

Okay, this presentation is going to focus on growth marketing, right? There's a lot of marketing. This is specifically for growth, right? This is for you if you have a way to grow your business via marketing. So that everybody's on the same stage, that's what we're working on here. I neglected to put this up at the end of the last presentation for AI, all of the resources from this presentation of the last presentation are online, you can download the slides, you can download the recording of the presentation, you can download the transcription of the recording, so you can punch it into a notebook, or anything you like. You can access to miclogroom. slash Mich or scan that QR code and I'll throw it up again at the very end of this presentation. Let's get started. So, yeah, instead of dotcom, it's IO. in out. IO. Michael Grida, IO/Mich. About 1750 BC BCE, there was a copper merchant. B. Naser. Does anybody know EA Naser or another story? All right. This is on a clay tablet that was found by archaeologists, uh, just a little while ago, and it was written in Cuneiform, right, um Sumerian tablet and this guy was a copper virgin, and he sold copper all over, a lot of copper, ingots. He's not famous for a good reason, though. He's famous because this tablet is escaping one star review of EA Masir. for selling bad copper. In fact, it was about a million pounds of copper this order. big order, Ingots, right? And what he did was he took lead Ingots and painted him. so that he could sell him his copper ingots. And the person who received that shipment was obviously very unhappy. got out his tablet or probably had his employee to get out their tablet. It means different than it does today, right? And just knock out this awful awful review and send it in. Now, the interesting thing is this tablet was discovered inside the Sears house. He kept it. It was right the towel that he didn't throw it away. He kept it for some reason. I think he might have thought it was funny. Maybe. So this is the oldest documented negative review that we know of in history. It's almost, I don't know, 3,000 years there, something like that, somebody can do math better than me. And it's important for two reasons. One, part of the presentation we're gonna be talking about is online reputation management, right? You get a bad review, what do you do? How do you handle it? But two, because this kind of here, his tablet was found this tablet was found in his house and it was a nice house. It was a big house and a nice area. So he was doing well, he was doing these huge deals, right? He was doing good business. He was making good money with business. He wasn't doing good business. He was doing bad business. But why was he successful in spite of being such a bad dude, right? And the answer is marketing. He's communicating the value to someone somewhere the right way. You know, maybe he's bribing someone? I don't know, but to be able to screw people over that hard at that level and still do good business, you gotta be doing something wrong with your marketing. We're gonna talk about that in marketing today, how marketing is just a tool. um kind of like AI, like can be used for good or evil, that's up to you. don't be evil. You already saw my bio, uh, you don't need everything again. done a lot of marketing. a lot more than AI, like that's my bread and butter for most of my career. I just finished AMA. AM in Vegas that John Scholz that was a great course. I recommend to anyone interested in marketing yourself or your team. And then AMA is a member of the American marketing association, community marketing is up there twice on purpose. One, the first one, I just finished a community marketing cohort with some silicon dolly guys that developed perhaps like Snapchat and TikTok and Reddit and the whole thing was about how to get that set of community built up in what you're doing and how to get people to engage and stick with you and in the second community marketing is actually in my community with the municipalities working with them to put together marketing programs for new business owners and how to get them out

in the community. And then half a dozen dozen certifications from like digital market or helpspot and all the stuff, just to say that there's a lot of bouncing around in here about marketing, I might go off on some tangents if you have a question about marketing, we can go down and marketing radical. Um, I'm I'm nerd about marketing. I enjoy it. It's a hobby of mine. I do it for fun on purpose. So I I really do like talking about it, and if you wanna have a conversation with me about it, I'm I'm all yours. So, this session, uh we're gonna focus on the practical, right? a little bit of foundations, real brief, we're gonna focus on the most important part of marketing, which is your audience. What marketing do like priority in in the process of it? Um, we're not gonna get into complex technical tools, but we're gonna go over some practical strategies, right? We're gonna understand a little bit of foundational stuff and then, um, you'll get a framework and then you'll have some specific tools and tactics to implement. So, real quick, shout out a few things, what what is marketing? What is it? advertising, advertising, yeah? What else? What's marketing? Rand awareness. That's good. What else? hm? Emotions, yeah, that's good. Very good. Yeah. So, marketing is a lot of things, a lot or a lot of things are marketing. These are a few quick definitions. It's uh educating the market about how your business can solve problems. That's by a guy named J Abraham. and if you're interested in business strategy at all, he's probably the smartest guy I know. you know theater principal in 20 rule? I get 80% of the results from 20% of the work. That's basically his entire career was going with medium to big businesses and figuring out what are the one or two small changes we can make to make a huge impact down the road? and a lot of its marketing, a lot of its business development. I put them on there and just in case you were interested in that. I got a lot of value from him and he's got a couple of great books that are in the resources, getting the right message to the right people at the right time. uh that's why Dan Kennedy. Does anybody know Dan Kennedy? All right, a few heads, that's good. Uh, he's a direct marketer. He's got a series called the No BS series, because he's no he's like just here's exactly what you do, here's exactly how to do it. and it's really, really good stuff. I highly recommend his material also, his books are also in the resource section he's got one, if you're looking to do community marketing and local marketing, he has a book called No BS Grassroots marketing. and it's just one of the best reference guides, for exactly how to do marketing in your area with your community on the local level. There's also got a book called the ultimate Marketing plan that's in the resources, too. The activity or business of promoting and selling products or services. including market research and advertising, I think that's the most boring. that's the actual dictionary definition of marketing. The activity set of institutions and processes creating you, I'm not even gonna read that because I'm bored already. That's the American marketing associations, definition of marketing. At the bottom, that's why that's how I define marketing. It's communicating value. At a macro level, that's what you're doing. You have to communicate value someone. and that's predicated on four or five things. in order to communicate value, you've gotta know who your people are, right? If you have the most valuable information in the world, say there is a billion dollar lottery and you knew the winning numbers, and you told them to someone who doesn't play the lottery, never play the lottery? There's no value in that, right? There's no value because they're not gonna use it. It's the wrong person. It's it's not your audience. In order to communicate value, you know where to find your people. You know who they are, but you don't know where they're at, so you can't communicate with them. You need to understand what they need, and the other one in that really is is what they want, because how often is that the sick thing? Right? People think that

