Main Street Presents: Grab People's Attention with Storytelling & Strong Content

SPEAKERS
Aviva Goldfarb, President, Aviva Goldfarb Consulting
Laura Gross, President, Scott Circle Communications

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Meet the Entrepreneurs

Laura

Aviva

Aviva Goldfarb

The Entrepreneur Project
WHO I AM AND HOW I GOT HERE

- Started in Media Relations for nonprofits
- Made a change to be home with kids, Six O'Clock Scramble was born
- Started marketing consulting business for food companies, and I do business coaching for entrepreneurs
- Director of Marketing for a group of 9 restaurants that are all 100% vegan, still consulting
EXERCISE:

What is a brand you love, and what do you love about them?
What is Marketing?

“Marketing is the strategy you use for getting your ideal target market to know you, like you, and trust you enough to become a customer.”

To do that, you will want to build a marketing strategy, that will include tactics like:

- market research
- messaging
- advertising
- media relations
- email marketing
- social media
- grassroots marketing
- community engagement, etc.
Why Marketing?

Because you have a business and you want to make sure the right customers can find you and want to make purchases.
Types of Marketing?

Well, how do you decide where to shop & what to buy?
Where is Your Market?

Do you think your customers will be...

- university students
- Parents of toddlers
- senior citizens
- people who are passionate about the environment
- kids who love technology
How Do You Reach Them & Engage Them?

- Do they follow food accounts on Instagram?
- Do they spend lots of time on Facebook?
- Do they watch sports?

Take an educated guess about where you can find your customers, and do some research and testing to confirm or change your path.
What is a Call to Action?

- When your customers see your email or Facebook post,
- Do you want them to place an order online, sign up for a virtual event, join your email list, or come see you at the farmer’s market?
- Think specifically about what you will ask potential customers to do, and how you might entice them to do it.
The Healthy Cookie

- Who might want to buy a cookie like that?
- Where would you find these people?
- Where do they spend time?
- What websites might they like?
WHO I AM AND HOW I GOT HERE

- Started in politics – planning events for national political campaigns
- Robert F. Kennedy Human Rights
- NPR PR dept.
- USAID Press Office
- Started Scott Circle Communications 14 years ago

About Laura

- Work with nonprofits, associations, advocacy organizations, purpose-driven companies.
- Our services include: communications strategy, media relations, talking points, digital/social media, content creation and thought leadership,
- Public Relations
- Maintaining a positive reputation for your company – using different tactics such as messaging talking points
Public Relations

"PR"

Maintaining a positive reputation for your company –

using different tactics such as messaging talking points
The primary difference between the two is that marketing is focused on promoting a specific product, service or idea; and increasing sales, while public relations is focused on maintaining a positive reputation for the company overall.

The line is getting blurrier and blurrier since social media. What might be helpful is to think of the different tasks each professional might take on.
How is PR different than Marketing?

**Marketing**
- Creating Advertising Campaigns
- Email Marketing + Newsletters
- Developing Sales Collateral
- Buying Advertising

**Public Relations**
- Managing Company Messages
- Award Nominations
- Speech Writing + Securing Speaking Opportunities
- Building Relationships with Media + Influencers
- Press Pitches + Releases

**What is the Difference Between PR & Marketing?**

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Storytelling

Part of what sells your business is you and your story.
What Makes a Good story?

- Painting a visual picture
- Something personal
- Something relatable
- Authenticity
Other Founders Stories We All Know

- Apple
- Patagonia
- Facebook
- Others?

How to Tell Your Story

- Business Pitch
- Company Culture
- Media Interviews
- Digital Platforms
- Practice, Practice, Practice
Time to Talk

"Q & A"

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Resources

- The 1-Page Marketing Plan: Get New Customers, Make More Money, and Stand out from the Crowd
- The Elegant Entrepreneur: The Female Founder’s Guide to Starting and Growing Your First Company

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