



California Association for  
Micro Enterprise Opportunity

Training the Trainer:  
Micro-Marketing Webinar

# microbusinesses face more than a few marketing challenges

- cash-flow is typically a challenge
- they must keep sales pipeline filled
- they're low on resources
- they're short on time
- marketing is typically not their expertise

# microbusinesses have some **singular marketing advantages**

- they typically know their customers and can create and maintain **meaningful dialogs**
- they can be **nimble** in reacting to feedback
- they have a **personality** that large companies can only dream of
- they can quickly make a decision to **try things out** for little to no cost other than time

# but where to begin?

- **work with an expert to create a viable strategy** [typically a pro-bono counselor or mentor]
- **implementation - where the rubber meets the road** [choosing the right tools is usually where the confusion starts]

# what makes a *perfect* tactical micro-marketing tool?

- **it's social:** free, fast, where the fish are
- **it's actionable:** easy to buy, no barriers, short & sweet
- **it's measurable:** what, where, when, how, who
- **it's nimble:** change and do it again
- **it's repeatable:** efficient, don't reinvent the wheel
- **it's free or low-cost:** or at least, no long-term commitment
- **it's easy to use:** and easy to learn

# typical tools and how they compare

	facebook	twitter	tumblr	yelp	ebay	etsy	constant contact	pubfish
description	social network	micro blog	blog	online local directory	online auction/store	online store	email blast tool	social marketing platform
free?	✓	✓	✓	X	X	X	X	✓
social?	✓	✓	X	X	X	X	X	✓
converts to cash?	X	X	X	X	✓	✓	X	✓
measurable?	X	X	X	somewhat	✓	✓	✓	✓
nimble?	✓	✓	✓	✓	X	✓	X	✓
repeatable?	X	X	X	n/a	✓	✓	✓	✓
fast to use?	✓	✓	X	✓	X	X	X	✓
proactive lead generation?	X	X	X	X	✓	X	✓	✓



# what pubfish does



The advertisement is presented on a wooden-textured background. On the left, a white card features the Mission Cheese logo (a stylized cheese wheel) and the text "Mission Cheese Celebrating American Artisan Cheese". Below this, it announces a "NEW! SF Beer Week event with Drakes Brewing". At the bottom of the card, it lists store hours: "Open 11am-8pm / closed Mondays", and notes "no reservations" and "order gift certificates". On the right, a photograph shows a wedge of brie cheese on a wooden board. Below the photo, the text reads: "Introducing our impeccable limited edition Mission Cheese Brie. Order today, we only have five wheels left of this extremely popular cheese."

  
**Mission Cheese**  
Celebrating American  
Artisan Cheese

**NEW! SF Beer Week event with  
Drakes Brewing**

Come and see us!  
Open 11am-8pm / closed Mondays  
no reservations  
order gift certificates

  
Introducing our impeccable limited  
edition Mission Cheese Brie.  
Order today, we only have five  
wheels left of this extremely  
popular cheese.

emails to customers and prospects





soon: posts as a Facebook company page





posts to  
Facebook Wall  
Twitter and more





bing™  
Google™  
YAHOO!®

automatically  
SEO compliant



bing™  
Google™  
YAHOO!®



soon: publishes as an overlay on your website

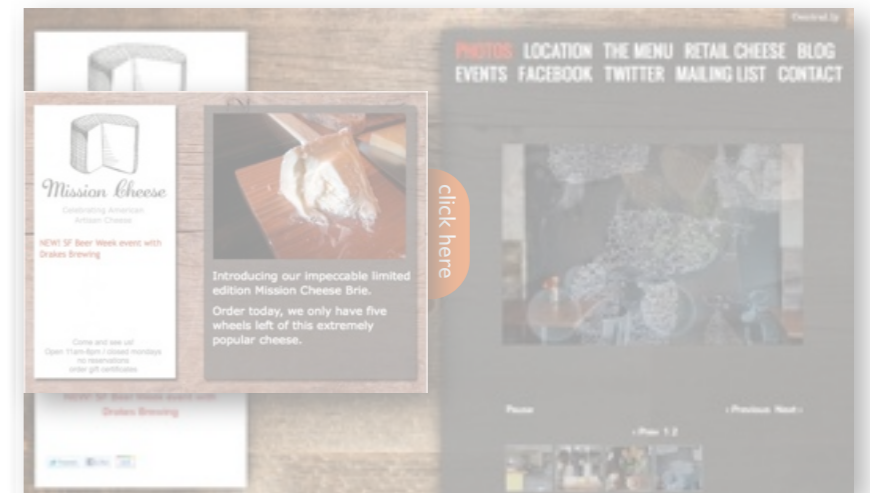


bing™  
Google™  
YAHOO!®



posts on major social networks

bing™  
 Google™  
 YAHOO!®



all easily monitored and managed on one administration page



easy to use, quick to learn, totally free.

questions?

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