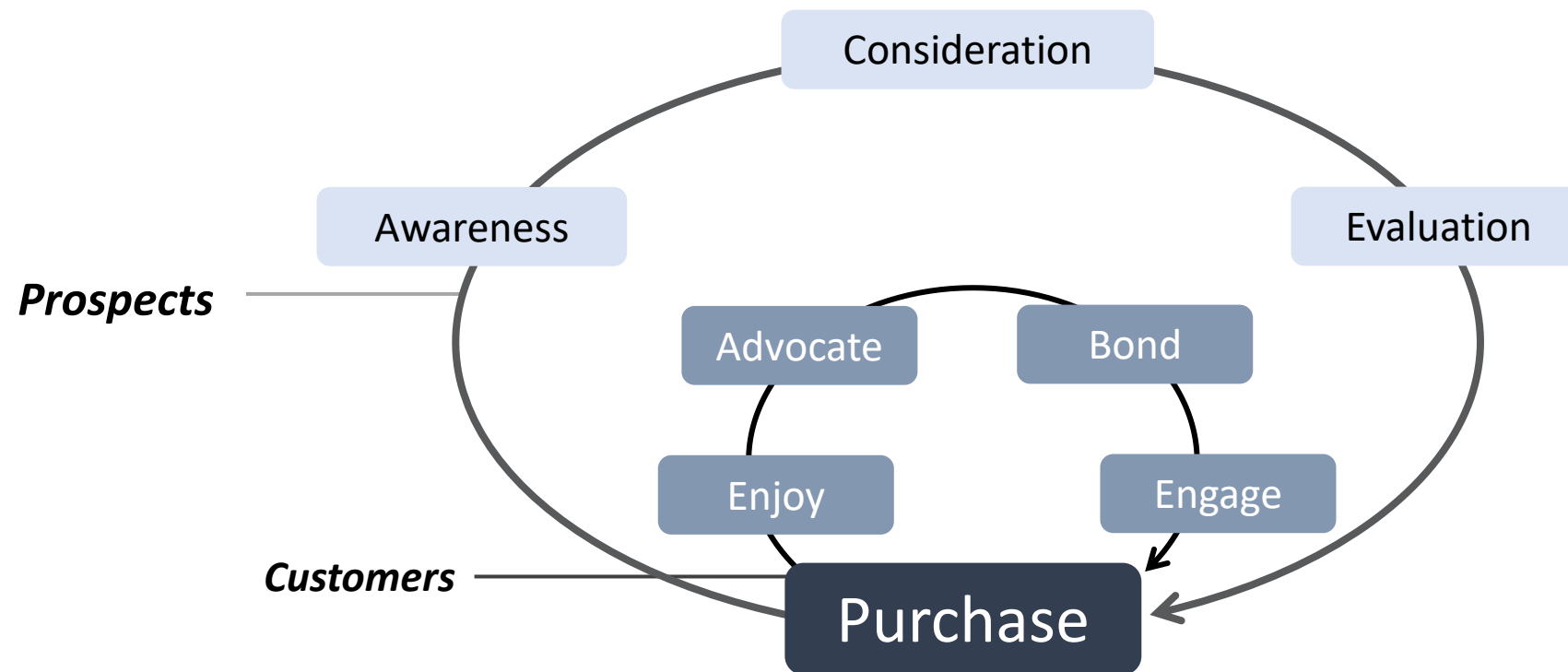
By the end of the course, you will be able to:

- Define your customer base and the social media platforms that your target customers use
- Create “repurposed content” that attracts social media users and links them to your website
- Create a Facebook page through our DEMO



**What is the purpose of  
social media?**

# What is social media good for?





# Customer Persona



## Customers

The Davidsons

## Goal

**Seeking a reliable, affordable restaurant** to eat at once a week within walking distance that can accommodate kids.

For  
targeted  
ads

## Demographics

- Married
- 2 kids
- Household income: \$85,000
- High school + some college
- 1 spouse immigrated
- 1 spouse from NY area

## Habits & Hobbies

- Cook 5 times/week
- Eat out 1-2 times/week
- Like to try different foods, but stay within comfort zones: Jaimaican, German, Spanish, American
- Like sports and live music

For  
creating  
content

## Biggest Fears

- Spending too much
- Traveling too far
- Disappointing their kids
- Dissatisfied with meal

## Challenges

- Affordability
- Accessibility by walking

## Common Questions

- Average cost per person?
- Wait time?
- Accommodating of kids?

