



# Upstate Entrepreneur Ecosystem

2020 WORKSHOP I

THURSDAY, FEBRUARY 20, 2020

PRESENTING SPONSOR

Ogletree  
Deakins

SUPPORTING SPONSOR



# Why?

---

To increase the Ecosystem's

- ability &
- capacity

To Help

Entrepreneurs be more

- successful
- faster

# Who?

---

Anyone or any entity that supports  
entrepreneurship & the many different  
types of entrepreneurs



# Today's Activities: Awareness

---

- Learn
- Connect
- Empower

*people + culture = everything*  
**TRUST**

# 2020 Workshops

---

**May 12**

Making Mentoring  
work for Upstate  
Entrepreneurs

**September 1**

Connecting to the Right  
Funding Sources

**December 1**

Open



# Events

---

What activities are you doing  
between now and May?

# Advocacy

---

**START US UP**  
**AMERICA'S NEW BUSINESS PLAN**



# Conferences

---

Startup Champions Network  
(SCN)

What Collaboration Looks Like  
*For ecosystem builders*

March 10-12

Int'l Bus. Innovation Assn.  
InBIA

Conference on Bus. Incubation  
*For those working with young businesses*

March 28 – April 1

Babson College

Driving Economic Growth Through  
Scale up Ecosystems  
*For those working with scaling businesses*

March 30 – April 1



# Conferences

---

<b>TomTom Summit</b>	Equity, Inclusion, Social Justice & Entrepreneurial and Creative Ecosystems	April 15-17
<b>Assn for Enterprise Opportunity AEO</b>	Resilient <i>For those who serve microentrepreneurs</i>	May 4-7
<b>National Mainstreet Center</b>	Mainstreet NOW! <i>Rural and small-town ecosystems</i>	May 18-20

# Conferences

---

## **Forward Cities**

National Conference

June 10-12

*For those interested in Equitable Ecosystems*

## **ESHIP Summit**

Community Delegation Ecosystem  
Building

June 29- July 2

*For ecosystem champions wanting to learn  
from other groups*



**ESHIP**SUMMIT  
entrepreneurs. ecosystems. economies.

**June 29 – July 2, 2020**

**Kansas City, MO**

**Delegation from Upstate SC**

Email or see Erin if you want to go

[eouzts@tenatthetop.org](mailto:eouzts@tenatthetop.org)




# GLOBAL ENTREPRENEURSHIP WEEK

Global Entrepreneurship Week  
**November 16-22, 2020**

---

# Empower – Workgroup Reports

---

- Global Entrepreneurship Week
  - Intersections
  - Telling the Stories
  - Connecting the Disconnected (rural and urban)
- 

# Connect

---

Your name

Your organization

“This year, I have helped entrepreneurs get the help they need by doing \_\_\_\_\_”



Learn


---

# Ogletree Deakins

# Awareness

---

Onramps into the ecosystem?

- Google (or whatever search engine you choose)
  - Enter a search phrase you think someone wanting to start or grow their business will use to find local resources
  - Make a list of the resources listed in the Upstate region
- 



# Upstate Entrepreneurs Ecosystem

3 Real-World Ways to Reach More  
Entrepreneurs



# AGENDA

- Today's Goals
- 3 Ways to Reach More Entrepreneurs
- Connect & Plan
- Next Steps

## TODAY'S GOALS

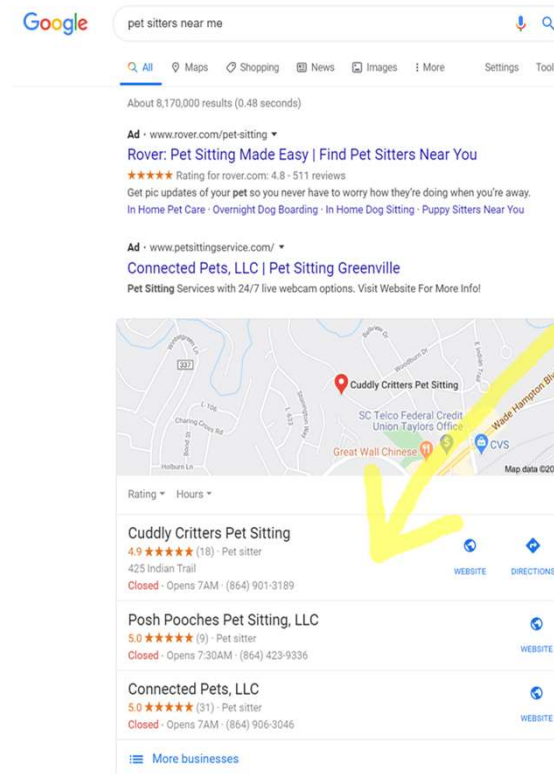
- Identify ways to build awareness, **NOW**
- Learn **HOW** to do that
- **ACTIVATE** your support network

