

# Strategies for Digital Marketing

# Leading

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Founder of Leading a Digital Life

<https://thedailyrecord-expanding-opportunities>

**Women-Owned Business Summit**

**1:00 - 1:30 pm • Keynote Presentation: Managing Your Own Destiny as a Women-Owned Entrepreneur**

Speaker: **Gloria Larkin**, President, TargetGov  
Tired of working hard to create wealth for her employers, Gloria Larkin decided to be her own boss and created TargetGov, a consulting firm that has helped clients win over \$10 billion worth of federal contracts over the last 25 years. Find out how her "make-it-work" attitude inspires her and others to continue to grow during even the most challenging times.

**1:30 - 2:00 pm • Panel Discussion: How to Get Access to Financing, Land Contracts and Protect Your Business**

Speakers: **Jennifer Smith-Funn** (moderator), SBDC Baltimore City/County, Regional Director; **Debra Brown**, Lender Relations Specialist, U.S. Small Business Administration; **Alvitta Leffall**, Contracting Officer, Federal Retirement Thrift Investment Board; **Dayna Cooper, Esq.**, Cooper Legal Solutions  
Join us for a lively, fast-paced discussion as our expert panel discuss the critical challenges facing women-owned businesses today including gaining access to much-needed financing, identifying and pursuing government-contracting opportunities, and leveraging practical legal strategies as you scale.

**2:15 - 3:00 pm • Access to Capital: How to Prepare Winning Loan Applications**

Speakers: **Jessica Gilbert**, Business Banking Relationship Manager, M&T Bank; **Rebecca Stanley**, Senior Branch Manager, M&T Bank  
You won't want to miss two bankers discuss what every business owner should know about getting access to capital. Topics include: building business credit, maintaining good credit, understanding what bankers look for when approving loan requests, and positioning your business for additional funding opportunities.

**3:15 - 4:00 pm • Panel Discussion: Practical Branding Practices & Networking Without Sacrificing Your Sanity**

Speakers: **Lisa Colavito**, Business Consultant, SBDC; **Tieshena Davis**, CEO, Publish Your Gift; **Blair Robinson-Price, Ph.D.**, President, Strategize 4 Success, LLC; **Towanda R. Livingston**, Senior Manager, Diverse Business Empowerment, Constellation  
Discover how women-owned businesses are taking advantage of the newest digital marketing tactics, social media tools, and networking opportunities. Plus, you won't want to miss Dr. Blair Robinson Price discuss her self-care strategies for maintaining an effective work-life balance.

**4:00 - 4:30 pm • The Big Three Emerging Trends for Women-Owned Businesses**

Speaker: **Jennifer Smith-Funn**, SBDC Baltimore City/County, Regional Director  
Your host, Jennifer Smith-Funn, leverages her years of experience as a former founder and current Director of the Baltimore region's Maryland Small Business Development Center as she reveals the Big Three Trends facing women-owned businesses today. This session will deliver practical and actionable strategies you can use right away.

Pre-Conference Summits - Sunday, June 11

# Knowledge

- **"Knowing yourself is the beginning of all wisdom."—Aristotle.**
- **"When you know your worth, you will never settle for less than you deserve."**
- **"If you know the enemy and know yourself, you need not fear the result of a hundred battles." Sun Tzu**
- **"If you don't know what you want to achieve in your presentation, your audience never will." – Harvey Diamond. When you know your audience, your audience knows. Every consumer journey starts with content.**

# A Unique Value Proposition Template

- **Who:** [I am (Company)\_\_\_\_\_]
- [Providing \_\_\_\_ (Product - Service)\_\_\_\_\_. (Company) helps (Target Market) (Solution)\_\_\_\_\_.]
- [Using (Differentiator), I am] ***a characteristic that separates you from key competitors and gives you a perceived advantage in the eyes of your target audience***
- [(Value)].
- **Unlike:** [Differentiator.]
- **Call to Action:** Go to our website, here's my card.

MBE PROGRAM

SBR PROGRAM

VSBE Program

RESOURCES

PROCUREMENT FORECAST



# GOVERNOR'S OFFICE OF **Small, Minority & Women Business Affairs**

<https://www.facebook.com/goMDsmallbiz>

<https://www.linkedin.com/in/gosba-maryland-072513299/>



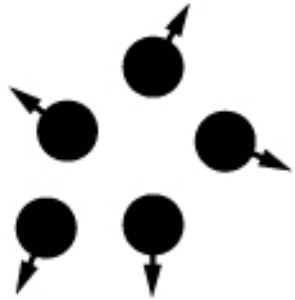
# Maryland Economic Development Partners



Presentation  
Prepared by



Pre-stage



Forming



Storming



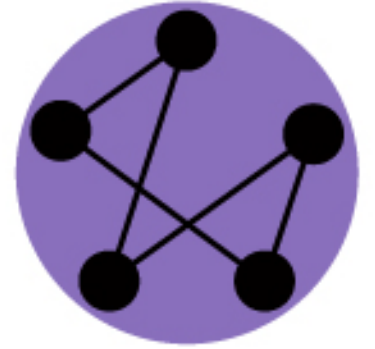
Norming



Performing



Adjourning



What Stage is Your Business?

# Marketing Strategies

6 Key Marketing Strategies

Numerous Resources

Lisa Colavito





360°



# Seven Strategies





STRATEGIC PLANNING

Program Management

FISCAL

Management

Entrepreneur

Social Media

Account  
Executive



Marketing

COMM  
UNICA  
TION



**Lisa J. Colavito, MSMM**

Outreach and Retention Specialist  
Adjunct Professor, Communication  
Continuing Education and Workforce Development



CSM Community Education



Lisa Colavito



CSM WorkForce Center

10 notifications



Makerspace at CSM Velocity Center

27 notifications



Nonprofit Institute at CSM

5 notifications



Maryland Small Business Development  
Center, Southern Region



Just using social media  
is not enough



First Strategy



Second strategy

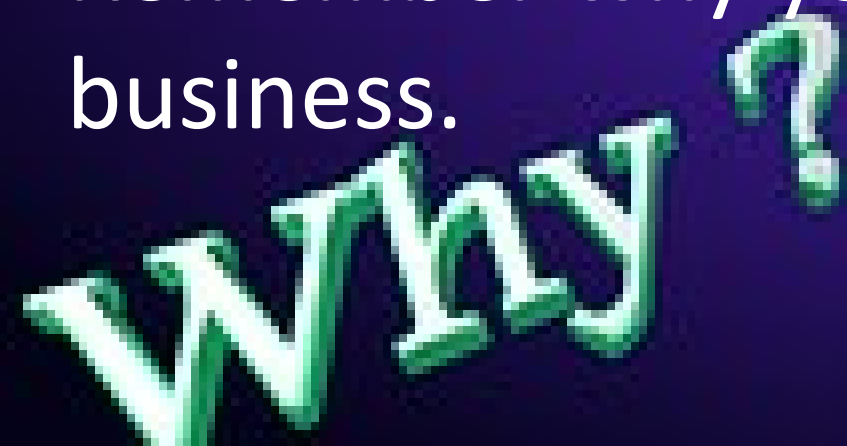


Why?



Remember why you are in  
business.


Why you are doing  
what you do.






WHAT'S  
YOUR  
STORY?

Third Strategy, embrace  
the power of your story.



**GET YOUR AUDIENCE TO  
KNOW, LIKE, AND TRUST YOU,  
AND THEY'LL  
BUY WHAT YOU'RE SELLING**



The fastest way to  
build the know, like,  
and trust factor:



BE REAL!

BE AUTHENTIC!

(stories, feed,  
and captions)



Each of you need to  
**connect your why and**  
**your story** and identify the  
**perfect customer** for your  
product or service.



What is the problem you are trying to solve?

**WHERE**

**WHAT**

**WHO**

Who are you trying to solve it for?

Where are they?



Social Group : 07 - S4 Inner Suburbs  
Lifestage Group : 01 - Y1 Midlife Success

### Snapshot

#### 2021 Statistics

US Households: 1,150,797

Median Household Income: \$66,802

#### Demographics Traits

- **Urbanicity** : Metro Mix
- **Income** : Upper Midscale
- **Income Producing Assets** : Low
- **Household Technology** : 1 Highest
- **Age Ranges** : Age 25-44
- **Presence of Kids** : Mostly w/o Kids
- **Homeownership** : Renters
- **Employment Levels** : Management and Professional
- **Education Levels** : College Graduate

#### Lifestyle & Media Traits

- Owns an Infiniti
- Eats at Mellow Mushroom
- Shops at HomeGoods
- Attends minor league hockey games
- Visits Washington, DC
- Uses Hulu for streaming
- Uses Radio.com streaming services



(Photo, Claritas, n.d.c)

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“people like us that do things like this.” *Seth Godin*

Your perfect customer is probably a mirror image of you.