# Building Social Media Strategy



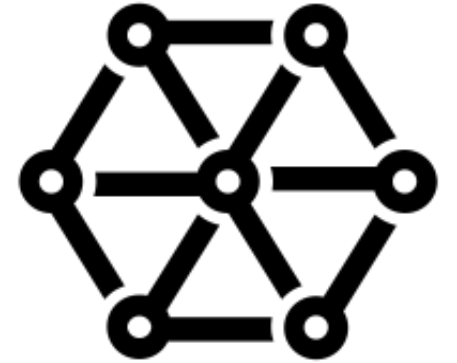
- To be able to explain each social media channel.



- To understand the impact of social listening and engagement.



- To develop a content strategy for your social media plan.



- To integrate social media into your other inbound efforts.

# Social Media Platform Demographics

	Facebook	Instagram	Twitter	Snapchat	LinkedIn
Content	Long form content including videos and copy	Images and short videos	Short text, images, and short videos	Short uncured videos	long-form content for business audiences specifically
Age	88% of 18–29 84% of 30–49 72% of 50–64 62% of 65+	59% of 18–29 33% of 30–49 18% of 50–64 8% of 65+	36% of 18–29 23% of 30–49 21% of 50–64 10% of 65+	56% of 18–29 13% of 30–49 9% of 50+	34% of 18–29 33% of 30–49 24% of 50–64 20% of 65+
Gender	57% men 43% women	49% men 51% women	61% men 39% women	40% men 60% women	51% men 29% women
Education	79% college 82% some college 77% high school	33% college 37% some college 27% high school	29% college 25% some college 20% high school	33% college 25% some college 28% high school	50% college 27% some college 12% high school