this is what they want. But as an auctioneer, are you often know this is what they actually want. You know what they need, and so you've got to balance that in your market and getting them with a hook to come in thinking this is what I want, like an estate sale, maybe they don't know any better. and they think they want an estate sale, but do you know they really need an auction? and then knowing how to talk to them, right? So you can know who they are, know where they're at, know what they want, know what they need. but if you don't understand their language and how they speak, conversation is not gonna go as well as it could. and with everybody getting a little bit better at marketing because of AI, it's more important now more than ever to know exactly how to stand out as everybody else is putting this on autopilot and turning out more marketing per second than they used to in a week. Oh, it also assumes that you already know who you are and what you offer. A lot of people just kind of do a little bit of everything. And they're good at doing the thing that they do, and they never really worry about packaging that up and figuring out how to sell it, how to express the value of it, or how to present who they are, right? They don't have a defined voice yet. You know, are they just that sincere caring person? Are they that hey, we'll get it done quick person? You know, what who is your business? So it's it's assuming that you already understand both of those. And the difference between growth marketing and just marketing in general is that growth marketing is basically how to get the best results with the least amount of time, effort and money, right? I mean, technically, it's identifying and capitalizing on the most effective growth tactics and using uh, data to drive growth, but basically it's finding out what works best, cutting out all the rest and just focusing on that that thing that's working. I don't I don't like to work for fun. I want to work as little as possible. I want to travel for fun. I wanna go hang out with friends and family for fun. I wanna read marketing books for fun. uh but I don't wanna work for fun. So, if I can find a way to get, you know, this much done with this much effort and maybe I'm leaving a little bit, that I could have gotten also that I don't wanna do a bunch of work, like, I'll I'll keep it low if I can get a good result. But does that resonate with anybody else? Okay, cool, that's good. Audience. If you would let me, I could stand here and talk for two hours just on audience and how important your audience is I know we're all tired from the food, but has anybody done a deep dive into audience research for exactly who your people are for your business? One, two. Okay. I hope everybody really latches onto this. And before we go into the whole presentation and before he fall asleep from lunch, I want you to write that down. if you tune out, if you get a phone call, if you get an email, if you gotta just take a break and you get nothing else, this is this is that, you know, Pto principle thing. is probably the most valuable takeaway I could give you today. the thing that will give you the most value for the least amount of time work, effort, money, That is a site search operator or a a file type search operator basically you input, you know, whatever type of magazine. What's your asset class? Farming magazine? equipment magazine. Auto magazine. And our area, we have a lot of uh, our demographic. There's a cross section with readers of southern living magazine. And so I do Southern living media get file di PDF, and I'll show you exactly how to use that soon, but you've got it now in case you you have to leave. So we'll come back to that your audience, right? You gotta know who they are, where they are, what they want, what they need, how to talk to them. Um demographic psychographics, in case we don't have a solid understanding of that, your demographics, are basically who uh, how old, how much income, uh, male female level of education, right? that kind of stuff. Your psychographics are gonna be interests, hobby, um attitudes, things like that. Does anybody out

buyer personas that you use in your marketing, buyer personas? Like a customer avatar? Okay. We might pull up a template of that. Uh, basically a bi persona or a customer avatar is you figure out exactly who your type of buyer is and you write up a bio for them. You'd make up a name, you make up a face, you make up a backstory, and you say, when we're doing this type of marketing, we're gonna market to Joe, whoever that biop persona is, and you know that you talked to them a little bit differently than you talked to Bob over here and that's a totally different persona, right? Your professional buyers versus your casual buyers, your recreational buyers, your resellers, things like that. Research methods, uh we're gonna go pretty deep into that, and triggering events that drive decisions, and this is something that you're all familiar with, whether you know it or not, Why does someone have an auction? Death, divorce, what else? Relocation? retirement. bankruptcy scene. These are triggering events. Those are the reasons why people enter your funnel, why they take some action that inevitably, hopefully leads them to finding you. And when you're doing your marketing, you want to start with your people first and then you want to move right after that to what's the triggering event that is causing them to seek to me out, because you're going to talk to someone who's going through a bankruptcy differently than you're going to talk to someone who's going through a death in the family, right? The sale might be the same on your end, but the communication to get the sale is gonna be different. Also, I suppose most of this marketing is geared towards getting new sellers, um in a few minutes we're gonna jump into getting more fires for your auctions. That's one of the tough things with auctioneers. I mean, everything we do it's doubled. You know, you gotta do it for the sellers and you gotta do it for the buyers. Okay, so, um if you want to do a deep dive yourself, if you want to do a little bit more work, these are great spaces to get the information you need to build a good um base of information on your audience. What are your existing customers doing? What information do you have on them that you can analyze and take a look at? How about your existing social metrics, your web metrics, your email metrics? Anybody look at Amazon reviews for anything? Competitor reviews on Google and Facebook? Pinterest composition trends? I love that one. That's one of my favorites. Magazine Media kits, that is my favorite, top number one and industry research reports. Yeah, interest for us, what is that? We're gonna go real deep in that. I'll show you basically, it's knowing what visuals triggered your audience to decide to spend money. possibly the most valuable thing you can find, knowing what guess people excited to pull out their wallet and pay you. What that's going to give you is exactly how to talk to them, right? Real customer language and pain point. I don't understand the pain points of the type of person who is going to purchase farm equipment. I don't know what they struggle with. I'm outside that world. I can I can market for that sale, but it's gonna be pretty generic, right? I'm not gonna know any of the specific lingo or language or jargon that they use. You'll understand their visual preference from Pinterest, right? You're gonna understand what's motivating them to make a purchase based on the review research community dynamics and content themes that resonate, like what we'll get there with a tool called Buzzumo that is showing you what to use based on what's already working. If you only use four, these are the four I would use, and I don't have a slideboard, but if I only could use two, it would be magazines and reviews. So let's jump into it. Before we jump into it, I should probably tell you what it is that we're doing. we're going to go to Amazon. We're gonna pick an ASin class. We're gonna go to Amazon and we're gonna search Amazon I called the Amazon school business. We're gonna figure out the language there, and we're gonna figure out the interest people have

