

BUZZ BRIEF

July 3rd, 2023

MARKETING UNLIMITED

50+

BUSINESS OWNERS

Identify the key obstacles in reaching target audiences and achieving business success.

10 MOST COMMON PAIN POINTS OF MARKETING

BUSINESS OWNERS MUST OVERCOME TO GROW THEIR BUSINESS AND DRIVE SUSTAINABLE SUCCESS

+
PLUS

Tips to help increase your visibility.



APRIL ONE

EDITOR'S NOTE

There's a rising trend that business owners face today when it comes to their marketing.

From increased competition, digital transformation, and the pressure to keep up with ever-changing technology trends, and changing consumer behavior, it's no wonder businesses have a tough time keeping up with the pace.

In this issue, we hear from business owners who share today's challenges when it comes to marketing and standing out from the competition.



Janine Hogan

MAGAZINE EDITOR

THE 10 MOST COMMON PAIN POINTS OF MARKETING

Business Owners Need to Overcome to Drive Success

Business owners encounter various pain points when it comes to marketing their businesses effectively. Some common pain points include:

Limited Marketing Knowledge

Many business owners have limited expertise and knowledge about marketing strategies, tactics, and trends. They may struggle to develop and execute effective marketing plans.

Time Constraints

Business owners often wear multiple hats and have limited time available for marketing efforts. Balancing marketing responsibilities with other business demands can be challenging, leading to inconsistent or insufficient marketing activities.

Budget Limitations

Small and medium-sized businesses may have constrained marketing budgets, making it difficult to invest in comprehensive marketing campaigns, advertising, or hiring external marketing professionals.

Identifying Target Audience

Defining and understanding the target audience is crucial for successful marketing. Some business owners struggle to identify their ideal customers, their needs, and how to reach them effectively.

Adapting to Technology

Technological advancements and new marketing tools require continuous learning and adaptation. Keeping up with emerging technologies, automation tools, and analytics platforms can be overwhelming for business owners without a strong tech background.

Competition

Competing with other businesses, particularly in crowded markets, can be a pain point for business owners. Differentiating their products or services and standing out from competitors can be a significant challenge.



CONT.

Digital Marketing Complexity

The ever-changing digital marketing landscape can be overwhelming for business owners. Navigating various online platforms, understanding search engine optimization (SEO), social media advertising, and other digital marketing techniques can be daunting.

Measuring ROI

Determining the return on investment (ROI) for marketing activities can be challenging. Many business owners struggle to measure the impact of their marketing efforts and gauge the effectiveness of different marketing channels.

Branding and Messaging

Developing a strong brand identity and crafting compelling messaging that resonates with the target audience can be a pain point for business owners. Consistently conveying the brand's value proposition and maintaining a cohesive brand image can be challenging.

Scaling Marketing Efforts

As businesses grow, scaling marketing efforts becomes crucial. Business owners may struggle with scaling marketing activities to reach a broader audience and expand their customer base while maintaining consistency and quality.

Summary

Addressing these pain points requires a combination of guidance, strategic planning, and leveraging available resources. Business owners can seek assistance from marketing professionals or agencies and adopt cost-effective marketing strategies tailored to their specific business goals and target audience.

-JH

ETHIC ADVERTISING AGENCY JEFF SWARTZ - CEO

Established in 2014, Ethic Advertising Agency began as a one person, full-service "advertising agency," trying to be all things to all people. Soon after, Ethic niched into a culture focused and team oriented, hyper-targeted digital advertising agency and creative shop. Ethic specializes in companies who have a niche target audience, and reaches that audience with highly targeted, in-house digital advertising solutions like OTT/CTV, video pre-roll, display, social, PPC, Google Grants, and native. Their targeted ads are accompanied by their award winning, effective creative, and they offer their services to both advertisers and ad agencies.



What is the biggest change in marketing that you see coming in the next 2 years?:

It's not just one thing, but it's multiple changes that marketers and advertisers will have to face with things like privacy regulations, new mediums, shifting competitive landscape, inflation, and much more. Change will be constant and those who can roll with the punches and are comfortable in adapting to change will do well.

Services provided:

Branding/Naming/Product Development, Design, Digital, Digital Media Buying/Planning, Marketing Technologies/Analytics, Marketing/Creative Services, Mobile, Social Media, Strategy and Planning, Video Marketing, Web Design



SPOTLIGHT INSIGHT

with
Roy Blaur
Karuka Consulting

What do you like best about being in your industry?:

What I cherish most about working in Sustainability and Leadership advisory at Karuka is the profound impact we make. Guiding diverse organizations towards sustainable practices, shaping ethical leadership, and unveiling the strategic value of sustainability to new entities - it's all about driving meaningful change. The fulfillment comes from knowing we're contributing to the larger mission of global sustainability.

