



Entrepreneur Training:

How to do Marketing like a Pro





Investing in the growth
of small businesses

Nonprofit CDFI serving Ohio, plus

Founded 2004, Columbus

The #1 SBA microlender in the U.S.

Supporting small businesses with:

- Training
- Coaching
- Access to Capital

Host to the four **Women's Business Centers of Ohio** (and other programs)

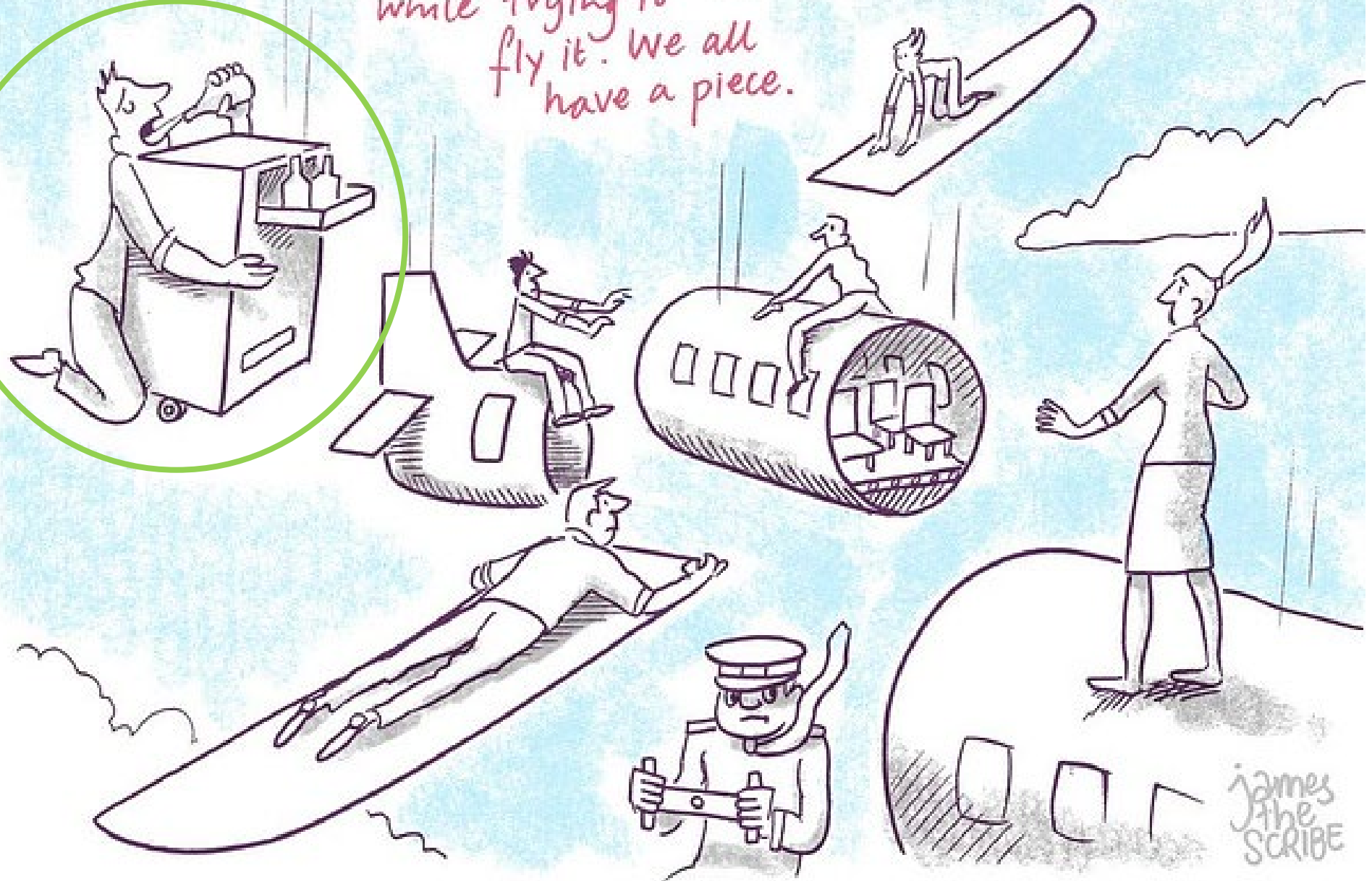
Investing in marketing **since 2020**

Amee BellWanzo, ECDI

- VP of Marketing and Business Incubation Services for ECDI since 2020
 - Organization's first marketing strategist
- 20+ years in marketing for agency, corporate, small business, nonprofit, startup
- Nonprofit founder and marketer



