



“Growing Your Business on a Budget”

LA OPTIMIZED 2.0

WEBINAR SERIES

March 27, 2025





WELCOME TO LA OPTIMIZED 2.0

- LA Optimized 2.0 is managed by the City of Los Angeles, Economic Workforce Development Department and implemented by Sherpa Marketing Solutions as a program operator.
- LA Optimized 2.0 provides no-cost marketing resources and support to qualifying local small businesses.
- **For more information and to join the program waitlist, please visit www.lacityoptimized.org**



LA OPTIMIZED 2.0

Accelerator Academy

- The LA Optimized 2.0 Accelerator Academy equips local small businesses with expert insights and practical tools to refine and elevate their marketing strategies.
- The Accelerator Academy video series is now available! Explore over 40 expert-led videos covering a wide range of topics, including:
 - Developing your company's brand
 - Creating a digital media strategy
 - Website optimization
 - And much more!
- To access the Accelerator Academy video series, visit <https://www.lacityoptimized.org/accelerator>



LA OPTIMIZED 2.0 Accelerator Academy





LA OPTIMIZED 2.0 Webinar Series

Essentials of Paid Marketing April 10, 11AM

- Learn the essentials of paid marketing, from identifying the best platforms to setting a practical budget. You'll learn how to target the right audiences, craft compelling ads, and track performance without wasting time or money.
- Whether you're new to the ad world or looking to brush up on the basics, this webinar will give you the tools and confidence to launch successful campaigns.

Register Today!

**Scan this QR Code or visit
https://bit.ly/LAOP_Media**





LA OPTIMIZED 2.0 Webinar Series

- **Growing Your Business on a Budget**

Victoria Byrne has worked in corporate as well as small business marketing for over 20 years, helping clients achieve optimal results through a combination of creative and cost-effective marketing initiatives.

Victoria is a Certified Constant Contact Solution Provider & All-Star Email Marketing Award Winner. She regularly speaks at educational seminars & webinars for national organizations where she shares tips and advice on a variety of website and digital marketing methods.





BEST WAYS TO GROW YOUR BUSINESS ON A BUDGET

PRESENTED BY

C CREATIVE
M MARKETING
S SERVICES

ABOUT YOUR PRESENTER



Victoria Byrne

victoria@creativemktgservices.com

949-916-7970



www.CreativeMktgServices.com

President
Creative Marketing Services, Inc.

20 Years Experience
Corporate & Small Business

Marketing Specialist & Strategist

Certified Constant Contact
Solution Provider



Popular Webinar Topics



Website Optimization



WordPress



Digital Marketing



Email Marketing



E-Commerce



SEO



Social Media



Paid Online Ads

A blue-tinted photograph of a meeting table. Several people are seated around the table, working on documents. One person is using a calculator, and another is pointing at a document with a pen. A pair of glasses is visible in the foreground. The overall scene suggests a collaborative business meeting.

MARKETING BUDGET

EVALUATE/ ESTABLISH YOUR MARKETING BUDGET



- What Have You Learned from 2024?
- Assess Your Goals
- Include a Marketing Growth Strategy
- Prioritize Digital Marketing
- Try Something New!
- Ensure Your Budget is Measurable



VIEW MARKETING AS AN **INVESTMENT**

- EXPENSE = You Buy & Depreciates
- INVESTMENT = Delivers Value in the Future

*Marketing = catalyst needed to spur growth
& drive new opportunities.*



UTILIZE FREE RESOURCES

TAKE ADVANTAGE OF FREE RESOURCES

CITY OF LOS ANGELES ECONOMIC & WORKFORCE DEVELOPMENT DEPARTMENT Local Business Centers

Services and Programs



One-on-One Consulting

dedicated coaches and consultants
to assist with specific business
needs



Entrepreneur Training Program (ETP)

strategic and comprehensive
business training for start-ups



Access to Capital

financial sources for expanding
operations and overall business
health



Business Education, Training and Workshops

educational courses for developing,
managing and growing a business



Employee Hiring/Work Force Development

assisting employers with job
retention and training, as well as job
creation



Economic Incentive and Development Programs

programs to support local
businesses and revitalize distressed
urban communities

BusinessSource Centers offer services* in Spanish, Armenian, French, Korean, Mandarin, Russian and Vietnamese. Find your local center on our BusinessSource Locations Map or in the Locations by Region below. *languages vary by location

<https://www.ewddlacity.com/index.php/local-business/businesssource-centers>

FREE TOOLS + NO COST OPTIONS

Canva

www.canva.com



A screenshot of the Canva website's main navigation and template selection area. At the top, there is a navigation bar with links for Home, Design, Templates, Features, Learn, and Plans. Below this is a search bar with the placeholder text 'Try logo, poster, anything!'. A central navigation bar contains icons for 'For you', 'Presentations', 'Social media', 'Video', 'Print products', 'Marketing', 'Office', and 'More'. Below the navigation bar, a row of template cards is displayed, each with a thumbnail and a label: 'Play with Canva', 'Presentation (16:9)', 'Video', 'Instagram Post', 'Poster', 'Logo', 'Facebook Post', and 'Flyer (5.5 x 8.5 in)'. The 'For you' category is currently selected.

FREE TOOLS + NO COST OPTIONS

Buffer

www.buffer.com

<p>Free</p> <p>Free forever</p> <p>Connect up to 3 channels</p> <p>Let's go →</p> <p>What's included</p> <ul style="list-style-type: none">• 10 scheduled posts per channel - refill anytime• 100 ideas• 1 user account• AI Assistant• Basic analytics• World-class customer support	<p>Recommended</p> <p>Essentials</p> <p>\$5 /month</p> <p>1 channel - \$60 billed yearly (save 2 months)</p> <p>Start 14-day free trial →</p> <p>What's included</p> <ul style="list-style-type: none">• Unlimited scheduled posts per channel• Unlimited ideas• 1 user account• AI Assistant• Advanced analytics• Engagement inbox• Hashtag manager• First comment scheduling• World-class customer support
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FREE TOOLS