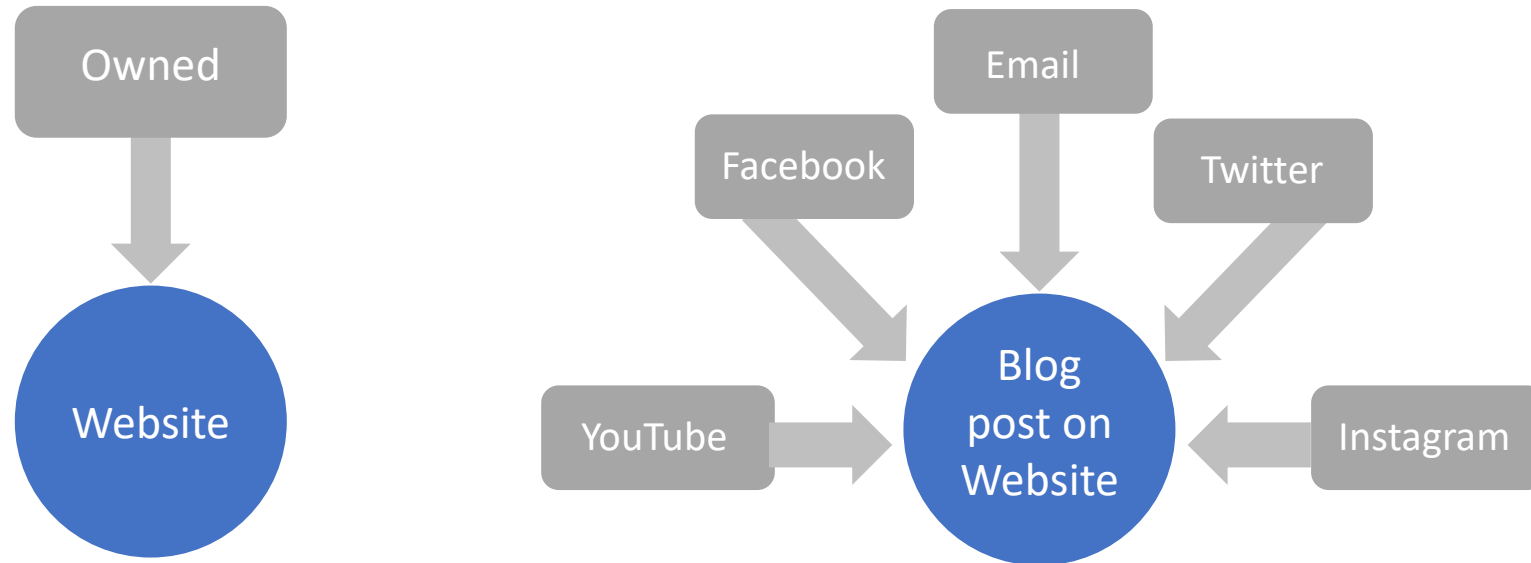
# Value-Driven Content

1. Solves a problem
2. Answers a question
3. Addresses concerns
4. Relieves a fear
5. Makes life less challenging






# Sharing Your Own Content



- Aim to do drive traffic to your website about 20% of the time.
- Tease content using a short snippet or intriguing headline—don't give it all away.
- For platforms that don't allow you to link out (like Instagram) say "link in bio".



# Social Media Best Practices

## **Organic Posts**

- Aim to use 3-5 hashtags per post
- Consider the time and day that you post

## **Growing your followers**

- Find people who share your company's values/interests.
- Comment, like, and share their posts. Follow them, or add them as friends

## **Communication**

- Address questions or concerns in comments or Direct Messages the same day.

# Repurpose Example: JojosShakeBar



The example illustrates:

- **Link that drives to the company's page**
- **Video matches company's brand**
- **Celebrating & Thanking all their followers!**

# Repurpose Example: Archestratus



\_archestratus\_ • Follow  
Archestratus Books & Foods

\_archestratus\_ SATURDAY: Still a few tickets left for this super cool French accent preserving class tomorrow morn! Link in thee bio. With highly affable creature @hotspoonpreserves



36 likes

JULY 27

Add a comment...

They tell their followers to click the “link in bio”, which takes them to the RSVP page on their website.

The example illustrates:

- Non-promotional content
- Link that drives to the company’s page
- Image matches company’s brand



# Repurpose Example: BuzzFeed



**BuzzFeed** @BuzzFeed · 22m

Just 10 Things We're Really Loving Right Now



## Literally Just 10 Products We Really Love Right Now

Products that bring so much joy to the BuzzFeed shopping team, we just had to tell you about them.

[buzzfeed.com](https://buzzfeed.com)



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The example illustrates:

- Non-promotional content
- Link that drives to the company's page
- Image matches company's brand

Links to BuzzFeed's blog

# Social Media Management Tools

Social Media Management tool might be helpful if:

- You are on three or more social media platforms
- Post one or more times per day

	Buffer	HootSuite	Sprout Social
Cost	Free up to 3 social accounts with 10 posts per month	Free up to 3 social accounts with 30 posts per month	\$99/month
Unique Features	<ul style="list-style-type: none"><li>• Schedule posts</li><li>• Analytics</li><li>• Image creator</li></ul>	<ul style="list-style-type: none"><li>• Schedule posts</li><li>• Analytics</li><li>• Monitor competitor profiles</li></ul>	<ul style="list-style-type: none"><li>• Schedule posts</li><li>• Analytics</li></ul>

# Diving into Facebook!





# Facebook Business Page Benefits

- Facebook Requires businesses to use a business page
- **Personal pages** have a **5k friends limit** while business pages are unlimited
- Access to analytics – Key to understanding if your strategy works
- Ability to categorize company for search, add mission statement, product catalog, awards, and give customers chance to do reviews.
- **The most important reason is for advertising**



# Building a Facebook Page



# Stay in Touch!

Connect with our marketing platforms:



**Website**

**Link:** <https://cookcountysmallbiz.org/>



**[Facebook](#): Cook County Covid-19 Recovery  
Small Business Assistance**



**[Instagram](#): @your\_turn\_cook\_county**



**[LinkedIn](#): Cook County Covid-19  
Recovery Small Business Assistance**

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# Meet the Panelist

## Iliana Tostado

Business Advisor for Cook County COVID-19  
Recovery: Small Business Assistance Program



**Ana Paula Ballesteros**  
Illinois Hispanic Chamber  
of Commerce



**Tameka Grant**  
Owner of Sassy  
Thrifters



**Fernando Velasquez**  
Owner of Launch35