Who is your customer?



Be indispensable. Sell  
premium. *Seth Godin*





Be available, be responsive, be honest, provide good customer service and support, and earn testimonies and post them on your website, and don't forget to ask for referrals and testimonies from satisfied customers.

Embrace yourself, own **your story**,  
**connect** with others like you that need  
the solution that you have for **people like**  
**you**. Make it an **indispensable** offer  
and back it with the **best customer**  
**service**. And live your **best life**.



# Leading a

# Digital Life

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Founder of Leading a Digital Life



# A Unique Value Proposition Template

- **Who:** [I am (Company)\_\_\_\_\_]
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- [(Value)].
- **Unlike:** [Differentiator.]
- **Call to Action:** Go to our website, here's my card.

# TACTICS

# Leading

# Digital Life

Where is your customer?  
How do you reach them?  
Digital Presence is Essential

# Access Points – Where are the ideal customers?



- **Network Events**
- **Seminars**
- **Conferences**
- **Biz After Hours**
- **Association Meetings**
- **Government Meetings**



## **Online**

- **Website (Blog resources)**
- **Social Media Facebook, Instagram, Pinterest, LinkedIn**
- **Email Marketing**



## **Referrals**

- **Current and past clients**
- **Friends and family networks**
- **Colleagues from previous jobs**

THINK ABOUT THIS FROM AN ONLINE PERSPECTIVE –  
REPLICATE THIS IN ONLINE COMMUNITIES

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## Build Trust

- Secure Speed
- Mobile Access
- Branding Vision
- Promise
- Testimonials Reviews

## Content Platform

- Messaging Story
- Core Offerings
- Photos
- Blogging Vlogging
- Share Links

## Search Engine Optimization

- Key Words & Phrases
- Analytics

## Media Engagemen

- Strong Landing
- Links for Sharing

## Contact Information

- Email Contact
- Phone number
- Mailing Address
- Email Marketing
- Chat bot

## eCommerce

- Conversions
- Revenue



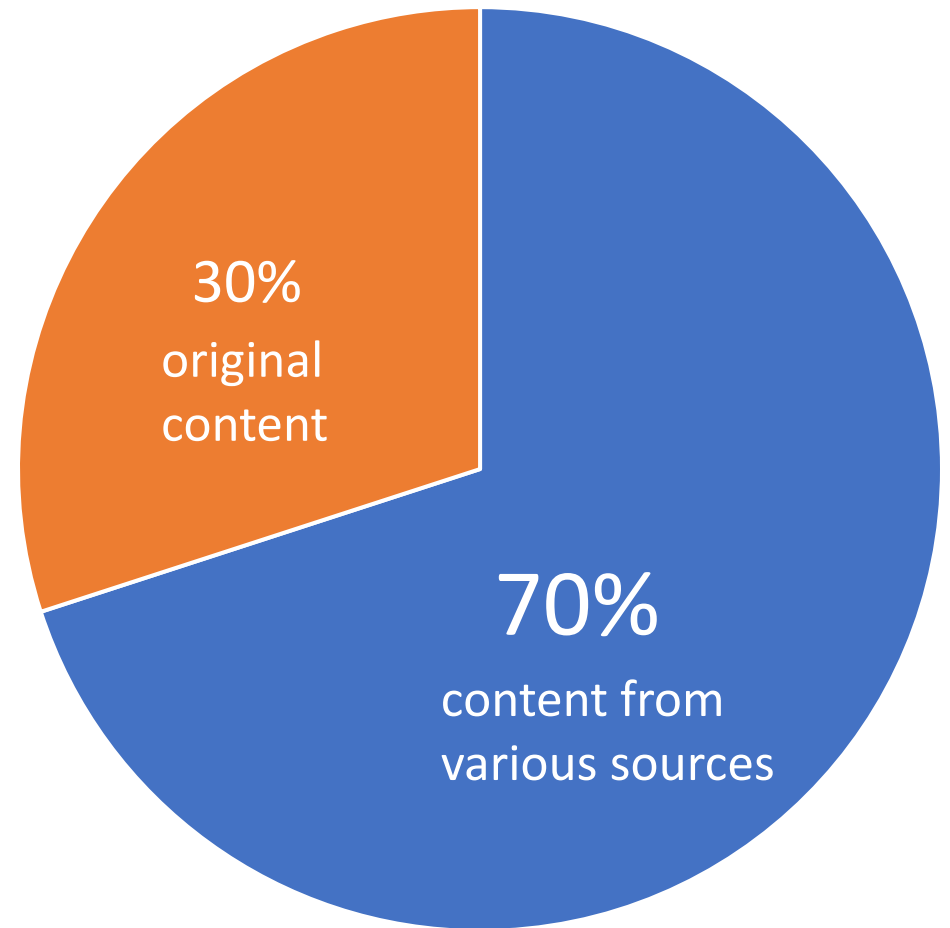
**Web Design**  
**Digital Home**

**Presentation  
Prepared by**



# Compelling Messages & Information

- Social Media Campaign Content Categories
  - **Inspirational Quotes** (*go on solid background or a picture background - no link to website.*)
  - **Blog Post Images** (*post on all platforms with link back to actual blog post*)
  - **Valuable Tips** from you (*keep branding - use Font plus color background for each post*)
- The key with social media is grabbing attention
- with visual cues and items (*colors, vibrant images, clear images*).
- **Valuable tips from Industry**
  - Interesting facts (*does not have to do with integrity or security directly, but could be another topic that indirectly impacts target customer*)
- Ad graphics promoting a product or service



Presentation  
Prepared by



### **SHARE: Fostering Personal Connections**

Building personal connections is fundamental to successful email marketing. 'Share' content should highlight the human aspects of your brand or company.

Discuss your challenges, successes, and insights in ways that align with your audience's everyday experiences. Allow your audience to get acquainted with you through personal stories, philosophies, or behind-the-scenes looks.

The objective is to establish a connection, as people tend to do business with those they like and feel aligned with. Sharing doesn't need to be ordinary or intensely personal; it can encompass lessons learned or insights that nurture connection.

### **SHOW: Proving Credibility, Effectiveness, and Results**

Social media marketing relies heavily on credibility. Use 'Show' content to illustrate the real advantages of your products or services. This can include detailed case studies, insightful analytics, or user testimonials that provide concrete examples of success. Additionally, it can feature accolades, awards, praise, or media coverage.

### **TEACH: Educating and Providing Value**

The 'Teach' content quadrant showcases your expertise. This is often where marketers excel, offering lessons, how-to guides, practical advice, advanced tips, or informative articles.

### **OFFER: Calls to Action & Invitations to Proceed**

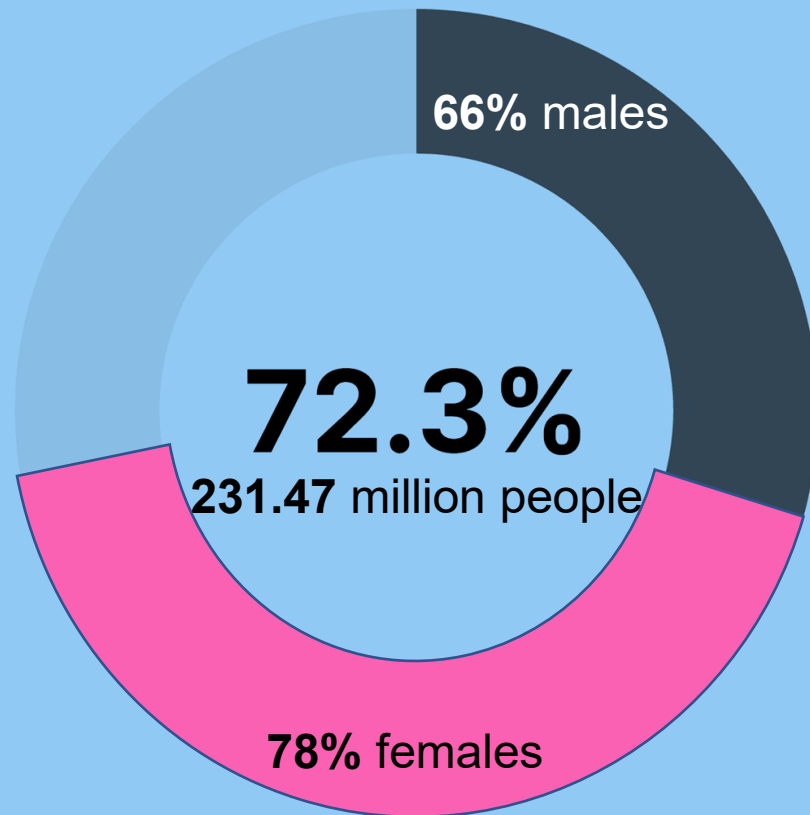
Lastly, 'Offer' content should explicitly encourage action. This can include signing up for exclusive workshops, downloading guides, or scheduling a demo or sales call.



