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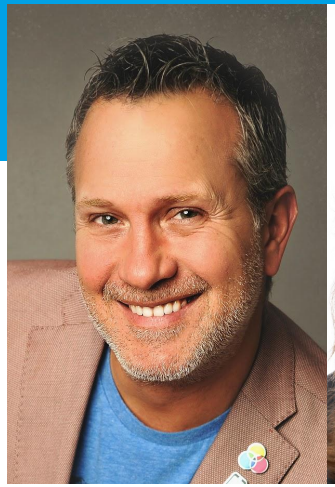
ADVERTISING MARKETING DESIGN



BACK 2 WORK-SHOP SERIES

HOW TO CREATE A VIRTUAL BUSINESS

PRESENTED BY ANDY RANDAZZO & LIZ BURKE

Speaker Introductions

ANDY RANDAZZO

HitState Marketing Agency, Owner
Digital Marketing Specialist
Brand Marketing Strategies

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LIZ BURKE

Liz Burke Media, Owner
Communications Professor
Broadcast Journalist
PR & Crisis Management Specialist

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Upcoming Workshops

Tues., June 2 at 12 – 1 PM:
Best Practices for the Job Seeker

Thurs., June 18 at 12 – 1 PM:
How to Use LinkedIn for Your Business

Thurs., July 9 at 12 – 1 PM:
Top Tips in Social Media for Business

Agenda

- Plan to “virtualize” your business
- Products & Retail
- Professional Services
- Examples
- Q&A: Please type your questions in the Q&A box below and we will answer verbally at the end of the workshop

Plan to “virtualize” your business

- Visualize the virtual
- Anticipate how your customers will receive the virtual
- Know your customers:
  --Where are they?
  --What are they doing now?
- How will your customer buy your product/service?

Plan to “virtualize” your business

- Compose a specific “virtual business plan”
- Methods: Online services, e-learning, virtual sales calls, etc.
- Take photos, shoot video -- record your business!

Products & Retail

Make sure your customers can buy your product/service online or via delivery.

Facebook Shops

Products & Retail

Think about video & documenting everything that you do in your business. Make it virtual!

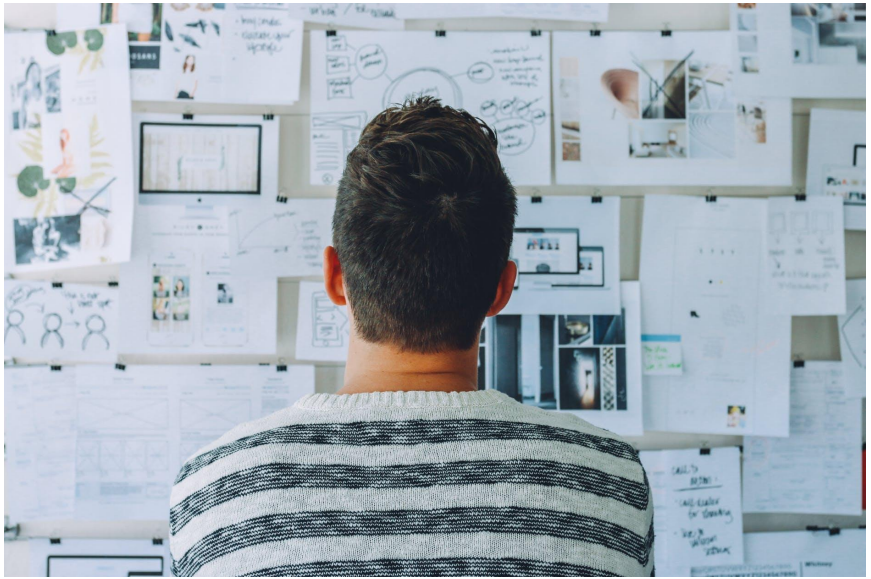
Video, podcast, PDF, web page, etc.

