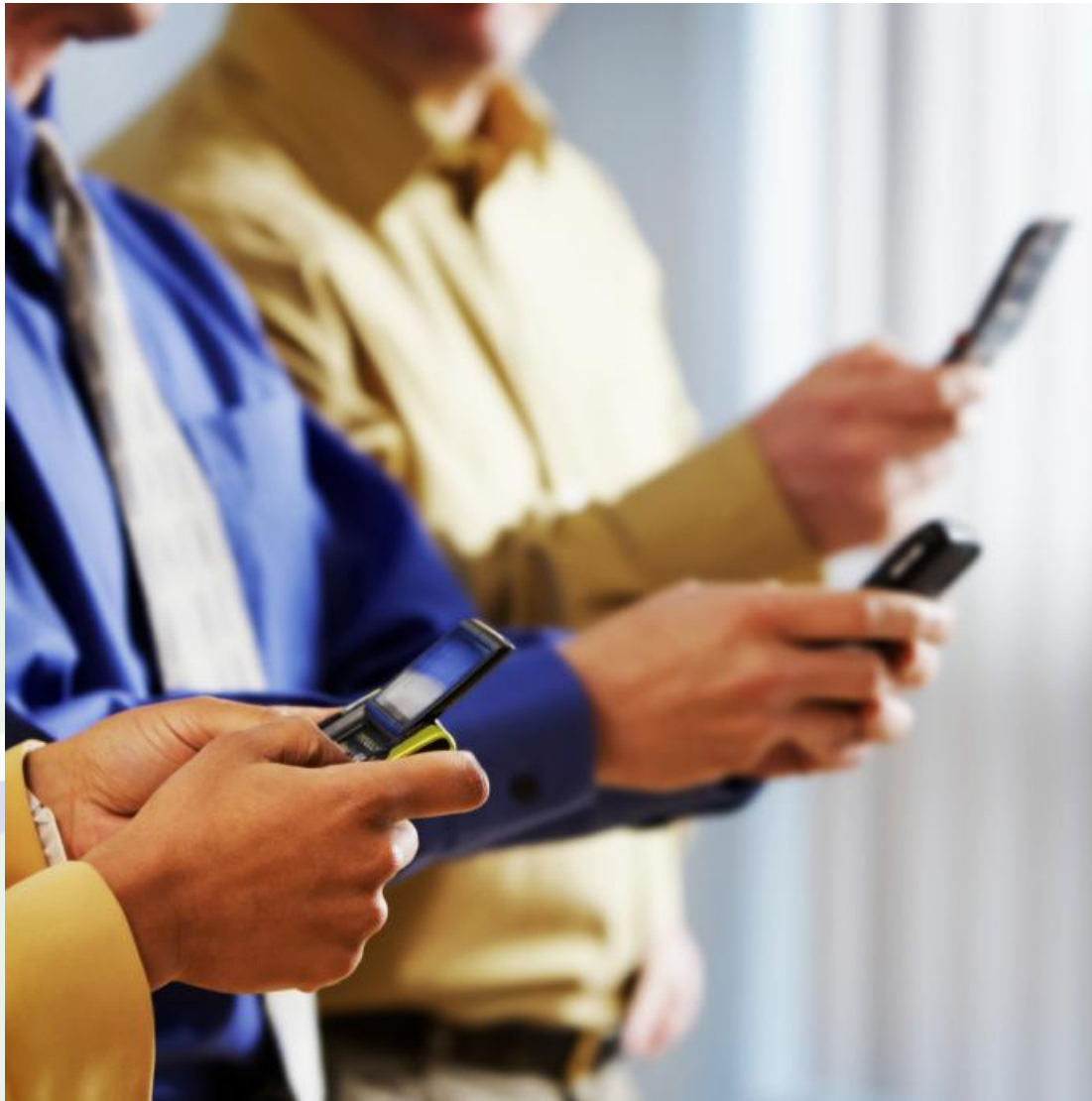


# Doing Business in a GAFA World



# What is GAFA??

- G is for GOOGLE
- A is for Apple
- F is for Facebook
- A is for Amazon



# What Happens in an **Internet Minute**?