We are rebuilding the plane
while trying to
fly it. We all
have a piece.



James
The
SCRIBE

Marketing kickstart



Marketing kickstart

Branding and identity

Website

Engagement

Digital presence

Content and storytelling

Marketing plan





Branding

Your organization's image



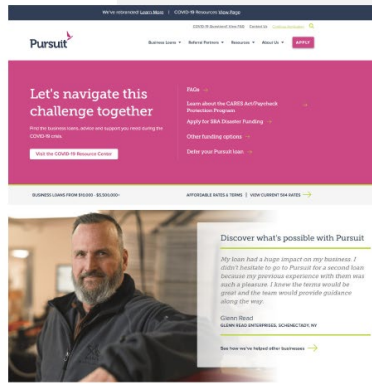
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DEVELOPMENT INSTITUTE

BRAND UPDATE

MARKET RESEARCH

PURSUIT

- Modern, airy, clean
- Nice use of graphics, icons
- Text used sparingly
- Clear call-to-action (CTA) with "APPLY" button
- Easy loan start (see dropdown, next page)
- Lots of resources, without overwhelming the site
- Cool, modern voice: "Ambition, meet funding."
- [Click to Visit](#)



OPPORTUNITY FUND

- Uses video as background
- Graphics highlight success
- Text used sparingly
- Clear CTA with "DONATE" button
- Easy to make donation
- Features customers in their environments
- Retail-like business directory
- Loan calculator tool
- [Click to Visit](#)

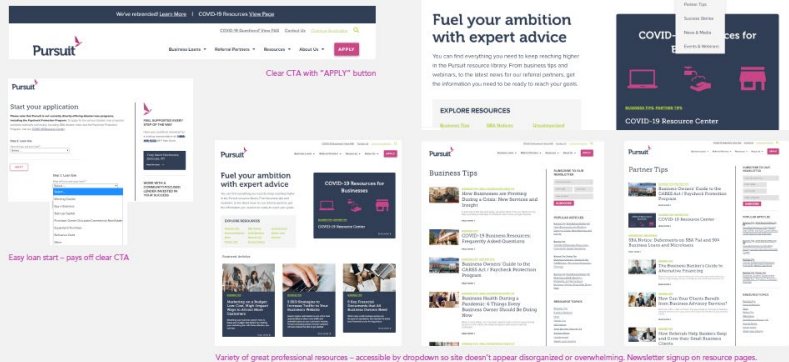


ACCION

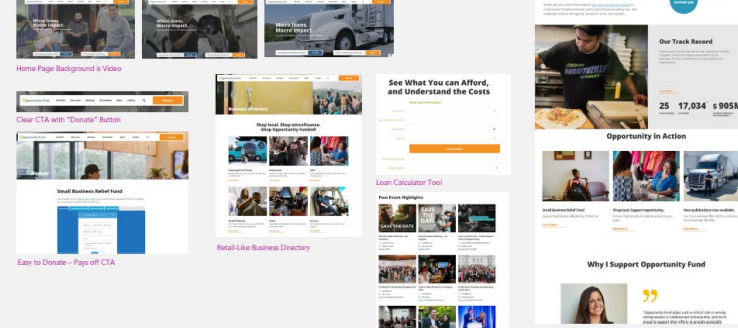
- Clean, modern, whitespace, cheerful
- Text used sparingly
- Very friendly and unintimidating – shows what to expect
- Clear CTA with "APPLY FOR A LOAN" and "GET STARTED" buttons
- Excellent resources – COVID webinars
- Features customers in their environments
- [Click to Visit](#)



