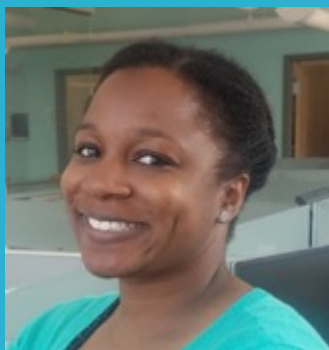


Digital Tools for Brand & Demand

Thursday, August 6, 5:00-6:30 p.m.

**Welcome
Bienvenido**

Digital communications pros will discuss why COVID-19 means you need a new digital communications strategy. They'll explain the power of websites, social media, email marketing, search engine optimization and advertising online. Sound overwhelming? Don't worry – they'll also talk about where to start, how to build your digital capacity and what tools they recommend for small businesses.



Tia Vice (Moderator)
Program Officer, Operations
LISC Boston



Tariana V. Little
CEO and Co-Founder
EmVision Productions



Josiane Martinez
CEO & Founder
Archipelago Strategies Group



Colette Phillips
CEO & Founder
Colette Phillips Communication
Get Konnected



Instrucciones para escuchar el seminario web en Español desde el Computador

1. Vaya a Interpretación
2. Seleccione Español y “Silenciar Audio Original”

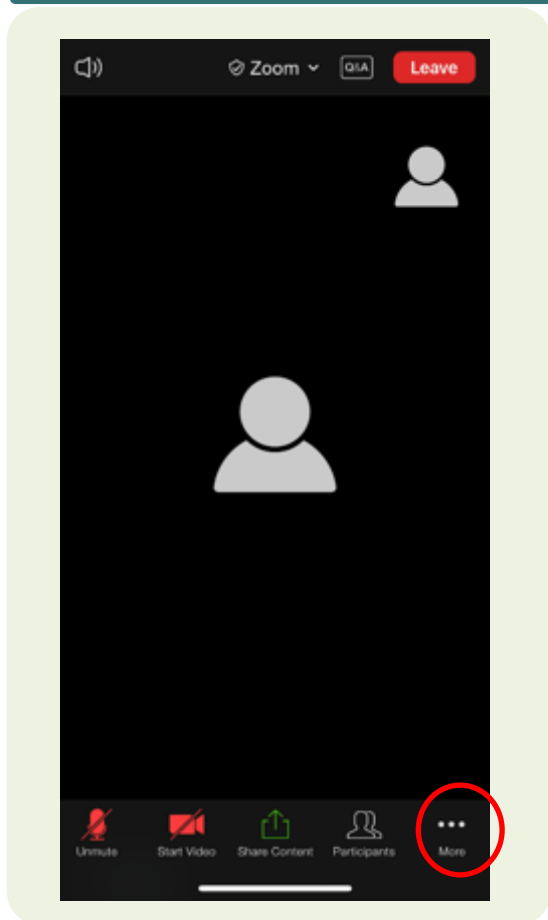
A screenshot of a Zoom meeting interface. The main content area displays the 'IXL CENTER' logo in large green letters on the left and the 'Institute' logo on the right. A dark grey language selection menu is open, showing options: 'Off', 'English', 'Portuguese', 'Spanish' (with a checkmark), and 'Mute Original Audio'. Two red arrows point from the 'Spanish' option to the 'Mute Original Audio' option. At the bottom, a dark navigation bar contains icons for 'Participants' (4), 'Chat', 'Share Screen', 'Q&A', 'Spanish' (with a flag icon), and 'More'.