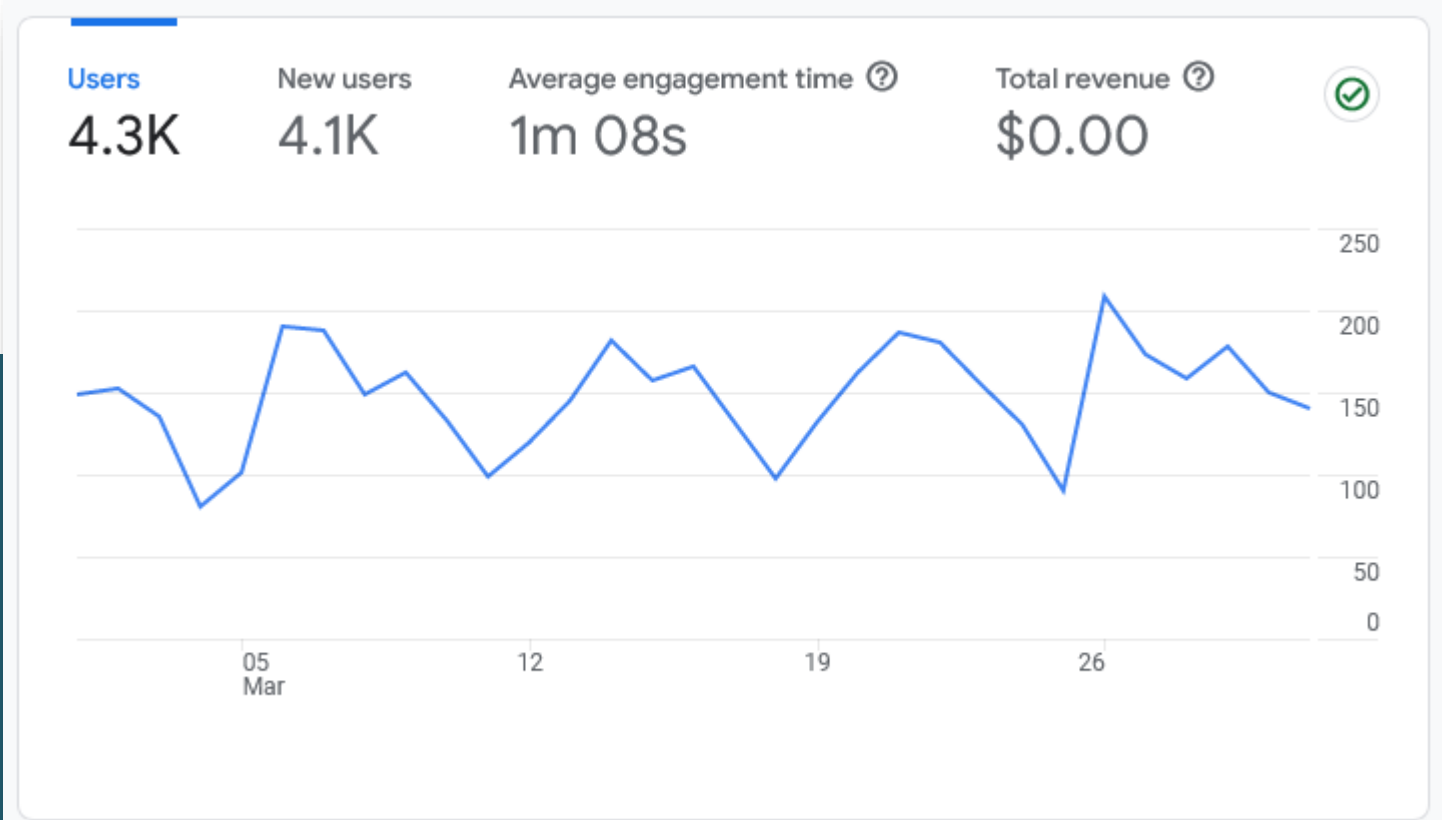


Google Analytics

www.analytics.google.com

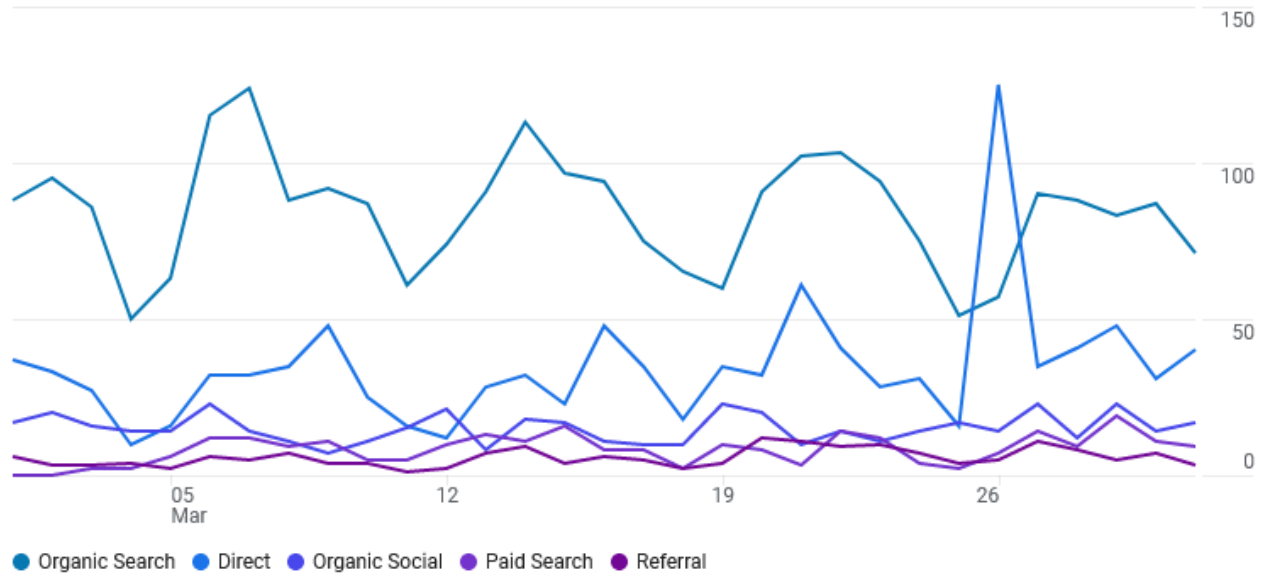


GOOGLE ANALYTICS

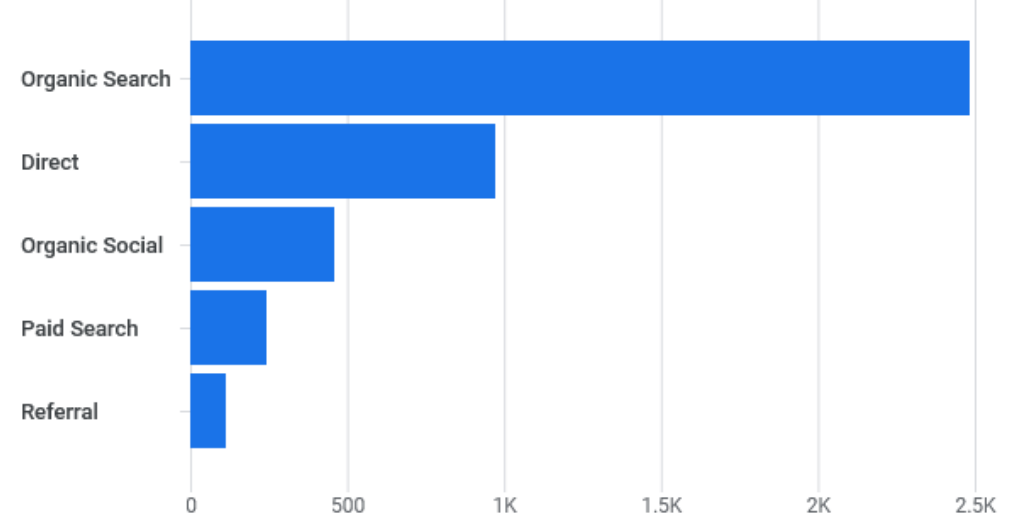


GOOGLE ANALYTICS

Users by Session default channel group over time



Users by Session default channel group



GOOGLE ANALYTICS

Session default channel group ▾ +		Users	↓ Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count All events ▾	Conversions All events ▾	Total revenue
		10,916 100% of total	14,254 100% of total	4,703 100% of total	0m 07s Avg 0%	0.43 Avg 0%	6.34 Avg 0%	32.99% Avg 0%	90,329 100% of total	264.00 100% of total	\$15,102.48 100% of total
1	Organic Social	3,759	4,214	765	0m 01s	0.20	3.73	18.15%	15,726	5.00	\$111.75
2	Organic Search	2,999	3,852	1,327	0m 08s	0.44	6.77	34.45%	26,076	96.00	\$5,679.31
3	Direct	2,664	3,496	1,293	0m 09s	0.49	6.87	36.99%	24,030	73.00	\$4,911.53
4	Organic Video	808	1,059	591	0m 09s	0.73	8.15	55.81%	8,631	21.00	\$1,380.94
5	Organic Shopping	575	839	383	0m 16s	0.67	10.87	45.65%	9,119	39.00	\$1,544.48
6	Unassigned	112	304	114	0m 18s	1.02	9.69	37.5%	2,947	13.00	\$795.61
7	Paid Search	124	164	93	0m 23s	0.75	10.79	56.71%	1,769	10.00	\$535.43
