

# Building a Resilient Business: Before, During, and After a Disaster



**Digital Marketing;  
Protection of Inventory, Equipment, Buildings**



Puerto Rico  
Science, Technology  
& Research Trust



Resiliency and  
Business Innovation



Center for Resilient and  
Sustainable Communities

Organized by the Puerto Rico Science, Technology & Research Trust

**Sponsored by: U.S. Economic Development Administration**

**October 8, 2020, 6:00 PM- 8:00 PM**

\*C-RASC consists of researchers from George Mason's Volgnau School of Engineering, the School of Business, the Schar School of Policy and Government, the Jimmy and Rosalyn Carter School of Peace and Conflict Resolution, the College of Science, and the College of Health and Human Services





# Overview for Entrepreneurs Support Practitioners' Course: Helping Business Owners/Operators Get the Most from Their Course



Resiliency and  
Business Innovation

Sponsored by: U.S. Economic Development Administration



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Resiliency and  
Business Innovation

A program of the:



Puerto Rico  
Science, Technology  
& Research Trust



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# 5 Steps to Successful Digital Marketing

# How to Stand Out and be Visible in a COVID-19 World





## Definition of Visible Company

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A company that has attained high visibility and a reputation for expertise and quality service in their industry niche.



# Why is Visibility Important?



More Opportunities  
Easier to Close Sales  
Faster Company Growth  
Higher Profits  
Greater Valuation



# 5 Keys to Successful Digital Marketing

- Target Market
  - Buyer's Personas
- Website
- Social Media
- Content
- Digital Marketing in Action



# Target Market

- Finding your niche
- Buyer Personas





# Finding Your Niche



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- Target narrow group of customers
- Conduct Market Research
  - Secondary Research
  - Primary Research
- Differentiate product or service
- Avoid crowded markets
  - Don't compete on price alone



# Buyer Personas

- Fictional representation of your ideal customer
  - Mother with young child
  - Does she work?
  - How much does she spend on her child's clothes?
  - Does she have more than one child?
  - What does she read on the internet to learn about children's clothes?







# Websites



# High-Performance Website

- Clear Messaging and Professional Imagery
- Importance of Responsive Design
- Educational Content
- Optimized for Search Engines (SEO)



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# High-Performance Website Clear Message & Imagery



- 80.8% of Buyers view website
- Brand Positioning
  - What do you do?
  - Who is your Target Market
  - Why should I buy from you?
- Professional Imagery
  - Try to use original photography
  - If stock photo, use local photos
  - Images should describe brand



# High Performing Website Responsive Design

- Desktop
- Laptop
- Tablet
- Mobile Phone
- Next new technology?



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# High-Performing Website Educational Content



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- Stock Content
  - Guides
  - Blogs
  - Resources Section of Website
- Useful and Relevant Expertise
  - Material seeks to educate audience
- Not Marketing Materials
  - No brochures
  - No Sales Pitch



# High-Performance Website Search Engine Optimization (SEO)

- Relevance (Keywords)
- Website Authority (Links)
- User Experience (Responsiveness)
- Technology (Optimized)