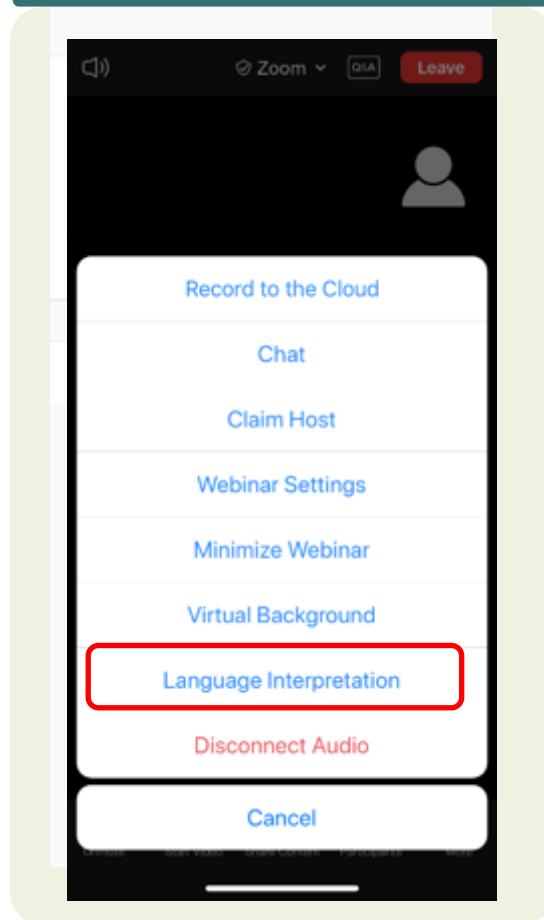


Instrucciones para escuchar el seminario web en Español desde el celular

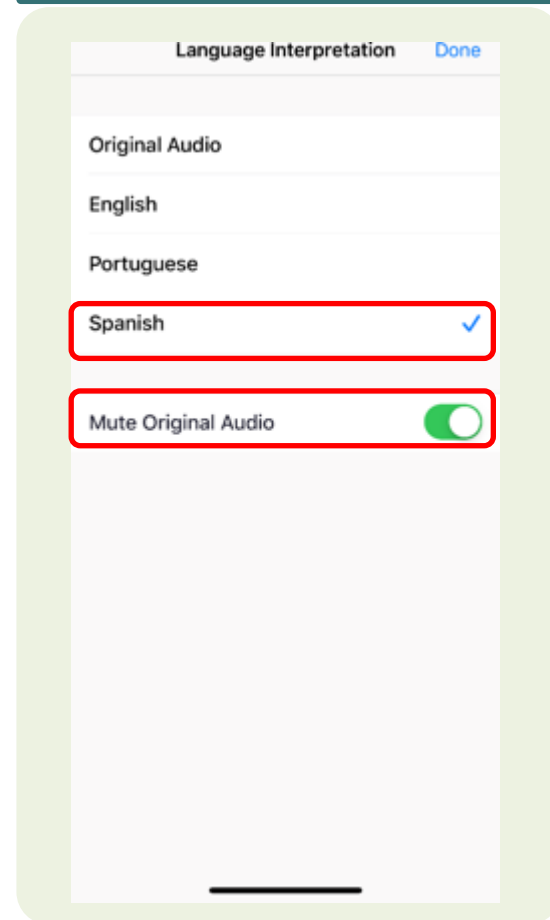
1 Vaya al Tab “...”



2 Seleccione Interpretación



3 Seleccione Español y “Silenciar Audio Original”



Digital Tools for Brand & Demand

Thursday, August 6, 5:00-6:30 p.m.

Welcome

LISC Boston Executive Director Karen Kelleher
IXL Managing Director Hitendra Patel

Beyond Six Feet Apart Program Description

Tina Petigny, LISC Senior Program Officer

Panel Discussion

Moderated by Tia Vice, LISC Boston

Questions from Beyond Six Feet Apart Accelerator Participants

Audience Questions submitted through Chat

About Local Initiatives Support Corporation

LISC is one of the country’s largest community development support organizations, but we have deep local roots, having invested more than \$300 million in Massachusetts communities over 35 years.

Housing



Health and Resiliency



Economic Opportunity



We prioritize equity in our investments, from affordable housing and quality schools to growing business and connecting community with financing, technical assistance and resources to build capacity and stability.

Capacity Building



LISC's Response to COVID-19 in Massachusetts

While everyone is affected by COVID-19, LISC is unapologetically focused on mitigating the effects of the crisis on underserved people and organizations, who have been hit hardest by the pandemic and its economic effects. LISC is driving four critical solutions for small businesses hurt by COVID-19.

- ✓ **Emergency Grants**
- ✓ **Technical Assistance**
- ✓ **Flexible Financing for Recovery**
- ✓ **Economic Stability and Housing Affordability**

We prioritize minority- and women-owned and led enterprises and enterprises serving low-income communities, as well as the organizations and networks that support them. All our programs are all delivered in a manner that builds the capacity of the small business and community development ecosystems.