# Leading a Digital Life

**Why Use  
Social Media?**

**What percentage of Americans are on social media?**



Most popular among internet users aged 16 -64 are YouTube at 81.9% and Facebook at 73.4%

Dean, B. (2021, Oct.) BACKLINKO

# Social media in the US by the numbers

## Digital Life

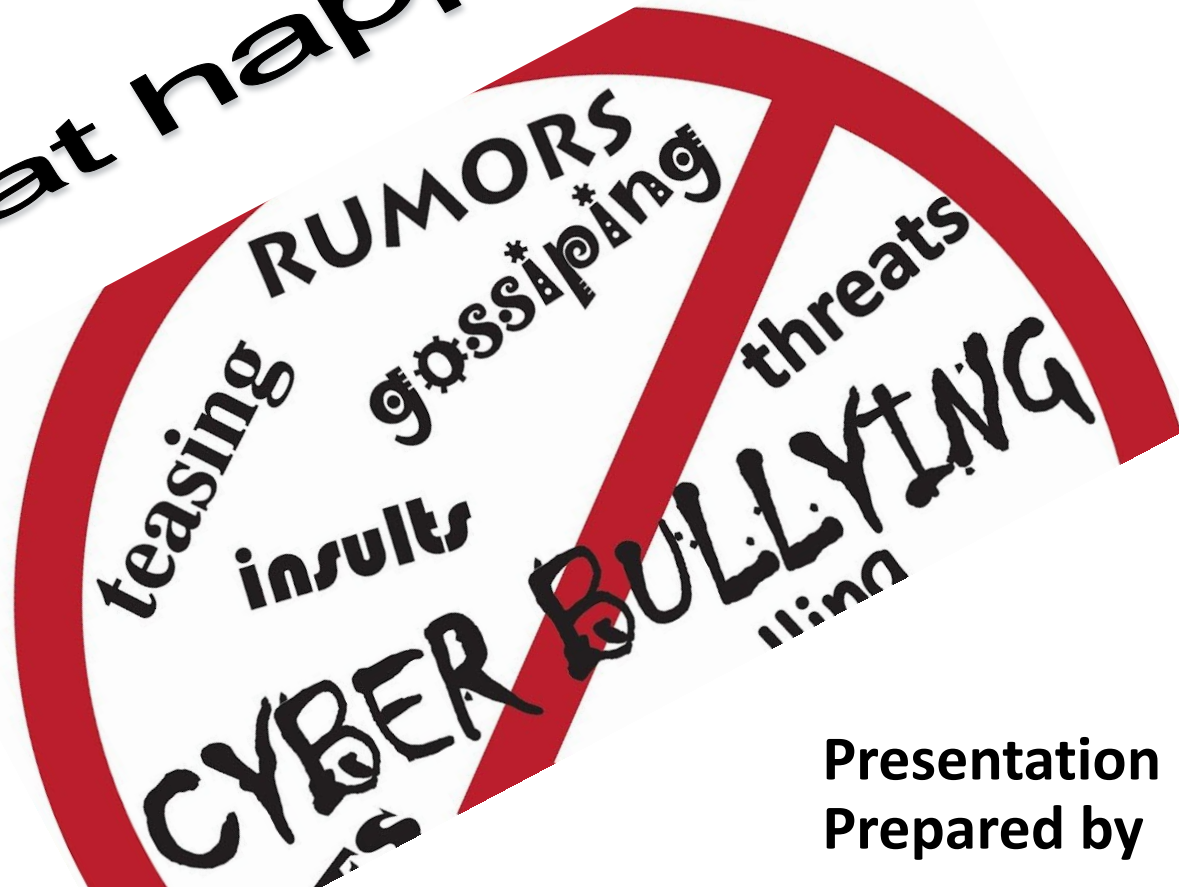
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# THE GOOD & BAD of ONLINE INTERACTIONS



What happens online  
stays online



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- Choosing the Wrong Platform
- Redirecting Platform Traffic
- Inconsistent posting activity
- Off-brand content
- Asking friends (or disinterested or disengaged parties) to like/follow your page
- Asking employees to promote the business on their personal accounts

# Social Media Mistakes to Avoid

## Digital Life

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**20%** of baby boomers use social media to find products to purchase, not far behind Gen Z at **27%**



# Digital Life

**81% of Facebook users only access the platform via mobile devices**





# DIGITAL 2022

## GLOBAL OVERVIEW REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS

we  
are  
social








Hootsuite®

# Target – The Greatest currently between 78-95



## Monthly Users

	2.56B;	9.7%;	55% F
	2.90B;	5.3%;	53% F
	1.48B;	2.1%;	57% F
	436.4M;	1%	
	225.7M;	4%;	75% F

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# Target – Boomers









currently between 59-77



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## Monthly Users

	2.56B;	8.9%;	51% F
	2.90B;	6.8%;	51% F
	436.4M;	7%	
	885.0M;	3.4%;	58% F
	808.4M;	2.9%;	65% M
	1.48B;	3.6%;	61% F
	225.7M;	10.0%;	79% F
	557.1M;	1.9%;	68% M



# Target – Gen X









## currently between 43-58



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### Monthly Users

	2.9B;	11. %;	53% M
	2.56B;	11.9%;	52% M
	1.48B;	8. %;	56% F
	436.40M;	21. %;	68% M
	808.40M;	8.85%;	59% M
	885.00M;	6.3 %;	56% F
	225.70M;	9.2 %;	79% F
	557.10M;	1.6 %;	58% M

# Target – Millennials









currently between 27 and 42



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## Monthly Users

	2.9B;	49%;	58% M
	2.56B;	36.7%;	56% M
	1.48B;	47.6%;	50% F
	808.4M;	67.95%;	58% M
	885. M;	44%;	56% F
	557.1M;	36.3%;	57% F
	436.4M;	32%;	68% M
	225.7M;	56.6%;	79% F



# Target – Millennials

currently between 27 and 42



## ***Diversity and inclusivity matters***

- 65% of millennials were born in the USA.
- 14% of millennials are first generation.
- 12% of millennials are second generation.
- 19% of millennials are Hispanic.
- 14% of millennials are African-American.
- 5% of millennials are Asian

- 73 million in the U.S. in 2019
- 50% of the world's workforce.
- Spend \$600 billion in the U.S. each year

**Presentation  
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# Target – Gen Z









currently between 11 and 26



## ***Diversity and inclusivity matters***

- 25% of Gen Z are Hispanic.
- 14% of Gen Z are African-American.
- 6% of Gen Z are Asian.

