

Small Business Marketing

Producing agency-worthy content and results without the agency price tag.

Cheryl Boodram
VP, Sales and Marketing



Cheryl Boodram



Professional Experience

VP, Sales and Marketing (2017 - Present)

Marketing and Project Development Manager (2016 - 2017)

Indirect Lending Manager (2013 - 2017)

Teller (2010 - 2013)

Education

MBA with concentrations in Marketing and Analytics, OU (2020)

Bachelor of Science, Business Administration, OU (2017)

Accomplishments

Transformative Leader of the Year (2019)

Leadership Oakland (2019)

Oakland County Elite 40 Under 40 (2018)

Leadership Greater Rochester (2016)

Marketing is **EVERYTHING**
that is involved in creating a
STRATEGIC POSITION.

Brand: The Buzzword

“Your Brand is what other people say about you when you’re not in the room.” *Jeff Bezos, CEO, Amazon*

As Marketers and Ambassadors of the brand, we often think to much of the role we actually play in shaping a consumers opinion of our business. In reality, we play a very small part; however, that small part played correctly and consistently matters immensely.

Key Message Model (KMM): What is the essence of the brand?
Consistency in who your brand is aids in establishing trust.

Integrated Marketing Communications Plan

Coordinated efforts in:

Advertising

Promotion

Sponsorship

PR

Direct Mail

Word of Mouth



Canva

“Easily create beautiful designs + documents. Use **Canva's** drag-and-drop feature and professional layouts to design consistently stunning graphics.”

\$9.95 (billed yearly)

72%

of customers would rather learn about a product or service by way of video.

82%

Video is expected to make up 82% of internet traffic by 2021.

48%

Social media posts with video have 48% more views.

52%

of marketers say video is the type of content with the best ROI.

83%

of marketers would increase their reliance on video as a strategy if there were no obstacles like time, resources, and budget.

Promo

“Effortlessly Create Engaging Marketing **Videos** In Minutes & Grow Your Business. Customize Award-Winning **Video** Templates Including Footage, Copy & Music That Convert.”

\$69.00 (billed yearly)

Video: Important Things to Remember

1. 52% of marketers say video is the type of content with the best ROI.
2. 85% of Facebook videos are watched without sound.
3. Attention is a limited commodity:
 - a. 33% of viewers will stop watching a video after 30 seconds
 - b. 45% by one minute
 - c. 60% by two minutes



72%

of customers won't take action until they read reviews.

81%

of millennials trust online reviews as much as friends and family.

70%

of consumers need to read at least four reviews before they can trust a business.

53%

of Americans consider product reviews and ratings as the most crucial attribute of the online shopping experience in 2018.

68%

Positive reviews encourage 68% of consumers to use a local business.

Reputation Stacker

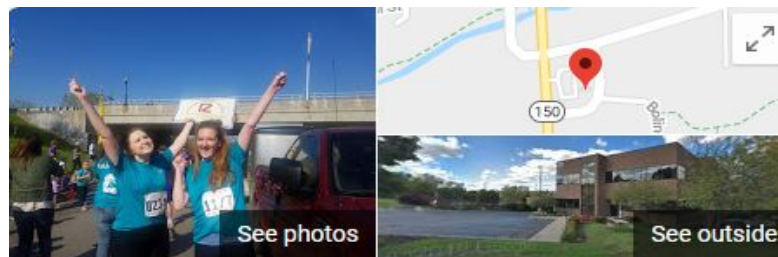
“An automated way to gain more positive reviews, stop bad reviews before they do damage and get notified when customers post reviews about your business on sites across the web.”

\$79.00 (billed monthly)

Review: Important Things to Remember

1. Google accounts for 57.5% of all reviews worldwide.
 - a. Yelp: 45%
 - b. TripAdvisor: 30%
 - c. Facebook: 23%
2. Local businesses have an average of 39 Google reviews.
3. More than 4 negative reviews may decrease sales by 70%
4. 81% of consumers will pay more for a product with reviews; and are also willing to accept slower shipping times.

Source: biteable.com



Chief Financial Credit Union

Website

Directions

Save

4.8 ★★★★★ 131 Google reviews

Federal credit union in Rochester Hills, Michigan



You manage this Business Profile

Address: 200 Diversion St, Rochester Hills, MI 48307

Phone: (248) 253-7900

[Edit your business information](#)

97%

of digital consumers have used social media
in the past month.

90%

of Americans between 18-29 use social media.

52%

of online brand discovery happens in public social feeds.

43%

of internet users use social media when researching things to buy.

Sprout Social

“Our suite of deep listening and analytics, social management, customer care and advocacy solutions enable organizations and brands of all sizes to be more open, real and empathetic on social and create the kind of real connection with their consumers that drives their businesses forward.”

\$149.00 (billed monthly)

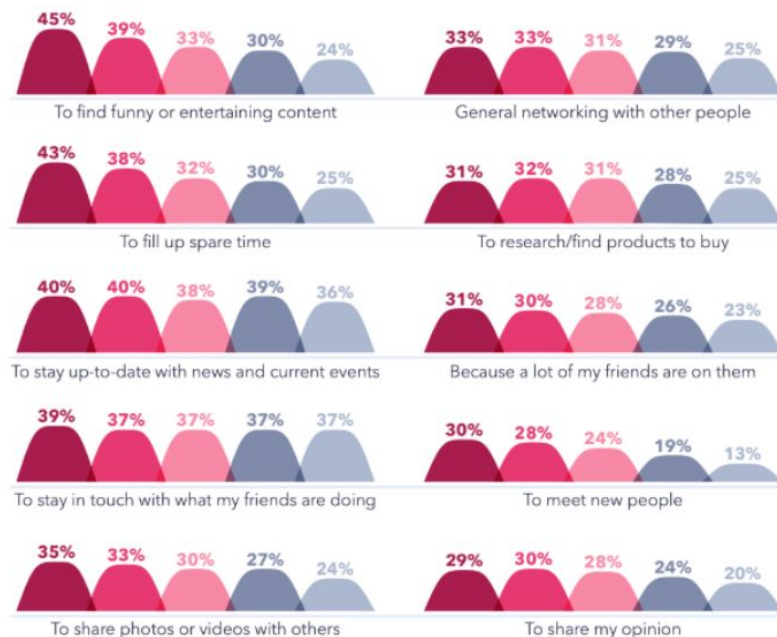
Social: Important Things to Remember

1. 99% of users in 2019 accessed social media on mobile.
2. The average social media user has 8.3 different social accounts.
3. 27% of internet users say they find new products through social ads.
4. Weak social ads create negative emotional response in less than a second: before the viewer blinks.

MOTIVATIONS FOR USING SOCIAL MEDIA

% who say the following are among their main reasons for using social media

● 16-24 ● 25-34 ● 35-44 ● 45-54 ● 55-64



Additional Resources

[Google My Business](#)

[Google Ads Training](#)

[LinkedIn Learning](#)

marketing
~~EXPENSE~~
investment

Thank you!

Cheryl Boodram

cherylboodram.com

Email: cheryl@chiefonline.com

Mobile: 248-930-3853 (texts welcome)

LinkedIn: [@cherylboodram](#)