What are common problems you see?:

A common issue we encounter is the disconnect between sustainability goals and organizational strategy. Many entities struggle to integrate ESG principles into their daily operations and long-term planning. At Karuka, we bridge this gap by providing customized solutions that align sustainability with business strategy, ensuring that responsible practices become a core component of their growth and success.

THE PAIN POINTS OF MARKETING

Hear from industry leaders who are navigating the common marketing hurdles faced by businesses today.

PAUL ASKEW
PPMG

Visibility.

TIFFANY OVERBY
THE BOSSES TABLE LLC

TV and Radio advertisement opportunities.

HARBY TRAN
OASIS SENIOR ADVISORS
NORTHERN VIRGINIA

Targeting the right people and earning the opportunity to engage them with the right message.

RAE WALASKA
MURDER N' MAYHEM

Video marketing.

BRENDAN AYLWARD
ADAPTX

Reaching more people with our course

ISAAC CAMARGO
THIRDSTONE PROPERTIES

Demonstrating our differentiating our services between other property managers in the area to clients. With the rise in interest rates and home prices it's important to show clients that there is still value in investing in Jacksonville real estate market.

ADRIAN COLON
RELATE MARKETING

Budgeting is the biggest challenge. Many businesses have little to no budget, but have big budget expectations.

ARTHUR CULBERT
COMPASSIONATE SAINT AUGUSTINE

We have our ten year anniversary gala we are hosting in September. Getting the word out about or organization and this event in general are the biggest challenges. We want more people involved!

TIM AGER
JAX SOCIAL GROUP

Producing the level of content is requires to be relevant. Content must be produced AT SCALE, everyday. People don't click on your profile, they live in the feed.

BRETT SWARTS
CAPITAL GAINS TAX SOLUTIONS

Conversion of leads



JOY LOVERDE
THE COMPLETE ELDERCARE PLANNER

Technology evolves at lightning speed. I feel as though I am behind technology-wise, even though I know that I am not.



MESCHEL EGERTON
ALLURE ESSENCE LLC

Being able to reach those small businesses that truly need and want assistance in getting into the federal marketplace.



JASON REVERE
REVOLUTION FRANCHISE BROKERS

Becoming top of mind with my ideal client base.



JONI NEIDIGH
JONI NEIDIGH SPORTS COUNSELING AND HYPNOSIS

Reaching more people who need my services and promoting my students/colleagues.

JOSE L VALDERRAMA
HISPANIC GROUP

Clients not realizing that talking to Hispanics is a different customer.

TAMMI DODSON
HALFACRE
CONSTRUCTION

Getting Messages Across Effectively: With all the competition in the commercial construction field, we always want to show why us and not them. Getting that message across in the best way without getting lost in all the other proposers is the biggest struggle as a marketing and proposal manager. Everyone wants to win the project. Being the one who does is the goal!

DANIEL CLARK
BLUEPRINT30

Scaling.

MEGAN
BOURDAGES
AMB INTERNATIONAL LLC

Getting our name in front of prospects!

HUSSEIN EBIED
SUNNYSIDE DIGITAL

Client Acquisition: Finding and acquiring new clients is a significant pain point, especially at the startup stage. It's not only about finding clients but finding the right clients who are willing to pay for quality services.

Most startups don't have enough resources to hire a sales & marketing team, and with little to no brand recognition, getting in front of the right clients and decision-makers can prove incredibly challenging.

MICHAEL
TECH COAST CONFERENCE

Expanding our reach outside of just tech companies and getting other Jacksonville local business to come and meet the community that already help aids their business into the future.

THE PAIN POINTS OF MARKETING

MONIQUE LILAKOS
DR. MONIQUE LILAKOS

My biggest pain point is working alone. Throughout my career as Licensed Clinical Social Worker, I have always worked with other individuals and on teams. Working on treatment teams has helped me learn, change and grow as a professional. It has also provided opportunities for me to discuss challenging work issues with colleagues and obtain support from my colleagues

TIMOTHY AGER
JAX SOCIAL GROUP

Competing with the noise of the internet to highlight how much fun we are.

BRANDI SIMS
BRANDINC PR

Ad spend. Bigger budgets allow for more diverse advertising spending.