## And Future Growth is Staggering



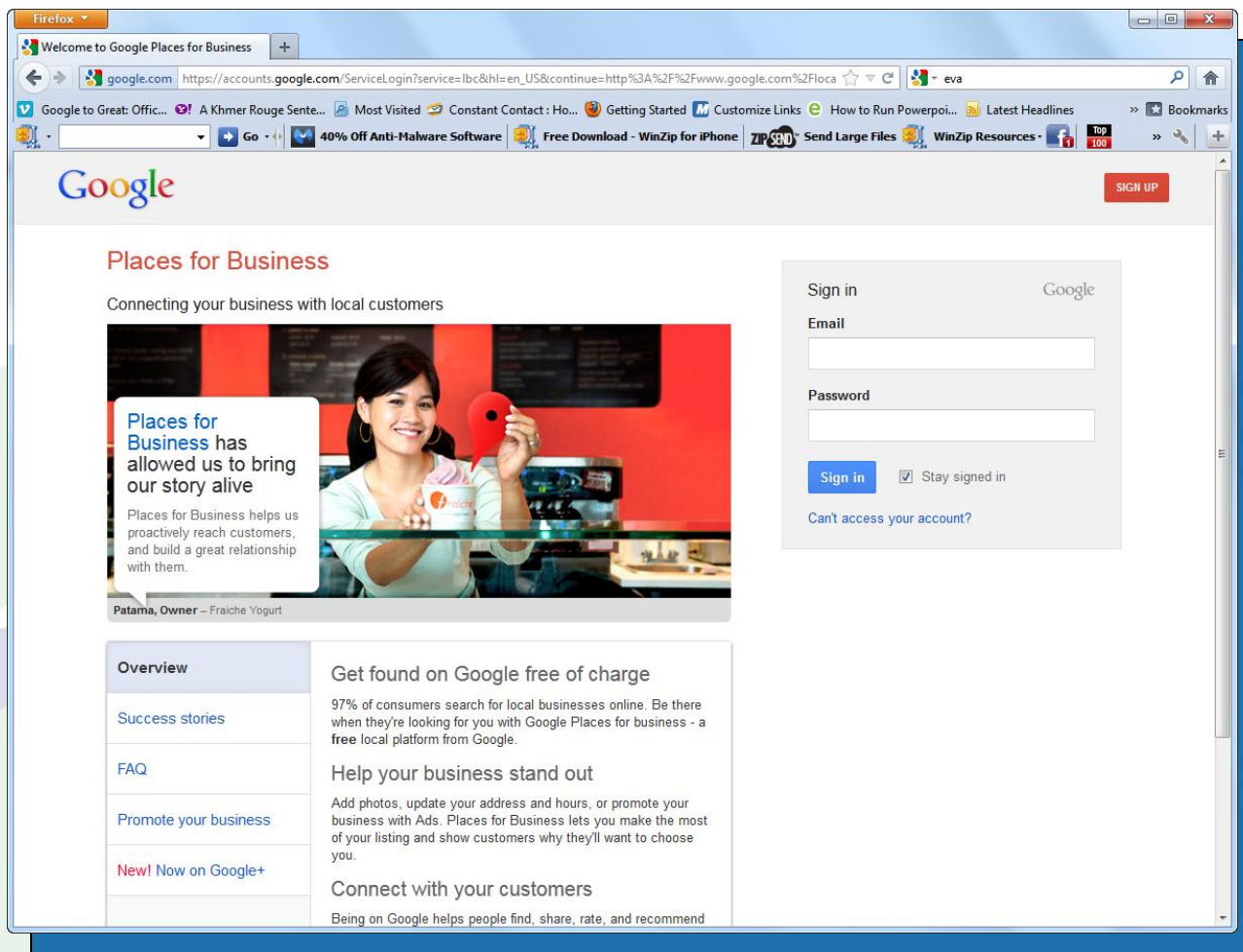
# Five Must Haves for Small Business

- Marketing Website
- Business Facebook Page
- Mobile Enabled Website
- Trip Advisor Reviews
- Qr code for Website and Facebook

