

SBDC- Lynchburg Region Ad Network Brief

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Executive Summary

This document provides information on the mission of SBDC Lynchburg Region, and the appropriate ad networks to successfully market their services. Each platform is described with the benefits it has and the purpose it will serve for SBDC Lynchburg Region. The Lynchburg Region includes Amherst, Appomattox, Bedford & Campbell Counties, and the City of Lynchburg. It will conclude with a marketing strategy that follows one year, including a breakdown of the budget and expected analytical results.

Introduction

Company History, Purpose, Mission, and Vision

The Small Business Development Center – Lynchburg Region’s mission is to promote small business growth, entrepreneurship, and the strengthening economy by providing advising and training to our region’s small businesses (America’s SBDC Virginia Lynchburg Region, n.d.).

The SBDC - Lynchburg Region is a free, confidential advising and training service. It is open to any small business in the region – no membership is required. All programs of the Virginia SBDC are open to the public on a non-discriminatory basis (America’s SBDC Virginia Lynchburg Region, n.d.).

Brief Description of Company’s Products/Services

The Lynchburg Region SBDC Program is designed to deliver up-to-date advising, training, and technical assistance in all aspects of small business management (America’s SBDC Virginia Lynchburg Region, n.d.).

Topics or Products/Services include:

- financial review
- marketing
- organizational management
- startup assistance
- customer development
- government contracting
- access to capital and investment

Training ranges from Start Smart program which answers the most basic questions for those new to the business to specialized training in industries like healthcare and early childhood education.

Ad Network Overview

Search Networks

Google Ads –

Google Ads is a search network that helps a company be seen where its customers are searching across Google Search, YouTube, and the web (Google, n.d.). It is an online advertising solution for businesses to promote their products and service (Google, n.d.). The user-friendly search network makes creating ads in 5 easy steps.

1. Set Goal – Achieve results by
 - Get more calls to your business
 - Increase visits to your store
 - Drive people to your website

2. Message – Customize ad copy based on advertising goals and marketing objectives. Google Ads helps determine how to best craft your ad with a variety of ad formats.
3. Keywords – Select a few relevant keyword themes that can be updated over time. Your ad will show when someone searches phrases related to your business.
4. Location – Google Ads lets you choose where your ad will appear including a specific radius of your business to cover entire regions and countries. This will help find the right audience.
5. Budget – Google Ads recommends budgets based on similar businesses. Decide the budget and never pay over the monthly cap.

In addition to Google Ads, Google Analytics is free software that provides insight into the viewers visiting your website and their engagement (Brenner, 2021). This can be paired with another free tool called Google Search Console to identify problems on the website and optimize it for traffic (Brenner, 2021). With the size of the marketing department, concentrating on one search network is better than multiple currently.

Social Media Networks

LinkedIn

The total number of active users worldwide on LinkedIn is 774 million (Baker, 2020). The main audience consists of baby boomers, generation X, and millennials (Baker, 2020). This is an ideal network for SBDC because of the relationships with B2B, business development, and social selling (Baker, 2020). Because SBDC targets small businesses this is a great avenue to reach them, as well as entrepreneurs.

Facebook

As the largest social media platform with over 1.9 billion active users daily worldwide, Facebook has an even spread of generation x and millennial audiences (Baker, 2020). It also offers advanced advertising features through Meta Business Suite, including organic opportunities (Baker, 2020). The industry impact is B2C and is best for brand awareness and advertising (Baker, 2020). SBDC currently has an established presence on Facebook. This platform has the potential for the company to further its reach and increase brand awareness within the Lynchburg region.

Instagram

Like Facebook, SBDC currently has a presence on Instagram. Instagram has 1 billion active users monthly (Baker, 2020). The primary audience is millennials, and the industry impact is B2C (Baker, 2020). This platform is known for promoting brands through high-quality image and video advertising (Baker, 2020). Instagram can help raise the brand awareness of SBDC while connecting with individuals on a personal level.

Display Networks

Google Display Networks

To remain consistent with platforms, Google Display Network is the display network chosen for SBDC Lynchburg Region. It also helps reach people as they browse websites, apps, and Google-owned properties like YouTube and Gmail (Google, n.d.). This network helps find the right audience with its strategic targeting options and shows your message to potential customers at the right time and place (Google, n.d.). The benefits of this network are:

- Reach people in multiple places

- Build campaigns around your goals
- Designed for ease of use
- Optimized targeting
- Smart bidding

Google Display Network finds new customers and engages with existing ones using the audience segment and drives more conversions using automated targeting. This is a great platform for SBDC to use.

