



StartUp
Mendocino

BUSINESS ACCELERATOR

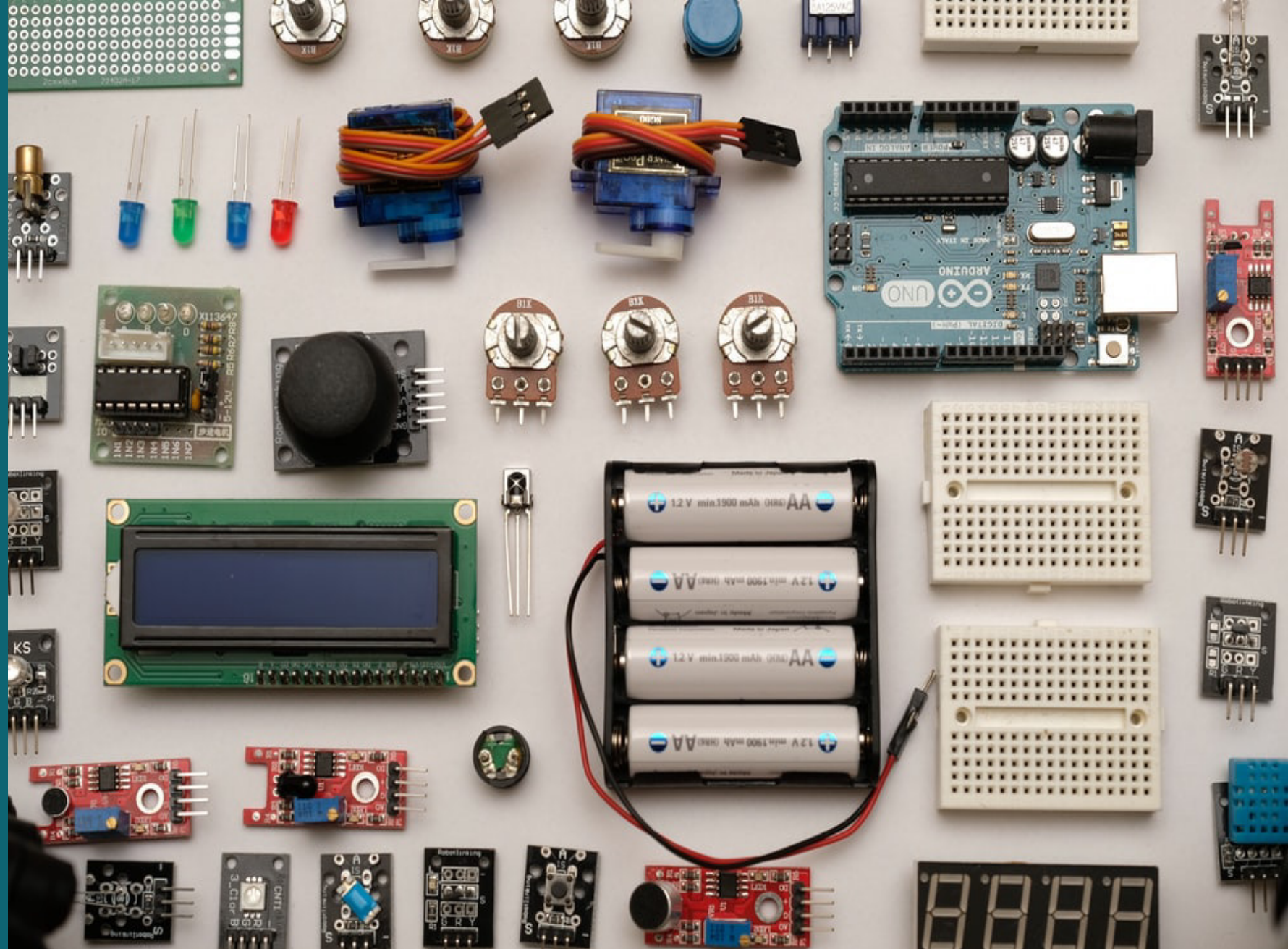
2023

Getting Digital



Agenda

- Updates
- Digital Relationships
- Website
- Digital Tools
- Elevator Pitch
- Digital Tools
- Next Steps



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LIVE,
WORK,
CREATE

Updates

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Digital Relationships

Good Client Relationships make you feel like a true partner to your client. They trust and listen to you and you feel good about the work you do for them.



Result

Your relationship builds and grows into bigger things; more transactions, bigger projects, longevity and/or the biggest compliment of all; Referrals

Why are referrals the biggest compliment of all?



Build Systems

Different than personal relationships, business relationships depend on systems.

Don't systems ruin relationships? What about the human element?

Client Relationship Systems

Brand Commitment: Brand Commitment Statement Implemented (Website)

Informative Marketing: Lead Generation Strategy (Social Media)

Conversion/Reconversion: CRM

Excellent Fulfillment: Order Taking and Shipping

Organized Billing: Transaction and Financial Software

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Website

A system for marketing your brand, informing interested people, qualifying leads, selling, transaction process.

What is a website made of? Code

Where does it live? On a hosting computer

How does someone access it? With your uniform resource locator(URL)

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A photograph of a silver laptop sitting on a rustic wooden table in an outdoor cafe setting. The laptop screen shows a website for 'BEN KOLDE' with the text 'I design and develop experiences that make people's lives **simple**.' and a 'See my work' button. The background is a blurred outdoor space with white furniture and trees.

What Does a Website Need?

Logical Website Navigation

Web Design and Layout

Responsive Design

Content

Call to Action

Testimonials

Opt-In Offer

Story Telling

FAQ's

Contact Info

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Social Media

Find and Maintain Relationships

Facebook

Instagram

TikTok

LinkedIn

YouTube

Pinterest



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Customer Relationship Management Software

Collaborative: Help multiple people come together, work efficiently, shared projects

Operational: Manage the operations affecting client experience.

Analytical: Track, store and report lead/Customer Behavior, Responses, Quantification



Next Steps

- Elevator Pitch
- Tech Audit: Do you have tech supporting every function?

THANK YOU FOR BEING PART OF



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