## Monthly Users

	2.9 B;	28%;	56% M
	1.48B;	38.6%;	54% M
	885. M;	43%;	59% F
	2.56B;	14.5%;	58% M
	557.1 M;	60%;	52% F
	436.4 M;	39%	
	808.4 M;	20.4%;	54% M
	225.7 M;	56.6%;	79% F

The Greatest between 78-95



Boomers between 59-77



Gen X between 43-58



Coughlin (2018) wrote about the generational claims made on who was more green-minded and concluded that *"the environment may be less a theatre of generational warfare than an opportunity to find common ground."* [Greener than you: Boomers, Gen X & Millennials score themselves on the environment. Forbes.](#)

Millennials between 27 and 42



Gen Z between 11 and 26





# Marketing to communities not generations

- References for Market Segments of Like-Minded not Generations
- [Stop Marketing To Millennials Or Gen-Z And Start Marketing To Tribes](#)
- [New research: Market to 'tribes' rather than generational labels](#)
- [How to Pick the Right Consumer Tribe for Your Brand](#)
- [Why-Tribes-are-the-New-Segmentation](#)
- [What is tribal marketing and how it can strengthen your marketing strategy](#)



# Leading a Digital Life

**How to Use  
Social Media**

# How to - Social Media Platforms



- <https://www.facebook.com/>
- <https://www.facebook.com/help/?ref=contextual>



- <https://www.youtube.com/>
- <https://www.youtube.com/howyoutubeworks/>



- <https://www.linkedin.com/>
- <https://business.linkedin.com/grow?&src=li-footer>



- <https://www.instagram.com/>
- <https://www.instagram.com/instagramforbusiness/>



- <https://www.snapchat.com/>
- <https://support.snapchat.com/en-US>



- <https://forbusiness.snapchat.com/>
- <https://twitter.com/home?lang=en>
- <https://help.twitter.com/en>



- <https://www.pinterest.com/>
- <https://business.pinterest.com/en/>



- <https://www.tiktok.com/login/>
- <https://support.tiktok.com/en/>
- <https://www.tiktok.com/creators/creator-portal/>
- <https://www.google.com/adsense/start/>
- <https://ads.google.com/home/pricing/>
- <https://www.blogger.com/about/?bpli=1&bpli=1>
- <https://marketingplatform.google.com/about/>

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# Create a weekly or monthly schedule

Look at [Facebook's Planner](#) or [Twitter's Marketing calendar](#) or [Pinterest's Seasonal Insights Planner](#).

The screenshot displays the Facebook Planner interface for May 2022. The top navigation bar includes a 'Create' button and a dropdown menu. Below this, the interface is divided into a main calendar view and a right-hand sidebar.

**Main Calendar View:**

- Month View:** Shows the month of May 2022. The days of the week are listed at the top: Sun 1, Mon 2, Tue 3, **Wed 4** (highlighted), Thu 5, Fri 6, and Sat 7.
- Events and Posts:** The calendar cells contain various events and posts. For example, on Wednesday, May 4th, there are three posts scheduled: one at 8:24 AM about National Teacher Day, one at 1:00 PM for 'MAY THE 4TH BE WITH YOU', and one at 4:00 PM for 'Happy Cinco De Mayo!'. On Thursday, May 5th, there is a post at 4:00 PM about 'Retirement Planning'.
- Activity Summary:** A summary box on Friday, May 6th, indicates that Facebook followers are most active at 9:00 PM this week, with a 'Schedule' button and a dropdown menu.

**Right-hand Sidebar:**

- Moments:** A section titled 'Moments' showing upcoming moments for May 2022. It lists 'Wed, May 4 Star Wars Day' with 3 posts and 0 stories, and 'Thu, May 5 Cinco de Mayo' with 1 post and 0 stories.
- Drafts:** A section for drafts, currently empty.

# Pick Your Platforms

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[Facebook](#) is an excellent place to [build your community](#), share events, [fundraising](#), images, video, and text. [Facebook's charitable organization](#) functions continue to gain popularity.



[Twitter](#) is good for quick updates, discussions, and interacting with the media. Nonprofits that do a lot of advocacy or activism may also find Twitter a good platform for organizing and communicating about actions or running hashtag [campaigns](#).



[Instagram](#) is a highly visual platform, perfect for photos, videos, and impactful captions.



[LinkedIn](#) is designed for professional networking; [LinkedIn](#) connects you with talent when hiring and can help reach out to corporate donors and learn more about your existing donors' careers and connections.



TikTok is a video-based platform popular with teens, users record and share 15-60 second video clips set to music. Users also participate in [challenges and projects that benefit nonprofits](#) by raising awareness and funds.



# Pick Your Platforms

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[YouTube Social Impact](#) Learn from some of the best storytellers on YouTube with online courses tailored for social impact innovators, from our friends at [YouTube Creators Academy](#). [Activate the YouTube Nonprofit Program](#)



Pinterest is visual and inspiring. Start with “[Why Pinterest](#)” and choose from an extensive menu of how to [an audience finder tool](#).



If your target audience is on [Snapchat](#) learn how to make good use of the tools they offer to engage and grow your audience.

 Before requesting a Google for Nonprofits account, find out if your organization [qualifies](#), what you’ll need for verification, and what to expect.

The background of the slide is a digital-themed illustration. It features a perspective view of a tunnel formed by glowing blue squares that recede into the distance. The walls of the tunnel are covered in binary code (0s and 1s) in a light blue color. A bright, glowing white sphere is positioned in the center of the tunnel, creating a strong light source and a lens flare effect. The overall color palette is dominated by various shades of blue, from deep navy to bright cyan and white highlights.

# Leading a Digital Life

**Research Tools!**



Partners

Researchers

Educators

Survey Respondents

News

NAICS Codes

Jobs

About Us

Contact Us

Help

Topics

**Data & Maps**

Surveys & Programs

Resource Library

Search data, events, resources, and more 🔍

# Measuring America's People, Places, and Economy

We Believe in the Power of Quality Data to Impact Public Life

Learn More ➔

**Hover over "Data & Maps"**

Is this page helpful? ✕

 Yes

 No

[Partners](#)[Researchers](#)[Educators](#)[Survey Respondents](#)[News](#)[NAICS Codes](#)[Jobs](#)[About Us](#)[Contact Us](#)[Help](#)[Topics](#)[Data & Maps](#)[Surveys & Programs](#)[Resource Library](#)

## Data & Maps

Access demographic, economic and population data from the U.S. Census Bureau. Explore census data with visualizations and view tutorials.

[Explore data on data.census.gov](#) ➤[View all data resources](#) ➤[Census Academy](#)[Combining Data](#)[Data Equity Tools](#)[Data Tools and Apps](#)[Developers](#)[Experimental Data Products](#)[Interactive Maps](#)[Mapping Files](#)[Related Sites](#)[Software](#)[Tables](#)[Training and Workshops](#)[Visualizations](#)

Choose “Explore Data on census.gov”

We Believe in the Power of Quality Data to Impact Public Life

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Is this page helpful? ✕

👍 Yes    👎 No



## Explore Census Data

Learn about America's People, Places, and Economy

quick facts table



[Use Advanced Search...](#)

Try searching for [poverty in all](#) in [2020](#)

find  
tables

Type in “Quick Facts Table”

Explore the thousands of tables we have. We are adding new tables every week.

Waldorf CDP, Maryland



Advanced Search

All

Tables

Maps

Pages

Microdata

Help

FAQ

Feedback

Type in "City, Zip, Region"

1 Filter

Waldorf CDP, Maryland

Clear search

Search for filter

123 Codes

Geography

Surveys

Topics

Years

Total Population in Waldorf CDP, Maryland is **81,410**

2020 Decennial Census

[View This Result](#)

3,068 Tables, 3,068 Maps, 5 Pages

View: 10 | 25 | 50

## Tables

Decennial Census

**P1** | RACE

[View All 3 Products](#)

American Community Survey

**DP05** | ACS DEMOGRAPHIC AND HOUSING ESTIMATES

[View All 23 Products](#)

American Community Survey

**S0101** | AGE AND SEX

[View All 23 Products](#)

American Community Survey

**S0102** | POPULATION 60 YEARS AND OVER IN THE UNITED STATES

[View All 10 Products](#)

American Community Survey

**S0103** | POPULATION 65 YEARS AND OVER IN THE UNITED STATES

[View All 2 Products](#)

American Community Survey

**S0501** | SELECTED CHARACTERISTICS OF THE NATIVE AND FOREIGN-BORN POPULATIONS



Place

### Waldorf CDP, Maryland

Total Population: 81,410

Median Household Income: \$103,784

Bachelor's Degree or Higher: 36.7%

Employment Rate: 66.6%

Total Housing Units: 30,410

Without Health Care Coverage: 3.9%

Total Households: 29,701

Hispanic or Latino (of any race): 6,846

[View Profile](#)

Click on "View Profile"

### Related Searches

Waldorf CDP, Maryland Business and Economy

Waldorf CDP, Maryland Education

Waldorf CDP, Maryland Employment

Waldorf CDP, Maryland Families and Living Arrangements

Waldorf CDP, Maryland Government

Place

## Waldorf CDP, Maryland

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### Related Searches

Waldorf CDP, Maryland Business and Economy

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Waldorf CDP, Maryland Families and Living Arrangements