What you can do with this content:

- Post it on social media to keep customers engaged with your brand
- Use the content you create to sell your product
- Sell these “How To” or “E-Learning” videos

Professional Services

- Website (homepage, services, contact)
- Email marketing
- Social media
- Blogs
- Vlogs
- Video conference (heavy use)



Professional Services: Video Conference

- Identify the right software
- Learn all major functions
- View online tutorials
- Practice functions with colleague, family member, friend
- Test equipment (audio, video, etc.)
- Dress professionally
- Perfect background and setting: positioning, headroom, lighting

Professional Services: Video Conference

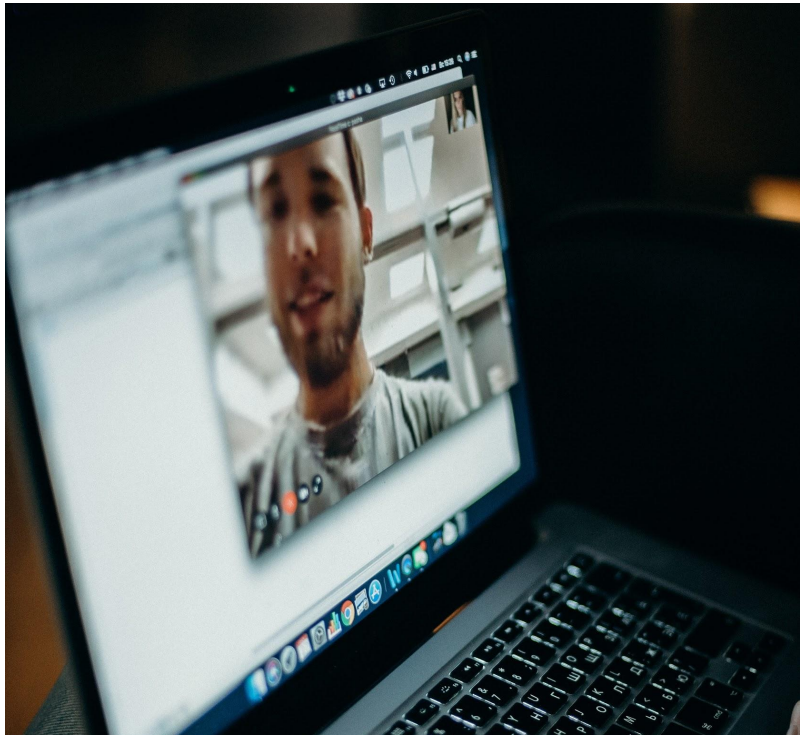
- “Netiquette”
- Start mtg. with participants muted
- Invite participants to turn on video
- Look directly at the camera
- Intro speaker(s), teams and topic
- Always include an agenda
- Plan to present something
- Maintain the meeting focus

Professional Services: Video Conference

- Start with an icebreaker
- Consider having co-speakers
- Use chat and poll
- Promote use of reactions
- Speak clearly and at a good pace
- Pay attention to your tone
- Be aware of facial expressions
- Try not to interrupt
- Avoid complicating the content

Professional Services: Video Conference

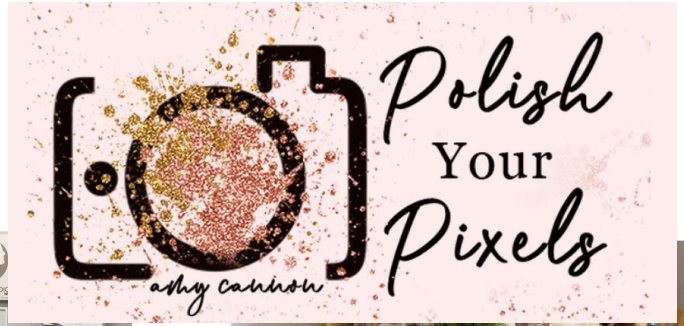
- Avoid asking:
  Are there any questions?
  Instead, ask:
  What do you think about this topic?
  What is your opinion?
  What are your thoughts?
- Prepare questions in advance