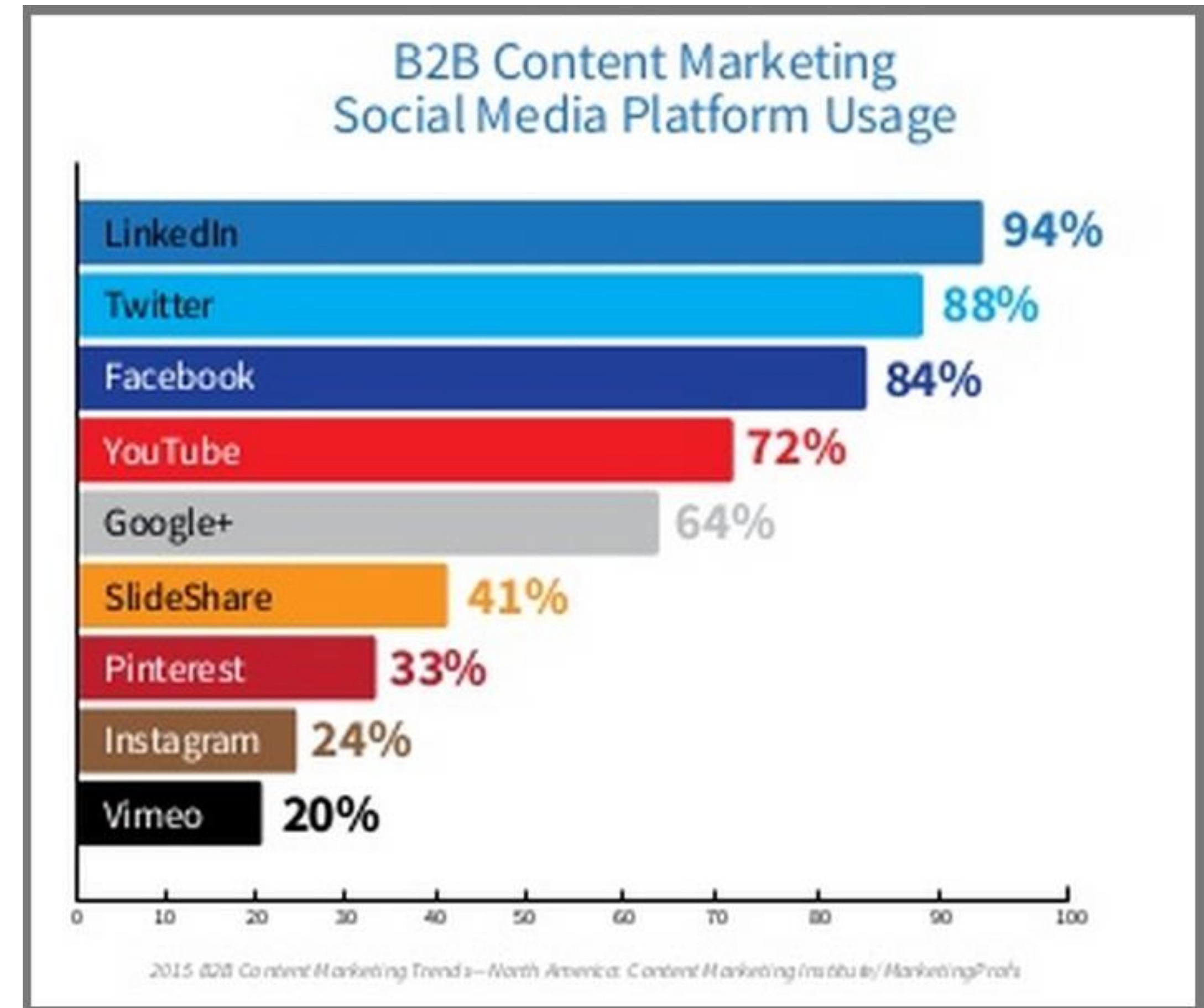


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# How Businesses Use Social Media

- Networking
  - Less Schedule Conflicts
  - Less Geographical Boundaries
  - No Travel