# Marketing Website

- If you have no website yet, register with Google places immediately
- Buy your domain name ASAP
  - Go Daddy, Network Solutions, Wordpress
- Try to keep with a .com address
- If you have to spell out your domain, it won't be effective
- Keep your domain name as short as possible





# Marketing Website

- Home page
- About us
- Content
- Contact us



# Homepage

- The homepage should be graphically laden
- Embed a video on your homepage
- The home page is about the customer, not you
- Why is it in the customer's best interest to seek out your store or service
- What do you “hang your hat on” that no one else can



Counseling Small Towns & Businesses One At A Time

Home

About Us

Philosophy & Mission

Services

Photo Gallery

Testimonials

Contact Us

Serving small towns and businesses one at a time

## The Willson Company

The Willson Company specializes in consulting small to mid-size towns and their merchants in all facets of retail and restaurants' customer psychographics, operations, financials and cash flow, social media marketing, merchandising, best practices and staying relevant to today's market and the customers' new buying habits. Our combined experience of 85 years in retail and restaurants provide authenticity to our counsel.

### Why us?

What's in it for you? We are extraordinary people who have walked in your shoes for years. We made lots of mistakes, but we learned from them. Let us give you a candid, completely

### Small Town & Merchant Program (STAMP)





New to YouTube?

CREATE AN ACCOUNT



## Sign in to YouTube!

Join the largest worldwide video community!

Get full access to YouTube with your account:

Upload and share your own videos with the world

Comment on, rate, and make video responses to your favorite videos

Build playlists of favorites to watch later

Sign in

Google

Email or YouTube username

Password

Sign in

☒ Stay signed in

[Can't access your account?](#)

# About Us

- Tell your story
- Why are you in business?
- What is your passion?
- How long have you been open?
- If more than two years, shout it from the rafters
- Post a PICTURE of yourself on the page



[Home](#) | [About Us](#) | [Oil](#) | [Vinegar](#) | [Spice](#) | [Recipes](#) | [Online Store \(to come\)](#) | [Map](#)

*Taste Oil Vinegar Spice* is dedicated to providing only the highest quality ingredients to enhance your favorite dishes and bring out the best flavors of nature's bounty. At *Taste*, we believe that "fresh trumps everything." That is why we offer only the freshest olive oils and organic spices from around the world, complimented by the most flavorful balsamic vinegars imported from Modena, Italy.

Come in and taste the difference that freshness makes. All of our more than 40 oils and vinegars are offered for tasting right in our store so you can judge for yourself. If you agree that these are the best oils and vinegars you have ever tasted, we will fill a bottle of your favorite from the very tank that you sample, guaranteeing that your selection is exactly what you have chosen. Likewise, our spices are imported in small quantities from organic producers

worldwide to ensure our stock is the freshest available anywhere.

Our knowledgeable staff will help you explore the many selections, and if you like, will make recommendations for combinations of oils and vinegars to bring out the richest flavors of the foods you most enjoy.

Please visit us in historic downtown Culpeper, Virginia. Discover the difference that great cooks already know.

**We Feature****Visit us!**

**Balsamic vinegar.** Traditional vinegar of Modena, Italy, is made from Trebbiano grapes grown in the town's

Taste Oil Vinegar Spice  
**Google map us!**  
202 East Davis Street

# Content

- What you do or what you sell
- List by categories
- Pictures of products
- Menus and specials
- What's hot
- New arrivals





*Wine*

*Tastings & Events*

*Beer & Cigars*

*Specialty Foods*

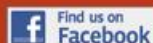
*Accessories & Gifts*

*Contact Us*

*Home*

Vinosity  
174 E. Davis Street  
Culpeper, VA 22701  
540-829-WINE

E-mail us at:  
[info@culpeperwines.com](mailto:info@culpeperwines.com)



## Specialty Foods

### Specialty Foods

Vinosity offers a wide range of specialty foods to complement your wine or beer selection. Choose from a variety of cheeses, including imported, domestic and artisanal; wine biscuits, fruit spreads, salami, cornichons, olives, crackers, honey and more.