8	Referral	66	158	101	0m 09s	1.53	10.33	63.92%	1,632	4.00	\$90.08
9	Email	21	31	21	0m 33s	1.00	12.87	67.74%	399	3.00	\$53.35

Engaged Sessions:

The number of sessions that lasted longer than 10 seconds, or had a conversion event, or had 2 or more screen or page views. Learn more about sessions.

GOOGLE ANALYTICS

	Event name +	↓ Event count	Total users	Event count per user
		28,258 100% of total	4,283 100% of total	6.64 Avg 0%
1	page_view	9,371	4,274	2.21
2	user_engagement	6,980	2,800	2.51
3	session_start	5,362	4,274	1.26
4	first_visit	4,140	4,136	1.00
5	scroll	1,550	960	1.62
6	click	808	425	1.90
7	file_download	24	23	1.04
8	view_search_results	23	12	1.92

GOOGLE ANALYTICS



Review and Track Every 30 Days
More Often for E-Commerce Sites





Business Profile

FREE TOOLS

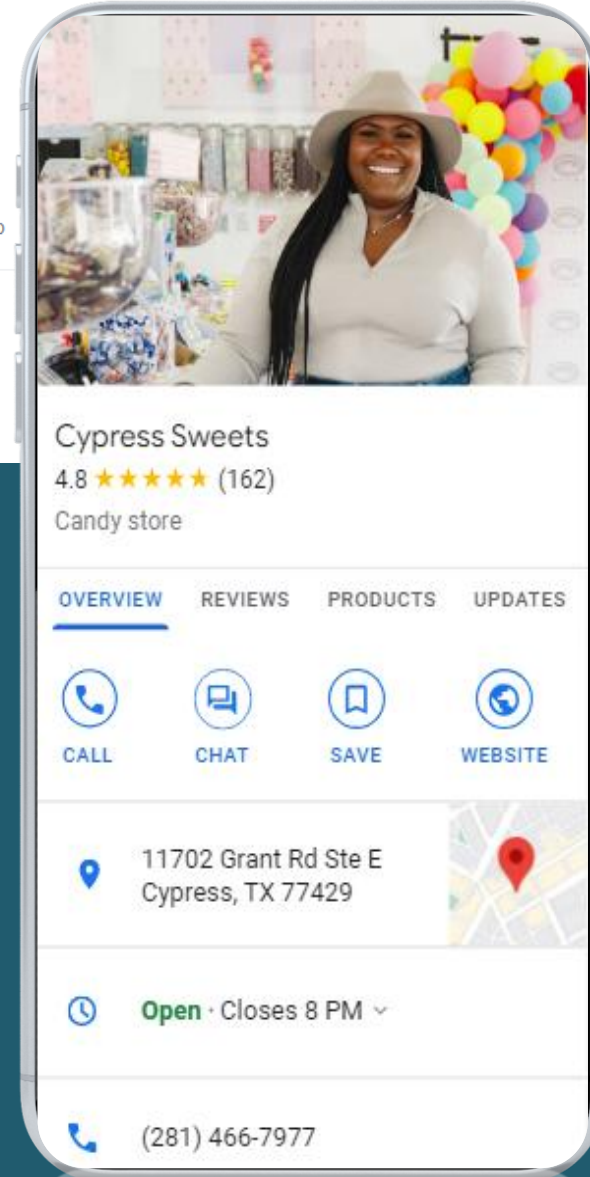
Places : Rating Hours



Sweet Lili's Bakery
4.8 ★★★★★ (308) · Bakery
Laguna Hills, CA
Closed · Opens 10 AM Thu
In-store shopping · In-store pickup



Solomon's Bakery
4.5 ★★★★★ (22) · \$ · Bakery
Laguna Hills, CA
Closed · Opens 6 AM Thu
In-store shopping



Optimize Your Local Presence...

A long and unique description of your business.