- Content Promotion
- SEO
- Recruiting



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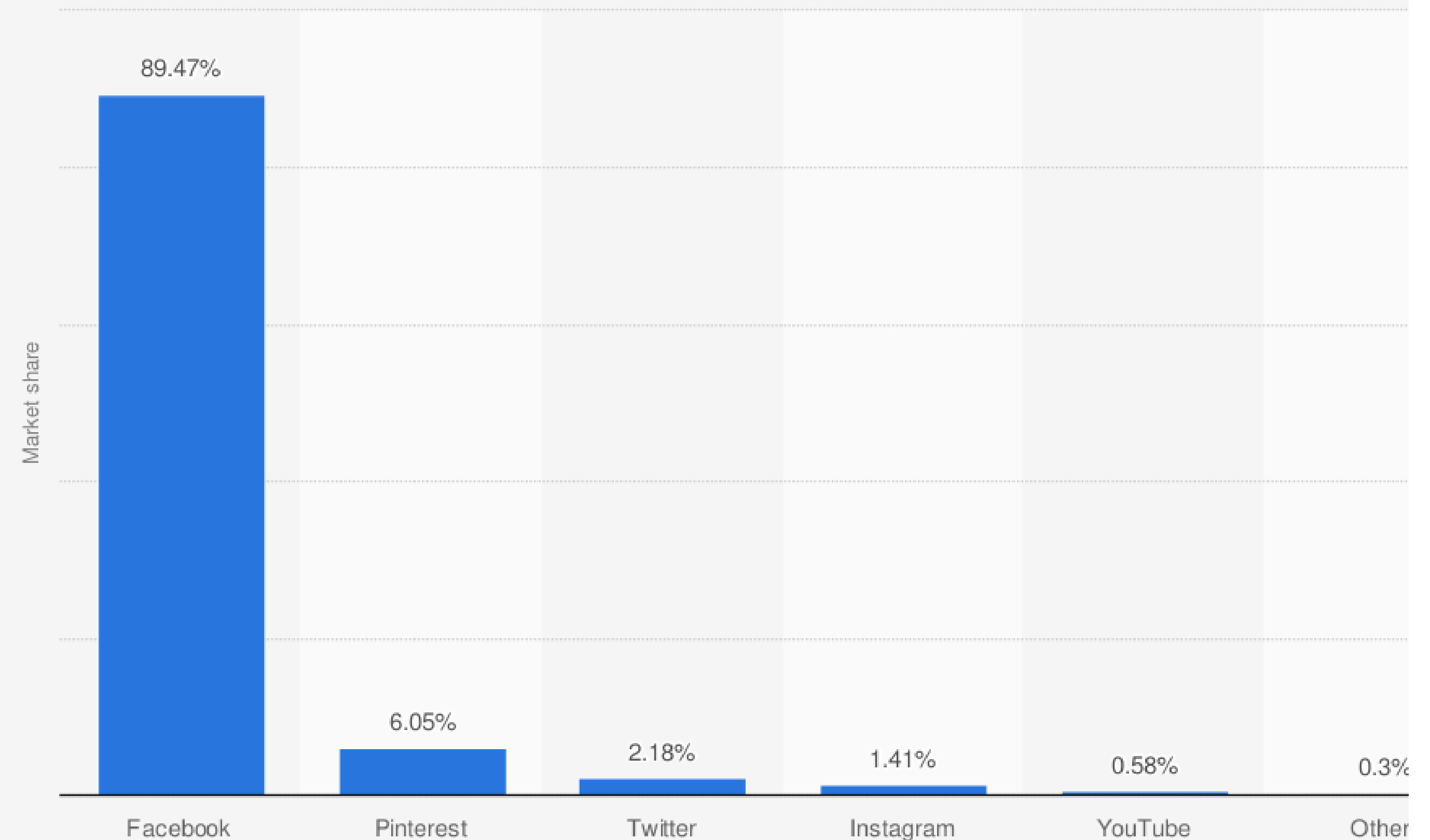
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## Stay Connected with Social Media