Cheese as an appetizer or dessert with a glass of wine

### Local Flavor

We also offer an increasing range of products from local producers including Virginia Peanuts, a variety of salsas, marinades and of course, Virginia ham.



Original products from Virginia

### Local Chocolates

We have superior handcrafted chocolates from local artisan chocolatier - **Gearharts Fine Chocolates**. They use only the finest chocolate available combined with uncompromising craftsmanship.

Their confections are flavored using only natural ingredients, and without the use of preservatives, artificial flavors or concentrates.

Gearharts Chocolate Bars are made with 70% dark Venezuelan chocolate and come in an assortment of flavors. The Dark Chocolate-Dipped Pistachio Toffee is rich buttery and loaded with roasted pistachios.



Gourmet foods - oils, vinegars, pastas, pasta sauces

# Testimonials

- Word of mouth rules
- No one cares about the media's opinion
- Americans want to know what their friends, neighbors, relatives and colleagues say about your business or restaurant
- One word of mouth testimonial is worth 200 TV ads

[Home](#)[About Us](#)[Philosophy & Mission](#)[Services](#)[Photo Gallery](#)[Testimonials](#)[Contact Us](#)

## Testimonials

The Virginia SBDC has engaged Marc Willson as a retail business consultant since 2009. He has been an incredible resource for our SBDC retailers in downtowns and Main Streets ever since.

Marc's real world experience in a wide variety of retail organizations gives him immediate credibility with business owners. His friendly nature and open to hear his critique and recommendations---86% reported they implemented his suggestions and they are better retailers. To call on Marc for presentations, onsite consultations and retail industry trends and best

practices. He has been an wonderful addition to the Virginia program!

Jody Keenan, Director, Virginia SBDC Network

"Marc Willson is a fabulous retail consultant. We have never in the past had such positive responses from a consultant as we had when Marc gives an unbiased, real time assessment of the business and offers suggestions on improving sales. His tips are gold and backed up by years of experience. We highly recommend his services!!!"

Brad Bunt  
Director  
Kilgore College SBDC  
Kilgore, Texas

Thank you for contributing to a successful toolkit. As always, you were well received. I know the VMS communities are pleased to have you.



# Contact Us

- How can the customer reach you?
- Put your phone number and address at the bottom of each page
- Post a map and directions
- Ask them to join your mailing list

New and *Inherited* denim, tops, dresses & accessories



About : Jeanetics : DNA : JEd: Shop : Contact

*get in touch...*

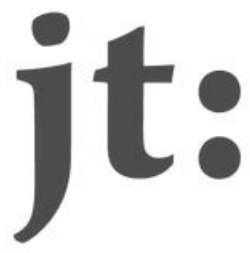
Your Name

Your Email:

Subject:

Message:

Send



MON - SAT 10am - 7pm  
Sunday Coming Soon!

Join Our Mailing List!

Email:  Go

434.296.JEAN (5326)  
111 E. Main Street  
CHARLOTTESVILLE, VA

# Business Facebook Page

- You must have a personal page to create a business page
- Select add a page
- Create a new page under your business name
- Don't sell on Facebook
- Engage customers with new products, product knowledge, factoids or special promotions
- Sell on your website



facebook

Search for people, places and things



Tracy Weiland Nayar

Find Friends

Home



jt:

jean theory:

818 likes · 9 talking about this · 18 were here

Shopping/Retail

111 East Main Street, Charlottesville, VA.

434.296.JEAN (5326)

Today 10:00 am - 7:00 pm

About



Photos



818

Likes



Map



Videos

1

Highlights

Post

Photo / Video

Write something...

