



# CHOCTAW

## WEBSITES

### How to Squeeze More Marketing Out of a Small Budget:

Marketing takes time, money, and preparation. 14% of all small businesses fail in the first year because of poor marketing. Learn to get the most out of your small marketing budget and get your business seen by the right eyes.

#### Who We Are:

Steve and Sash Johnson, Choctaw Websites, based in the Choctaw Nation. We've been publishing in print, and online, and selling advertising on those publications, since 1997. We've been building websites for small businesses since 2010.

#### Why am I Qualified to Teach This Training?

We have been successfully marketing our publishing and building client businesses for over 20 years. I have sold over \$3 million in ad sales since 2010. We have built a number of websites that we sold, earning over \$800,000 in total. We have also helped over 100 clients grow their businesses and live out their dreams of entrepreneurship since 2003.

We traveled North America full-time as vagabonds from March 2013 until November 2020, first on motorcycles for 3 years, and then in our ATC Toy Hauler, all while running our businesses. We bought a home in McAlester, OK so I could better connect with my tribe, the Choctaw Nation of Oklahoma. It is my goal to bring my experience and expertise to my people, and the people of Oklahoma, to help them prosper, just as we have done.

My motto has always been, "Everyone I meet has something to teach me. I want nothing more than to learn from each one."

# Money Saving Strategies

## Manage An Active Google My Business Account

- Claim your listing
- Complete your listing
- Add photos and videos
- Respond to reviews
- Post updates 2x a month
- Keep your listing up-to-date
- Use keywords

## Cross Promotion

- Find a partner that is a good fit
- Run a joint promotion
- Offer discounts to each other's customers
- Share each other's content on social media
- Very cost-effective

## Target Existing Customers

- Offer them discounts and promotions
- Ask for feedback
- Keep in touch with your existing customers on a regular basis
- Offer loyalty programs
- Resolve customer complaints promptly

## Host Events at Your Business

- Send existing customers email invitations
- Invite local dignitaries and clubs
- Cross-promote with other local businesses

### Event Suggestions:

- Open house
- Hosting fundraisers
- Local band spotlight
- Birthday celebrations

## Sponsor Local Events

- Increased brand awareness
- Positive public relations

- Choose the right event
- Sponsoring local events can be cost-effective

### **Meet and Greet Networking**

- Improved relationships with your target audience
- MOST cost-effective and powerful advertising

#### **Important Notes about Networking:**

- Listen more than you talk
- Know your audience
- Always bring business cards!
- Be positive and enthusiastic
- Have fun!
- Follow up

### **Guerrilla Marketing**

- Low cost
- Unconventional and creative
- Connect with local non-profit groups

#### **Examples:**

- Branded balloons at parade or fair
- Local artists on sidewalk
- Coordinate contest with neighboring businesses

### **Choctaw Websites Pledge to You:**

1. We will be available when you need us.
2. We will always deliver your website on time.
3. We will deliver the visibility you need to bring the customers you want.
4. We guarantee to have your site completed in 30 days or your money back.

## **Contact Us!**

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Choctaw Websites

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