- Puerto Rico's most popular social media platform is Facebook
- Most businesses use Facebook for B2C (Business to Consumer) connections

Most popular social media websites in Puerto Rico in 2019, based on share of visits



Source  
StatCounter  
© Statista 2020

Additional Information:  
January to December 2019; Including mobile, tablets, desktop and consoles.



# Facebook

- Most effective ways to use Facebook:
  - Create an impressive profile page with a professional picture
  - State clearly what your business can do for your target audience
  - Regularly post content that is relevant to your target audience
- Seek professional digital marketing help



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# LinkedIn



- Primarily for B2B Use
- Researching Target Market
- Networking
- Recruiting (initial purpose)
- Net Company Page + Personal
  - Professional Photo
  - Descriptive Title
  - Link to Website

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# Twitter

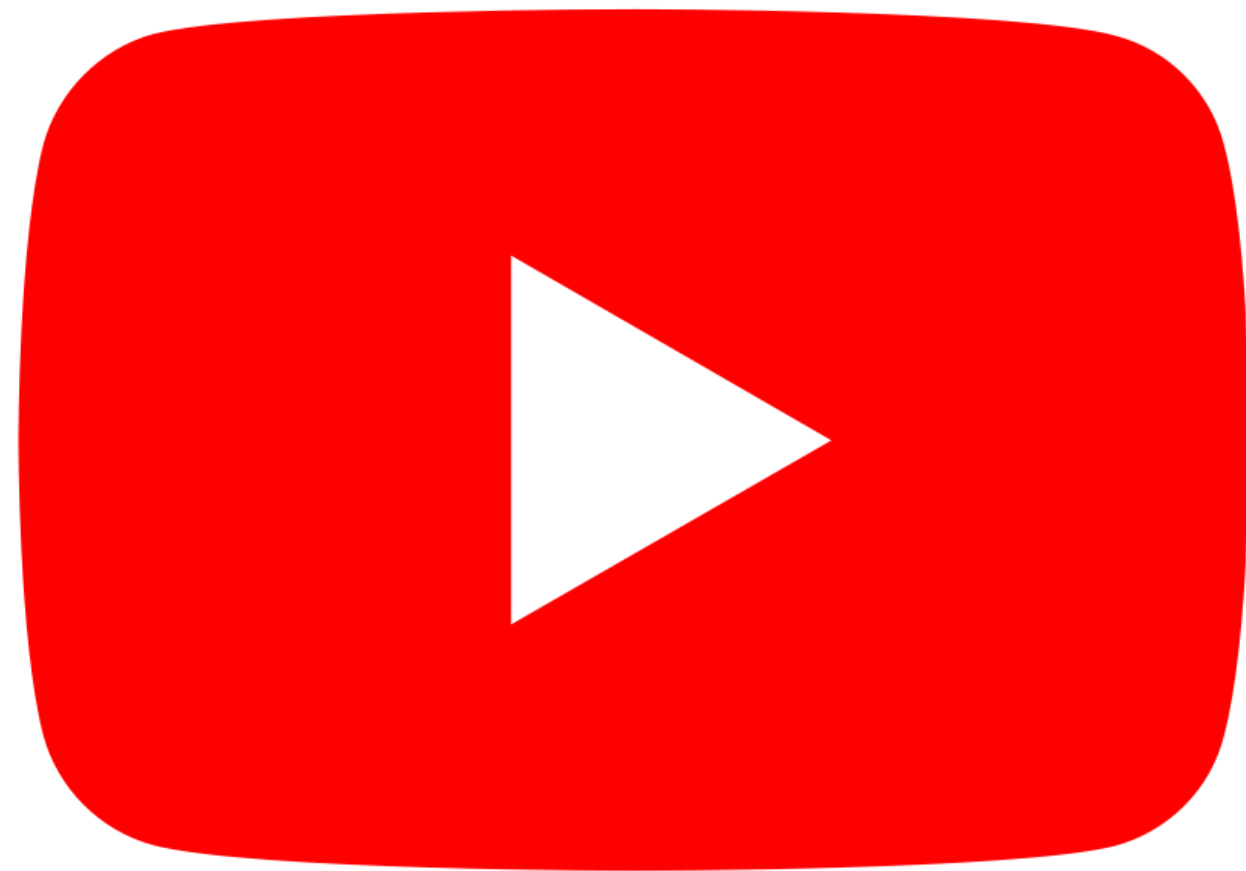
- Twitter is used by everyone
- Best use is for real time communication
- Both B2C & B2B companies use to connect with target market
- Only allows 140 characters or less per tweet
- Many influencers use twitter to connect with their followers