Waldorf CDP, Maryland Government

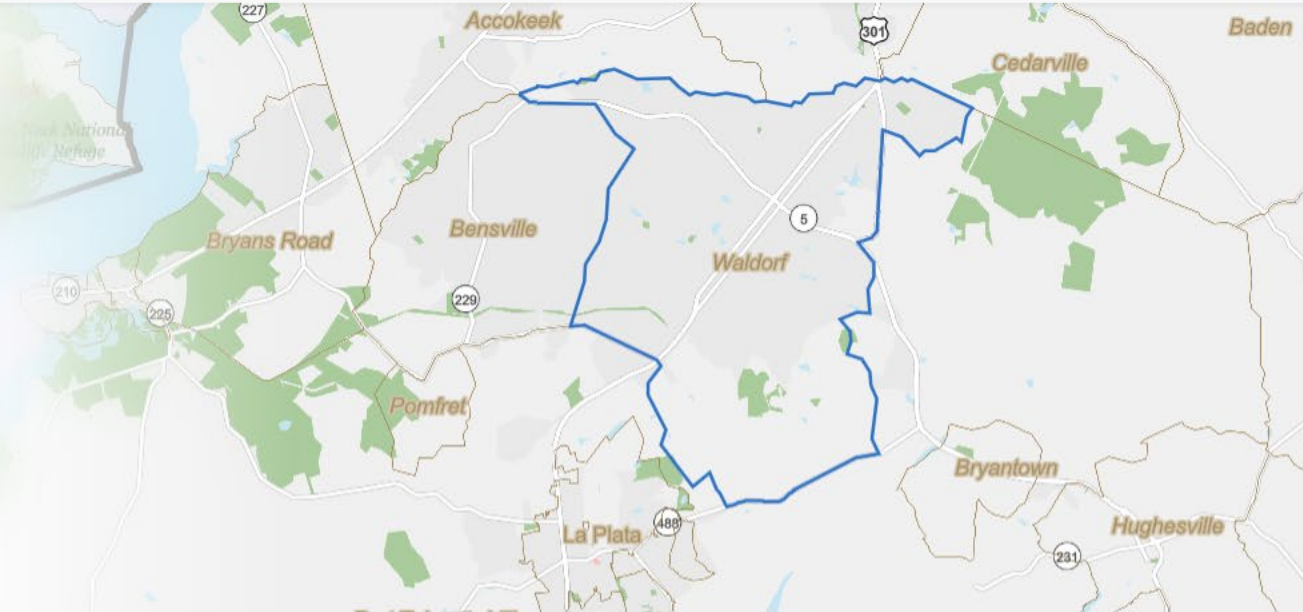
**Detailed Info**

Place

# Waldorf CDP, Maryland

Waldorf CDP, Maryland is a city, town, place equivalent, and township located in [Maryland](#).

[Share Profile](#)



// [United States](#) / [Maryland](#) / Waldorf CDP, Maryland

☒ Display Sources



## Populations and People

Total Population

**81,410**

[P1](#) | 2020 Decennial Census



## Employment

Employment Rate

**66.6%**

[DP03](#) | 2021 American Community Survey 1-Year Estimates



## Families and Living Arrangements

Total Households

**29,701**

[DP02](#) | 2021 American Community Survey 1-Year Estimates



## Income and Poverty

Median Household Income

**\$103,784**

[S1901](#) | 2021 American Community Survey 1-Year Estimates



## Housing

Total Housing Units

**30,410**

[H1](#) | 2020 Decennial Census



## Race and Ethnicity

Hispanic or Latino (of any race)

**6,846**

[P2](#) | 2020 Decennial Census



## Education

Bachelor's Degree or Higher

**36.7%**

[S1501](#) | 2021 American Community Survey 1-Year Estimates



## Health

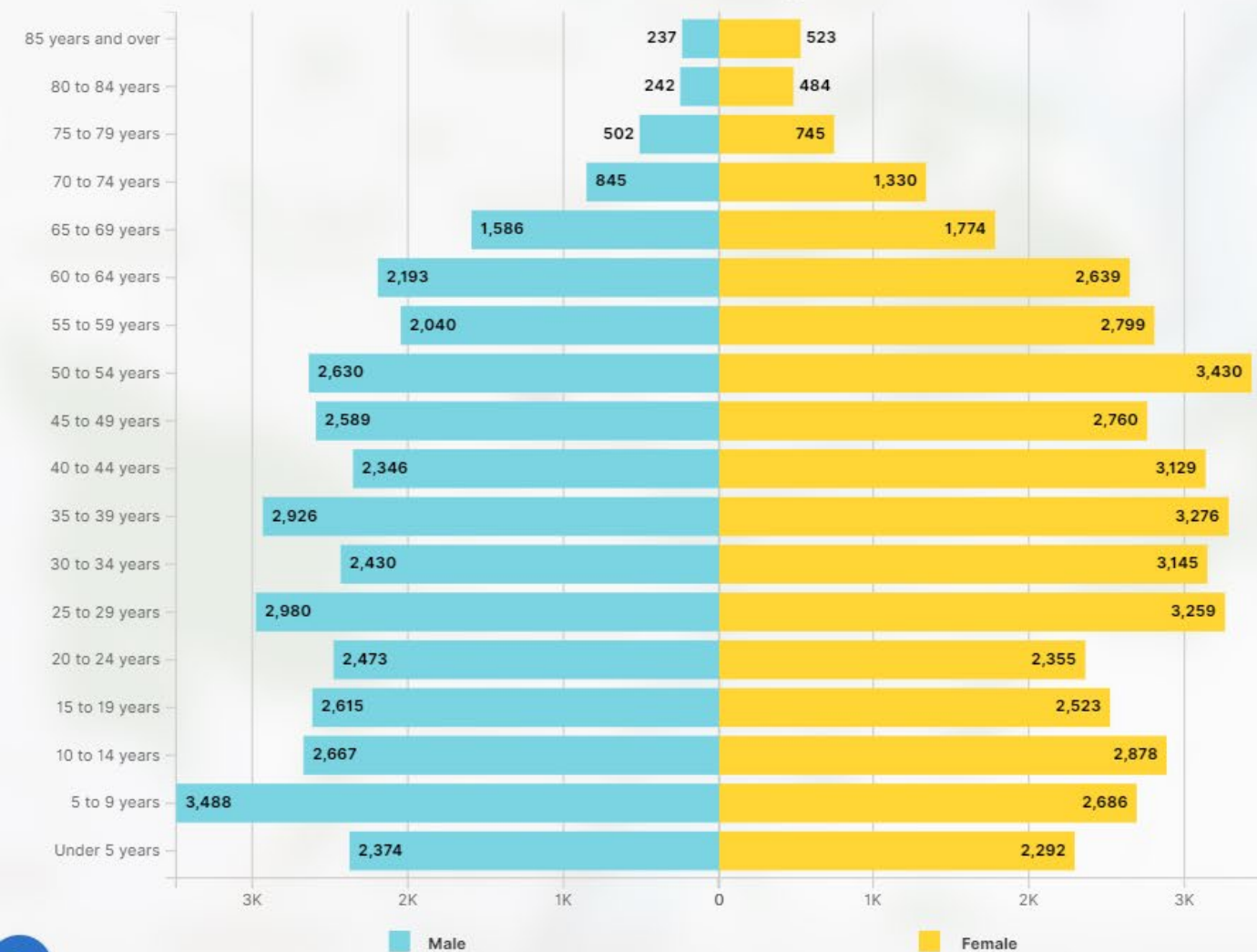
Without Health Care Coverage

**3.9%**

[S2701](#) | 2021 American Community Survey 1-Year Estimates



### Waldorf CDP, Maryland



## Ancestry

in Waldorf CDP, Maryland

[Share / Embed](#)

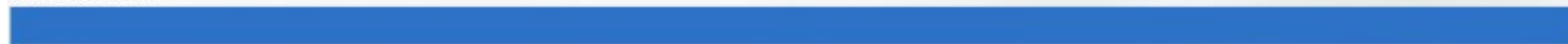
English - 4.1%



French (except Basque) - 0.6%



German - 5.1%



Irish - 4.2%



Italian - 3.5%



Norwegian - 0.2%



Polish - 0.7%




Scottish - 0.5%



Subsaharan African - 4.1%



% 0.5% 1% 1.5% 2% 2.5% 3% 3.5% 4% 4.5% 5% 5.5%

 Show Table ☐ Display Margin of Error

DP02 | 2021 ACS 5-Year Estimates Data Profiles

# Income and Poverty

## Income and Earnings

**\$103,784** ± \$9,295

Median Household Income in Waldorf CDP, Maryland

**\$90,203** ± \$1,065

Median Household Income in Maryland

*S1901 | 2021 American Community Survey 1-Year Estimates*

## Median Income by Types of Families

in Waldorf CDP, Maryland

[Share / Embed](#)

Families - \$113,875



Married-couple families - \$136,826



Nonfamily households - \$67,944



\$0 \$10K \$20K \$30K \$40K \$50K \$60K \$70K \$80K \$90K \$100K \$110K \$120K \$130K \$140K

☒ Show Table ☐ Display Margin of Error

*S1901 | 2021 ACS 5-Year Estimates Subject Tables*



# Census Business Builder

The Census Business Builder (CBB) is a suite of services that provide selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple to access and use format.



