

**S B D C**  
PENNSYLVANIA

Small Business Development Center  
The University of Scranton  
*Helping businesses start, grow, and prosper.*



Using Technology  
& Online Tools  
to Boost Your  
#SmallBusiness  
*Clarks Summit, PA*

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**About the SBDC**

We are part of the non-profit Pennsylvania Small Business Development Center network and an accredited affiliate of the national network of Small Business Development Centers.





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SBDC consulting is offered at no charge,  
thanks to funding and support from:

- The Commonwealth of Pennsylvania, Department of Community and Economic Development
- The United States Small Business Administration
- Host Colleges and Universities – in our case, The University of Scranton






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## About Me



- SBDC 20+ years
- Accountant
- MBA Marketing
- Internet Business
- ... and more !

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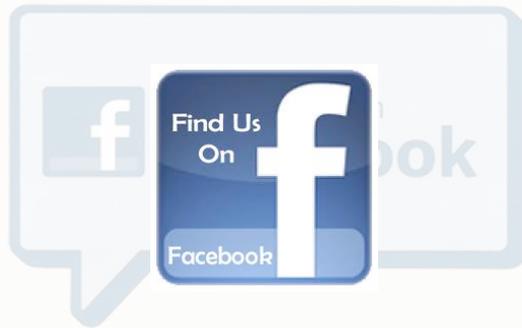
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## Create Business Page

- Add attractive cover photo
- List hours of operation
- Updated contact information



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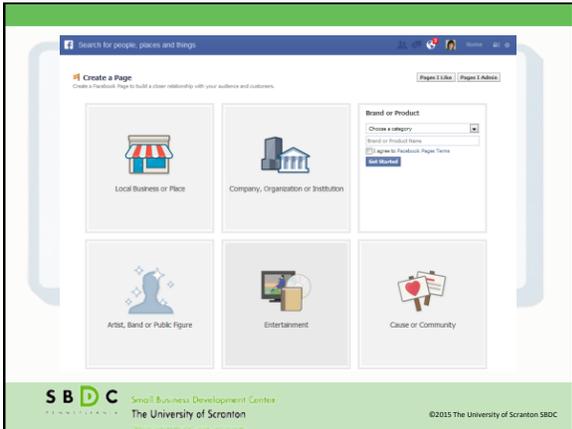
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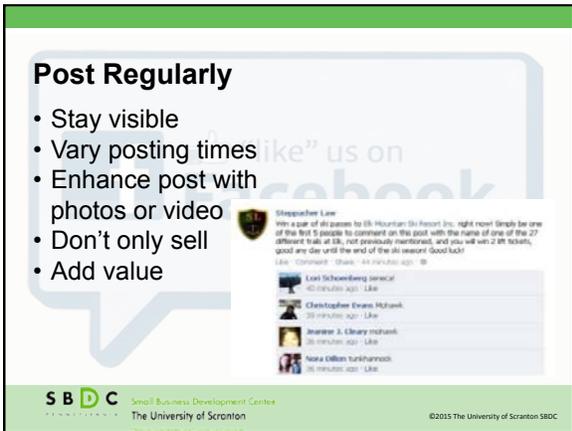
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## Create Offers

- Special offers / discounts
- Hold private event
- Adds value
- Reach beyond followers



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## Boost Posts

- Reach wider audience
- More targeted
- Costs \$\$
- Can set aside spending amount
- Great for local business
- Images can't contain more than 20% text
- Expands reach beyond followers



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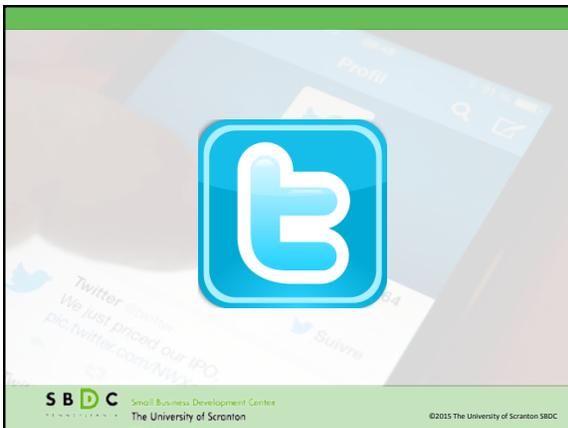
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**Listen**

- Establish keywords
- Search keywords  
(Business name, industry, geographic area)
- Start listening
- Hashtags

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**What to Tweet?**

- Ask questions
- Highlight products/services
- Share photos/videos
- Customer testimonials
- Retweet useful info/tips
- Use hashtags
- Avoid political/religious/controversial topics

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**KitchenAid**  
@KitchenAidUSA

Obamas gma even knew it was going 2 b bad! 'She died 3 days b4 he became president'. #nbcpolitics

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**KitchenAid** @KitchenAidUSA

I would like to personally apologize to President @BarackObama, his family and everyone on Twitter for the offensive tweet sent earlier.