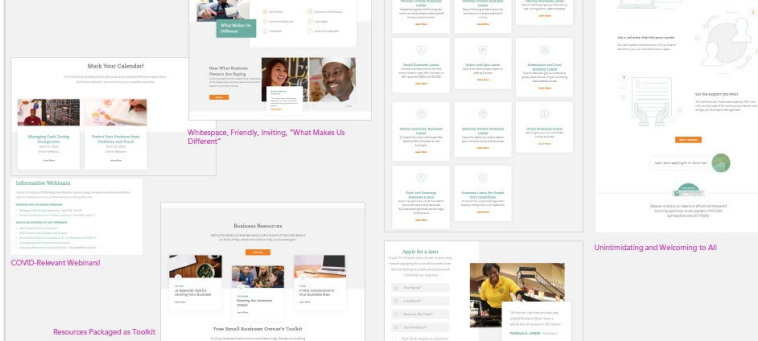
PURSUIT



OPPORTUNITY FUND



ACCION



GOALS

Modernize ECDI's look

Create a visual presence that is fresh and accessible. Soften the brand look to give it a friendlier, but “with-it” feel.

Give ECDI a professional presence

Through logo, colors and fonts, make ECDI look like a national brand that potential borrowers or funders will feel is strong and will be easy to work with.

Help streamline ECDI's visual communications

Use fonts and graphic treatments that make it easy to present information in a clean, uncluttered way. Refine the color palette to clarify hierarchy of information and highlight calls to action.

Provide guidelines for execution

Develop a clear set of graphic guidelines to enable creative work to be developed consistently and to enable ECDI staff to share a common brand identity in all communications.

ECDI BRAND CHARACTERISTICS

- **Modern**
- **Ambitious**
- **Capable**
- **Helpful**
- **Confident**
- **Reassuring**
- **Accessible**
- **Honest**
- **Partner**

ECDI BRAND COMMUNICATION TONE

- **Optimistic**
- **Bold**
- **Entrepreneurial**
- **Positive**
- **Supportive**
- **Friendly**
- **Straightforward**
- **Attentive**
- **Focused**

BRAND ELEMENTS

- **Logo**
- **Tagline**
- **Colors**
- **Graphic Elements**
- **Typography**
- **Photography**
- **Copy**
- **Documents**
- **Creative Components**



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OLD BRAND



Investing in the growth
of small businesses



Image Only



Simplified



Full Name



Full Name -Horizontal



With Tagline

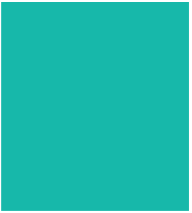


With Tagline - Horizontal

ECDI BRAND COIORS



CMYK: 45, 01, 86, 00
RGB: 152, 202, 87
HEX: #98CA57



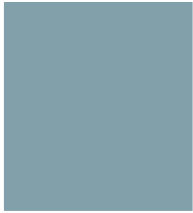
CMYK: 74, 01, 42, 00
RGB: 23, 184, 170
HEX: #17B8AA



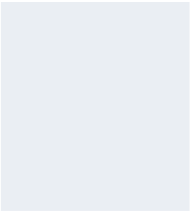
CMYK: 69, 26, 16, 00
RGB: 79, 155, 188
HEX: #4F9BBC



CMYK: 93, 64, 52, 43
RGB: 14, 61, 74
HEX: #0E3D4A



CMYK: 53, 28, 28, 00
RGB: 129, 160, 170
HEX: #81A0AA



CMYK: 07, 04, 02, 00
RGB: 234, 238, 243
HEX: #EAE EF3



Pattern

The leaves can be used as a light pattern for backgrounds and/or embellishments.