Search for a location

or

**TAKE A TOUR**

The tour is 43 slides, but worth your time.



All

Tables

**Maps**

Pages



Filters



Results

## 1 Filter ?



Maryland

Clear search

Search for filter

123 **Codes** >

Geography >

Surveys >

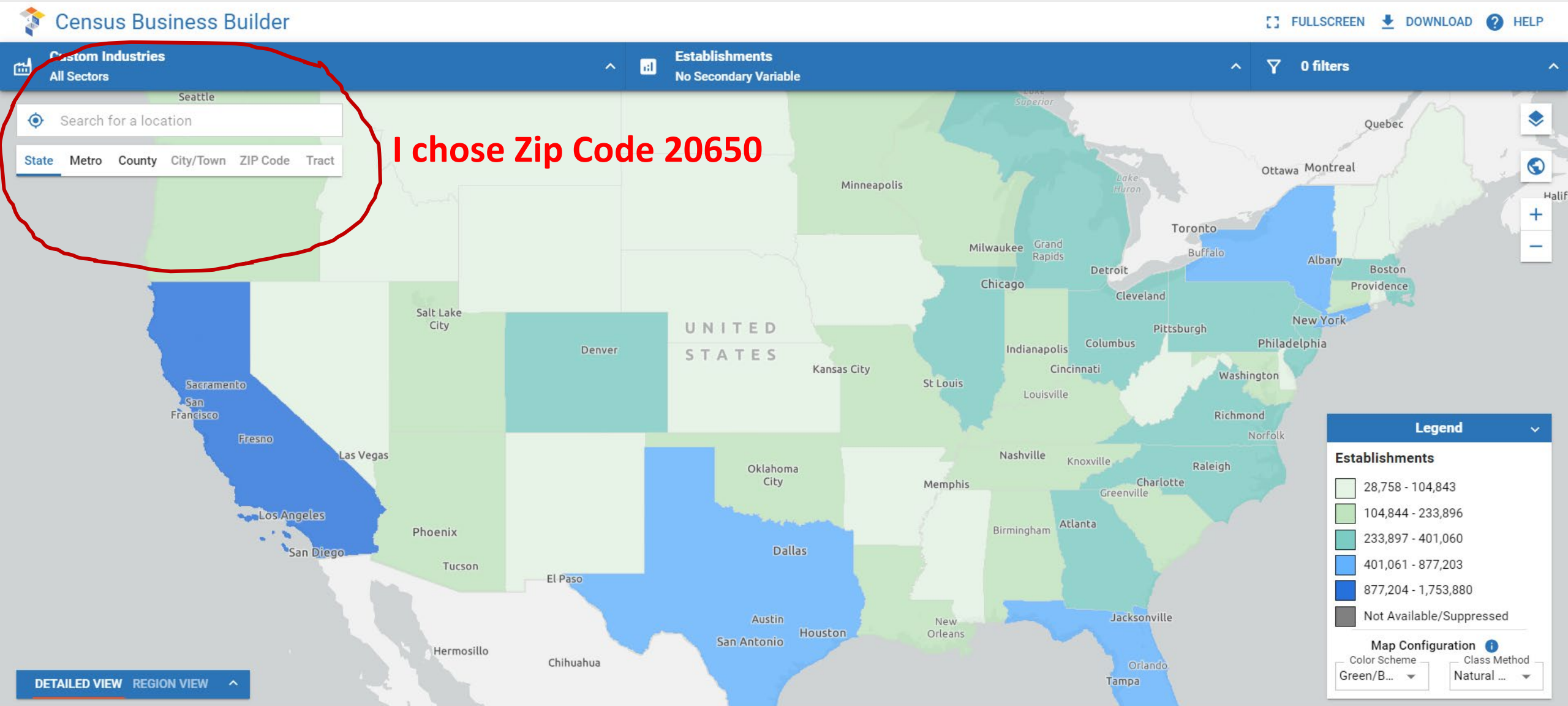
Topics >

Years >

## Select Codes

Search Codes

- Industry Codes (NAICS)
- Product and Service Codes
- Commodity Codes
- Material/Fuel
- NAPCS Collection
- EEO Occupation Codes



Census Business Builder

Custom Industries  
All Sectors

Cluster Name

Custom Industries

Search for Industries

restaurants

Delicatessens (except grocery store, restaurants)  
NAICS ID: 445210

Restaurants and other eating places  
NAICS ID: 7225

Restaurants and other eating places  
NAICS ID: 72251

Full-service restaurants  
NAICS ID: 722511

Limited-service restaurants

Total population  
Percent under 5 years

0 filters

1. Click on Custom Industries.

2. Click on the map.

3. Click on "Region View" then click on Report

DETAILED VIEW REGION VIEW

Legend

VGIN, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, USDA

Powered by Esri

## Business Summary

Industry Cluster Name:








**Restaurants and other eating places**

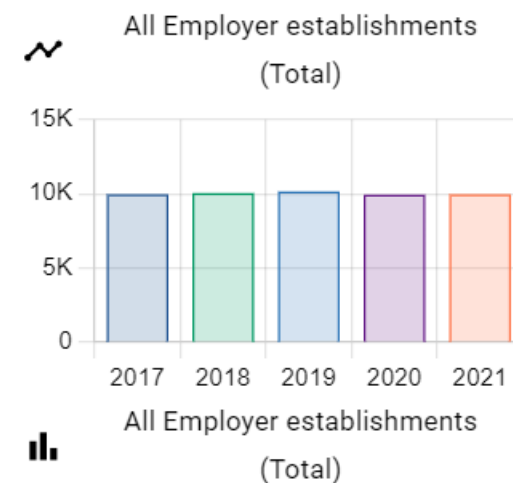
Selected Industries:

**Restaurants and other eating places**

### Employer Businesses

Includes key statistics for businesses with 1 or more paid employees (Employers) from the County Business Patterns, Economic Census, and the Census of Agriculture. (These variables are related to the Industry selected.)

Variable	Estimate
^ All Employer establishments (Total)	9,977 
Establishments with less than 5 employees	3,092 
Establishments with 5 to 9 employees	1,855 
Establishments with 10 to 19 employees	1,960 
Establishments with 20 to 49 employees	2,467 
Establishments with 50 to 99 employees	546 
Establishments with 100 to 249 employees	53 
Establishments with 250 to 499 employees	3 
Establishments with 500 to 999 employees	n/a 
Establishments with 1,000 employees or more	n/a 
Average employment per employer	17 
Average payroll per employee	\$23,858 



Geo Comparison data not available



# Leading a Digital Life

**Use Each  
Social Media  
Platform's  
Resources**

Overview

How it works

Channel creation

Start a channel

Ad creation

Create a video ad

Campaign setup

Set up a campaign

Find your audience

Decide on a budget

Measurement

Measure your results

# Grow your business with YouTube Ads

Reach potential customers where they're watching.  
Get started now – and start getting results.

START ADVERTISING

LEARN HOW IT WORKS

Presentation  
Prepared by<sup>72</sup>



# Get your business on Google for free

Be found

Connect with customers

Manage easily

## Stand out on Google with a free Business Profile

Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalize your profile with photos, offers, posts, and more.