JACQULYN PERRY
JPERRY AND ASSOCIATES

My biggest pain point is Competing Against Sophisticated Marketers. In today's competitive landscape, standing out from the crowd can be a significant challenge. Established brands and sophisticated marketers often have larger budgets, extensive customer bases, and refined strategies. To compete effectively, I have attempted to identify and focus on niche markets and unique selling propositions (USPs) are essential. Building strong relationships with customers through personalized experiences, excellent customer service, and leveraging storytelling techniques can create a compelling brand identity and helps me to differentiate my business. Also, going head-to-head with seasoned marketers can be intimidating. Smaller businesses, like mine, often lack the expertise and resources to develop elaborate campaigns. However, a well-defined niche, a strong brand identity, and creative strategies tailored to the target audience can level the playing field. It did for me and I hope it will for you also.

THE PAIN POINTS OF MARKETING

DAVID CLARK

DOWNTOWN ECUMENICAL SERVICES COUNCIL

Getting the word out on how to help.

LYNNE HOPPE

ONE MORE WAVE

Getting the word out that we want to help veterans!

LAURA LASKO

GIRLS ON THE RUN OF NORTHEAST FLORIDA

Funding is always the biggest challenge with marketing. However, another challenge is telling a compelling story of our prevention based program that rises above the multitude of tragedy-focused and sensational stories.

ALTAYE ALAMBO

REHABILITATE CHILDREN & YOUTH ETHIOPIA INC

Disseminating RCYE mission objectives and building networks.

GREG TARNACKI

18LOOP

We need to find a way to educate every cancer family on the benefit of the tech.

EUNICE MATHIS

FLORIDA TRAINING ACADEMY

Budget.

KATHRYN ZEKAS

KATHRYN ZEKAS REALTOR

I can market alot, but we have a lack of homes for sale in our market currently, so finding a great home at an affordable price for a buyer is very challenging.

BRADLEY TERRY

STRATPHARMA

When it comes to marketing, our biggest pain point is getting our portfolio of products in front of the providers we target. Not only does this include MD's and DO's, but mid level providers as well; ie PA's, ARNP's, RNs, etc. Using marketing to help these providers understand where and how our products fit into their currently treatment algorithms is critical to our success.

PARTH PATEL

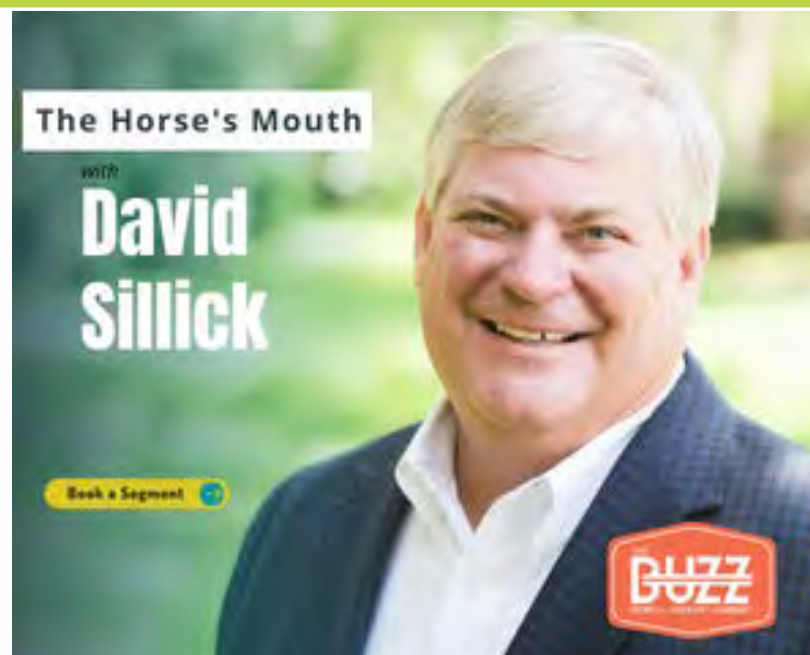
JACKSONVILLE AVIATION AUTHORITY (JAA)

Marketing for the development of Concourse B.

ANGELA YOUNG- INGRAM

YG INSURANCE FACTORY

Being able to Fund Commercial Spots to promote service.



GLIMMER LEARNING LLC

How do you market yourself to grow/expand your business?

I have a TV show, YouTube channel, social media, and soon to launch podcast. I also try to speak to at least one new group every other month.