Examples

Amy Cannon Photography - Online Course

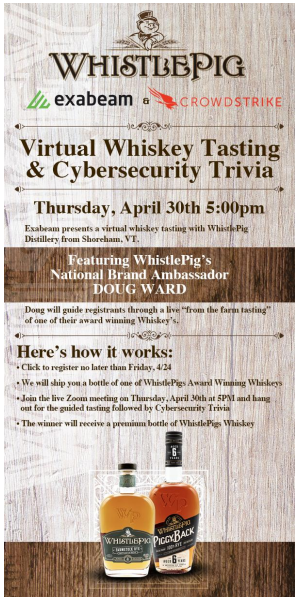
AMYCANNON.COM

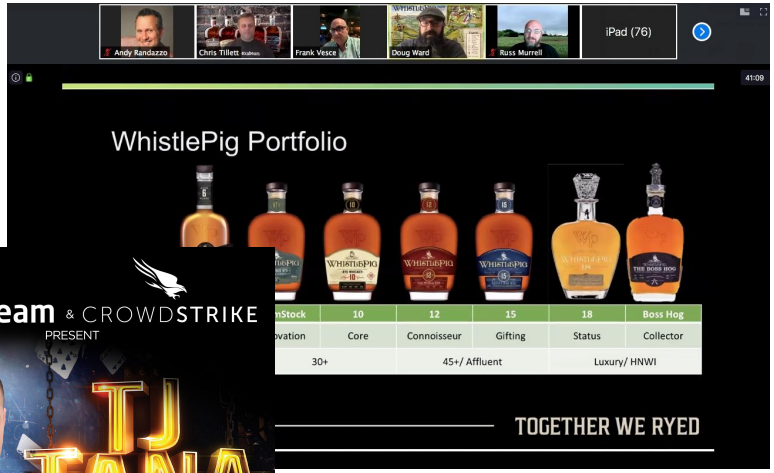


Examples

Exabeam - Sales Event

exabeam





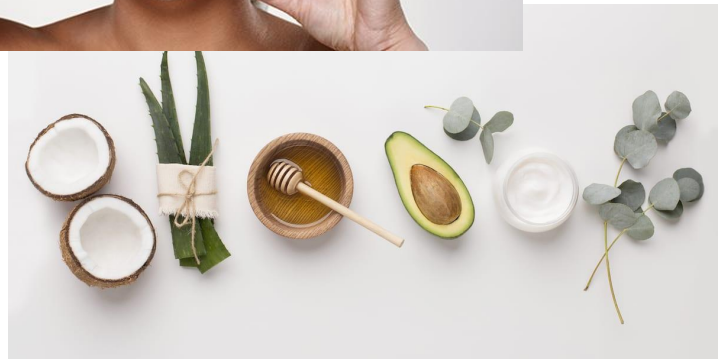
Examples

National Pharmaceutical Company

- Online sales team trainings
- Online Lunch & Learn client sessions
- Emails & phone calls
- Fieldwork preparation (masks, social distancing, etc.)
- Identify offices accepting rep. visits
- Staggered office schedules

