

marketing yourself & your business during uncertain times

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the plan

- who's the blonde?
- square one
- brand clarity & expansion
- pro tips

who's the blonde?

- *Moved to Las Vegas in 1989 (From Kansas City, Missouri originally)*
- *Raised in a showbiz family with theater, dance, music*
- *Spent the first 15 years of my career in Executive Marketing roles.*
 - *Station Casinos*
 - *IGT*
 - *Cirque du Soleil*
 - *Jabbawockeez*
- *Founded podcast & video production company in 2014*
- *2014 - Started a podcast reached 2M downloads in 15 months*
 - *Produce shows for brands and celebrities*
 - *Tony Hawk Foundation*
 - *Miesha Tate – UFC Fighter*
 - *UNLV*
- *Started real estate career in 2017*
- *Expanded to 10-person real estate team in 2019.*



I  **SMALL BUSINESS™**



01

square
one

square one

- Don't panic!
- Don't pull the plug.
 - *Remember that your marketing now feeds the present and the future.*
 - *Ad inventory will become cheaper as other advertisers cancel. Stretch your budget.*
- Don't let fear decide how you move.
 - *Listen to past advertising performance metrics and adjust accordingly.*
 - *Small thoughtful moves vs. major shifts in course.*
- Set immediate, short, and long-term goals.
- Remember...it's okay to market yourself during uncertain times.

IMMEDIATE

- Take inventory of your digital channels.
Website, Facebook, LinkedIn, Database/Email Marketing, Twitter, Etc.
- Identify how you will immediately respond to the situation.
- Clarify the immediate messaging that will be used.



SHORT-TERM

- Create a 7-day communication plan divided by client segment.
*Current clients
Public/Social Media
Future Clients*
- Identify messaging for each segment of your clientele.
- Set an advertising budget for testing messaging and platforms.
- Evaluate marketing messaging and ad spend each week.



LONG-TERM

- Create and execute a brand collaboration plan with like-minded, complimentary businesses for cross-marketing opportunities
- Identify new business offerings/products needed/opportunities.
- Explore and expand into new platforms and mediums.
- Create an ongoing giving plan to incorporate long-term into your business practice.

the current trend

Loud & Proud

Content shared multiple times per day.
Messaging is empathetic & focused on giving.

Staying Afloat

Focused on everyday operations.
Losing marketing steam.

Dimming
The Light

- Now is not the time to hire someone to tell your story.
 - *Authenticity is the most important thing right now.*
- Listen first
- Clarify your message
 - *Self-serving content will be remembered negatively.*
 - *Give, give, give. All content must be helpful.*
 - *Continue to show up.*
- Show your face
 - *Video, video, video, video*
- Customize your message for each audience
 - *This is not a time to use one-size-fits-all messaging.*

- Show up in their inbox (not just email)
 - *Facebook: In many of the countries hit hardest by the virus, total messaging has increased more than 50% over the last month.*
 - *Facebook: Similarly, in places hit hardest by the virus, voice and video calling have more than doubled on Messenger and WhatsApp.*
- Promote content that serves the community genuinely
 - *Blog post that targets trending keywords and provides help/guidance to the public (i.e. shout-out local businesses, provide ideas for at-home family time, offer virtual classes related to your business.*
 - *Cross-share other businesses' content.*
 - *Share outreach and give-back efforts to inspire and encourage others.*
- Be a message of hope
- Don't be afraid to ask for help

02 brand clarity & expansion

brand clarity

- Why
 - *How would the world be different if your brand didn't exist?*
 - *What does success mean for your brand? How do you achieve it?*
- What
 - *What aspect of your brand do you absolutely love?*
 - *What makes your brand stand out from competitors?*
- Who
 - *How are aspects of you (as a person and business owner) represented in your brand?*
 - *Who are your 1,000 true fans? 100? 10? Get to know everything about them.*
- How
 - *What methods, channels, and platforms are you using to get in front of your target audience.*

brand clarity

- Revisit your brand core values & offerings
 - *Do you need to adjust?*
 - *Do your products still bring value?*
- Revisit your brand story
 - *Are there things in your brand story/background that align with the current situation at hand?*
 - *Does your story include a specific connection point to the community?*
 - *How are you telling your brand story?*
- Revisit your brand messaging
 - *Has your brand been self-serving up to this point?*
 - *Have you been using blanket marketing tactics?*
 - *Do you have a 1:1 relationship/conversation with your audience & clients?*

brand expansion

- Create and execute a brand collaboration plan
 - *Identify like-minded, complimentary businesses for cross-marketing opportunities.*
 - *Create package deals with cooperating businesses.*
- Identify new business offerings/products needed/opportunities
 - *Examples:*
 - *Meal kits with online cooking classes*
 - *Virtual yoga classes*
 - *Interior car & house disinfecting*
 - *Webinars vs. in-person education*
- Explore and expand into new platforms and mediums
 - *VIDEO, VIDEO, VIDEO*
 - *LinkedIn, Instagram, YouTube, Tiktok*

03 pro tips

you must know

WHY

Consumers are more likely to purchase from a company that they connect with on an emotional level.

Your "why" matters to everyone.

Without clarity, you will always be distracted or have tunnel vision.

you must know

WHO

Creating a content strategy without a clear understanding of your audience is a bit like setting a boat adrift without navigational tools.

Avoid using broad terms when you address the audience.
Act as if you are always speaking to one person.

Search for your ideal clients/audience through targeted hashtags that align with YOUR interests! People want to do business with people like them.

Be the one who connects first, comments, celebrates, and cares.

you must know

HOW

Those with a high volume of content will win.
Always be creating.

Content pacing should be heavily weighted with cross-promotion, community focused messaging, and authentic story/insights into your business.

JAB, JAB, JAB, Right Hook (thanks, Gary Vee!)

Get over your ego, fears, BS excuses to not do video or 1:1 style marketing.
That's your face...fall in love with it!

EXAMPLE CONTENT MIX

#1 RELEVANT ARTICLE

#2 VIDEO (promoting a local event)

#3 BIZ NETWORK SHOUTOUT

#4 INSPIRATIONAL/FUNNY QUOTE

#5 VIDEO (discussing a relevant article)

#6 RESTAURANT REVIEW

#7 NOW YOU CAN PROMOTE

YOURSELF/YOUR LISTING/YOUR BUSINESS

QUESTIONS?



THANK YOU!

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