Manage now



Detroit Voltage

4.9 ★★★★★ (27)

Electrician in Detroit, Michigan

OVERVIEW

UPDATES

SERVICES

REVIEWS

PHOTOS



CALL



DIRECTIONS



SAVE

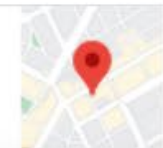


WEBSITE

REQUEST A QUOTE



400 Monroe St #261,  
Detroit, MI 48226



Presentation  
Prepared by



## Find My Audience Applications

Content

Partnerships

More comprehensive picture

Discover segmentation opportunities



Find My Audience

Go beyond demographics to find the people who matter most to your business



### In-market audiences

People actively researching or planning to purchase products or services like yours



### Affinity audiences

People whose interests and habits relate to what your business offers

In-market audiences ▼

Business & Industrial Products ▼

[Start now](#)

Apparel & Accessories  
Arts & Crafts Supplies  
Autos & Vehicles  
Baby & Children's Products  
Beauty & Personal Care  
Business & Industrial Products  
Business Services  
Computers & Peripherals  
Consumer Electronics  
Education  
Employment  
Event Tickets  
Food  
Gifts & Occasions  
Home & Garden  
Media & Entertainment  
Musical Instruments & Accessories  
Real Estate  
Software  
Sports & Fitness  
Telecom  
Travel

**Presentation  
Prepared by**





# Welcome to LinkedIn for Small Business

A place to grow your business on LinkedIn.



## What is LinkedIn for Small Business?

Running a business can be tough. That's why we've made it our mission to help small business leaders connect with what you need to grow your business.



instagramforbusiness



Follow



334 posts

12.3m followers

155 following

### Instagram for Business

The latest news, tips and stories for our vibrant community.

[linktr.ee/instagramforbusiness](https://linktr.ee/instagramforbusiness)



Stickers



Goals



On the



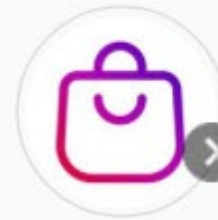
Stories



Resources



Holiday



Shop

POSTS

GUIDES

REELS

IGTV

TAGGED

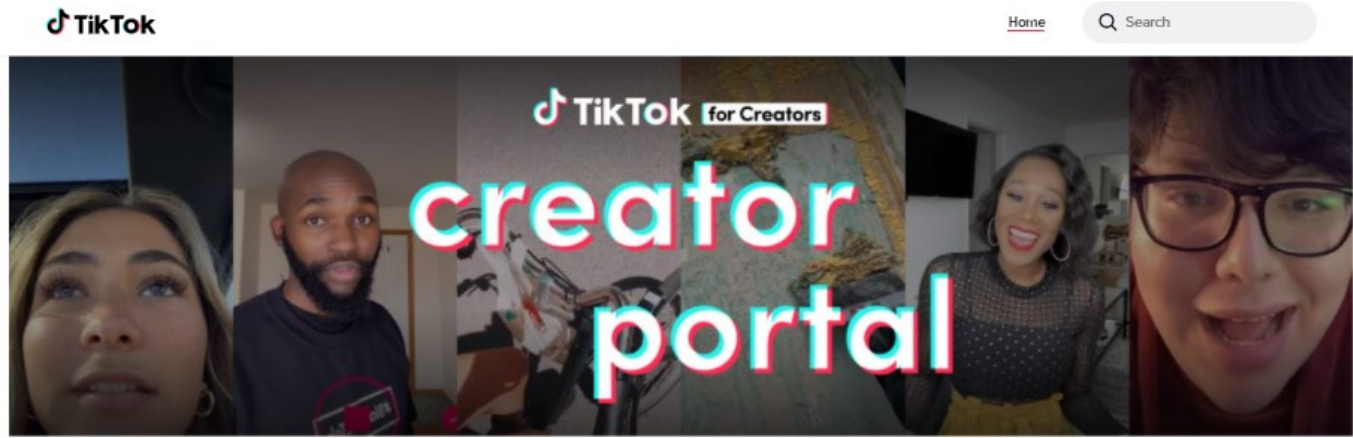
# Grow Your Business With Snapchat

Snapchat Ads and Public Profiles are made for every business, no matter the size or industry. Become a part of Snapchatters' everyday conversations with full-screen, digital ads that inspire action from the people that matter most to your business.

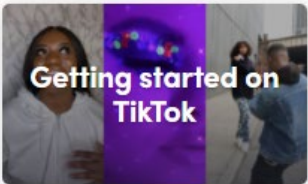

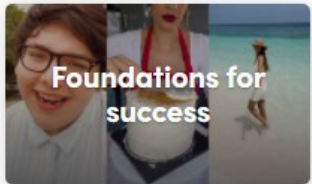


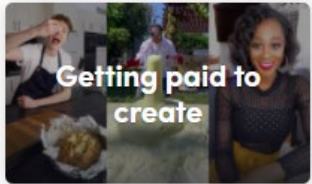



Create an ad







What do you want to learn?

 <p>Getting started on TikTok</p>	 <p>TikTok creation essentials</p>	 <p>Foundations for success</p>
 <p>TikTok content strategy</p>	 <p>Community guidelines and safety</p>	 <p>Getting paid to create</p>
 <p>Product Feature Updates</p>	 <p>How to Level Up Your Gaming Content</p>	 <p>What To Know About LIVE</p>





# *It's different here*

Pinterest is where people feel safe to explore new ideas and try new things. They're looking for inspiration—and they're looking for you. To get started, you'll need a Pinterest business account. It's free to sign up, and you'll get access to special content formats, custom analytics and more.

[Create account](#)



