

Grow with Google

Grow Your Business With Customer Focused Marketing



DIGITAL CREATOR
CENTRO STRATEGIES

Presentation Outline

1. About Me
2. The Birth Of Centro Strategies
3. Startup Best Practices
4. Defining Your Business
5. Identifying Your Marketing Universe
6. Marketing In The Digital World
7. Final Thoughts
8. Q & A

About Me



The Birth Of Centro Strategies



The Birth Of Centro Strategies



Startup Best Practices

1. Check Your Business Name Availability
2. Get Registered with IRS & Secretary of State
3. Establish Solid Bookkeeping Practices;
Hire Bookkeeper if Complicated
4. Know Your Work Value
5. Have a Solid Work Environment for Business
6. Establish Solid Work/Personal Life Balance

Defining Your Business

ESTABLISHING WHO YOU ARE



Defining Your Business

BUSINESS LOGOS

YOUR BRAND'S FOUNDATION



Defining Your Business

IDENTITY

Your Business' Name

What Are You Offering

How Best To Describe Your Business

Defining Your Business

BRANDING

Logo

Color Palettes

Font Styles



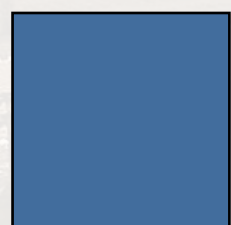
Defining Your Business

BRANDING

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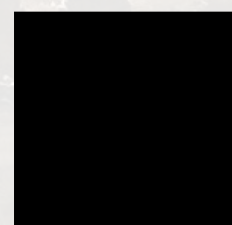
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CMYK
78, 47, 4, 6