1 Friend

Likes jean theory:



+ Create A Page

Sponsored

Your Biz Could Win  
\$25K

OPEN

facebook

American Express OPEN  
is giving a Big Break to 5  
small businesses. Enter  
your biz now.Martin's Food  
Markets

ENTER TO WIN A

\$300

GIFT CARD

Steak or chicken? Make  
your pick and you're  
entered to win a \$300  
gift card! Click here.Like · Katherine  
Blake likes this.

Now

June

2012

2011

2010

Joined Facebook

Chat (5)

# Mobile Enabled Website

- By 2013, more people will use their mobile phones than PCs to get online
- Mobile searches have grown more than four times since 2010
- There will be one mobile device for every person on earth by 2015
- 95% of smartphone users have searched for local information



[WHY GO MO?](#) | [TEST YOUR SITE](#) | [GET STARTED](#) | [SPREAD THE WORD](#) | [GOMO GUIDES](#)

# READY TO GO MO?

Did you know 80% of customers abandon a mobile site if they have a bad user experience?\*

Does your business have a mobile-friendly site?

If not—or if you're not sure—you've come to the right place to get started.

\*Source: Limelight Networks, Inc. 2011

- 1 LEARN WHY MOBILE SITES MATTER FOR YOUR BUSINESS.
- 2 SEE HOW YOUR CURRENT SITE LOOKS IN MOBILE.
- 3 FIND RESOURCES TO HELP BUILD YOUR SITE.



## CREATE YOUR MOBILE SITE NOW.

Customize your new mobile site in a few simple steps and get free premium service for a full year.



## DRIVE MORE TRAFFIC WITH GOOGLE MOBILE ADS.

Visit Google Mobile Ads to learn how you can connect with your customers when they're on the go.





# Trip Advisor Reviews

- Americans love this app
- Type in a city, and it will tell the traveler where to eat, where to stay and what to do based on customer reviews
- There is a subheading under things to do called shopping
- Ask for reviews
- Make sure it is a happy customer first



City, hotel name, etc. SEARCH

Home Hotels Flights Vacation Rentals Restaurants Best of 2012 Your Friends f More Write a Review

## Plan the perfect trip

- ☒ Hotels
- ☐ Vacation rentals
- ☐ Flights
- ☐ Things to do
- ☐ Restaurants

Enter city or hotel name

Find hotels



## What travelers are talking about

Hotel Reviews

Photos (113,394)

Forums (107,249)



Wilhelmina87

★ 26 reviews  
🏆 10 helpful votes

Affinia 50

"An interesting experience but not without some aggravation."

○○○○○ Jul 09, 2012



LMC\_Canada

★ 86 reviews  
🏆 170 helpful votes

The London NYC

"Great room and location"

○○○○○ Jul 09, 2012



Traveler02176

★ 9 reviews  
🏆 5 helpful votes

Distrikt Hotel

"Our favorite hotel in NY City"

○○○○○ Jul 09, 2012

Hotel brochure photo Actual Traveler photo

## Find the right hotel

tripadvisor Go

## Tips for your next vacation



Subscribe to our free weekly TripWatch newsletter!