What advice would you give to someone thinking of getting into this business?:

Start by learning to utilize the tools you have fully instead of investing in fancy equipment. When it comes to authentic content creation, your Smartphone & laptop can do so much!

Kaylin Kustura



ALIGNED SOCIAL

What is your biggest pain point when it comes to Marketing?

Social media is currently the most prominent platform for marketing (particularly Facebook). As a startup social media company, that platform is one of our biggest competitors. Therefore, we have had to get creative in our marketing tactics, often relying on Google ads for paid-for marketing and traditional grassroots efforts via word of mouth.

TINA JACKSON

FAUNA CONSERVATION AND ANALYTICS, LLC.

Finding both the time to develop content and attend events, as well as the funds to cover marketing efforts are always a priority, yet also a challenge.

PETER HARTZELL

TREE HOUSE MEDIA, LLC.

Standing out in a new market. We moved to NE Florida from Nashville, TN where we have a strong presence with a great reputation and a lot of local notoriety and recognition.

HUNTER SMITH

CORNERSTONE INVESTMENT SERVICES

Convincing clients to trust me with their investments when over 75% of advisors are over the age of 55.

MYRA BERTLING

BERTLING ABA INC

Marketing for early learners for our in house program.

TINA JACKSON

FAUNA CONSERVATION AND ANALYTICS, LLC.

Finding both the time to develop content and attend events, as well as the funds to cover marketing efforts are always a priority, yet also a challenge.

DANI BRANDENBURG

CFO ON DEMAND

Getting people to give the chance to the new business.

NORDANA DE LA ROSA

EL PEGAO RESTAURANT

To be able to identify how to reach a younger clientele that may have lost the Puerto Rican culture.

TENESHIA LAFAYE

MZ MONEY WORKS

Getting the word out to women about our newest financial book for women.

THE PAIN POINTS OF MARKETING

MARK CORONNA

THE PRACTICAL CMO LLC

Staying current in a rapidly changing environment! By its nature, Marketing is a dynamic field where new ideas are introduced and tested and refined regularly. Finding what techniques and channels work best for each organization is a real challenge. Marketing technology continues to evolve as well. Today there are a reported 8K marketing-related applications.

BETH COOPER

CYCLEBAR ST. JOHNS

Opening and getting profits into the green.

DERRICK BELL

THE PEOPLES ADVERTISER LLC

Capital Investments.

RAUL BARRAGAN

VETERANS OF FOREIGN WARS POST 3834

What is the biggest marketing challenge that you will face in the upcoming year?:

Increasing our fundraising efforts, reaching the younger veteran audience, creating effective messaging and branding that resonates with our audience, and adapting to changing technologies and communication channels.

What differentiates you from the competition?:

Our membership consists solely of veterans who have served in combat zones abroad.



THE PAIN POINTS OF MARKETING

JADE SCANLON

OTTER MAGE DESIGNS BY JADE

Finding consistency promoting my art online. I find that I'm a strong business-minded woman, but also a very creative woman. Those two parts of me are in constant conflict. Part of me needs to post on social media and leverage the advertising capabilities of each platform better and recognizes that I need to either hire help (which is not feasible right now) or devote at least 20 hours per week to the effort. But the creative part of me would rather sit in a room, vibe to some music, and produce art. To be successful, I have to find a balance of both.

SHEREESE FLOYD

WITNESS MY LIFE

Get visibility.

BRANDON BALLARD

FOLLOW TWICE LLC.

Transfer portal.

SHEREESE FLOYD

WITNESS MY LIFE

Breaking through the noise and establishing brand recognition in a highly competitive market. While my unique concept and stylish scrubs sets me apart, capturing the attention of my target audience and gaining widespread visibility will require strategic planning and execution.

TIM KACHURIAK

NEXTAFTER

As our company has grown, and marketing has become a separate department, there is a translation gap between the most valuable things we are learning every day through our client engagements and the content we produce for marketing the business. Closing this gap is our greatest challenge right now.



PR FOR ANYONE
CHRISTINA DAVES
CEO

Landing publicity isn't just for companies with huge marketing budgets. Anyone can land in the media, and at PR for Anyone®, we have a proven 3-step system we use to teach our clients how to regularly be featured in the media.

We work with our clients on all aspects of unleveling their visibility, authority, and credibility. We start with messaging and the customer experience when landing on your website or social media platforms. This is important with the media too as they will check you out before they use you as an expert. Messaging is a priority in today's noisy world and we help you stand out in the crowd from your competitors.