there. we're gonna pull up the magazine media yet, and I'll show you that operator and how that works. We're gonna search for reviews and we're gonna live on interest. And that's going to give us a bunch of information that we're going to then because we have our new AI tools, we're going to plug it into our AI and we're gonna do it before and after, right? It's gonna write an ad for us before and it's gonna write an ad for us after and see what we get. I already preselected one, so we didn't have to have any volunteers. I'm just gonna select all this, hit copy. gonna go to Claude, hit paste. write me and add for this auction. Man, that's hard to read. luxury holiday auction event, bidding now open. Discover exquisite, exquisite treasures and are curated December collection, elic things are the event details. It's not a bad ad, right? I would run that out. That that's good. I might make a couple tweaks, but there's nothing wrong with that. Now, this is uh antiques and collectibles. That's another market that I I know nothing about that market. So we're gonna go to Amazon and we're gonna search antiques and collectibles and we're gonna look at some of the topselling these first two are ads. So here are the top three products on Amazon selling in the space I'm going to go down here to the reviews. Gonna start at the bottom. Just go all the way up to the top. Copy. Let's go over to this one. paste. Whoa. We don't need that. Pastee. gonna do it again here? They're the reviews, a lot of reviews on this one. Copy paste same thing here. All right now. Why are we doing this? And why is this important? Anybody positive guess yet? I want to understand why in the antiques and collectibles world, this is one of the top selling items on Amazon. Right? It's got almost 200 ratings, four and a half stars. I don't know how to speak to these people. I don't know the language that they use, and there's a description of the of the book, and if I were really taking my time, I'd open this and I'd go through the index table of contents, the back cover, and I'd copy all that information as well. You go down here into the reviews, and you can see what people like about it. If there are negative reviews, you can see what people don't like about it. And that's very valuable information, isn't it? Well, see that more in the reviews for Google Facebook, competitors. All right, so so we got that information. Uh, then we're gonna go to what was the next one? We got Amazon, we got the magazines. Okay, so antiques and collectibles. magazines. file type. Nope, media kit. File type, PDF. The Journal of antiques and collectables. That sounds that sounds appropriate for what we're doing. And here's your media kit. Benefit from our reach. show guides, show directories, social promotion. They run Google app campaigns. They run Facebook and Instagram page. Now their Google ads are getting 3,000 impressions and their Facebook and Instagram pages have 3000 followers, right? 300,000, 3 thousand it tells me for this group of people, I might be better off running ads and going to Facebook. And this is a bonus that we just got here, their content calendar. Well, that's cool. How much money do publishers have media companies that own companies that own companies that own companies that own magazines, right? They've already done millions of dollars of research figuring out exactly who their people are and how to talk to those people with those people are interested in. you gotta cut the line, you get a shortcut it because they're using this to sell ASDA advertisers. Because all that's where money comes from, they know that those ads will stop coming in, those add dollars will stop coming in if they're wrong about who their people are and you advertise and you don't get a return. So they were really hard to make sure that they've got their information right and that they communicate that information to you. It's really unfair because we know, does anybody have a content marketing calendar for their business? Great. There's should be a lot more hands, right? Especially with AI, you can