Doris Montoya of Doris's Peruvian Pastries in Marlborough received a LISC emergency grant.

Our Goals for the Beyond Six Feet Apart Accelerator

We launched the program to assist minority-owned small businesses to get back to work safely and strategically in the wake of COVID-19. More specifically, we set out to do three things.

- ➔ Provide a structured, digitally-enabled planning process, supported by consulting teams, to respond safely and strategically to COVID-19.
- ➔ Better understand the challenges small businesses and owners of color are facing at this time.
- ➔ Develop impactful, responsive tools that can be deployed at scale throughout the small business support ecosystem.



The dining room of Mei Mei in Boston was closed by COVID. Social distancing presents a particular challenge for their small dining space. Mei Mei advanced its reopening strategy through the Beyond Six Feet Apart Accelerator.

A Powerful Partnership with the IXL Center



LISC partnered with the IXL Center to create an innovative, digitally-enabled program with an audit and planning tool that can be scaled for use by other providers. IXL is a global innovation company with unique roots in business consulting and education. MBA students trained and supervised by IXL provide consulting services to clients to create a plan for a safe, strategic reopening.



“This program challenged us to rethink how to make our business safe for our customers.”

Owner of Esteem Hair

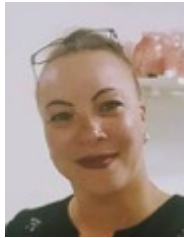
IXL Managing Director Hitendra Patel gives a TEDx talk about democratizing innovation.



The Beyond Six Feet Apart Team



Karen Kelleher
Executive Director
LISC Boston



Tina Petigny
Senior Program Officer
LISC Boston



Hitendra Patel
Managing Director
IXL Center



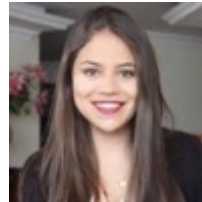
Rohan Sakpal
Consultant
Team Lead
IXL Center



Maria Pullin
Consultant/Coach
IXL Center



Adam Boismier
Consultant/Coach
IXL Center



Camila Torres Chartano
Consultant/Coach
IXL Center

Our Funding Partners

The Beyond Six Feet Apart Program is made available to business clients free of charge. This is made possible by the generosity of donors to LISC's Rapid Relief and Recovery Fund.



Each business is paired with an **MBA student consulting team**, trained and supervised by the IXL Center, to work with them throughout the five-week program. The clients and consultants collaborate with other businesses in their sector during **weekly sector-specific workout groups**.