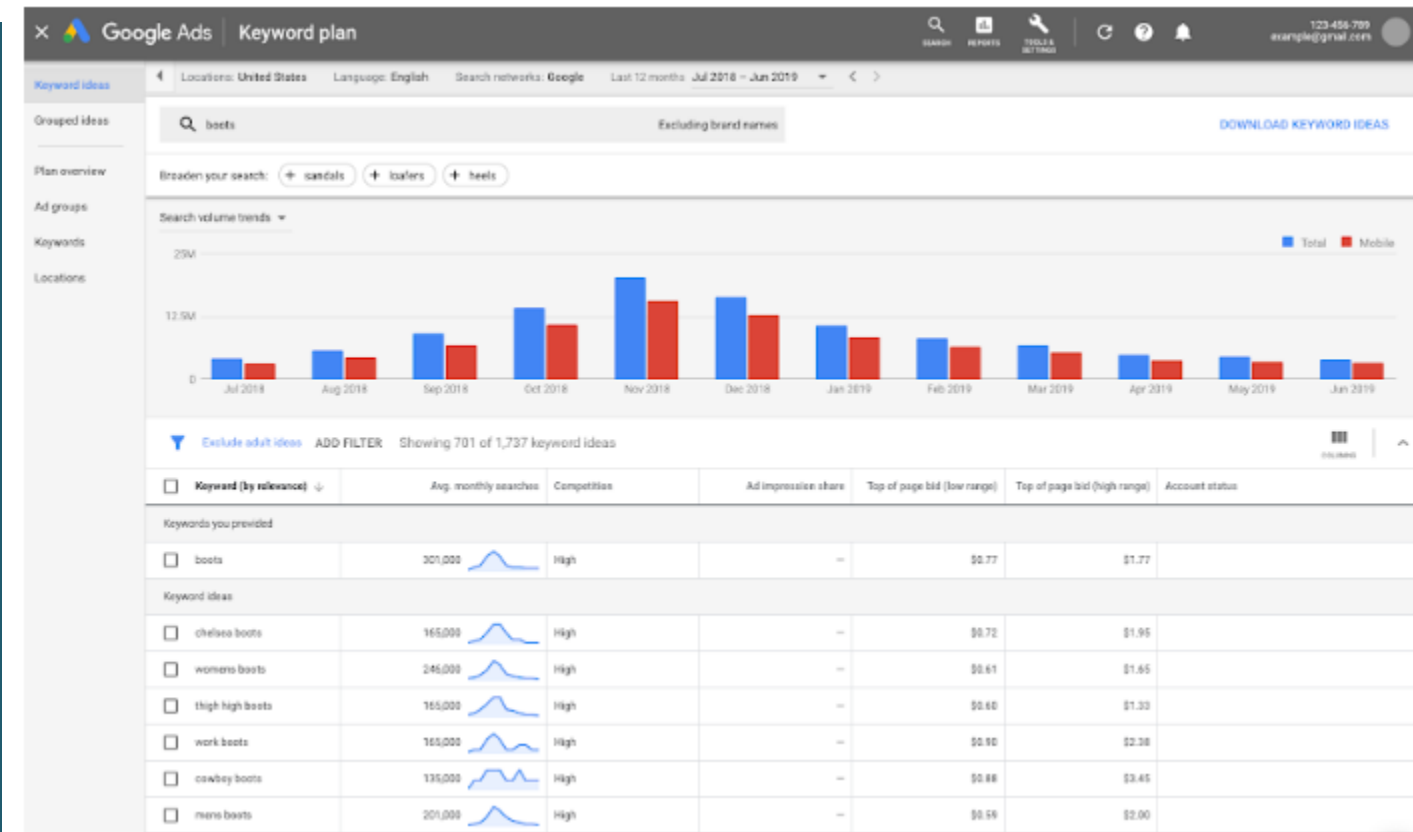
- Choose the right categories.
- Key information on opening times.
- Lots of imagery.
- Regular updates.
- A local phone number and business address.
- Customer Reviews

FREE TOOLS

Google Keyword Planner

www.ads.google.com

(Requires Google AdWords Account
Don't Need to Run Ads to Access Tool)



FREE TOOLS

ChatGPT

<https://chat.openai.com>



"explain seo in simple terms"



SEO, or Search Engine Optimization, is the process of improving a website's visibility and ranking in search engines like Google. When you search for something online, the search engine tries to find the most relevant and helpful results for your query. SEO helps websites appear higher in those search results.



Imagine the internet as a huge library, and each website is a book. SEO is like organizing and labeling those books so that the librarian (search engine) can find them easily when someone is looking for information.

There are many things that go into SEO, but some important factors include:

the words or phrases people use when searching for something. By keywords in your website's content, the search engine can understand about. Creating valuable and useful content that satisfies the needs of your audience is crucial. It helps attract visitors to your site and keeps them engaged. When reputable websites link to your site, it signals to search engines that your content is worthy and relevant. These links act as "votes of confidence" for your website. Search engines want to provide the best experience for their users. So, a website that loads quickly, is easy to navigate, and looks good on different devices leads to a better user experience and can positively impact your SEO. To make your website more visible to search engines and improve its ranking on the first page of search results. This increased visibility can lead to more organic traffic, which can benefit your business or website.

Free

Explore how AI can help with everyday tasks

- ✓ Access to GPT-4o mini
- ✓ Real-time data from the web with search
- ✓ Limited access to GPT-4o and o3-mini
- ✓ Limited access to file uploads, data analysis, image generation, and voice mode
- ✓ Code edits with the ChatGPT desktop app for macOS
- ✓ Use custom GPTs

Have an existing plan? See [billing help](#)

\$0 / month

Get Free

Plus

Level up productivity and creativity with expanded access

- ✓ Everything in Free
- ✓ Extended limits on messaging, file uploads, data analysis, and image generation
- ✓ Standard and advanced voice mode with video and screensharing
- ✓ Access to deep research and multiple reasoning models (o3-mini, o3-mini-high, and o1)
- ✓ Access to a research preview of GPT-4.5, our largest model yet
- ✓ Create and use projects, tasks, and custom GPTs
- ✓ Limited access to Sora video generation
- ✓ Opportunities to test new features

\$20 / month

Get Plus Limits apply >

Regenerate response

Screenshot

FREE TOOLS + NO COST OPTIONS

Constant Contact

www.constantcontact.com

FREE Trial



[Why Us](#) [Products](#) [Features](#) [Resources](#) [Pricing](#)

[Log in](#) [Start trial](#)

Grow your business with email and more.

Get everything you need to attract new customers and keep the ones you have with our easy-to-use, all-in-one digital and email marketing platform.



Recommended

Sign up free

No risk. No credit card required.

Lite

Get started with a simple suite of email and marketing tools.

Starting at

\$12/month

Price based on number of contacts*

[Choose plan](#)

[View tiered pricing](#)

Standard

Deliver the perfect message with segmentation tools, automation, and AI.