574 RETWEETS 73 FAVORITES

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**James Burge Jr** @jamesburgejr

Breaking News: Cuisinart announces they believe President Obama's grandmother was a wonderful woman who loved her grandson very much.

11:02 PM - 3 Oct 2012

76 RETWEETS 15 FAVORITES

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### Why Hashtag ?

- Trackable
- Become part of larger conversation
- Expand beyond followers
- Tagboard.com

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## Respond

- Do not let tweets/messages go unanswered
- Great use for Customer Service
- Instant notifications
- Great way to show off your CS skills
- Respond quickly
- Move offline / resolve issues privately
- Always offer a Thank You for positive feedback

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Keith Yurgosky (@kyurgo)  
Apparently this sticker on my @sears lawn tractor isn't enough info 2 get the parts I needed #whatajoke #sears =crap pic.twitter.com/OPqmJNxWlr  
4/17/13, 11:39 AM

Description	Part #	Stock #
42" H6-Part (2) Blade	422719	
Ground Drive Belt	125907X	04660
Primary Mower Belt	197253	32159
Air Filter	793566	
Starter Belt		

Sears Cares (@searscares)  
@kyurgo Sorry for the problems with your lawn tractor. Plz DM your contact info and we will contact you to help. Thanks, Dianne cc: @Sears.  
4/17/13, 11:42 AM

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## Don't Abandon other Channels

Social Media should not be your only means of Customer Service.

If your audience believes the only way they'll get a good response is by airing grievances in public, they're only going to air them publicly in the future.



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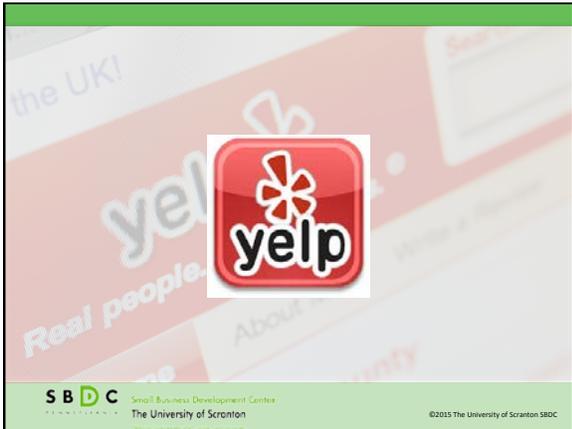
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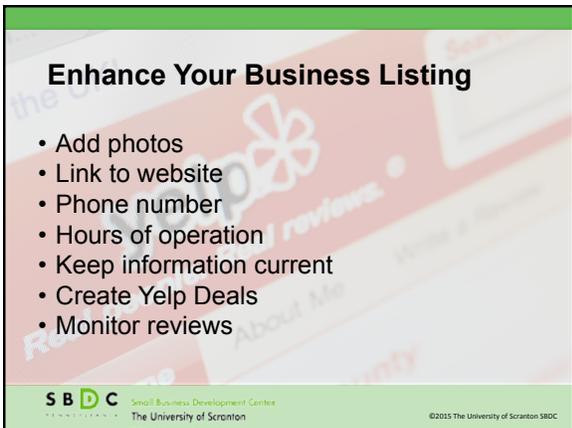
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## Respond to Reviews

**Ford's Theatre**  
 71 reviews Rating Details  
 Categories: Performing Arts, Landmarks & Historical Buildings, Museums. (See)  
 511 10th St NW  
 (between N E St & N F St)  
 Washington, DC 20004

Abe L. Washington, DC  
 6/10/2011  
 Was murdered here. Would not recommend.

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## How to Respond to Negative Reviews

- Address the issue directly
- Start with an apology
- Never put blame on the customer
- Stay professional
- Give customer a way to contact you offline
- Include a name to humanize

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## How to Respond to Negative Reviews

**Honey Bee Weddings**  
 46 reviews Details  
 Wedding Planning Edit

*Negative Review Response Example: Hi, <reviewer name,> I'm so sorry to hear you are unhappy! It is my goal to make every wedding I work on the very best. It greatly saddens me to ever have an unhappy couple. I will message you so we can continue this discussion offline and resolve the problem.*

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## Ask Customers for Reviews

- At point of sale
- In monthly billing
- In email signature
- Add link on website/  
Social Media
- Sticker on door/window



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## What Else ?

- SnapChat
- Instagram
- YouTube



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## Any Questions ??

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**Thank you!**



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**For today's Handouts !!!**

**DOWNLOAD**





**OUR NEW APP!**



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