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# You Tube



- You Tube is used by everyone
- Ideal for sharing multimedia content
- Especially good to educating your clients about your products and services
- Some possible uses
  - Recorded webinars/ presentations
  - Product demo's



# Content Marketing





# What is Content Marketing?

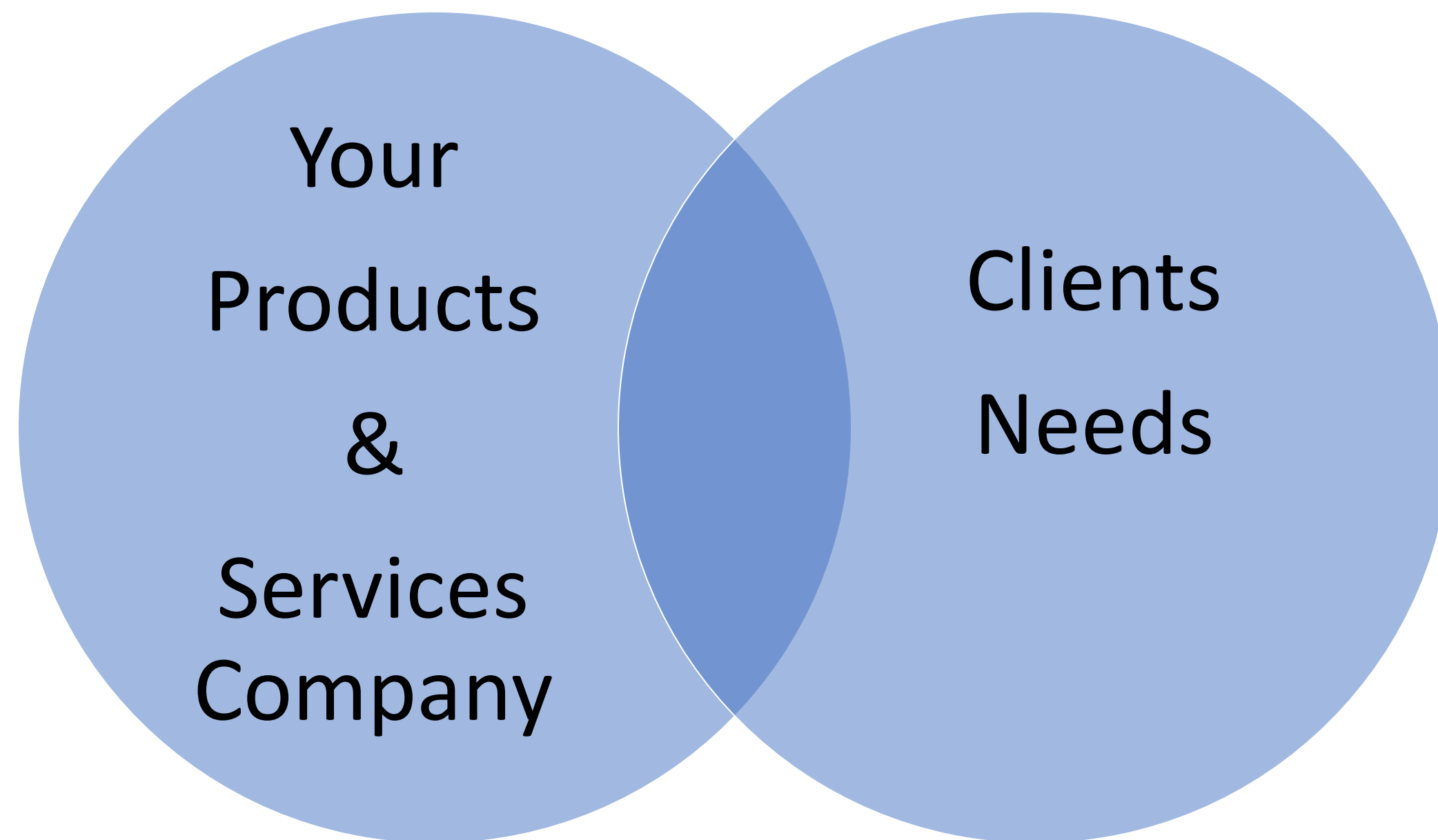
- Educational material that is useful and relevant to your target audience
- Content is King!
- Demonstrate expertise
- Generates Referrals!
- 86% of B2B companies use it