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CMYK
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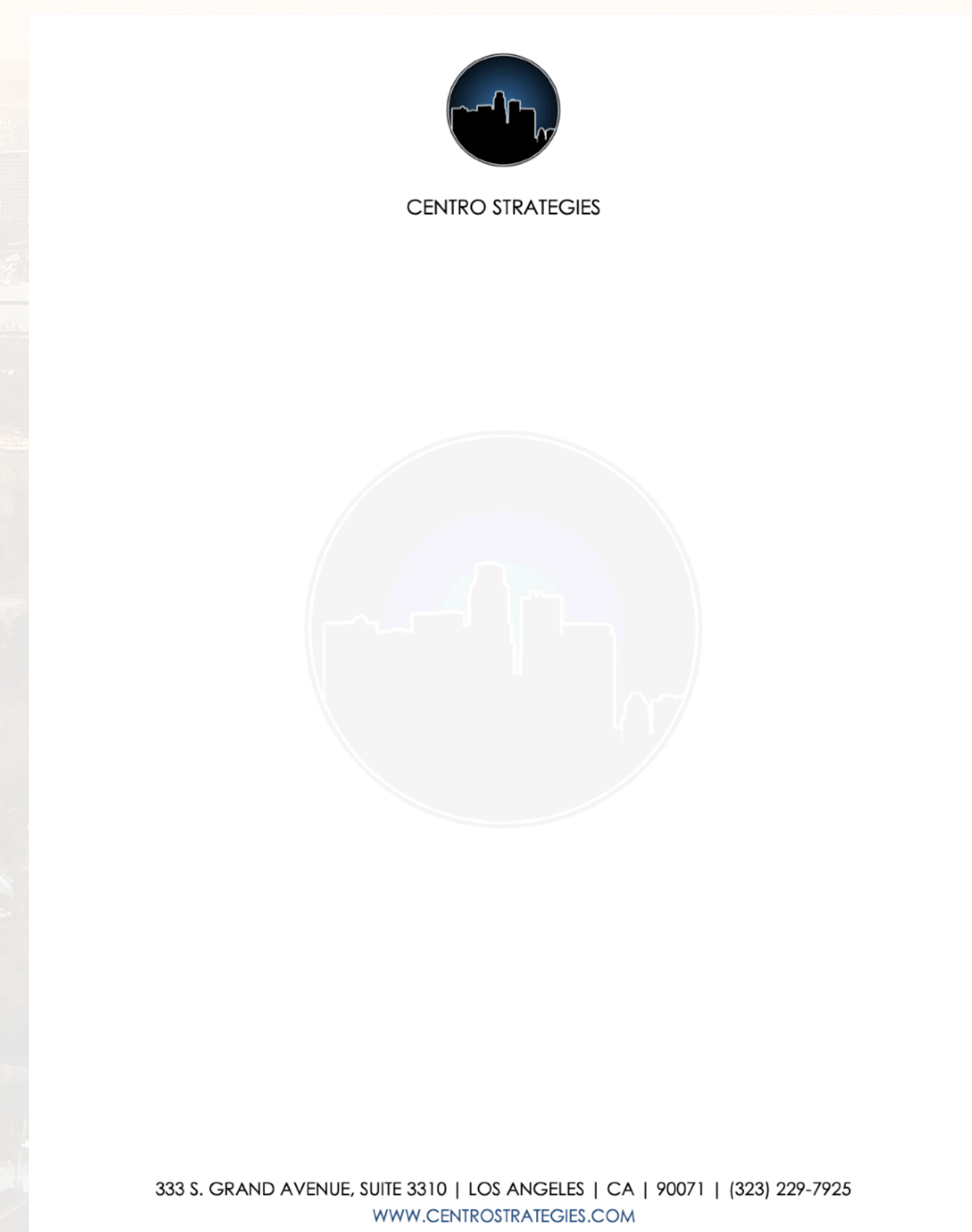
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RGB
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CMYK
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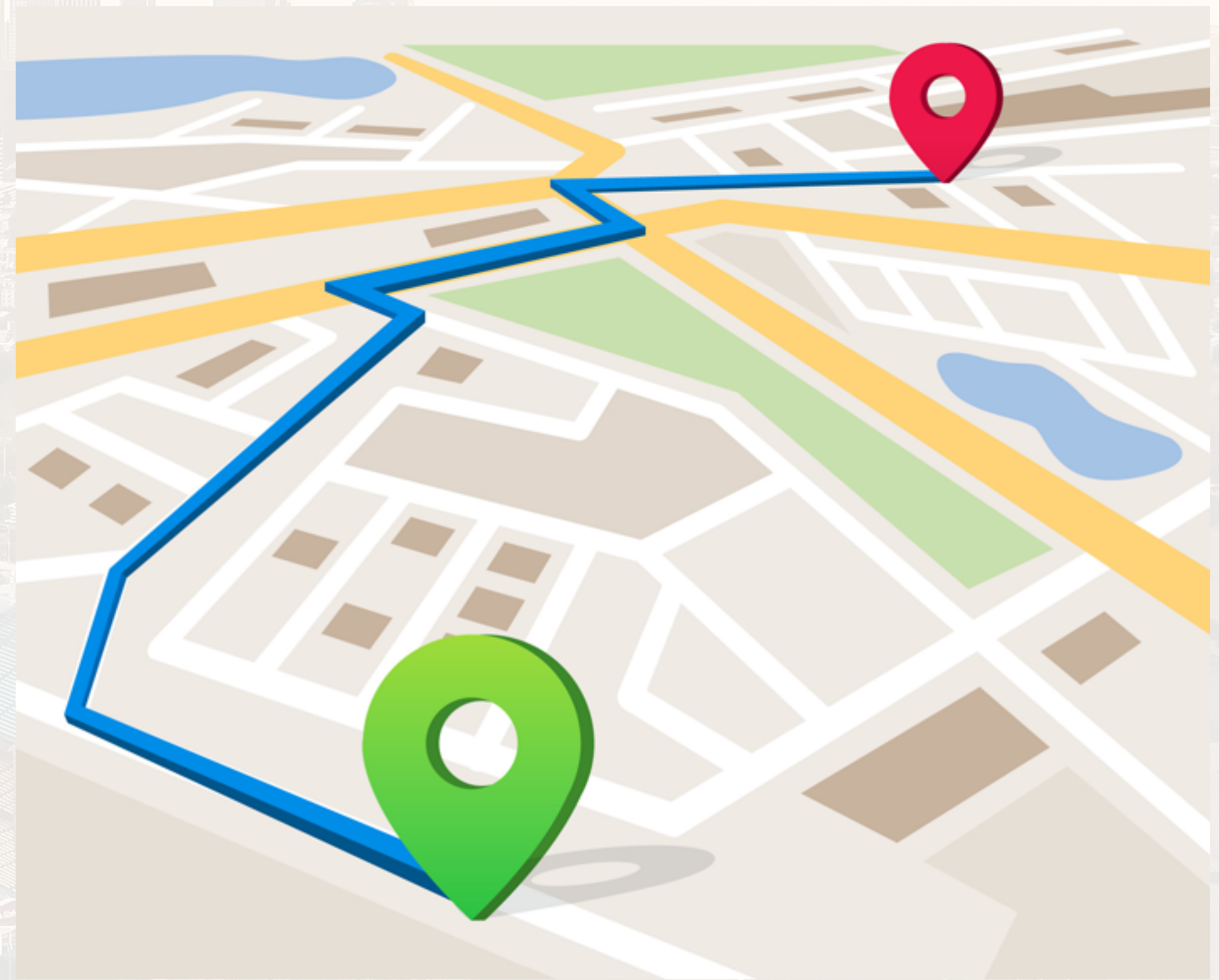
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Identifying Your Marketing Universe