generate content pretty easily. We saw that this morning, and you can just copy this and paste it into your AI and say, well, you know, January, we want to talk about this kind of stuff, and we wanted to talk about this kind of stuff. And these are the kind of sales that you regularly do right? If this is your asset class, then this is a gold mine for you. But that's not what we're looking for. That's just extra. We can see what it cost to advertise, that's nice. We can see where else they work and what else they do, right? They're in show directories. They're in show guides. antique shop finder, club listings, podcast sponsorships. If I'm in the business marketing to these exact same people, I might want to add these things that way I'm marketing strategy, right? They just gave me theirs. They were int tested. They've already done the work, and they' just say here it is. So what we don't see here is what I was looking for. I was looking for audience demographics. Let's check their 2025 media kit. Okay. All the other places that they work. Those are good places for me to hit up. They're not here. So we can look one more time where I can just skip the line because I've already pulled up another example. Farm collector, what's the different kind of antiques in collectibles? Okay, so here we go. This has this has their audience demographic information and there's even something right there that says 51% have attended an auction in the last 12 months. That's valuable information. So if I'm marketing to those people, I might want to run an ad for if I got a good sale coming up, I might want to put an ad, in their magazine. I know their household income. I know I know all that stuff about them. Could not be helpful for optimizing my Facebook ad campaigns and my Google ad campaigns. Yeah. Okay. Since we are doing a thing in AI, I need I need to find one that's got this. Um Here we go. All right, this is an antiques and collectibles magazine, and it has the demographic information. There's some psychographic information. All right, this is really good info. So I'm gonna just select all copy and go back and paste this also. What was next reviews? Okay. So, same thing, right? research antiques and collectible, research the ASI class on Amazon or search asset class, plus magazine plus file type plus medin plus PDF. So, now we're searching the same thing for auctioneer in Michigan. looking for someone who specializes in this. I'm gonna go to maps. and I'm gonna see whether or not this is accurate, this is what Google thinks is accurate. Okay. I'm in a mistake. I put an auctioneer. Your competitors in this asset class are also gonna be antique modes, right? They're also gonna be, uh, maybe flea markets. They're gonna be collectible shops. They're gonna be marketplace, maybe. They're gonna be some different things. So, widen that up, see what people like and dislike about this? Open it up, Whoops. Oh, boy. We go down. copy. get all those reviews. Face it into our results and do it for two more. by the way, how nice is it that Google is making this even easier for us with this keyword cloud right here. Google's already used their Alan lies all of the reviews. What is that, 232 reviews? Google's already gone through all of them. It said, these are the words and keep hopping up. This is what people are interested in what's getting their attention. to help other people who are looking for the same thing and help us doing our market research. We know that prices, vendors, rings, selection, fair, cute walk those are words for this one. It's a mall, so not super applicable. And then I do want at least one from an auctioneer, so we're gonna pull that up. two minutes. I'm past that. All right, now we're gonna take all that information that we just got. and we're gonna go back to Claude. Here's some audience which is a market research. Consider and rewrite the ad. I don't know if this is gonna be good or bad, because I just selected everything copied it and put it in. When I'm doing this, it usually takes about an hour. and I don't think you want to take that much time, but you go through and you, you know, only copy the

important parts and paste those in and make sure whatever you're doing is relevant and contextual. So, I mean, before we had Discover exquisite treasures in our curated December collection. and that we've got a premier holiday estate auction that's uh Why have no idea if that's better or not? Web, can you tell me about the audience based on this research? All right, so we got our demographics. most own and collect arts and antiques, and since we have this information, we can verify it, right, because we know AI hallucinates, we cop it, we past it we can go and check and make sure it's right. 67% of 10 actions. That's good news for us. Average art collection worth, that's valuable to know. Calling on it to, uh, invoke the psychographics. Now the headline is for the discerning collector. I think that's more powerful than we had original discover exquisit luxuries or whatever it was. curated from distinguished estates, that's important. That's language that I probably wouldn't have used. That makes a lot of sense, though. Experience the difference, expert authentication, complete providence documentation, secured transport options, established auction house credentials, personal concier. These are all things that it has determined are important to this group of buyers, right? That I wouldn't have thought of because I don't know who they are, I don't know how to speak to them, but in minutes, right? Have I really dug deep an hour doing real real good research, I can go out and that ad is going to perform better than the first ad we have. And that first ad pulled a one percent conversion rate, and we got, I don't know, 10, 100 people, whatever to clip through, the website and take a look at the auction. and this ad instead got a 2% conversion rate. Now you're looking at 20 or or 200 people looking at the auction, right? Makes a difference. And like we talked about earlier, with the business development, we're not trying to, you know, double everything overnight. We're looking for one percent improvements. This easily a 1 percent improvement surpasses that you're gonna have a much better result with this for just a little bit of extra work, a little bit of research. and I wanna show you theinterest version also antiques and collectibles. site. Okay. So this is the site search modifier, site. Pinterest.com. Antiques and collectibles. Why is Pinterest so important because Pinterest is the only intent based social media platform. Only one. Everything else, Facebook, Instagram, TikTok, Snapchat, whatever, it's all about you, it's all about your community. It's like, look at me, look what I did, look at what I'm eating, right? Pinterest is the only thing that people say, I, this is something I want to buy. This is something I want to do. This is an activity I want to partaken, which means they're gonna pull out their wallet and spend money in the future. They have declare their intent to spend based on an image. Now, the reason we use the site modifier instead of just a Google search, right, or just going to Pinterest in searching, is because Pinterest is optimizing for engagement, right? Google is optimizing for relevance. Google is better at search than pinterest is. They know more about it, they know more about how it works. They know about which information is most important on their site better than they do. And so we ask Google in the world of antiques and collectibles, what is the most important, what are the most important images in this asset class? And we go to images All right, so what did I just do there? This is gonna come in with online reputation management, too. I did incognito window because the previous search was being influenced by my own search history, because I read this example a few times earlier. and so this way, it's just showing what it would show anybody else, right, not specific to my search history. And so these are images that people are really interested in in pictures. So if I'm developing a marketing piece for the sale I mean, what what do you think the design is gonna look like? No? I I might not have done that, but like something like that or like that. That's that's probably what I'm gonna use.