Starting at

\$35/month

Price based on number of contacts

[Choose plan](#)

[View tiered pricing](#)

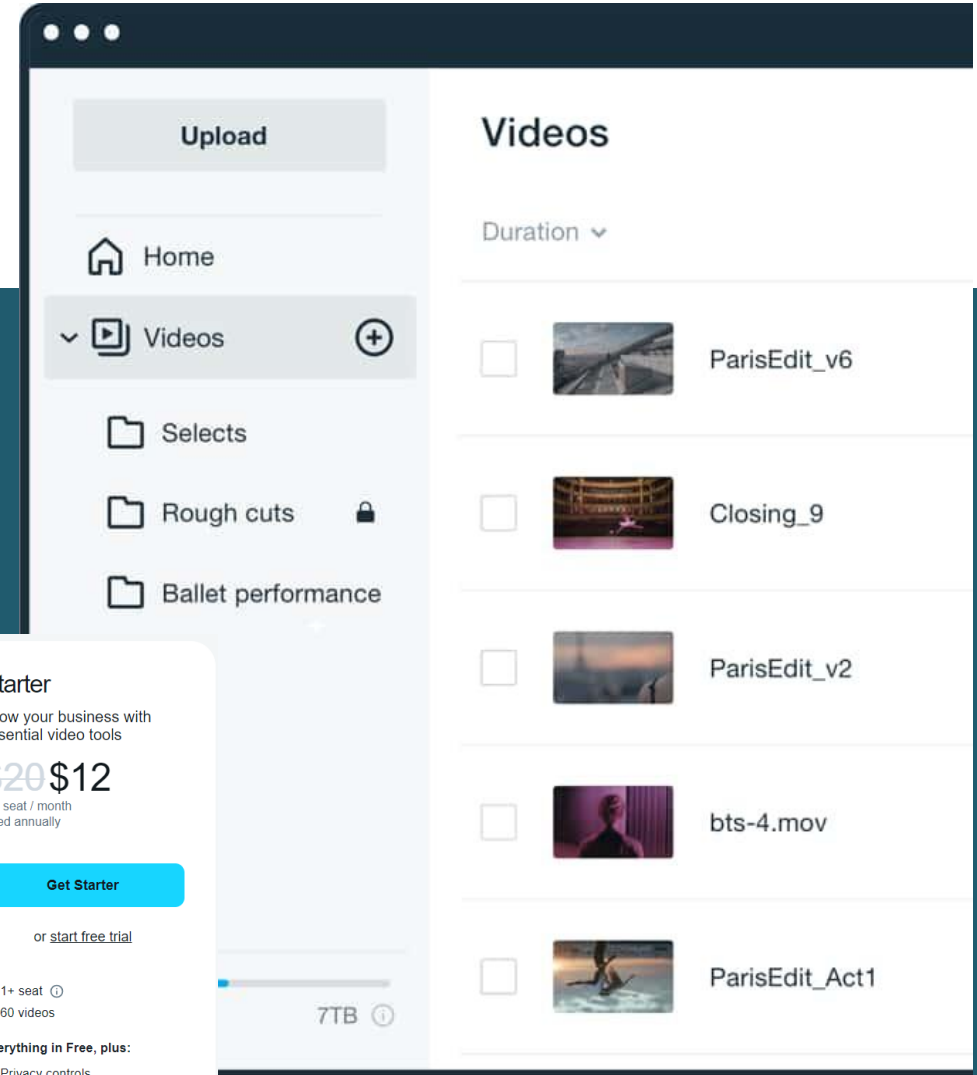
FREE TOOLS + NO COST OPTIONS

- Vimeo

www.vimeo.com

Basic Plan is Free

- Use Vimeo to host the videos for your website.
- Also have a YouTube account to promote your videos!



Free Try Vimeo for free	Starter Grow your business with essential video tools
\$0	\$20 \$12 per seat / month billed annually
Sign up	Get Starter or start free trial
1 seat 3 videos	1+ seat 60 videos
Key features <ul style="list-style-type: none">✓ Creation and editing✓ Screen recording✓ Sharing and embedding	Everything in Free, plus: <ul style="list-style-type: none">✓ Privacy controls✓ Custom video player✓ Custom URLs✓ Review and collaboration tools✓ Auto closed captioning

FREE TOOLS + NO COST OPTIONS

Hubspot

www.hubspot.com

FREE CRM Tools

Custom Relationship Management

HubSpot CRM Platform

Powerful, not overpowering.

Finally, a CRM platform that's both powerful and easy to use. Create delightful customer experiences. Have a delightful time doing it.

[Start free or get a demo](#)



FREE CRM TOOLS:

- ✓ Contact management
- ✓ Contact website activity
- ✓ Companies
- ✓ Deals
- ✓ Tasks & activities



PRIORITIZE YOUR WEBSITE



**Make Your Website the
Hub & Foundation
of Your Digital Marketing**

WHEN IS THE LAST TIME YOU..



ANALYZED
WEBSITE
RESULTS

01



CONDUCTED
AN
AUDIT

02



IDENTIFIED
OF
LEADS

03



UPDATED
YOUR
WEBSITE

04



TESTED NEW
OFFERS OR
CONTENT

05

IS IT TIME FOR A NEW OR REDESIGNED WEBSITE?