The word "Content" is rendered in a large, 3D, multi-colored font. The 'C' is blue and features a crown on top. The 'o' is red, 'n' is yellow, 't' is blue, 'e' is green, 'r' is red, and 't' is blue. The letters have a slight shadow, giving them a three-dimensional appearance.

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# Developing Your Content

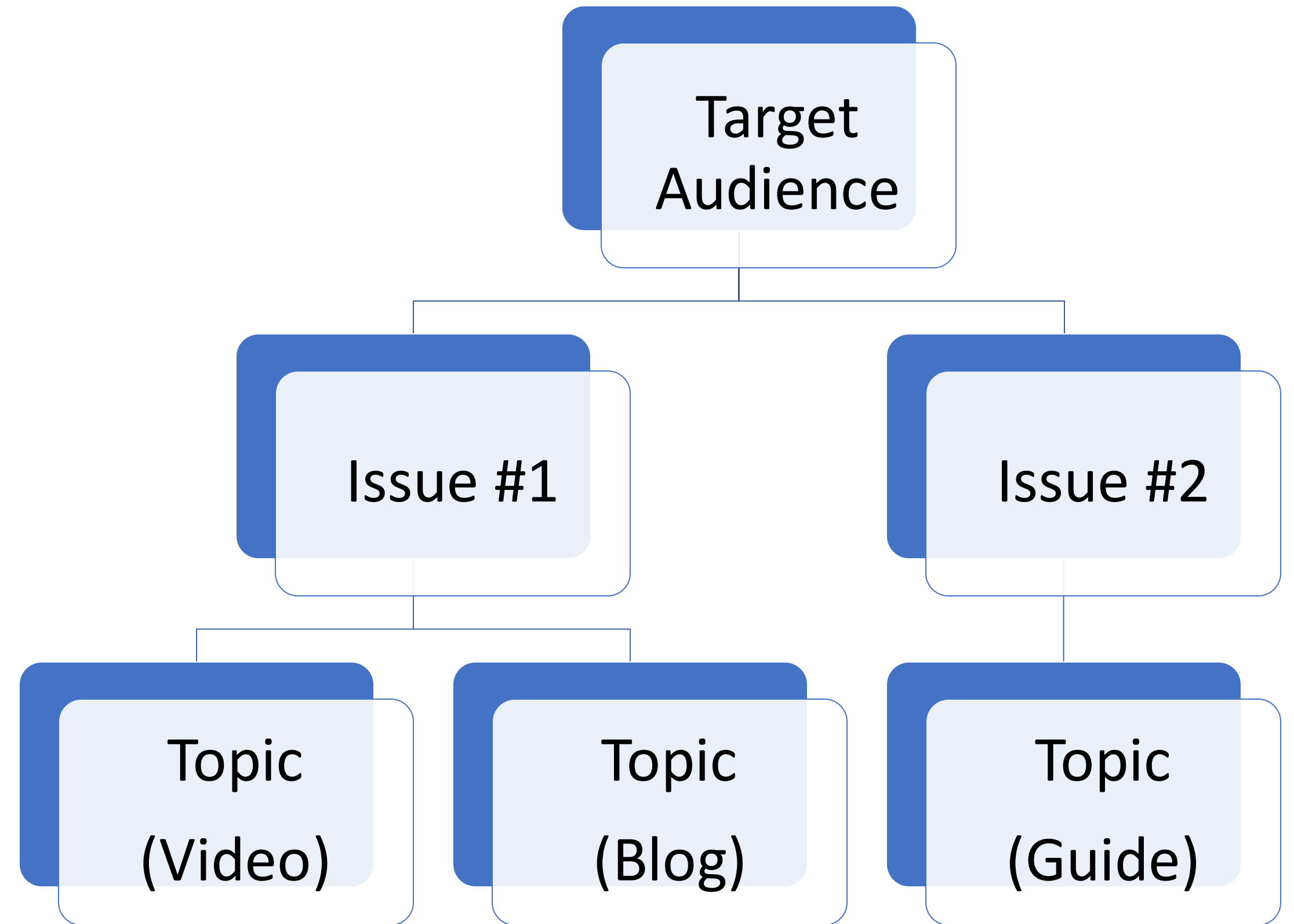


- Focus on the Intersection of Your Services & Client's Needs
- Determine you Clients Needs
  - What are their pain points?
  - Where do they need help?
- Assess Your Products & Services
  - Can you fill the Clients Needs?
  - Do you have the resources & expertise to solve their problem?



# Content Formats

- Make sure you are clear about which issues are important to target audience