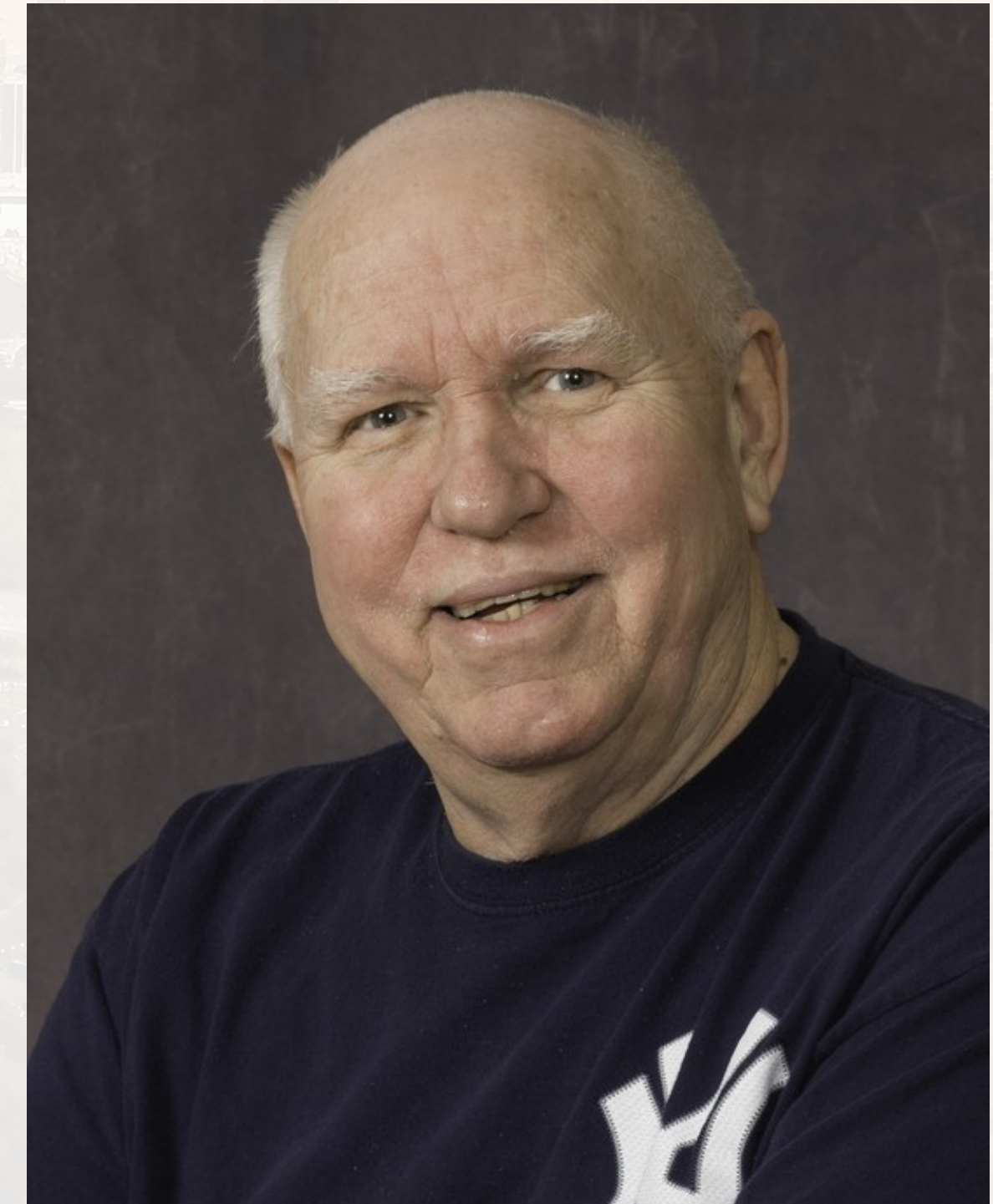
KNOW YOUR TARGET CLIENTELE

You Need To Know
Where You're Going
To Figure Out
How To Get There



Identifying Your Marketing Universe

DIFF'RENT STROKES FOR DIFF'RENT FOLKS



Identifying Your Marketing Universe

WHY AND HOW IT MATTERS

Higher Return on Investment (R.O.I) When You Market To Consumers More Likely To Use Your Business

You Can Better Shape Your Marketing Message To Attract Those Customers To Your Business

Identifying Your Marketing Universe



Marketing In The Digital World

PLAN WELL AND PLAN AHEAD

Identify Your Target Audience

Shape Your Messaging

Know The Tools You're Using

Marketing In The Digital World

YOUR ONLINE TOOLS & RESOURCES



Google
Analytics



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ASSESS YOUR PROGRESS

Check In On How Well You're Doing

Evaluate Your Plan's Effectiveness

Tweak Your Efforts to Correct Direction

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