Participating Businesses

Food & Beverage



Chef & Daughters



Personal Services



Marjeli Family Day Care

Professional Services



Celeb Massage



Davida Carta Photography



Your Home Detox

Retail

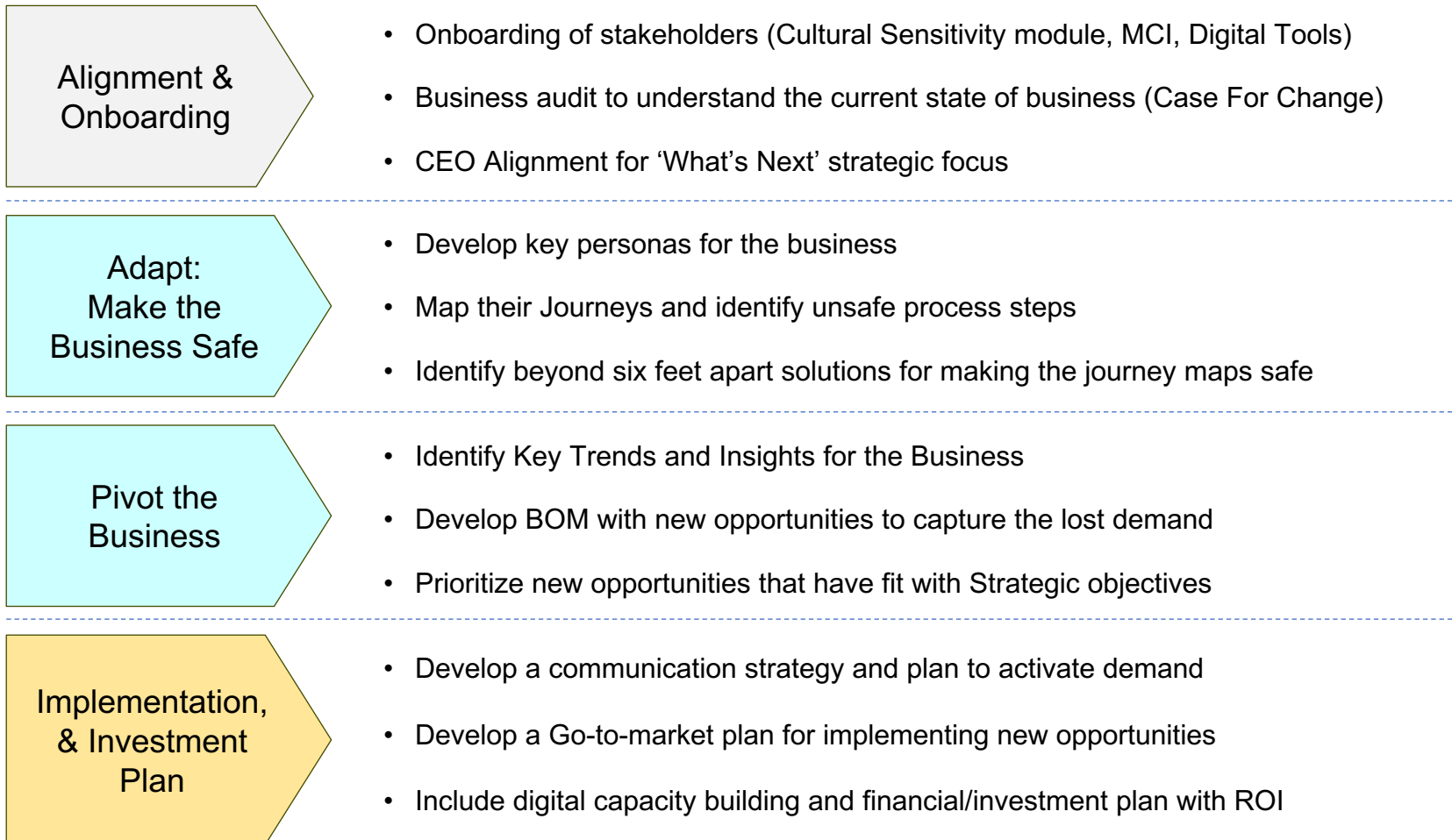


Just Tee's













A Structured Planning Process

Every business and owner is different and requires different tools and strategies, but each business will go through the same comprehensive planning process with their team.