## HOW TO REACH MORE ENTREPRENEURS

- 1 **Harness the Power of Google My Business**
- 2 **Make SEO a Practice**
- 3 **#StrategicHashtagging**

# HARNESS THE POWER OF GOOGLE MY BUSINESS

- 46% of all searches have a local intent
- GMB listings show up before organic results
- Brands that show up are 2.7X more likely to be considered reputable
- Reviews drive purchase decisions
- It's FREE - and can be easily optimized



# HARNESS THE POWER OF GOOGLE MY BUSINESS

-----

Dimas Brothers Cafe

400 South Fairplay Street  
Seneca, South Carolina 29678

Home

Posts

Info

Menu

Insights

Reviews

Messaging

Photos

Bookings

Products

Website

Users

Create an ad

Get custom Gmail

Add new location

Create post

Add photo

Create ad

Advertise easily in minutes

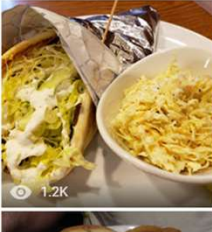
Restaurant in Seneca

Ad · <http://www.dimasbrotherscafe.com/>  
Dimas Brothers Cafe - Traditional & Authentic

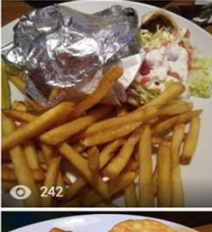
Getting started is simple - we walk you through every step. Set your own budget and only pay when people click your ad. [Learn more](#)

Start now

LATEST CUSTOMER PHOTOS



1.2K



242

PERFORMANCE

Views	Searches	Activity
9.76K	5.12K	14.5K
Search views		2.08K (+32%)
Maps views		7.68K (-15%)

Performance over the past 28 days

Your latest post

Happy Valentine's Day, everyone!  
❤️ Join us today and treat yourself and your honey to something as...

4 days ago

44 views 0 clicks

Create post

See more

LATEST REVIEWS

5 stars

4 stars

3 stars

2 stars

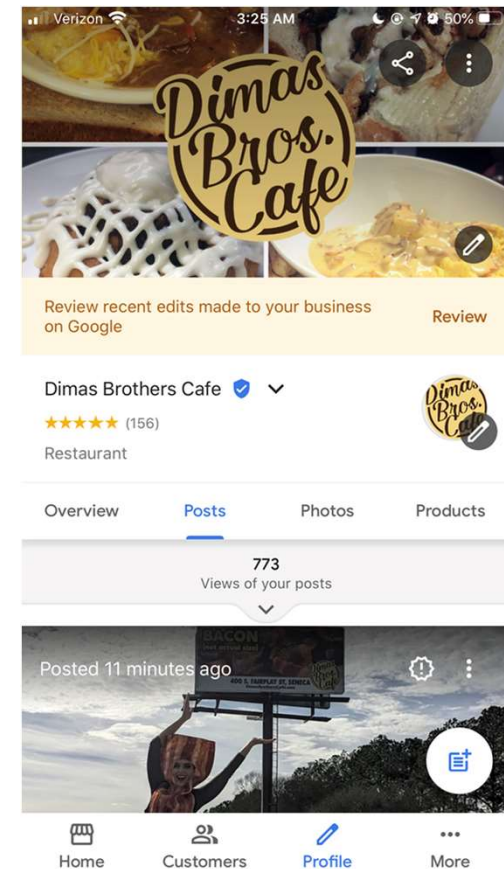
1 star

4.7

156 Reviews

# HARNESS THE POWER OF GOOGLE MY BUSINESS

- Once live, download GMB app
- Create a new post or offer **weekly**
- Respond to reviews quickly
- Keep photos & videos fresh
- Use GMB Insights to learn what's working and **take that to other areas of your business**
- Ask for reviews
- Review **each other**
- Add your Bing business listing



# MAKE SEO A PRACTICE





# MAKE SEO A PRACTICE

## 1. Research **keywords**

- a. Google Keyword Planner
- b. UberSuggest.com
- c. Keywordtool.io
- d. SEOQuake extension
- e. Google My Business
- f. Google Analytics
- g. Thesaurus

## 1. Research **your competitors**

- a. Google search
- b. Their listing
- c. Ahrefs (paid, but worth it)



# MAKE SEO A PRACTICE

3. Optimize website & content
4. Share & cross-pollinate
5. Track results
6. Tweak on a schedule



# MAKE SEO A PRACTICE

NEILPATEL | EN

S

You are 3 steps away from growing your SEO traffic

1 SIGN UP ✓

2 CREATE A PROJECT

3 ADD KEYWORDS

how to start a business

English / United Stat...