Video Networks

YouTube

YouTube's platform is an ideal location to place educational videos and ads to promote business development and growth. Over 70% of viewers are made more aware of new brands (YouTube, n.d.). Viewers are 4x more likely to use YouTube compared to other platforms for information about the brand, product, or services (YouTube, n.d.). With these stats, this would be a great place to begin posting videos.

Audio Networks

Spotify

Spotify is a digital music, video, and podcast service that gives access to millions of content from creators all over the world (Spotify, n.d.). This network is available on phones, tablets, computers, speakers, TVs, and cars (Spotify, n.d.). Podcasts are a way to deliver audible information and tips for businesses to grow and develop. Keeping fresh updates allows retention of the audience and keeps the brand relevant.

Content Marketing Networks

Mailchimp

Email marketing offers a higher ROI on average than any other marketing activity (Brenner, 2021). When customers subscribe to a mailing list it directly connects you to their inbox (Brenner, 2021). Mailchimp is a platform that allows you to capture emails, manage lists, send out eblasts automatically or scheduled, and analyze engagement (Brenner, 2021). Since SBDC has a small team, Mailchimp is an ideal choice to start. Features that are included in Mailchimp – *Professional* are:

- **Email & automations** - Email templates, and tools for more sophisticated campaigns (Mailchimp, n.d.).
 - Customer Journey Builder
 - Multiple starting and branching points
 - Pre-built journeys
 - Custom-coded templates
- **Audience features** - More contacts, and more ways to personalize based on what you know about them (Mailchimp, n.d.).
 - 5 Audiences
 - Behavioral targeting
 - Marketing CRM
 - Signup forms
 - Up to 100,000 contacts with \$605/mo tier

- **Marketing platform** – Multi-channel tools to promote and grow your brand and find new leads, all from one place (Mailchimp, n.d.).
 - Facebook and Instagram ads
 - Retargeting ads
 - Social posting and scheduling
 - Websites and domains
 - Landing pages
 - Postcards
- **Smart tools** - Features to help you create better content and improve campaign performance (Mailchimp, n.d.).
 - Creative Assistant
 - Dynamic content
 - Personalized product recommendations
 - Send Time Optimization
 - Customer lifetime value and purchase likelihood

This platform will help SBDC generate leads and increase the ROI for attendees of their training classes and other services. It will also help them to track conversion rates and learn more about the needs are of their customers.

Hootsuite

The next content marketing network that will be beneficial to SBDC is Hootsuite. This network provides a seamless and user-friendly service that centralizes management between multiple social media platforms (Brenner, 2021). Being able to schedule posts months in advance, is a great time saver for adding on more social media platforms for SBDC to advertise on. Hootsuite provides data on campaigns to help calculate ROI as well as mentions of your brand (Brenner, 2021). Some other features of Hootsuite include (Hootsuite, n.d.):

- **Hootsuite (Hootsuite, n.d.)**
 - Analytics & reports
 - Export reports in PDF
 - Access to free apps
 - \$500 ad spend for social boost
 - In-dash live chat support
 - 10 social media profiles
 - 1 user
 - Unlimited scheduling
 - Bulk scheduling
 - Social inbox
 - Content calendar

Ad Network Media Plan

MARKET STRATEGY

Product

The Lynchburg Region SBDC Program is designed to deliver up-to-date advising, training, and technical assistance in all aspects of small business management. Topics include:

- Financial review
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- Organizational management
- Startup assistance
- Customer development
- Government contracting
- Access to capital and investment

Training ranges from Start Smart program which answers the most basic questions for those new to business to specialized training in industries like healthcare and early childhood education.

Price

The SBDC -Lynchburg Region is a free, confidential advising and training service. It is open to any small business in Amherst, Appomattox, Bedford & Campbell Counties, and the City of Lynchburg – no membership is required. All programs of the Virginia SBDC are open to the public on a non-discriminatory basis.

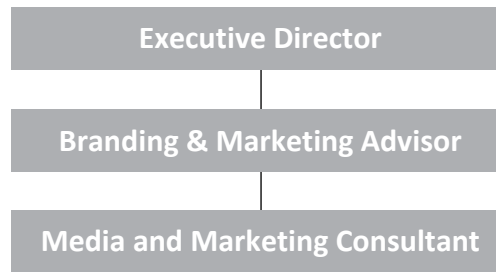
Promotion

We promote our service in the following ways:

- **Organic Channels**, such as our website and blog
- **Paid Campaigns** on social media and search engines for targeted small business owners and entrepreneurs in Lynchburg, VA.
- **Print Advertising** with pamphlets, brochures, and flyers
- **Guest Speaking** at business events in partnership with Lynchburg Regional Business Alliance
- **Affiliate Marketing** with Lynchburg Regional Business Alliance promoting SBDC on their website

This strategy combines paid, personal, and organic opportunities to reach new customers and engage existing ones.