Engaging Small Business Experts to Build Ecosystem Strength

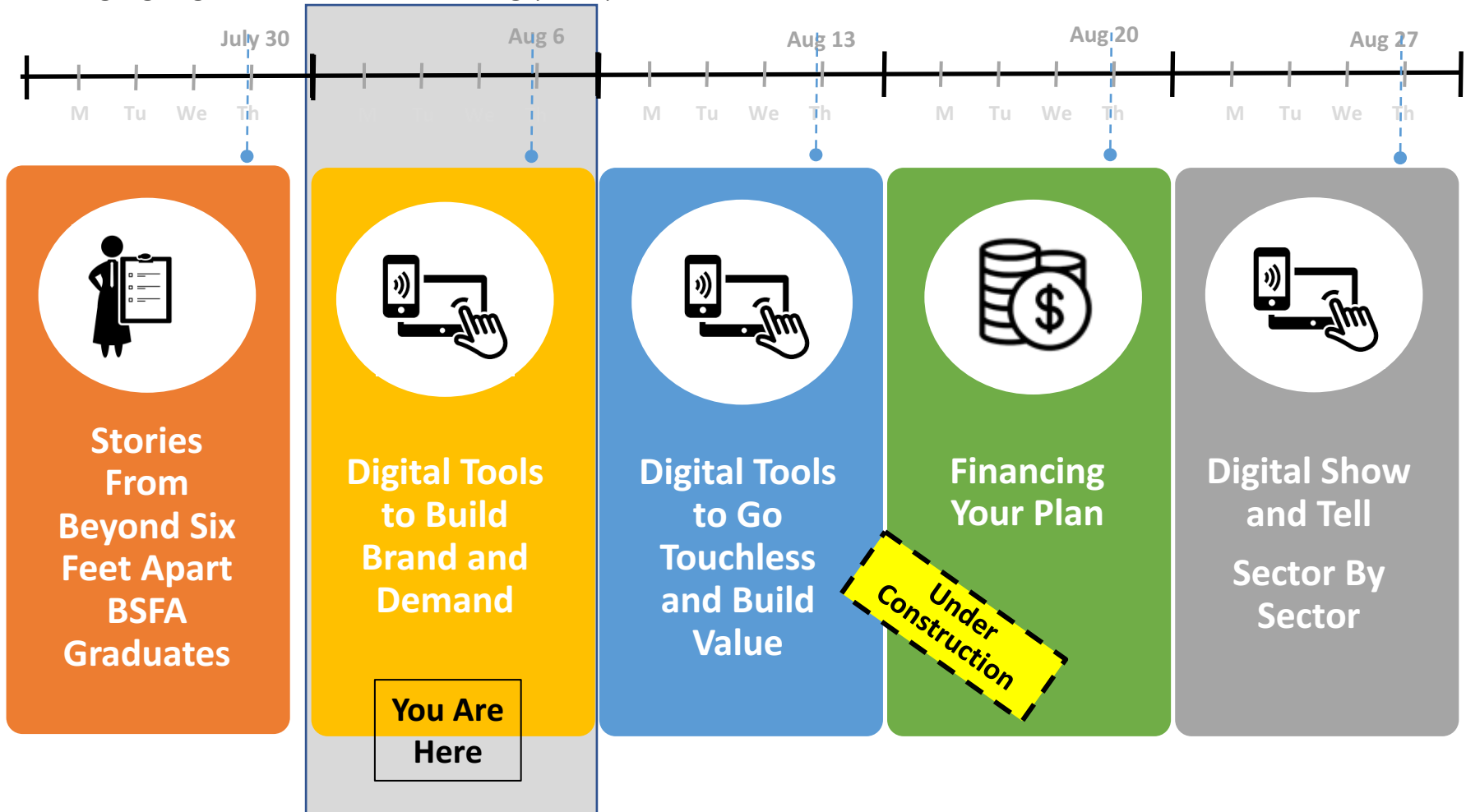
We invite small business support professionals, technical assistance providers and experts to participate in the program in various ways so that we could benefit from their insights about how to effectively support the business clients and create scalable solutions.

 <p>Carlos Espinoza Director of Small Business Services, JPNDC</p> 	 <p>Dee Dice Small Business Development Director, Valley CDC</p> <p>Davida Carta Photography</p>	 <p>Janin Duran Executive Director, EparaTodos</p> 	 <p>Roz Freeman Director, Entrepreneurship Programs Commonwealth</p>    
---	--	---	---



Weekly Webinars on Reopening Topics

Weekly expert webinars explore practical challenges to be incorporated into the reopening plan. Business owners and experts discuss and devise real solutions in real time. We'll focus on leveraging digital tools and financing your plan.

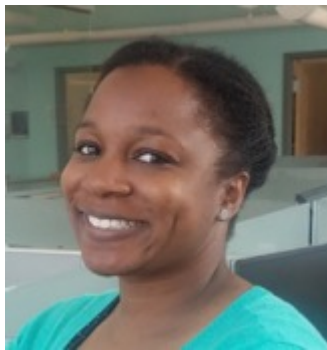


Digital Tools for Brand & Demand

Thursday, August 6, 5:00-6:30 p.m.

Our Speakers

Digital communications pros will discuss why COVID-19 means you need a new digital communications strategy. They'll explain the power of websites, social media, email marketing, search engine optimization and advertising online. Sound overwhelming? Don't worry – they'll also talk about where to start, how to build your digital capacity and what tools they recommend for small businesses.