Examples

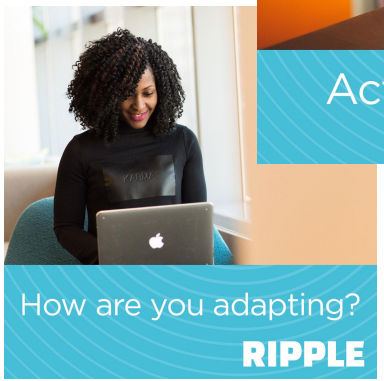
Aesthetician - Home Delivered Products

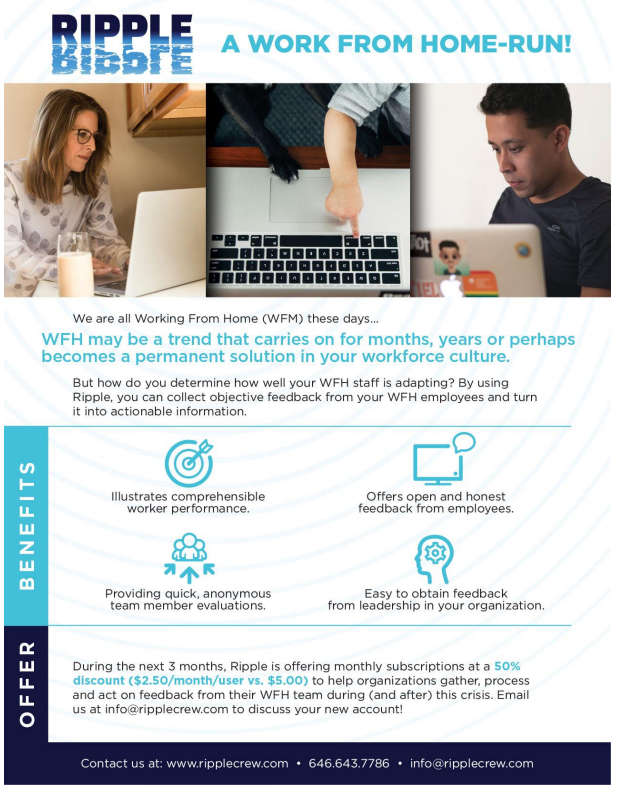


Examples

Ripple - Team Member Evaluations & WFH

RIPPLE

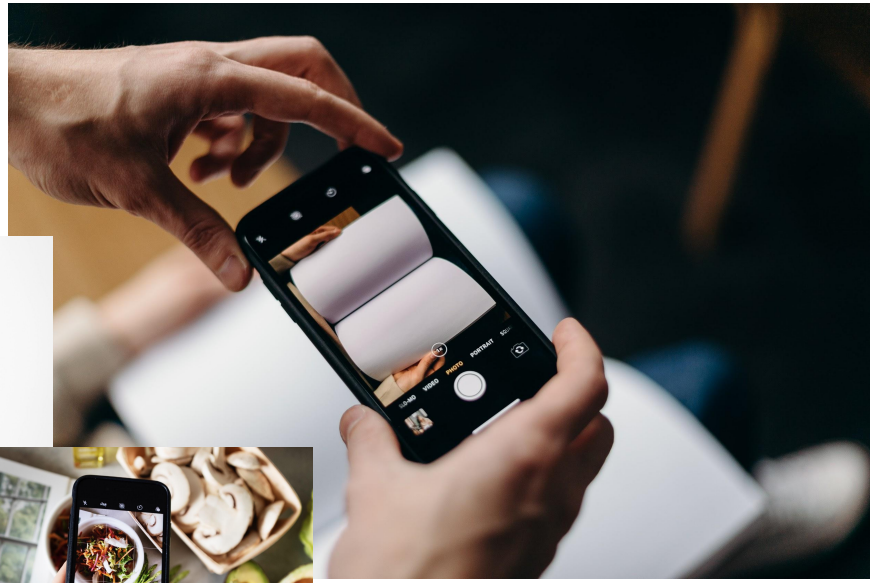


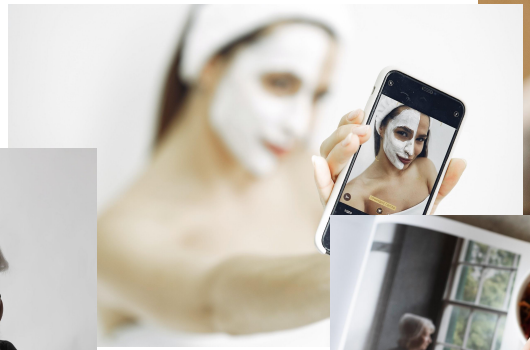


Examples

Other methods used by companies

VR - Virtual Reality
AR - Augmented Reality
Makeup
Clothing
etc.





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- Media Training
- Professional Speaking Training
- Presentation Skills Training
- Job Interview Training
- Social Media Training
- Public Relations
- Crisis Management

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- Social Media Marketing
- Email Marketing
- Virtual Events
- Website Development
- Video Production
- Marketing Strategy
- Brand Strategy

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Questions

Type a question in the Q&A box below

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