INVEST IN YOUR WEBSITE

YOU CAN'T
AFFORD NOT TO



CONVERT VISITORS INTO CLIENTS

LEAD CAPTURE & EXIT INTENT FORMS

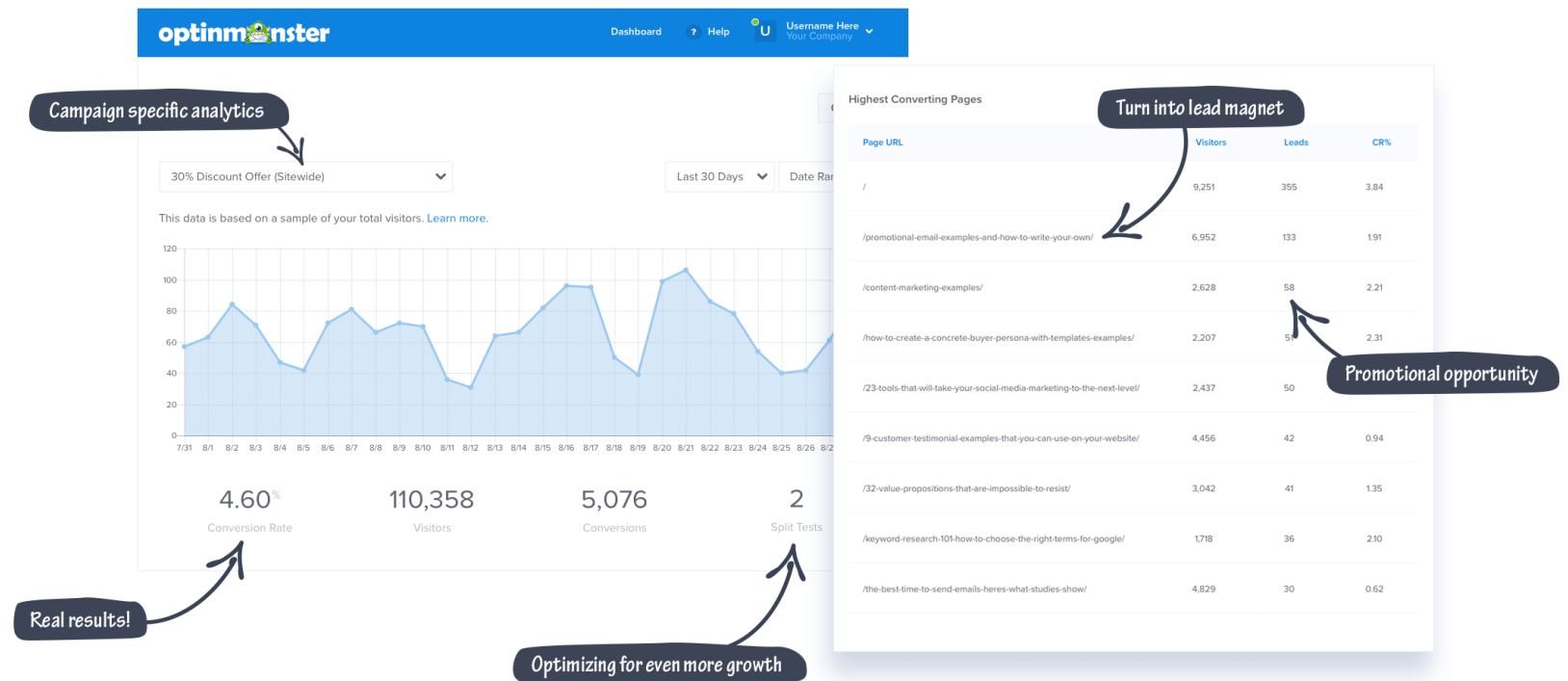
- Opt-in Forms
- Exit Intent
- Nurture Leads with Drip Campaigns

The collage consists of five overlapping screenshots of the Five Starr Pilates & Fitness website. The top screenshot shows the homepage with a navigation bar, social media icons, contact information, and a hero banner for a 'NEW CLIENT SPECIAL' offering '2 WEEKS UNLIMITED PILATES & CYCLING CLASSES ONLY \$59'. The second screenshot shows a modal form for email sign-up with the text 'GET SPECIAL OFFERS, FITNESS TIPS, HEALTHY RECIPES & MORE!' and a 'SIGN UP' button. The third screenshot shows a similar modal form with the text 'WHY NOT TRY US TODAY? GET 2 WEEKS UNLIMITED PILATES & CYCLING CLASSES ONLY \$59' and a 'GET STARTED TODAY' button. The fourth screenshot shows a 'GET STARTED' section with a 'TRY US TODAY!' button and a 'LEARN MORE' link. The fifth screenshot shows a 'Private Training Sessions' section with a 'LEARN MORE' link.



GREAT RESOURCE

- Grow Email Database
- Get More Leads
- Increase Sales
- Reduce Cart Abandonment
 - Exit Intent
 - Automated Emails
- Integrates with ESP (email service providers)



www.optinmonster.com

A hand holding a tablet computer is the central focus. The background is a blurred image of people smiling. Overlaid on the image are several white icons in speech bubble shapes: a tablet with 'ONLINE SHOPPING', a bar chart, a shopping cart, a hand holding a gift, a hand holding two shopping bags, a 24-hour phone icon, a storefront, a hand holding a gift, a shopping cart, and a 'sale \$' tag.

INVEST IN DIGITAL MARKETING

INVEST IN DIGITAL MARKETING



- It's More Important NOW Than Ever Before!
- In-Person Business & Sales Are Down
- Online Sales & Engagement Are Up
- Get In Front of Your Target Audience
Drive More Sales, Leads & Customer Loyalty
- Cost Effective Options Provide Great R.O.I.

DRIVE QUALITY TRAFFIC

Find the Right Marketing Mix

- #1 Focus on Customer Retention
- #2 New Customer Acquisition





CUSTOMER

AQUISITION & RETENTION



NEW CUSTOMERS

Acquiring a New Customer can Cost

5x More than Retaining an Existing Customer



INCREASE RETENTION

Increasing Customer Retention by 5% Can

Increase Profits from 25-95%



SUCCESS RATE

Success rate of selling to an existing customer

is 60-70%, while the success rate of selling to

a new customer is 5-20%

EMAIL MARKETING

- Keep Top-of-Mind with Audience
- It's Affordable with Great ROI
- Easy to Measure Results
- Allows for Targeted Messaging
- Personalize Messaging
- Automation
- Increase Website Traffic, Sales & Leads

More than
40%
of companies intend to
increase their
Investment in 2025



*For Every \$1 Spent on Email Marketing,
there is a \$36 ROI*

EMAIL MARKETING

Email Autoresponders

- **Welcome Series**
- **Subscribers**
- **New Leads**
- **Birthday Campaigns**
- **Anniversary Events**
- **Cart Abandonment**



EMAIL MARKETING

B2B Automation Welcome Series

- New Subscribers



WWW.CREATIVEMKTGSERVICES.COM

Greetings!

Welcome to Creative Marketing Services (CMS) and thank you for signing up! You can expect to receive an initial 3 emails over the upcoming weeks. Then each month we'll send out our newsletter with marketing tips & techniques, plus report on the latest trends that entrepreneurs and small businesses can use to their advantage.

JOIN THE
WEBINAR
SERIES



The past few years has been rough on small businesses, but this crisis will pass and those who prepare now will be in the best position for post COVID-19 success. Our [Live Webinar Series](#) was designed specifically to help small businesses optimize their online presence, marketing potential and lead generation opportunities.

Join Us!

Choose from a Variety of Digital Marketing & Website Webinars
It's Absolutely FREE, so Pick 1 or Register for All

[VIEW UPCOMING WEBINARS](#)



WWW.CREATIVEMKTGSERVICES.COM

Greetings!

The homepage of your website is the most important page of your site. It's key that you quickly engage visitors because if they don't find what they're looking for within a few seconds, they'll move on to another website and chances are they won't be likely to return.

To make sure that doesn't happen to you, we've included a [Website Checklist for Your Homepage with 10 "Must Have" Items](#) to help you optimize your results.