Tia Vice (Moderator)
Program Officer, Operations
LISC Boston



Tariana V. Little
CEO and Co-Founder
EmVision Productions



Josiane Martinez
CEO & Founder
Archipelago Strategies Group



Colette Phillips
CEO & Founder
Colette Phillips Communication
Get Connected

3 STEPS TO PIVOT STRATEGICALLY

The marketing 5 P's people, product, price, promotion and place

- 1) Recognize how consumer needs have changed
- 2) Modify offerings to provide value
- 3) Lean on social media and digital marketing or any emergent alternative channels to reach your target audience

#1 CHANGING CONSUMER NEEDS

WHAT WE'RE DEALING WITH

- **1 in 3** individuals are **very concerned**
 - Becoming infected, economic impact, job security
- **9 in 10** consumers **have changed** their shopping behavior
 - Stepping back from the non-essential
 - Increase in online orders / click-and-collect



Numerator Survey 3/31/2020

#1 CHANGING CONSUMER NEEDS

WHAT CONSUMERS NEED



#1 CHANGING CONSUMER NEEDS

WHAT CONSUMERS NEED



- **Standout needs**

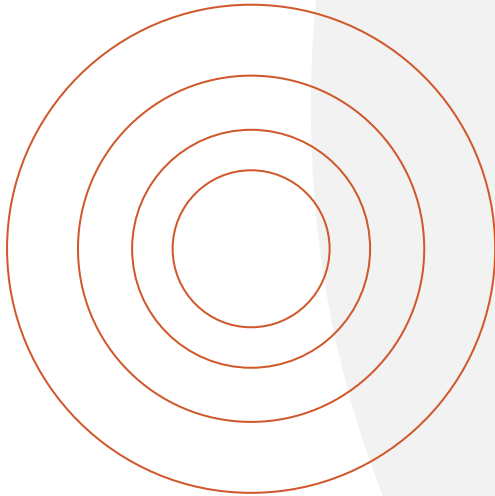
- Successfully manage work from home
- Keep kids educated and entertained
- Cost-saving promotions/deals
- Reassurance/safety
- PPE/Protective gear
- Brands doing good/giving back
- Resources & information to navigate economic impact



BUILDING BLOCK 01

Informal research

- Email your customers/ask for ideas
 - How have their needs changed?
 - How can you improve their customer experience?
- Internal analysis: what are my resources and capabilities?
- Competitors: What are they doing? What has been successful?
Can we become collaborators?
- Are you able to help/give back to your community?



#2 MODIFY OFFERINGS TO PROVIDE VALUE

**REMAIN RELEVANT IN A
QUARANTINE ECONOMY**



#2 MODIFY OFFERINGS TO PROVIDE VALUE

UPDATE WEBSITE TRANSITION ONLINE

- Deliver a good mobile experience
- Be informational and timely
- Quickly show your customers their options
- Keep your message positive and COVID-19 sensitive



6:42

AA Not Secure — vejigantesrestal

SPRUCE UP YOUR DINNER TABLE
DELIVERY & TAKE-OUT AVAILABLE

[ORDER NOW](#)

Experience Fine Puerto Rican Cuisine & Catering

Unique in the City of Boston,


Vejigantes welcomes you with it's

12:14

Safari

VEJIGANTES Posts [Follow](#)

vejigantes



27 likes

vejigantes We know #Easter will be looking a little different for you this year, you may be celebrating with family through a Virtual Easter #Dinner

We are offering **EASTER DINNER Special**
 Roasted Pork | Spanish Rice |



4:10

rosejpconsignment.com

COVID-19 UPDATE: Temporarily Closed.
Shop Online [rosejp_online](#)

Rose JP
consignment

#ShopSmall
During COVID-19

As of March 15th, we are closed to the public mandated by governor Baker until at least May 4th. Please consider [shopping online](#), buying a [reusable tote](#), or a [gift card](#) for later use once we reopen. Doing so will not only support our ongoing operation, but also many consignors who are currently facing unemployment.

Rose JP
Shop Small At...

12:14

ROSEJPCONSIGNMENT Posts

rosejpconsignment

CLOSET CONFESSIONS REPLAY

146 views

rosejpconsignment Closet Confessions: @style_wire · Today we had a special edition of our weekly #closetconfessions

7:54

6 Messages Amplify powerpoint te...

Carina Lopez would like you to support **Rose JP Relief Fund** by making a donation and spreading the word.

Please consider helping us raise \$500 so we can be considered for a matching grant <3 Thank you so much!

About this fundraiser

As of March 23rd, our six-month-old storefront has been closed due to COVID-19 & must continue to be until at least May 4th.

As the first Latino-owned consignment store in Boston, we are committed not only to reduce textile waste but also to create an inclusive environment & c...

View fundraiser

What is GoFundMe?