And then the first one we see that is uh composition shot. I don't think there's much to that at all. And I'm still probably wouldn't use that. But that's ried up pretty high. and if I put them together my um I'm like the the the poster photo for the auction, putting pieces together, I might do something like that. This is the first item clean white background, subtle drop shadow. Same with us. No, not quite the same there, but pretty close. Same there. So, my that affect how I do my catalog images if I know that that's what people in this asset class are attracted to? Right? And maybe that'll give you a one or two percent bump in bids or in buyers or in value. Okay, so does that make sense? That's a that's ainterest part on it. I don't wanna go too long. Any questions on that? I was when I took when I took the hour and I did the research and only copied the good parts and put it in, it really took my time to do it. um this was the before headline for the ad explore incredible selection of lecturing brands, antiques, fine jewelries and desired fashions. The first half of that sounds like a mattress store clearance sale, right? Discover explo incredible selection. After this is what it gave me, uncover rare treasures and luxury brands. Right? Because what I found was part of the thing they were interested in was the hunt. They wanted to find the things. They wanted to uncover these treasures, right? Those words both, uncover and treasures for popping up in the Google reviews that I found before. And the luxury vari. So even if you addedited this one, and cut out that last half, that bottom one still better. I don't guarantee anything because, you know, data first, I wanna see the numbers, but I I bet that that second one would perform better. All right. What do you think about this? This is this is the end of that section, which we get good bad, okay, interesting. Okay. Does anybody track their time on site? How long a user spends on your website? Yeah, good. Good. Three. three equals. seconds. Eight seconds. Oh boy. And I don't mean the auction website when the auctions go in and they're online and they're they're waiting and they're sitting there. I mean, you know, the regular the regular website. Okay, so to demonstrate the power of everything we just talked about and how important that really is to understand your audience and I promise we're almost done with audience. When we had our marketing agency really going and we got a contract with NASCAR for two years to help them launch they were getting into the campcraft business. I knew nothing about NASCAR.. I never seen a race? I could name my probably Dale or her jun is probably the only driver I could name. I spent two days doing audience research and I went to the board of directors and I said, this isn't gonna work. This project is gonna fail. And they said, no, no, not or NASCAR. I can't fail. I showed them the research. I said they're not interested in that. Um, they were funded, they insisted, asked if I still wanted to do the work, I said, you bet you. um, cause if they're offering money and don't care if it doesn't work, I'm I'm gonna take it. And so we we started the project and my first job was to get people on the website to the website and then spend time on the website. They're time on site at the time was just over a minute. And I did this deep dive into audience research. I wanted to know who they were, what they thought, what they wanted, what got them excited, what hurt them, what they said they wanted, or what they really wanted, right? And what do they really want in NASCAR fans? They want to see the wrecks. That's what they really want. So we we did all that work, but there was also this cross section of camping, right? Who are the campers and how are we gonna get them to their camping workership? I got their time on site 10 next to over 11 minutes. That's nuts. We've been marketing for a long time. I did a lot of websites. I don't think I ever got anything that high again. I didn't really try that hard, but um it speaks to the power of really understanding who your people are, what they want and how to talk to them.

Some of who knew nothing about NASCAR was able to get people to spend 11 minutes on a blog about NASCAR slashcamping when they can be on the regular NASCAR blog or a camping role blog, right? That's a that's a tough slower. So that story just to say it works, it works really well. All right now. they're supposed to be an image there of this tool called King Sumo, but I forgot to put it there, so you'll have to use your imagination before I can pull it up and show it to. Moving on from audience kind of uh to marketing advertising, getting moreens, whether it's sellers or pipers. We used a tool, and this is growth marketing, right? We wanna do what's gonna have the biggest impact for the least effort and money. Yeti coolers were really hot at the time. Everybody remember when those were just all the range. They were the Stanley cups. And so with \$600, \$612, we bought a domain, \$612, we laun a national campaign for a major brand and had leads flooding in all of their personal information with permission to contact them. What we did was not promote the business, not promote the membership, the product, the service. What we did was we use that audience research, knowing that that processtion and people were really into getting coolers. and most of them weren't really, you know, interested in shouting out the money to buy them. They really wanted one, but they weren't sure they were gonna buy it. So we bought a Yeti cooler, 300 bucks. and we went to Facebook, and we set up \$300 an adpen. and we used this contest tool called King Sumo, and there are a bunch of different tools. This is just the one I use, but this tool lets someone enter contest provide their information and uses viral loops to just leverage that, compound it, by having people like, share, comment, get other people to do it, E it to a friend, who really wanted that coolers, and they were entering, and they were liking it, and they were sharing it. And what is that how Facebook? Wow, this must be really good content. We're gonna push this to everybody else. And it just kept building on itself. \$300 an adsppect, national attention. Leeds just poured it. It was nuts. So the takeaway is, can you give something away? Can you work it into your terms and conditions with the sellers? You got your marketing budget, maybe you reduce just a part of that, and you get the seller to agree that in your professional capacity, you can select one item to pull from the sale that you think will really get people excited. And you give that item away, you run a contest, and you pour you out into promoting that contest and you do have to make sure that you're covered legally We have NASCAR's lawyers that took care of that I would start with chap GPT, I would finish with my lawyer, but go through and work out, are we allowed to do give away have someone from another state enters, are we obligated to give it to them? Can we constrain it? How can we constrain it? things like that? You have to do a little bit of work. But can you give something away? And if you can't pull an item, say you sell guns and you just sell guns. is there a nice gun case, maybe in 200 hundred case that somebody one of those people might want for one of those guns that they buy and you could buy that as part of your marketing budget and give that away? Do a contest for that and run as to that, have people like share that? And when they go to the contest page, of course, when they answer their email address, you're gonna follow right up with the auction like at the auction length is gonna be on the contest page, and it's gonna be everywhere else. So you're driving people to the sale. Is that interesting? Is that something you can drive? We did something with the addresses. They gave their home address as part of the information because they wanted us to shift at the cooler, right? They w we got to send the any cooler somewhere. And so we got their addresses, had their permission. I wanted to know who the people are, so I took a random sampling of the addresses, and I looked them up. You know, Google is already sent out? cars that drive down all