[READ FULL ARTICLE](#)



WWW.CREATIVEMKTGSERVICES.COM

Greetings!

If you need assistance with your marketing, give us a call at 949-916-7970 to schedule a [complimentary 30-minute consultation](#) so we can discuss how we can help you reach your goals.



SCHEDULE A
COMPLIMENTARY
CONSULTATION

[SCHEDULE CONSULTATION](#)

Creative Marketing Services, Inc. is a full service digital marketing agency dedicated to helping clients grow their businesses strategically in today's digital world.

With expertise in each digital discipline, our team works collaboratively with client's or their in-house marketing teams to create digital strategies that consistently meet or exceed expectations. From start-ups to public companies and small businesses to entrepreneurial endeavors:

IF IT'S ONLINE, WE'VE GOT YOU COVERED!

CLIENT TESTIMONIALS

"CMS created a beautifully designed website for my team. I was provided a step-by-step plan which made the implementation process seamless.

Overall my experience with CMS was excellent and I would recommend Victoria and her team to anyone in need of a website. Thank you CMS!"



AT HOME

SEARCH ENGINE OPTIMIZATION (SEO)

- Targets Quality Traffic
- Not Paying for Ads
- Tends to Get More Clicks than PPC
- Long-Term Strategy
- ROI Tends to be Higher than Paid Ads
- Can be Relatively Inexpensive
- Measurable, Trackable Results
- Increase Website Traffic, Sales & Leads



GOOGLE ADS

- PPC (pay-per-click)
- Targets Quality Traffic
- Top Search Results
- Quickly Generate Website Traffic
- Tends to be More Costly vs. Other Channels
- Measurable, Trackable Results
- Increase Website Traffic, Sales & Leads

The screenshot shows a Google search for "landscape services 90803". The search results are as follows:

- Landscaping Services OC - 20+ Yr. Certified Landscapers - prunin.com**
marketing.prunin.com/landscaping/services (714) 236-9887
Professional Landscaping. 20% Off Landscaping As Fall Offer. Get Free Quote
100% Client Satisfaction · 25 Year Warranty · Quality Materials · Total Happiness Guarantee
Services: Landscaping, Hardscapes, Gardens, LED Lighting, Outdoor Kitchens & More
2500 Chapman Ave, Orange, CA
- Landscape Services - Renovate Overgrown Landscapes**
www.topqualitylandscapes.com/
Landscape Design & Renovation. Call Us For A Free Consultation!

Below the search results is a map showing the location of several landscaping businesses in the Long Beach area, including Navlan's Landscape and Bayshore Landscape Maintenance. Below the map is a list of these businesses with their addresses, phone numbers, and status (e.g., "Closed now").

Hours

- Navlan's Landscape**
5.0 ★★★★★ (2) · Landscape Designer
300 Ximeno Ave · (562) 522-7671
Closed now
- Bayshore Landscape Maintenance**
No reviews · Landscaper
232 St Joseph Ave · (562) 433-8220
- California Eco Design**
No reviews · Landscape Designer
(562) 279-6713
Closed now

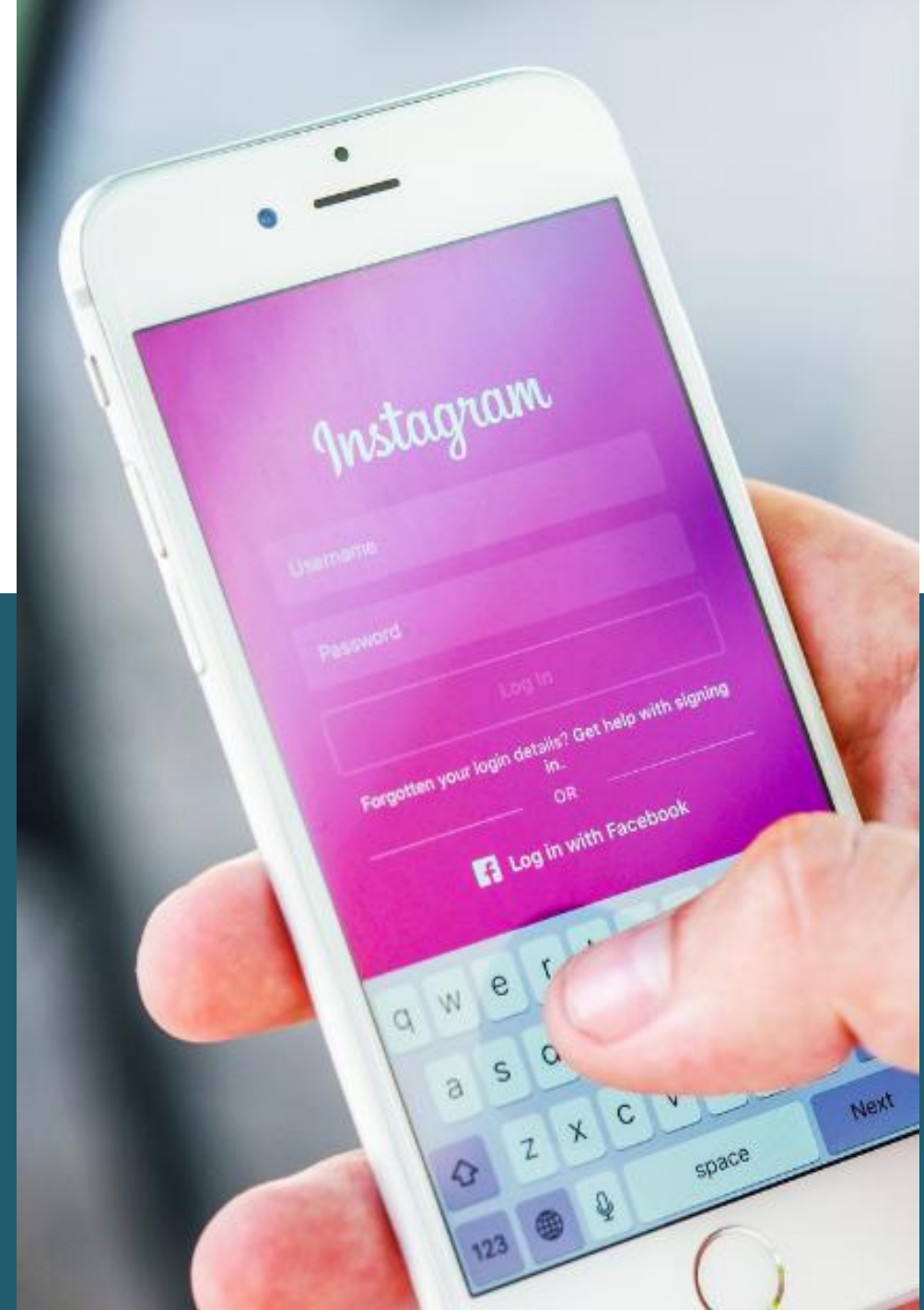
[More places](#)

Landscaping in Long Beach - Yelp
<https://www.yelp.com/c/long-beach-ca-us/landscaping>
The Best Landscaping in Long Beach on Yelp. Read about places like: Jimmie's Tree Service, Bob & Mimmy's Gardening, Star Landscape & Exterior Designs, ...