The Leaf

This is a stylized element pulled from the leaf shapes in the logo. This brand element can be used to add an extra embellishment to materials, to break up text, or to emphasize the idea of "growth"





Investing in the growth of small businesses

INVEST LOCAL OHIO



A better way to invest

Support local small business, with a guaranteed return

The Invest Local Ohio (ILO) program provides community members the opportunity to make a smart investment while directly supporting the visions of innovative, hardworking entrepreneurs. Your investment provides funding for loans to startup and existing businesses in a variety of industries. Every dollar invested in ILO supports small businesses, right here in Ohio.

From restaurants and hair salons, to transportation and yoga, ECDI-funded small businesses play an integral role in creating sustainable, vibrant communities.

Economic and Community Development Institute (ECDI) | 1655 Old Leonard Avenue | Columbus, Ohio 43219 | 1-888-210-3039

Invest. Educate. Innovate.



Fun Side



Info Side



Resources for Ohio Small Businesses

Affordable Capital
Entrepreneur Training
Business Services



Investing in the growth of small businesses

Family of brands



Investing in the growth
of small business





Discovery Sessions

Board, ECDI Managers

Top Takeaways

Nuggets of truth:

- ECDI is different than most CDFIs
 - Continuity in leadership
 - History and strong reputation in community
 - Ability to create real change and provide impact numbers, not just anecdotes
- We need to say “Black” not “minority”
 - “Minority,” to the Black community signifies “not Black”
- Stakeholders don’t know how to tell our story
- Room to grow in LatinX community
- Education is needed around what loan percentages mean and the value of wrap-around service
- Need to be more transparent about our future goals

Top Takeaways

Ways to talk about our work:

- Emotional, personal
 - We affect people's lives
 - It's not just the jobs – it's the families behind each one of those
- Connect with the mission
 - Might not always be the *whole* mission





Top Takeaways

Ways of getting our message out:

- Let our partners speak for us
 - Community partnerships
 - Referral relationships
- Client stories, client stories, client stories
- Impact study
 - Partner with chambers and small business groups in other cities/towns



Deliverables

Communication pieces:

- Elevator speech
- Multiple ways to highlight testimonials
- Ways our customers can speak for us
 - Clings for windows, badges for website, signage

Deliverables

Communication plans:

- Ways to highlight impact
 - Real-time on website, email campaigns, material
 - Add interactive element to our Annual Impact Report – allow people to click for more/deeper info
- Ways to support our clients' communities
- LatinX effort
- PR Campaign





Website

Your organization's virtual
storefront

Pro tip #1: *Kondo* it

Streamline. Streamline again.

- Make it a tool, not an information dumping ground
- Limited fonts and colors establish hierarchy of info
- Design for readers who scan
- Remove or refresh old content



Pro tip #2: Don't hide your content

How will people use your site?