the roads and take pictures. There's probably a picture of your house on Google right now. Google street you. How long come up? As an auctioneer, can you tell me that when you see someone's property, you can tell a few things about it? God. We looked at the houses. Do you think we saw a bunch of pickup trucks in the driveway? Because we thought we were going to expect it to. There were a lot of knin bands. We weren't expecting that. There were a lot of bicycles in the yard. They got kids. And because their car was in the driveway, we got my favorite part bumper stickers. Which is probably super weird and maybe a little creepy that I'm looking at people's bumper stickers. But you think you can tell something about a person based on their bumper stickers? Oh my gosh. That is their identity, like, almost like a tattoo. I mean, they put that on their that's not coming off. That's gonna be there for ten years, and they're showing the world, this is who I am. I'm gonna right away, what if it's a political bumper sticker? You got an even better idea. School bumper sticker. We saw a lot of dance bumper stickers. Now, why why is that important? Does anybody have kids in dance? What's that like? They got some money, right? Especially if they're going three times a week dancing and cheap, and they've got a schedule. If you if you've got a bumper sticker for dance on your car, that means you are in dance. Your kids are dancers, like that is that's part of the identity, that's part of the brand. And so right away, we were able to tell, hey, this cross section of our audience, we even know existed, these people, we know that this time of the year, they're completely booked. So, immediately, we were able to save a lot of our ad budget because we weren't gonna market to them during that time. We were able to carve out that cross section and not market to them. We also know when they're off season is. So eight weeks before that we were pumping up as to them. Right? So understanding your audience take some time, if you get a little weird, but it's so powerful, right? The things we were able to do was just a little bit of information was just a little bit of money. uh, by the way, they did fail two years after exactly what I told them, um that Cam Brown thing they were trying to do didn't work. The people just didn't want it. and the data the data showed that. So contests, bunker stickers, um's good stuff. Probably talked way too long about that. I think that does really. Local marketing stack. anybody do any target at a local marketing? What kind? Facebook, what is that? Mailers. May anybody use EDDM? Direct males correct Ect mail still works. Newspaper still works. only about 30% of people use newspaper, but if you know who your people are, your people are newspaper people, they absolutely read the newspaper. Those ads absolutely work radio still works. If your people are radio people, and because everyone's online because online's easier and online is especially easier with AI, more people are doing it online, and they're going away from that other stuff. They're neglecting it. Do physical newsletters that gets mailed out once in quarter, do the direct mailings, if you're doing an inter state, send it to the neighbors. We a liquidation sale for a business. I printed out the flyer of the ambil, and I walked to the business, right? I walked all the businesses in the center around them, knocked out the doors, one inside, I introduced myself, hey, I just wanted to let you know about, um uh, the details for that that sale that your uh neighbor's have. What? didn't no include. All their business neighbors in that complex, one business even knew who they were, none of them knew that they were going out of business, none of them knew that they were having an auction. None of them knew they were gonna be gone on all their stuff was gonna be gone. every single one of them said, uh, yeah, can I please have that flight? Right? then just local marketing, physical doesn't have to be digital. digital still easier. This is the local marketing stack. I was really excited about it when I came out. That

company's gone. Tidings, that website doesn't go anywhere anymore. But what this is is basically kind of an order of operations. There's a lot that you could do with marketing, right? You got a lot of options. and it can be a little exhausting, right? Especially if you've got a marketing person who's really excited, and you're not the one doing it, but they are and they're like, oh, we need to do this, and we need to set up a tiok and we need to be doing snaps and where are ourels and we're right? they want to do everything. Well, how do you know what really matters? I mean, especially if you're not tracking and stuff, like what should you be doing? And you can shortcut all of this by going back to those media kits and seeing what they're doing? Because they've already tried it and they know what their people are doing. So you can skate off of them, you can pull up their social profiles and see how they post on those socials. Uh, if you ask me, I I wouldn't copy their content, but I'm sure would be inspired by it. So what this talks about really are the different levels, um I'm not gonna go through every part if you'd like to see this I I can show you, uh the important thing here is starting with starting with the basics, right? If you don't have a referral program, if you don't have uh, your basic business presence, if you don't have like who you are, your brand, um, you don't want to be going and do an SEO. You don't want to be going and running Google ads. You gotta you gotta get the basics first. And one of the ways you start with that, one of the very first things is your name, address, and phone number. Have you done any kind of SEO, local SEO, uh, there's offside and on SEO right onside SEO, search engine optimization, onside SEOs and stuff that goes on your website to get the search engines like Google to pay attention to you. off site SEO is the stuff you put everywhere else on the Internet to let them know that you' important that your business is important. And one of the biggest mistakes people make is one of the very first things that you do is mixing up their address and phone number. You know what? Your team knows what it is. But computers don't see everything ambiguously like like we do. Here's an example. That's my phone number and myself, by the way, if anybody wants it. help anybody any time. Do you use parentheses? Or do you use a dash? Do you sometimes use one and sometimes use the other? Some people use a dog. What about a abbreviating drive or road or avenue? Do you spell it out? Do you abbreviate it? If you abbreviate it, do you put a decimal on it? Because if you do, each of those three things, Google is gonna see those three different entries. And maybe they're getting better at this, especially with AI tools, but what Google wants to see what they have said they want to see is that exact citation, the same everywhere. That means in your business filing, your articles of incorporation, right, when the secretary of State, you got that, whatever that is is how it should be everywhere. your business name, your address, your phone number, exactly the same everywhere you put it. And then once you've got that unlock, you go put that everywhere. You wanna get that on your website, on local profiles, put it in your email. If you use something like mail gym or cost in contact, ofentimes you can have those set up where those email blasts that you send out, especially if their newsletters can be indexible by the search engines. and that gets you more points. This is where I would start, if you don't have these set up, and if you are concerned about your online reputation, if there is a negative content, you might want to suppress and push down crowd out, if there's a competitor that's maybe coming up and you wanna push them down, this is a great place to start. claim your Google business profile, picture the information is the right format, same with Bing, Apple, Facebook, yellow pages, yellow pages still work. they still exist? phonebook still work Better Business Bureau, Chamber. Every time you get your business name out on somebody else's