People



Process

The services are delivered to the customer through virtual and in-person training sessions. For some training, multiple classes are using this as an ongoing service. Other training are single sessions. To measure the success of the service we will conduct surveys and interviews of the customers including follow-ups to see how they enjoyed the service. We will also track customers to view the number of people returning to sessions, and research how the knowledge obtained in the classes is utilized and contributing to business success.

BUDGET

Throughout 2022, given the funds allotted to the Marketing team, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan. The budget for the year plan is \$3,300.

Marketing Expense	Estimated Price
Mailchimp	\$204
Hootsuite - Professional	\$588
Paid Social –	\$1994
• Facebook	\$624 (\$12 weekly spend)
• LinkedIn	\$520 (\$20 Bi-weekly spend)
• Instagram	\$300 (\$25 monthly)
• YouTube	\$300 (\$25 monthly)
• Spotify	\$250
Paid Search – Google Ads	\$500

Total	\$3,286
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MARKETING CHANNELS

For the year, we will launch (or ramp up) our use of the following channels for educating our clients, generating leads, and developing brand awareness. Below is a list of estimated daily results expected by the social media networks, and estimated ad results.

<u>Facebook</u>		
Purpose of channel	Employee branding, company brand awareness, visual engagement	
Metrics to measure success	People Reached, Click Through, Reach	
Ad Goals Promote Page Ads Get More Website Visitors Ads	WEEKLY SPEND - \$12 (every week) <u>Estimated Daily Results:</u>	
	People Reach	215 - 622
	Link Clicks	19 - 56
	Page Likes	3 - 15
<u>Instagram</u>		
Purpose of channel	Employee branding, company brand awareness, visual engagement	
Metrics to measure success	Click Through & Reach	
Ad Goals One monthly boosted post for 5 day period.	MONTHLY SPEND - \$25 <u>Estimated Daily Results:</u>	
	People Reach	207 - 599
	Link Clicks	3 - 13
<u>LinkedIn</u>		
Purpose of channel	Employee branding, company brand awareness, visual engagement	

Metrics to measure success	People Reached, Click Through, Reach	
Ad Goals Bi-weekly post boosting	WEEKLY SPEND - \$20 (every week) <u>Estimated <i>Daily</i> Results:</u>	
	People Reach	200 - 640
	Link Clicks	21 - 62
	Page Likes	2 - 18
<u>YouTube</u>		
Purpose of channel	Brand awareness, customer acquisition, and lead generating	
Metrics to measure success	Views, Click Throughs	
Ad Goals Increase video views and click through conversions	MONTHLY SPEND - \$25 <u>Estimated <i>Daily</i> Results:</u>	
	Views	600 - 1000
	Click	1-4
<u>Spotify</u>		
Purpose of channel	company brand awareness, subscribers	
Metrics to measure success	People Reached, Views	
Ad Goals Audio Ads	TOTAL SPEND - \$250 <u>Estimated <i>Daily</i> Results:</u>	
	Reach	50-100
	Subscribers	1-5
<u>Mailchimp</u>		
Purpose of channel	Brand awareness, customer acquisition, lead generating, and client engagement	
Metrics to measure success	Reach, Email Opens, Click Throughs	
Goals Click through on emails	<u>Estimated <i>Daily</i> Results:</u>	

	People Reach	800
	Email Opens	50
	Click Through	8

<u>Google Ads</u>		
Purpose of channel	Brand awareness, Increase Website Visits	
Metrics to measure success	Website Sessions & Conversions/Leads	
Ad Goals Promote Page Ads Get More Website Visitors Ads	WEEKLY SPEND - \$40 (monthly) <u>Estimated Daily Results:</u>	
	Website Sessions	40
	Conversion/Leads	8

MARKETING TECHNOLOGY

We will utilize the following technologies and software to help us achieve our goals and objectives.

Marketing CRM

We use Mailchimp, Hootsuite, Meta Business Suite to compare conversion rates to class attendees.

Email Marketing Software

Our Mailchimp enables us to send mass communications to our customer base, enroll our webinar registrants in nurture streams before and after their attendance.

Social Media Management Software

We manage our social media publishing with Hootsuite and Meta Business Suite. We can post on multiple platforms and see engagement in one place.

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