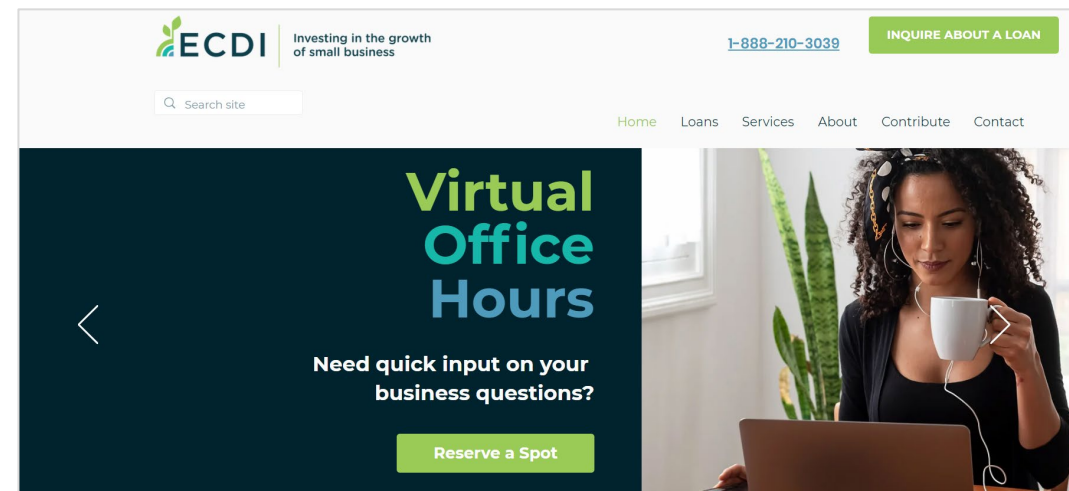
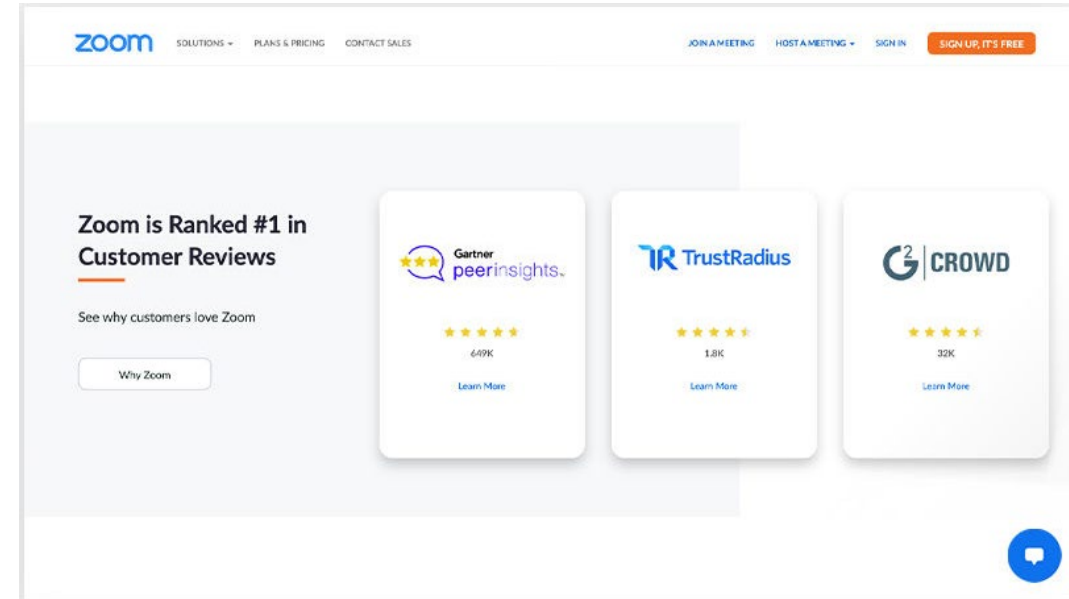
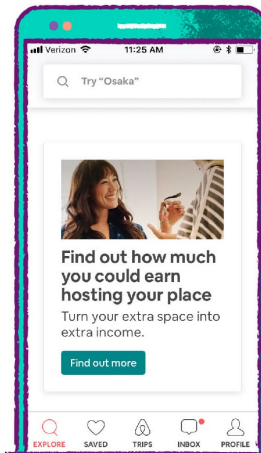
- Evaluate your navigation
- Build for the scroll
- Accommodate for things people seek on the fly
- Can you go mobile first?



Pro tip #3: Don't forget the call to action

Tell people what you want them to do!

- Use color to distinguish
- Keep it visible, stationary
- Get creative with the words



Tips to Improve Your Website

Quick 3-minute reads that will make a big impact

A Checklist for Building an Effective Website [\[link to article\]](#)

Five Ways to Drive Traffic to Your Website [\[link to article\]](#)

Beginners Guide to Showing up on Google [\[link to article\]](#)

Local Search Engine Optimization (SEO) [\[link to article\]](#)



Engagement

Staying front of mind with
customers and community



Ongoing communication

Map out your client journey and use these cost-effective tools:

- Social media
- Social tools (e.g. Facebook groups)
- Email
- Events – in person and virtual
- Process-driven communications (e.g. thank you letters and “you may also be interested in...”)





Digital Presence

See and be seen in the digital era

Lunch with your team?