## Most popular places in New York City

THE WORLD'S LARGEST TRAVEL SITE

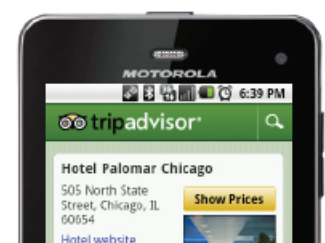
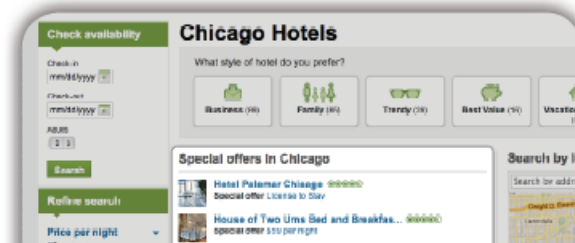
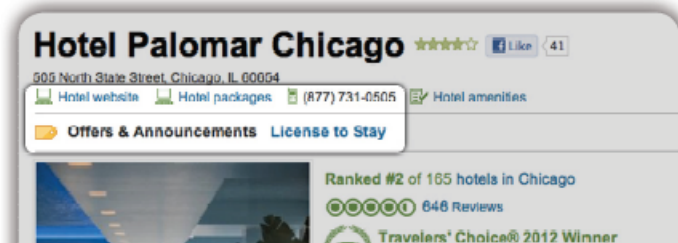


# BUSINESS LISTINGS OVERVIEW

TripAdvisor Business Listings is an enhanced suite of powerful marketing tools available exclusively to subscribers. These features increase your property's exposure to 50 million unique monthly visitors — and can help you convert more travelers into confirmed bookings.

## WITH A BUSINESS LISTING, YOU CAN:

- Display three contact points and send interested travelers direct to your door
- Display Special Offers to market distressed inventory and compelling value add-ons
- Connect our 10 million unique monthly mobile users to your direct reservation line
- Increase exposure by flagging your Special Offer on our maps
- **NEW!** Add an announcement to share news and updates with millions of travelers worldwide

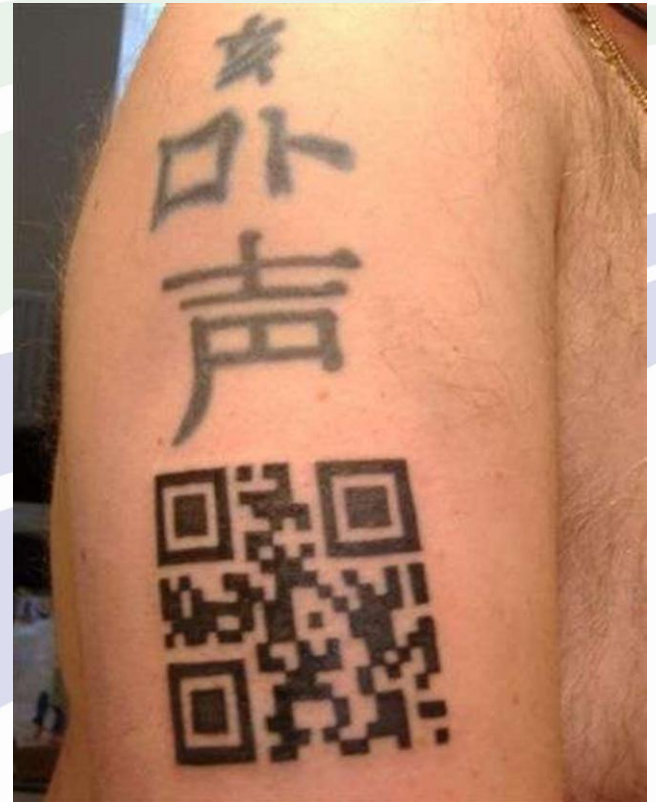




# QR Code for Website and Facebook

- Create a QR code that points the user to your Facebook business page or Website or make one for each
- [www.qrcode.kaywa.com](http://www.qrcode.kaywa.com)
- Post it on your front door, back of your business card and all marketing take aways

# QR Codes: What is it?



<http://qrkode.kaywa.com/>



# Resources

- [www.google.com](http://www.google.com)
- [www.godaddy.com](http://www.godaddy.com)
- [www.videolightbox.com](http://www.videolightbox.com)
- [www.youtube.com](http://www.youtube.com)
- [www.facebook.com](http://www.facebook.com)
- [www.howtogomo.com](http://www.howtogomo.com)
- [www.tripadvisor.com/Owners](http://www.tripadvisor.com/Owners)
- [www.qrcode.kaywa.com](http://www.qrcode.kaywa.com)