- Create 2 to 3 Major Issues to Discuss
- Create 1 or two Topic to create content about





# Types of Content

Webinars

Social Media Posts

Guides

Ebook

- **Webinars** – demonstrate firm's expertise and educate audience
- **Social Media Posts** – great way to speak directly to your audience
- **Guides** – medium-length pieces usually for website download
- **Ebooks** – ultimate statement in reputation expertise. Long version of a Guide



NETWORK INTERNET BLOGS RATINGS AGGREGATORS  
E-COMMERCE FOLLOWERS CREATOR LIKES BANNER  
DIGITAL SEARCH KEYWORDS E-MAIL PHOTO SHARING  
MOBILE TECHNOLOGY SEO MARKETING SE  
SOCIAL MEDIA VIRAL SEARCH VIDEOS  
APPS LIVESTREAMING SHARING MOBILE  
REVIEWS

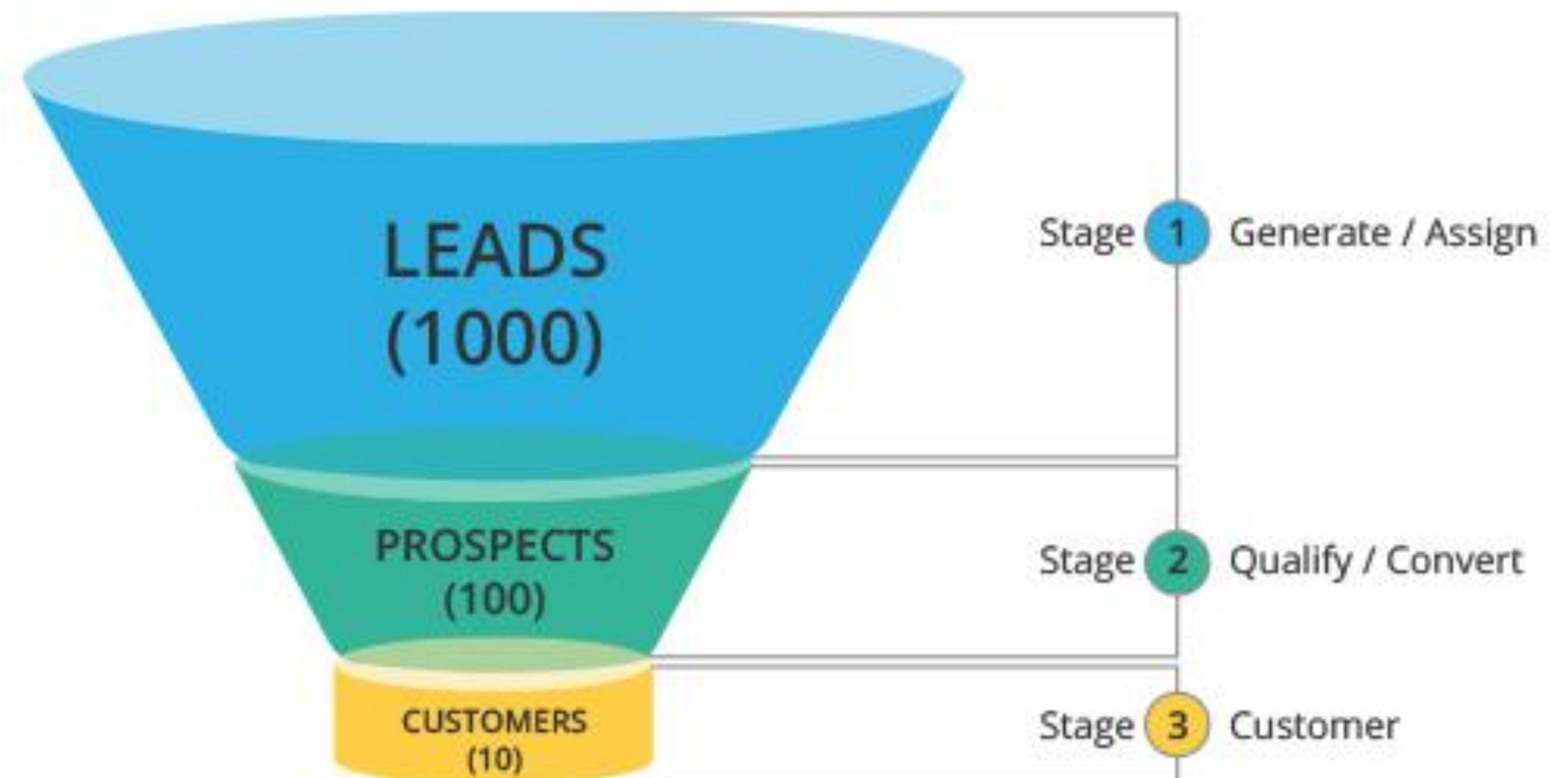
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# Digital Marketing in Action