GoFundMe is the world's largest free social fundraising platform and has helped millions raise over \$5 billion for the people and causes they care about.

7:55

gofundme.com

Rose JP Relief Fund

\$315 raised of \$500 goal

Donate now

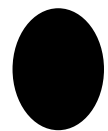
Share

Carina Lopez is organizing this fundraiser.

Created 1 day ago

Business & Entrepreneurs

Support Rose JP Consign...





Get Konnected!
The premier networking event for urban professionals



Colette Phillips
Communications, Inc.

5 WAYS SMALL BUSINESSES CAN LEVERAGE TRADITIONAL, DIGITAL AND GRASSROOTS GUERILLA MARKETING

Don't Panic, Pivot

Traditional Media

- Print (Daily, Community/Ethnic; Specialized)
- Electronic (TV, Radio)
- Online (Blogs, Podcasts with Small Biz focus)



Digital Media Platforms

- Facebook
- LinkedIn
- Instagram
- YouTube/TikTok
- Twitter



Grassroots/Guerrilla

- B2B (collaboration-co-branding)
- B2C (WIFM) Airport
- C2C (Give to Get; Influencers; Faith-based Marketing)





DIGITAL TOOLS FOR BRAND & DEMAND

TARIANA V. LITTLE, DRPH



LIFE MOTTO

**when goals can't be reached,
don't adjust goals,
adjust action steps.**

- unknown

**WE HELP FORWARD-THINKING
ORGANIZATIONS GROW BY HARNESSING
SOCIAL IMPACT STORYTELLING™.**



Real people, real stories.



Centering those
closest to the matter.



Conveying impact.

BUSINESS VS. BRAND



YOUR BUSINESS?



YOUR REPUTATION?



YOUR ETHOS?

WHAT WE EXPECT FROM BUSINESS IS **CHANGING.**

TAKE THE VIEW OF YOUR CLIENTS.
PERSPECTIVE

HUMANIZE YOUR BRAND.
PURPOSE

VOICE YOUR VALUES.
PROGRESS



PERSPECTIVE



SERVICE OFFERINGS



SAFETY MEASURES



NEW ETHOS

PURPOSE



WHO ARE YOU?



**WHAT ARE YOU
DOING DIFFERENTLY?**



**WHY SHOULD WE
BUY FROM YOU?**



www.em.vision

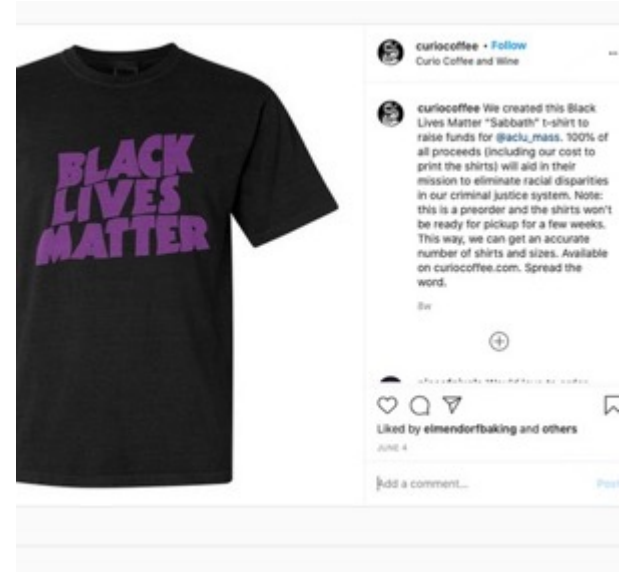
PROGRESS



**WHAT DOES YOUR
BRAND STAND FOR?**



**HOW ARE YOU
USING YOUR VOICE?**



**PROSOCIAL + PROFIT:
GROWING X GIVING BACK**

PARTING WORDS

EMBRACE THE VIEW OF CLIENTS.