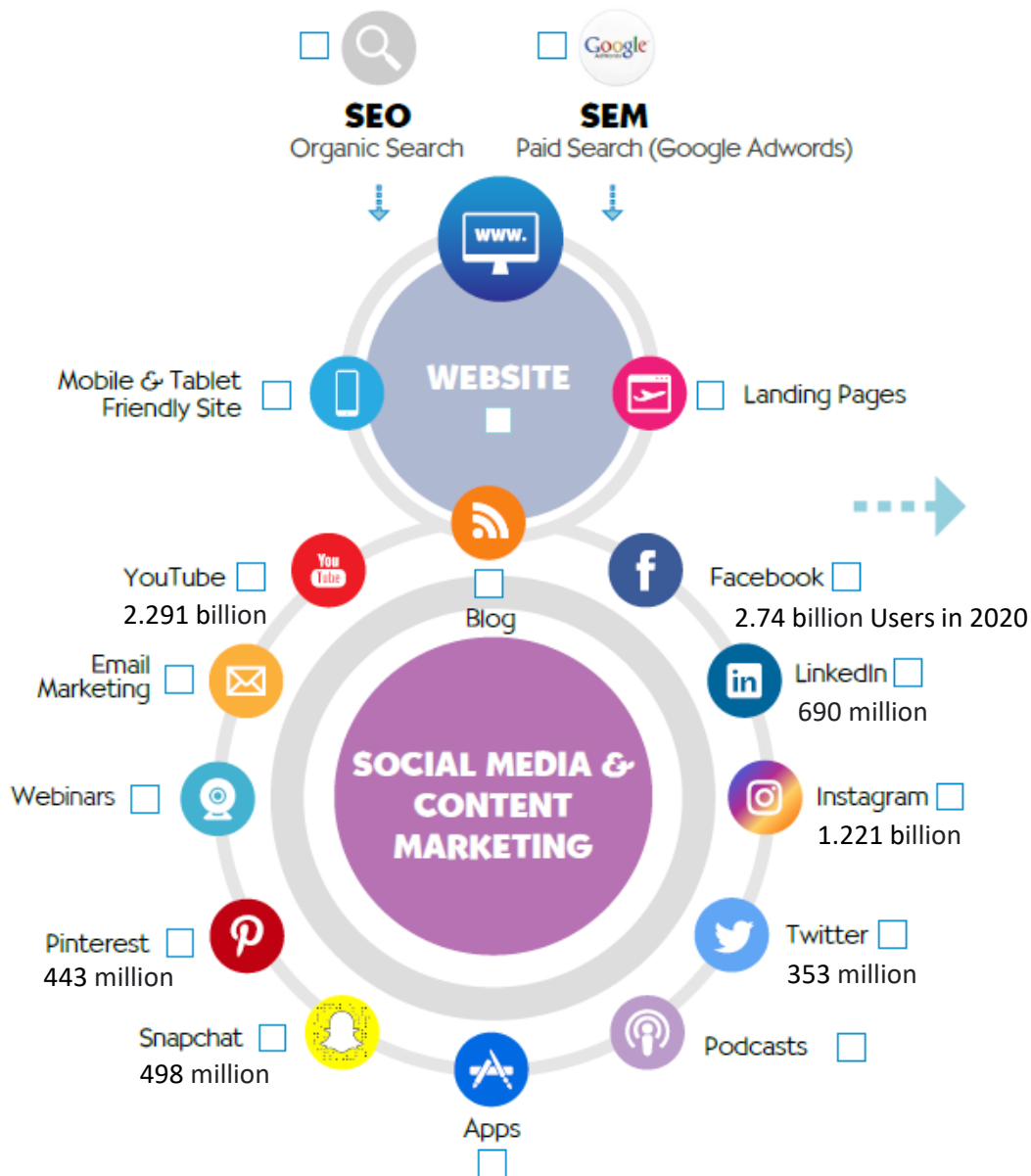
# Web Strategy

Google

Search

## Back Links & PR

- ☐ Authority Blogs →
- ☐ Influencers →
- ☐ News & Press →
- ☐ Podcast Interviews →
- ☐ Joint Ventures (JVs) →
- ☐ Newsjacking →
- ☐ Sponsorships →
- ☐ Guest Blogs →
- ☐ Roundup Posts →
- ☐ Testimonials →
- ☐ Sponsored Posts →
- ☐ Infographics →
- ☐ Events →
- ☐ Reddit →
- ☐ StumbleUpon →
- ☐ Digg →
- ☐ Quora →
- ☐ Wikipedia →
- ☐ \_\_\_\_\_ →



## Outcomes

- ☐ **PURCHASE**
  - Buy
  - Upsell
  - Paid Membership
- ☐ **ENQUIRE**
  - Contact Us
  - Phone / Book an Appointment
  - Email Us
- ☐ **CONNECT**
  - Subscribe to Email Newsletter
  - Marketing Funnel / Email Autoresponder
  - Webinars / Facebook Live
  - Connect on Social Media or Messenger Bots
- ☐ **FREE DOWNLOAD**
  - Flagship Content
  - Lead Magnet
  - Valuable Giveaway
  - Templates
  - E-books



The background of the slide is a vibrant blue digital tunnel. The walls of the tunnel are composed of glowing blue squares, some of which are slightly offset, creating a sense of depth and perspective. The floor and ceiling also feature these squares. The walls are covered in binary code (0s and 1s) that recede into the distance. A bright, glowing white light source is at the end of the tunnel, creating a strong lens flare effect. The overall atmosphere is futuristic and high-tech.

# Leading

# Digital Life

**Technology  
Solutions!**

**Digital  
Analytics**

**VIEWS**

**SEO**

**BOUNCE  
RATE**

**TRAFFIC**

**CLICKS**

**LEADS**

**CUSTOMER  
ENGAGEMENT**

**CONVERSIONS**

**REVENUE**

**Marketing  
Operations**



Presentation  
Prepared by





# Welcome to Google Analytics

Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions.

Start measuring



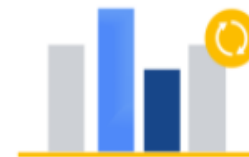
Measure what matters to you



Build a complete picture




Get more out of your advertising



Connect your insights to results

# Prove Social Media ROI by Tracking Your Campaigns With UTM Values

 Home

Demos & Tools

UA ☒ GA4

Account Explorer

**Campaign URL Builder**

Dimensions & Metrics Explorer

Enhanced Ecommerce

Hit Builder

Query Explorer

Request Composer

Spreadsheet Add-on

Tag Assistant

Resources

About this Site

Help & feedback

 Google Analytics | Demos & Tools




## Campaign URL Builder

WEB

PLAY

IOS

This tool allows you to easily add campaign parameters to URLs so you can measure **Custom Campaigns**  in Google Analytics.

### Enter the website URL and campaign information

Fill out all fields marked with an asterisk (\*), and the campaign URL will be generated for you.

website URL \*

The full website URL (e.g. <https://www.example.com>)

campaign ID

The ads campaign id.

campaign source \*

The referrer (e.g. [google](#), [newsletter](#))

campaign medium \*

Marketing medium (e.g. [cpc](#), [banner](#), [email](#))



*“Helping millions grow better”*

*The best part is that HubSpot offers free tools for marketing,  
sales, service, and operations - FREE – [learn more . . .](#)*

**Presentation  
Prepared by**



#### FREE CRM TOOLS:

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

#### Free Marketing tools:

- ✓ Forms
- ✓ Email marketing
- ✓ Ad management
- ✓ Landing pages
- ✓ Shared inbox
- ✓ List segmentation
- ✓ Team email
- ✓ Live chat
- ✓ Basic bots
- ✓ Mobile optimization
- ✓ Reporting dashboard
- ✓ Messenger integration
- ✓ Custom properties
- ✓ HubSpot mobile app
- ✓ Form follow-up emails
- ✓ Marketing events object
- ✓ Email reply tracking
- ✓ Email health reporting
- ✓ Ad retargeting

#### Free Sales tools:

- ✓ Live chat
- ✓ Basic bots
- ✓ Team email
- ✓ Quotes
- ✓ Calling
- ✓ Email scheduling
- ✓ Email tracking & notifications
- ✓ Shared inbox
- ✓ Email templates
- ✓ Canned snippets
- ✓ Documents
- ✓ Meeting scheduling
- ✓ Reporting dashboard
- ✓ Deal pipeline
- ✓ Messenger integration
- ✓ Custom properties
- ✓ HubSpot mobile app
- ✓ Marketing events object
- ✓ Email reply tracking
- ✓ Email health reporting

#### Free Service tools:

- ✓ Ticketing
- ✓ Email scheduling
- ✓ Live chat
- ✓ Shared inbox
- ✓ Calling
- ✓ Basic bots
- ✓ Team email
- ✓ Canned snippets
- ✓ Email templates
- ✓ Meeting scheduling
- ✓ Tickets closed reports
- ✓ Rep productivity reports
- ✓ Time-to-close reports
- ✓ Reporting dashboard
- ✓ Email tracking & notifications
- ✓ Documents
- ✓ Messenger integration
- ✓ Custom properties
- ✓ HubSpot mobile app
- ✓ Ticket pipelines
- ✓ Marketing events object
- ✓ Email reply tracking
- ✓ Email health reporting

#### Free Operations tools:

- ✓ Data sync
- ✓ Historical sync
- ✓ Default field mappings
- ✓ App Marketplace integrations
- ✓ Contact management
- ✓ Companies
- ✓ Deals
- ✓ Tasks & activities
- ✓ Company insights
- ✓ Custom properties
- ✓ Marketing events object
- ✓ Email reply tracking
- ✓ Email health reporting

*HubSpot | Pricing | Free Tools, 2021*

# Basic features to get you started with Hootsuite



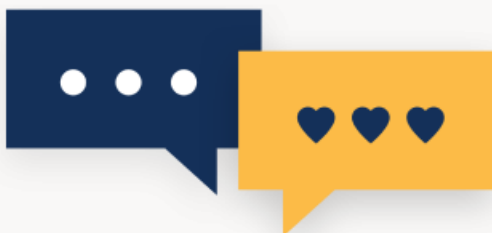
## Manage 2 social accounts

See how Hootsuite works by managing up to two social media accounts.



## Schedule posts

Schedule up to 5 posts to be published whenever you want. (Our Professional plan offers unlimited scheduling.)



## Self-serve support

Find answers to your questions in our self-serve online Help Center and FAQs.



## Add free apps

Integrate basic free apps from our App Directory into your Hootsuite dashboard.





# Sell online with Shopify

Trusted by over 1,700,000 businesses worldwide

**Start free trial**

Try Shopify free for 14 days, no credit card required. By entering your email, you agree to receive marketing emails from Shopify.



# Digital Life



## Course Reflection

- What is one thing you learned today?
- What is one thing you plan to put in action when you leave?



## Wrap Up

- Have a Plan/ Plan to Succeed
- **Research and Document**
- Customer-Competition-CoOpetition-Allies
- **Develop Values, Differentiator, Target Market, Message**
- Digital Presence is Essential
- **Find Technology Solutions!**







# THANK YOU!

# Leading a Digital Life



Lisa Colavito, BBA, MSMM  
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[linkedin.com/in/lisa-colavito/](https://www.linkedin.com/in/lisa-colavito/)