# Understanding Marketing Funnel

- Attract
  - Blogs Posts & Article
  - Videos
  - Networking & Speaking
- Build Engagement
  - Guides
  - Research Reports
  - E-books
- Turn Opportunities into Clients
  - Demos
  - Free Consultations



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# Customer Relationship Management System



- Stores contacts, prospects and influencers in your target market
- Stores all data on a contact in one place
- Segment contacts into similar groups
  - Mother's of children
  - Grandparents of children
- Used as a hub for delivering content to target market

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# Measure Your Digital Marketing Effectiveness

- Website/SEO
  - Google Analytics
  - SEMrush
  - Website Visits,
- Social Media
  - Develop Calendar
  - Followers
  - Comments
  - Shares
  - Likes





# Questions?





# Poll Question #2 (After Slide 9)

I have a lot of competitors in my market?

- Strongly Agree
- Agree
- Not Sure
- Disagree
- Strongly Disagree

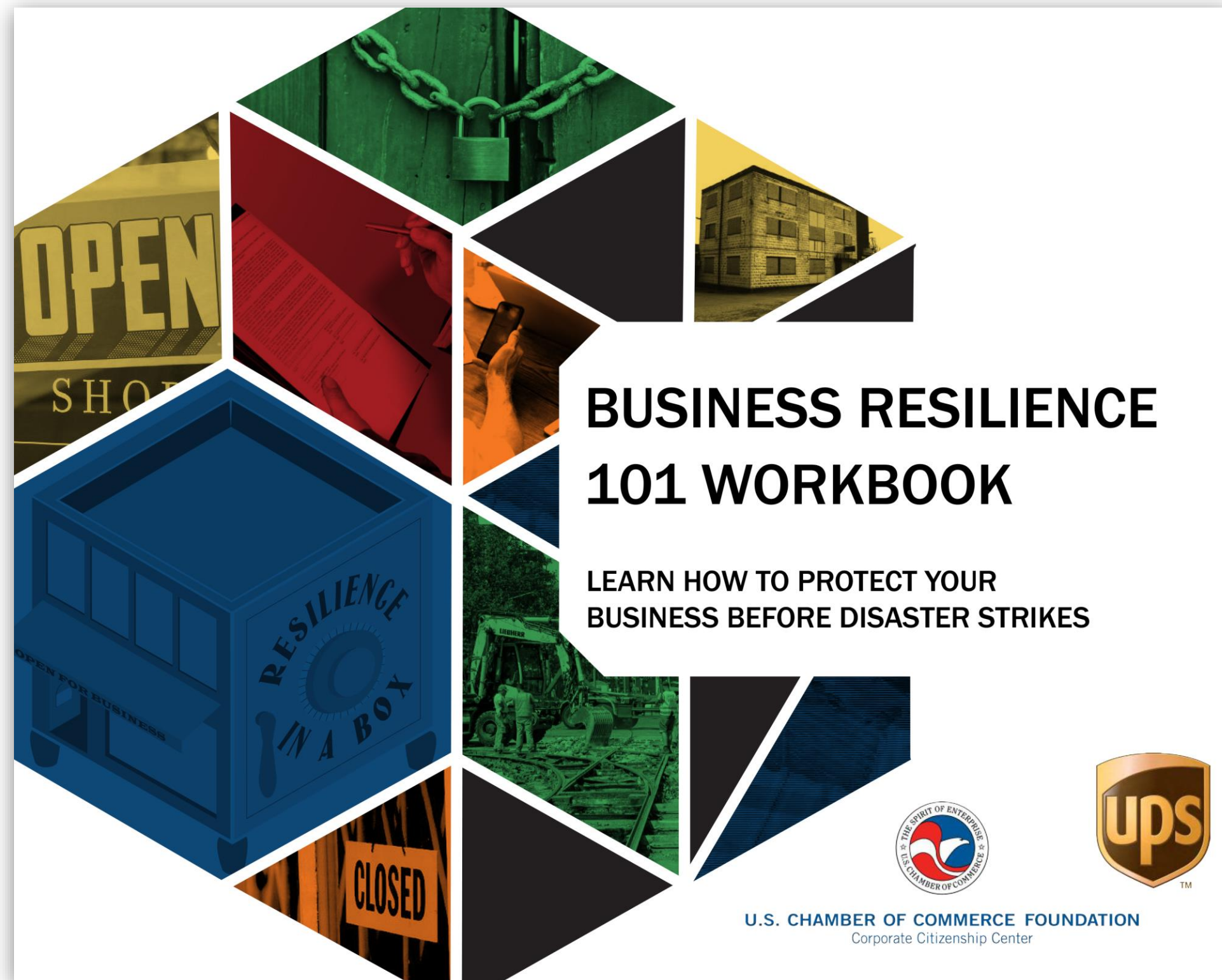


# Poll Question #1 (After Slide 8)

- Do you have a clearly defined target market?
- Yes
- No

## Lesson 3

# Protection of Inventory, Equipment, and Buildings





# Lesson 1,2,3 &4 Overview

## Complete Your Resilience Plan

- Lesson 1, Introduction of Facilitators
  - Business Impact Analysis; Baseline Survey
  - Workbook 101
- Lesson 2, Graduate Panel
  - Networking;
  - Protection of People, Data, and Operations
- Lesson 3, Digital Marketing;
  - Protection of Inventory, Equipment, and Buildings
- Lesson 4, Finalize Resilience Plan;
  - Discuss “Adapt & Reposition;”
-

# Your Six Critical Business Assets







# Protect Inventory – 1 (Overview)



- Tracking and effectively managing your inventory is vital for business.
- Types of Inventory Checklist
  - Raw Materials
  - Merchandise Stock
  - Finished Goods
- Maintenance
  - Maintain Items of Inventory
  - Video & Photograph items
  - Grab-n-Go bag



## **Protect Inventory – II (Complete Forms)**

- Inventory List | p. 45 fill-in list
- Protection Methods | p.46 fill-in list
- Single Points-of-Failure | p.46 fill-in list
- Company Provided Items | p. 47 fill-in list
- Employee Provided | p. 47 fill-in list





# Protect Equipment I (Overview)

- Equipment is how a company is able to manufacture product and organize themselves
- There maybe some overlap with Inventory Items
- Prioritize your most important equipment
- Continually update equipment inventory



## **Protect Equipment – II (Complete Forms)**

- Identifying work equipment | p. 49 fill-in list
- Top 10 Equipment | p. 50 fill-in list
- Furniture & Contents | p. 51 fill-in list
- Vendor and Suppliers | p. 52-54 fill-in list





# Protect Buildings I (Overview)

- If you are reliant on a physical space or structure to run your business you have significant issues to manage.
- Lease or Own?
- Understanding your building:
  - Purpose of the building – warehouse, main office, etc.?
  - Year it was built – good condition or need repairs?
  - Construction type – wood, brick, steel, other?
  - Blueprints, engineers report, and site disaster history?



## Protect Buildings II (Complete Forms)

- Mitigation: Structure | p. 57
- Mitigation: Building & Machinery | p. 57
- Mitigation: Architectural Elements | p. 57
- Relocation & Alternate Space | p. 58
- Building Support Systems | p. 58 fill-in list
- Access to Building Post-Disaster | p. 59 fill-in list
- Recovery Before/After Disaster | p. 59 fill-in list



# Upcoming Schedule

Please join us for the next Puerto Rico Science, Technology & Research Trust's Puerto Rico Resilience course session on October 15 at 6:00 PM - 8:00 PM with the topic of:



## **Lesson 4: Finalize Resilience Plan Adapt & Reposition**