website, Google says, oh, yep, I know those guys. That's one more point, one more point, one more point. And eventually, if those are big enough, like if you can get on the county website or a big municipal authority that has good uh reputation with Google. you will get even more points, right? Your points are not just based on how many other people have your information on their, but how well Google sees those people. So if someone's ranking well, and you get on their website, you're going to rank even better. Pay marketing channels, direct mail, um every door direct mail is great. marketing automation is probably more advanced. and then attribution is is definitely too advanced. We're not gonna we're not gonna jump on that. These are the main things to focus on. You' online presence, your content strategy, and community building. Get your WebSE set up. Get your Google, business profile set up. as well as all those other citations. Set up the blog like a medium or ghost or something. have it off of your website because that's one more website that can pop up in the search results and lead people to you. and then your content strategy, we would use AI to help us develop that based on who we are and who we're targeting and the information we got from these media gets from the magazines. and the community building I would love to do a weekend on community building. There are five different types of community and community development, right? So you've got your local community. just the physical in your geographic area, how do you engage with them? This is something that you you can't shortcut, by the way. Comm community, community takes time, even social media communities, right, a Facebook community, a community group, are you anyone a member of a Facebook community group? Okay, is it any good? Yeah, most of them are But building community online, any way you can, building community in person, any way you can. um members of the chamber, rotary, lions Club, masons, any of those things, getting involved there. Those are some of the most some of the best connections and relationships because those always yield more relationships. Right? And every area is different, but most of us we wanna we wanna be talking to the bankers in the lawyers, right? Where do they hang out? What clubs, what groups are they members of? And then, are we members of those? Why, why not? How can we be? Online, for the presence, you've got we got that uh social proof is really important. and that can be done a lot of ways. I would get a good relationship with your local newspaper and a raton you've got something going on, send them a press release. Anytime you win a marketing at work like this, or compete in a competition, send them marketing beast, you do any kind of business development, send them a marketing beast, you help a client they've got a heart wrenching story, they love those. Videos are also probably some of the best social proof, and if you can get your audience, your customers, your clients, to do those videos for you, even better, and review management. does anybody track their online reviews? Great great anybody actively um request pursue with intents to get new reviews? Good, good, good, good, good, good. Uh, in the resources, there are a few apps that help you do that? Your content strategy,ational marketing approach. Benny Crocker cobook. That was a marketing piece. They wanted to sell more bet Crocker products, so they released a cookbook. It was educational marketing, right? Is that tricked people into learning about the product and having fun. I don't know what your asset class is, but what's something you can do? And whether or not it's fun, educational is important, we have a friend in Virginia, Stephen or VA, he just puts together this a state guide for families going through hardships, right? And he's distributing those to all the lawyers and bankers in the area. Not businessy, not sales E. His information's on their own back just briefly, but it's just when this happens, you know, hear all the

things that you need to do. Here's all the information you need. Educational content is a long play, but if some of the strongest marketing that you can do uh local warm, joint ventures, partnering with people in the community that uh aren't in competition with you, but also have access to your audience, doing what you can to build relationships with them, going to events shows the farmers market. I mean, anywhere where there are people in your area to develop that local community. that local personnel idea of celebrity in your hometown. Reviews are like gold. gold ingots, not iron ingots, painted gold. Reviews are how people decide whether or not to do business with you. You can have somebody that had a good experience with you, tell their friend this was the best experience and you need to when you have the same situation, you need to go down. Sometimes they'll just call you right up. Most of the time, they're still gonna look you up. They're just gonna remember that was that was the guy, that was a person. but then they're gonna look you up and what are they gonna see? How do they make the decision and what if they use AI instead of Google and what if they ask Hey, Chi BT like, who's an auctioneer? uh, near Dearborn that can help me sell my car? How does Ch GPT get its information?rawls the Internet? They have little robots that are crawling the Internet all day long, getting everything they can. Google's the biggest one. They're looking at those same reviews, so their decision is gonna be based off of those reviews. and all the other content that you have online, including those other citations, how many places are you? Right? How long have you been in business? What do people have to say about you? So, the more reviews you can get, the better an AI is going to like you, the better Google is going to like you and the more business that you're going to get. When do you ask for when do you ask for a review? On here when did the happiest, right? How do you ask for a review? Does anybody send an email out after the auction? Hey, if you had a good experience, please leave us a review if you had a bad experience, please call me so we can make it right. Here's my number. That's a good mitigation strategy. When people are upset when they have a bad experience, oh man, they wanna get it out. Really, they just wanna be hurt. Most of the time, if you talk to them first, they'll forego the fat review because they feel hurt. If you're not a jerk too. This is. Uh, this is from 2011 we made these conversation cards, right? So everybody that came in to the resort they got this card, and by the logos, you can see how old this is, but it's just all the information, right? connect with us. And write your experience, we had QRchodes on the back, which, by the way, getting people to use QR codes 11 years ago, that was tough. This bombed. this did not do well, people did not like QR codes, they didn't know what they were then. it was hard to use. And this was an early version afterwards, we did modify to say, if you had a bad experience, please call me. here's my number. If you had a great experience, please leave us review, here's the information. You can go toprint.com and order like 10,000 of these for like 100 bucks. When you do pickup, when you ship items out, whatever, drop a card in every box that goes out, everything that people pick up, that's one touch point asking for a review. You set up that follow up email after the sale, hey, thanks, orey, you know. whatever. there's that email followed that goes out and you're asking again that's two touch points. If it was a small sale, maybe you got time to contact all the buyers directly and you can ask them in person on the phone. third time. Some people, they send down a text message. If you got people locked in for that, it's a fourth time. right. How many were we used do you want? You want as many as you can get, if you get at least a hundred, you're good. For the size that most of our businesses are, and the size of most of our competitors are, a hundred reviews, plus is pretty much all you need. You don't have to shoot for a thousand, you