Cat video >>

Social media

How to grow your digital personality

- *Don't be overwhelmed*
- Use a management tool (e.g. Hootsuite, Agora Pulse, Sprout Social)
- Brainstorm content ahead of time (always be authentic and leave space for opportunistic content)
- Involve your team and clients (interviews, business tips, quotes, biz anniversaries)
- Use free tools like Canva and iMovie
- Select only the channels that make sense
- Find your audiences where they are
- Schedule by the algorithms



(PSST: TAKE A PICTURE!)

HOW OFTEN TO POST ON SOCIAL MEDIA FOR SMALL BUSINESS



1x Per Day
Max. of 2x Per Day



1x Per Day
Up to 51x Per Day



3x Per Day
Max. of 30x Per Day



1-2x Per Day
Max. of 3x Per Day



2x Per Week



2x Per Day
Max. of 3x Per Day

****Always look up current info**

Source:
<https://retailorsgroup.com/how-often-to-post-on-social-media-for-small-business/>

When Should YOU Post to Social Media

facebook

Day:



32%
HIGHER
ENGAGEMENT

18% 18% 32%
HIGHER HIGHER HIGHER
ENGAGEMENT ENGAGEMENT ENGAGEMENT

Time:



6-8am & 2-5pm



10pm-4am

twitter

Day:



B2B performs 16% better during business hours

B2C performs 17% better on weekends

Time:



1-3pm



8pm-8am

Pinterest

Day:



FOOD FITNESS GADGETS QUOTES OUTFITS GIFTS TRAVEL

If you are also posting during the week, try to target the top subjects of the day!

Time:



8-11pm
2-4pm



1-7am
5-7pm

LinkedIn

Day:



VERY LOW
ENGAGEMENT

VERY LOW
ENGAGEMENT

Time:



7-8:30am
5-6pm



8pm-8am

Source:
@Sid_Finance



Meet your customers where they are – *for less!*

Know your audience and your platforms:

- **Facebook:** the living room – catch up with friends, build relationships
- **Twitter:** the bar – let loose, talk to strangers, drop one-liners – it's a level playing field where we all wait in the same line for a drink
- **Instagram:** the cool boutique – visually engage, show off the eye candy, establish your aesthetic
- **LinkedIn:** the office – build credibility, create a network, be a thought leader
- **YouTube:** the convention expo hall – entertain, give tutorials and how-tos
- **Owned media:** newsletters, blogs, website, emails





Storytelling content

Product features ≠ stories



Make your brand more:

- Relatable
- Inspiring
- Engaging
- Human
- Sharable
- Memorable
- Driven by shared values