The Best 10 Landscaping in Long Beach, CA - Yelp
<https://www.yelp.com> > Long Beach > Home Services > Landscaping
specializing in Landscape service and maintenance, Tree trimming service and maintenance, Irrigation installation and repair... Bob & Mimmy's Gardening, Campos Landscaping, Star Landscape & Exterior Designs, Green Touch Tree and Landscaping Services, Jose Landscaping And Gardening Services, MC Landscaping.

SOCIAL MEDIA ORGANIC & PAID ADS

- Build an Online Community
- Easy to Build Brand Awareness
- Keep Top-of-Mind with Audience
- Establish Brand as Thought Leader
- Ads are Affordable
- Increase Website Traffic, Sales & Leads



CUSTOMER REVIEW SITES

- Influence Purchase Decisions
- Build Brand Awareness
- Increase Credibility
 - Google Customer Reviews
 - Yelp
 - Angi
 - + more!
- Advertising Opportunities



70% of Consumers Rely On Online
Reviews Before Making a Purchase

DIGITAL MARKETING D.I.Y. VS. OUTSOURCING

- What is Your Time Worth?
- Is Marketing Taking Your Time Away from Running the Business?
- Do You Focus Too Much on Tasks & Not Enough On Strategy?
- Are You Disappointed With the Results?





CULTIVATE STRONG RELATIONSHIPS

BUILD RELATIONSHIPS/
REFERRAL MARKETING

PROFESSIONAL NETWORKING GROUPS

- Chamber of Commerce
- BNI (Business Networking Int'l)
- Meetup Groups
- ProVisors (Business Professionals)
- Vistage (CEOs)
- SCORE CEO Forum



CULTIVATE STRONG RELATIONSHIPS

DEVELOP STRATEGIC BUSINESS PARTNERSHIPS

- Increase Expertise & Resources
- Provide Incremental Lift to Sales/Revenue
- Access New Customers
- Opportunity to Reach New Markets
- Provide Added Value for Customers



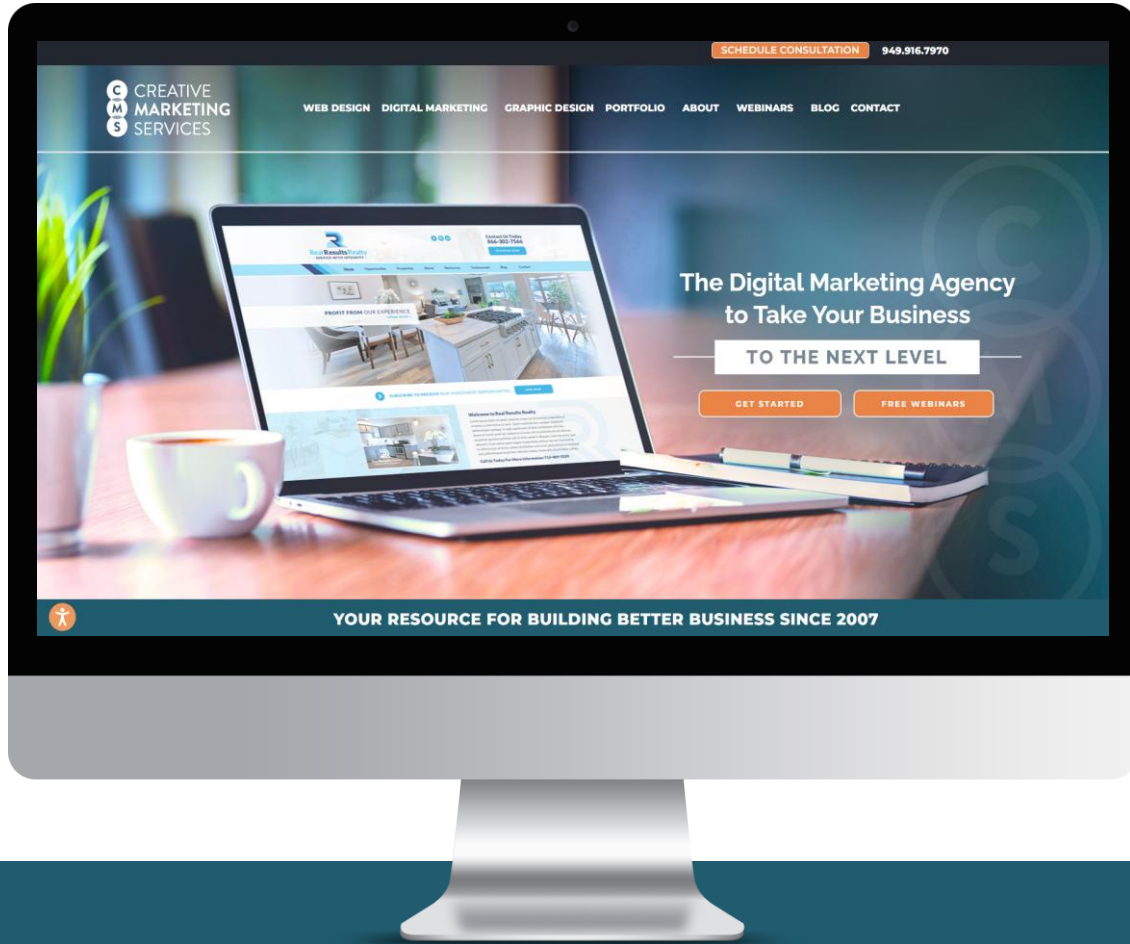
WIN MORE CUSTOMERS WITH **GREAT REFERRAL PROGRAMS**

- Leverage Relationships with Top Clients
- Word of Mouth
- Refer a Friend
- Make it Easy for People to Refer You
- Offer Incentive



Starts With Providing Exceptional
Service / Products

CONNECT WITH US



www.CreativeMktgServices.com
949-916-7970



Receive Marketing Tips, Resources & Info
on Upcoming Webinars from CMS
<https://bit.ly/NEWSCMS>



THANK
YOU