don't have to shoot for 10,000, you don't have to try to get crazy with it just get 100.. But actively, actively work on it. There's a statistic I didn't put in here 24% businesses that actively work on their online reputation management and getting reviews earn 24% more than businesses that don't. 24% is a lot of money. because they actively push for reviews. We're not gonna go do you on referral systems, if you don't have one, I am current setting and loose one up, maybe send uh write a letter up that you can send out to you clients after the sale and say, hey, just thank you so much. Here's the recap. You're gonna do the follow up after at the sale anyway. and you just let them know, like, hey, if you had a good experience, you know, we'd really appreciate recommending us to anyone else. A lot of people, they just need you to ask. They would anyway, they just don't think about it until you ask them. Asking makes a big difference. And if you can, and if it's legal where you are and the way you do it, you can offer compensation for referrals. Does anybody do that, by the way? Or no, does anybody know anyone who does that? Do you know what they charge? Or I excuse me, what they would they offer? would they give five percent 10%? 500 bucks something? We know we know one person they give 20% they give it 20% commission from the sale for referrals. When he told me that, I considered quitting and just sourcing deals for him. I don't have to worry about the warehouse is to have the inventory. I might getting dirty, I could just get the deals and send it to you for 20%? I treat be told I'm still thinking about it. Like you can afford to do that because you got r repeat sellers, right? People come back and people talk to other people. Now, you get that first person you give it 20% of way. You're not making as much. but you're covering your cost and you you do a good job for them, you've gotta climb for a life and a referral source. who's gonna recommend their family and friends, and you're gonna get more deals, and he told me he said, I will offer that every day as long as I can to as many people as I can, because it's made of so much money. And you don't have to offer anything, but you can't. Anybody want to go deep into implementation and technology? It's here if you want to. I'll just touch on on video testimonials. If you've ever struggled with an online reputation management problem, if you've got someone who's putting bad stuff out on the Internet about you, this is the best way I have found to counteract it. Google assigns high priority to videos. They push those high up in the search results. Now that has changed ever since they started doing the AI summaries. I don't know how that's going to work out. But for the longest time they have, and I think they they will continue again real soon here. If you can get a happy client to do a video for you, and post that online either on their channels or on yours, you're gonna get higher search priority in the in the results and the search results. Both points, if you use search engine optimization techniques to optimize that video, and this is will get a little technical with the implementation. You figure out what your keywords are that that bad review is coming up for. Maybe it's just your auction company and reviews. And so the title of that video would be your auction company review. first example, right? But also, before you ever upload that video, you're gonna put it on your computer or go onto your phone and edit it, and you're gonna add it the file name. Because Google actually checks that, and they take that into account. and so you would name that file the same thing as you're gonna tile it in the video. and you're gonna ask where I was doing the video, hey, just, um, you know, start this off button and everybody know, hey, this is a review for blah, blah, auction company because Google is going to transcribe the audio for that video and they're going to take that into account. And so if you show up in the final name, your keyword and in the title and in the audio and in the description, and then from your website, you have a

page that links to your auction company reviews. over here. and in YouTube, you set up a video playlist for auction company reviews. That's like ten points. You only need like two. Google's gonna see all that and be like, yep, whoa, we're definitely gonna put this up. and that's gonna be above. most like them, whatever unsavory content are trying to push down and crowd out. I did want to take this opportunity to encourage everybody before you leave this conference to please leave a review for the Michigan auctioneers association. If you start now, you can be the first to review. I also have them here because this is an excellent use of video. This is a very good YouTube channel. the way that everything is set up and laid out and titled and playlists. This is something that most people either don't have a clue about or don't care about or don't they they just ignore it. Video playlists are easy, easy pickings. It's a great way to build up search power fast. Take advantage of those. And, uh, go to Google and leave a review for the MAA I think that's all I got. Are there any questions before we wrap this up? Okay, so this is a plug for a very free community that is just people who are actively trying to grow their business, it's not agnostic to auctioneers that's open to everybody most most people are auctioneers. It's brand brand new, like, I just opened this up when we were in Ohio. and I think there are four people just signed up. But we're taking principles, all these growth principles, not just marketing the growth for business development, putting them together and just kind of workshoping with each other, this is what I'm working on, this is what's working for me. Hey, I need help with this. Does anybody have an idea for that? And there's nothing to buy. It's just for my own personal accountability to help me grow our business so I can apply all this stuff to my own business, hold me accountable for that. And then the resources, if you didn't get that earlier, the audio presentation and transcript from the first presentation already up, I'll go do this one now, and you'll have all of the the books that are mentioned, the online tools, uh, everything is up there. That's my phone number. If you have any questions, you can call me. and that's all I have for it. Thank you very much.