Do you have a way to capture leads? We assist with opt-in and landing pages so you can grow your customer base by offering something that would be valuable to your prospective client so they give you their contact information and become a warm lead. This is a must before any media interview so you have somewhere to drive the audience.

Cassandra Shuck

ALIGNED SOCIAL

What differentiates you from the competition?:

Aligned Social is a revolutionary social media platform with a human-first approach. The technology itself is programmed with a humane AI to enhance users' mental health and overall wellness, building more than a product but a healthy culture.

What are your top selling services or products that your company offers?:

Aligned Social, the first-ever social media platform to empower individuals and enhance collective well-being.

Landen Conner

IMPACT-BRANDING

What is your biggest pain point when it comes to Marketing?

The biggest pain point when it comes to marketing for clients is helping them either find or discover what their uniqueness is so that they do not sound like their competitors.

What is the biggest marketing challenge that you will face in the upcoming year?

Constructing a team has the attitude of truly serving the customer's needs.

5 TIPS TO CONNECT WITH YOUR TARGET AUDIENCE

Staying top of mind with you audience is not always easy. These key tips can help get your audience's attention.

- 1 Define your target audience clearly to effectively tailor your marketing efforts and reach the right people.
- 2 Establish a strong presence on relevant social media platforms to increase visibility and brand awareness among your desired audience.
- 3 Create valuable content that aligns with your audience's interests and needs, and share it through various channels to attract and engage them.
- 4 Collaborate with influencers to leverage their reach and endorsement, increasing your visibility among their followers and a wider audience.
- 5 Optimize your website for search engines using SEO strategies to improve visibility on search engine result pages and attract your desired audience organically.



THE PAIN POINTS OF MARKETING

CHINCIA KENNER

INTELLIGENT DIVA MUSIC

Social media presence and our funding is not as large as our competitors. So we are faced with being able to strive to be able to do more with less.

ROBERT DUTHIE

SYNERGENA-SIAD, INC

Federal & State regulations.

TROY PEPITO

GENUINE SPIRIT COMPANY

Relevant Content Development.

CHRISTOPHER SMOOT

SMOOTS HIPSTER CHICKS HERITAGE ANIMAL INC.

Informing our community about our mission of heritage animal conservation.

LISA LANG

OHIO NORTHERN UNIVERSITY PETTIT COLLEGE OF LAW

It's getting harder and harder to reach college graduates that have taken the LSAT because they can now opt out of correspondence and we will need to find more creative ways to reach them.

ASHLEY DOTY

UNCOMPLICATE ED

Credibility without the doctorate or the book.

DAVID FERNANDEZ

BWEEGA

Choosing books over other mediums.

RYAN

HUNTER GAS

Increased competition.

YVONNE COOMBES

OPERATION DEPLOY YOUR DRESS

Free dresses doesn't give us a big budget so all marketing is done on zero cost or very low cost platforms



The Guest List

Tony Boselli
Mark Brunell
Dave Caldwell
Tom Coughlin
Kevin Hardy
Sam Kouvaris
Jeff Lageman
Mark Lamping
Todd Roobin of Film & TV
Melissa Ross
Current & Former Jaguars
NFL & College Stars
Jacksonville Political Figures
Business Owners
Members of the News Media
Musicians & Actors
Bodyguards
Nonprofit Leaders
Commission Members of the
Jumbo Shrimp Baseball Team
The ABA Jacksonville Giants
Jacksonville Icemen Members
Boxers
Fighters from MMA
Many More

Show Segments

Open (60 sec)

At the Bar (5 min)

Up Close & Personal (3 min)
At the Bar (5 min)

Minute Tip (2, each 60 sec)

At the Bar (3 min)

Editorial/Wrap (2 min)

THE HORSE'S MOUTH

With Tom McManus

SERIES ON 



OVERVIEW

Welcome to “The Horse’s Mouth with Tom McManus,” a cool, unique new talk show where Tom’s guests sidle up to his bar to discuss sports, business and life. No gossip, no hearsay, no BS—just the straight-up truth, right from the source.

Tom’s longtime love of bartending has come full circle since his days as a linebacker on the inaugural Jacksonville Jaguars football team—slinging drinks and talking shop with everyone from high-profile sports figures and entertainers to business leaders, journalists and community leaders.

He and his guests trade insight and anecdotes, explore day-to-day topics and tackle the hard subjects, all with equal measures of energy, honesty and laughter. Get the skinny on the real people behind the headlines, straight from the horse’s mouth.





BUZZ BRIEF

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