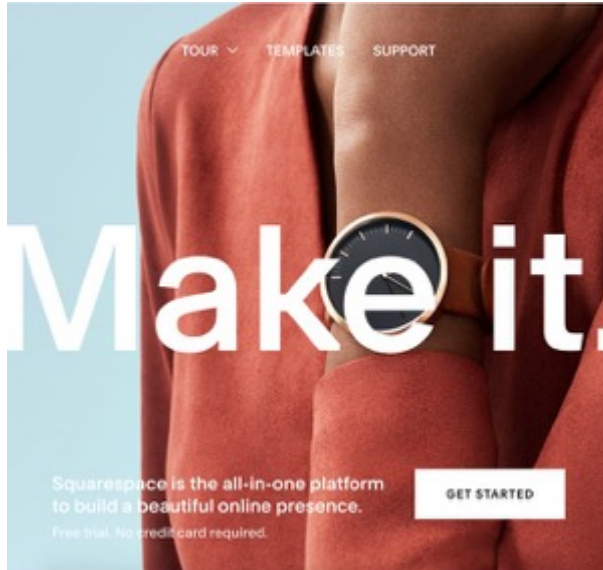
HUMANIZE YOUR BRAND.

VOICE YOUR VALUES.

SEEK & HARNESS OPPORTUNITIES



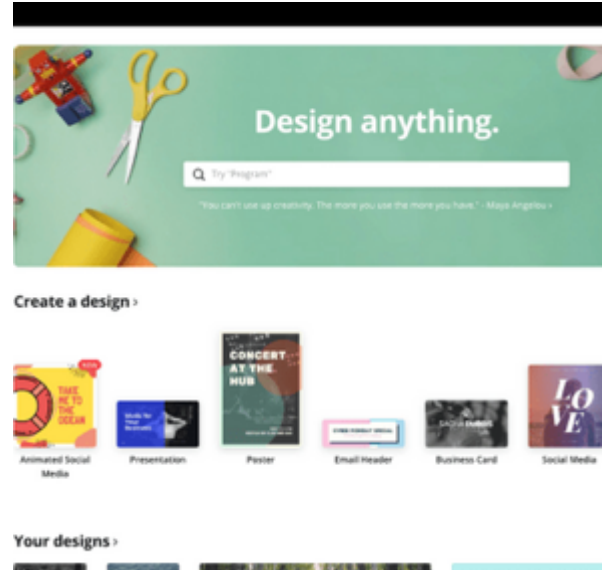
DIGITAL TOOLS WITHIN REACH



SQUARESPACE.COM

WEBSITE TEMPLATES, EMAIL, E-COMMERCE, ANALYTICS, ETC.

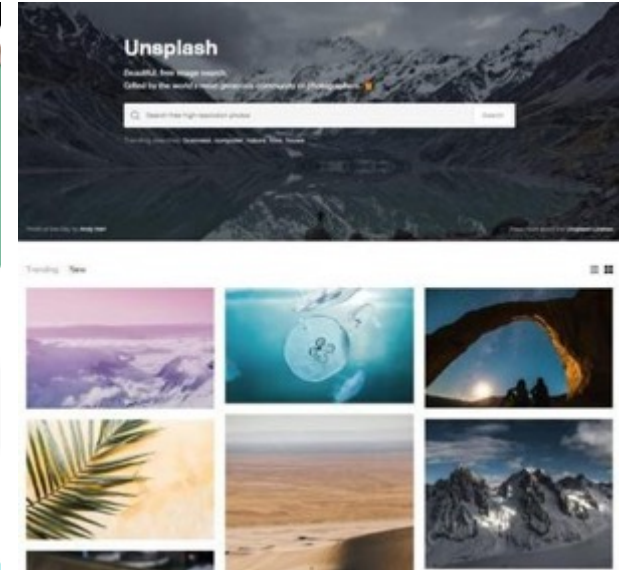
PERSONAL \$150, BUSINESS \$250



CANVA.COM

DESIGN TEMPLATES, DIY

100% FREE & PAID FEATURES



UNSPLASH.COM

BEAUTIFUL PHOTOGRAPHY

100% FREE

www.em.vision



And the day came when
the risk to remain
tight in a bud
became more painful than
the risk it took
to blossom.

THANK YOU!

TARIANA@EM.VISION

WWW.EM.VISION

@TVLENSES

Digital Tools for Brand & Demand

Thank You
Gracias

Thank you for joining us!



Tia Vice (Moderator)
Program Officer, Operations
LISC Boston



Tariana V. Little
CEO and Co-Founder
EmVision Productions



Josiane Martinez
CEO & Founder
Archipelago Strategies Group



Colette Phillips
CEO & Founder
Colette Phillips Communication
Get Connected