Photo: Full Grip Games, Akron



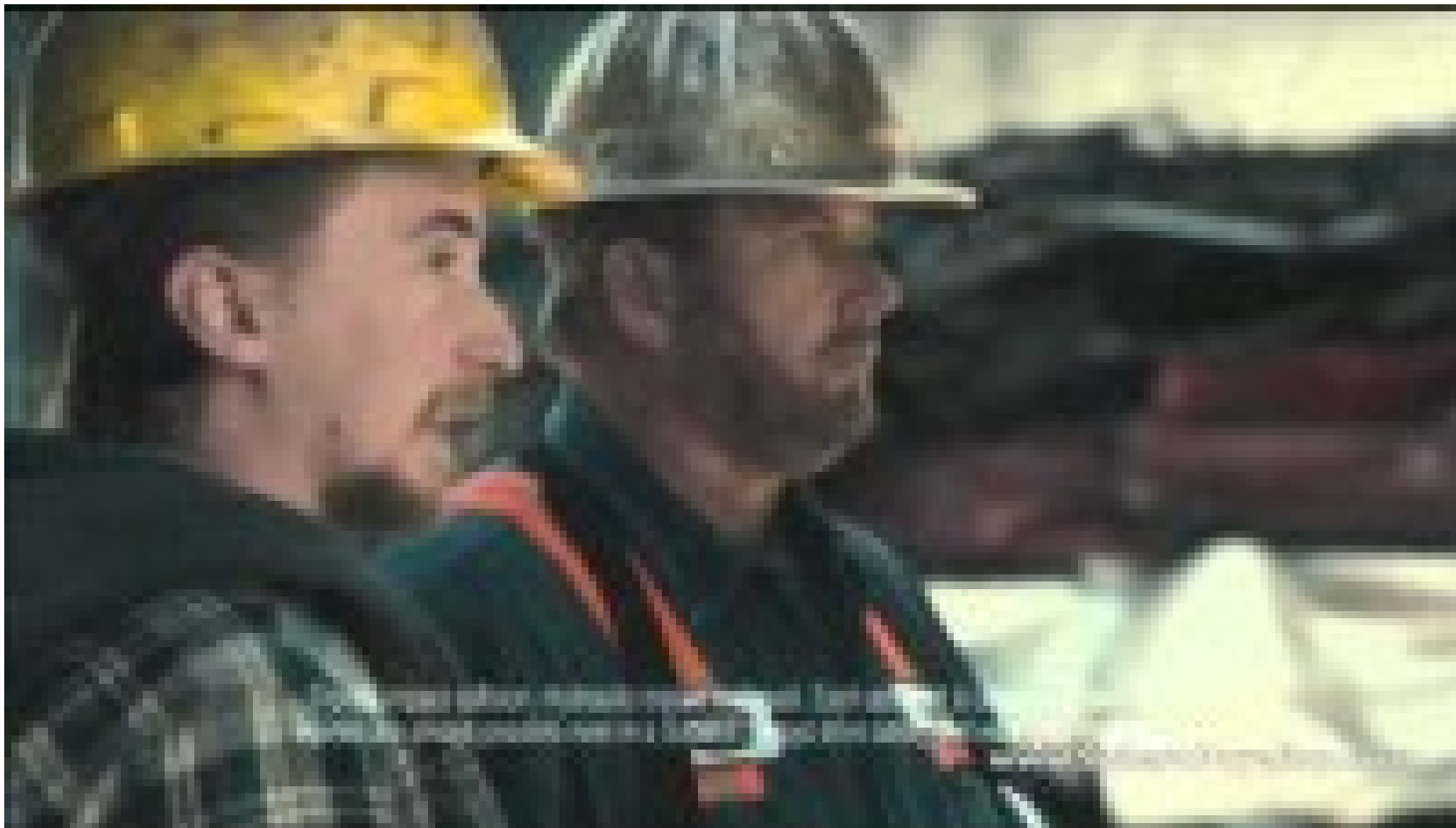




Stories create a deeper connection:

Why care = shared values = brand loyalty

Two words: "They Lived."



These guys vs. business loans





Your story
isn't always
a literal story

Content marketing: telling your story every way you can

- Photos (products, people, or personal)
- Videos (interviews, demos, behind-the-scenes, “vlog,” tips, stories)
- Quotes, testimonials, client spotlights
- Lead magnets (free trainings or how-tos, templates, tool kits, online assessments, listicles or swipe files, recipes)
- Website (“about us”), blog, emails, ads
- IRL – signage, photos, artifacts





Pro tips:

- Know your audience
- Know your voice
- Always include a call to action (*with a deadline*)
- Turn every 1 piece of content into 5
- Use free software (e.g. Canva, iMovie, Splice)
- Seek inspiration
- Incorporate others – staff, customers
- Share internally – your entire team should be singing the same song

Photo: Team member with Deeply Rooted Café, Frankfurt





Marketing plan

It's not as hard as it seems



Basic gist of every marketing plan:

Develop an offering and put it in the place where your target audience will see it



Five steps to a plan:

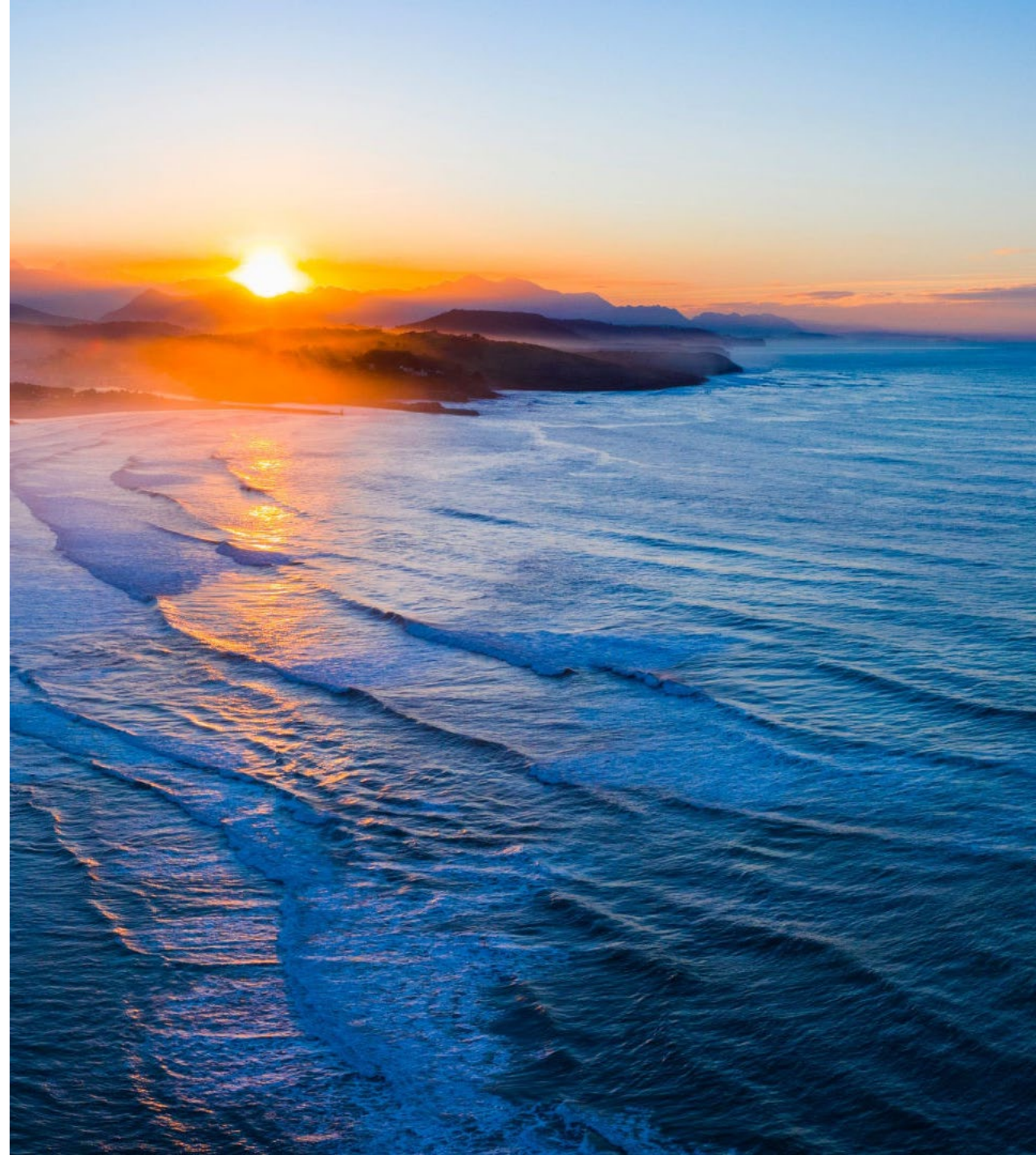
1. Understand your target market and audience(s)
 - If there is more than one, prioritize by ROI
2. Figure out where your audience will see your messages
3. Articulate your offering (based on your audience's needs)
4. Prepare to deliver your offering
5. Develop your message (offering + reason to act + CTA or response mechanism)
6. Put your messages in the right places



I cannot boil the ocean.

(But I can boil a cup of it)

Know your target market – and you'll know how and where to reach the people who are likely to buy your product or service





Investing in the growth
of small business

Thank you!

www.ECDI.org