Q

2,987 Keyword Ideas

Filters

SUGGESTIONS [499] | RELATED [2,987] | QUESTIONS [107] | PREPOSITIONS [58] | COMPARISONS [38]

<input type="checkbox"/>	KEYWORD	VOL	CPC	PD	SD
<input type="checkbox"/>	how to start a business	90,500	\$5.94	60	51
<input type="checkbox"/>	how to start a business with no money	4,400	\$5.03	56	23
<input type="checkbox"/>	best how to start a business books	1,600	\$1.48	100	36
<input type="checkbox"/>	books on how to start a business	1,600	\$1.26	100	36
<input type="checkbox"/>	how to start a business	1,600	\$6.65	56	22

EXPORT TO CSV COPY TO CLIPBOARD

Keyword Overview: how to start a business

The average web page that ranks in the top 10 has **148 backlinks** and a **domain score of 91**.

	GOOGLE SERP	EST. VISITS	LINKS	DS	SOCIAL SHARES
1	entrepreneur.c...	27,511	401	91	4,696
2	businessnewsd...	14,661	295	89	3,291
3	nerdwallet.com...	8,805	132	89	483
4	thebalancesmb...	5,963	175	87	101

EXPORT TO CSV

# #STRATEGICHASHTAGGING

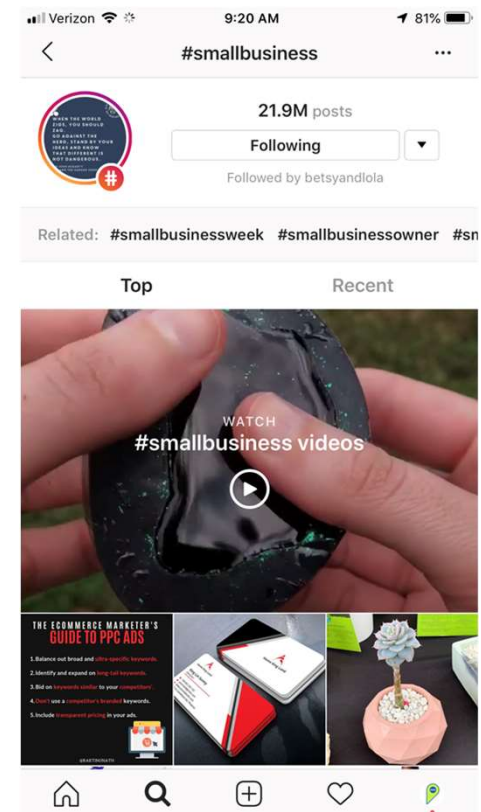
-----

**#Hashtags make your content easier to find**  
(They're the **keywords of social**)



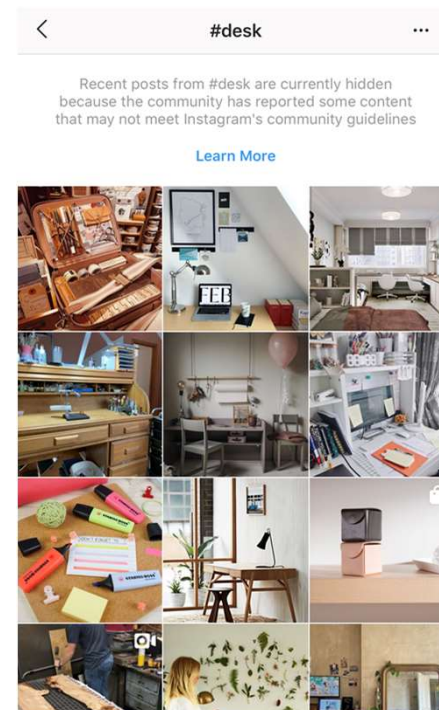
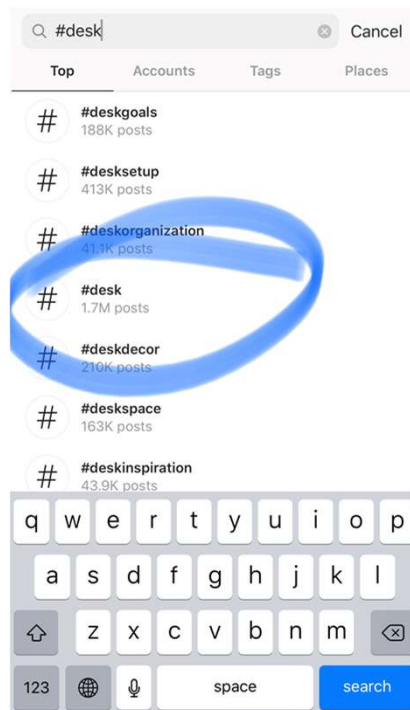
# #STRATEGICHASHTAGGING

- Use 9-11 hashtags **WITHIN** the post, 3-5 for Stories
- **Research regularly** to find trends, banned, competitor use, etc.
  - Hashtag Expert or Hashtag Love app
  - All-Hashtag.com
  - Instagram related
  - Competitors
  - Influencers
  - Aligned profiles
- Create **3-4 groupings** in your Notes app



# #STRATEGICHASHTAGGING

## CHECK FOR BANNED HASHTAGS!

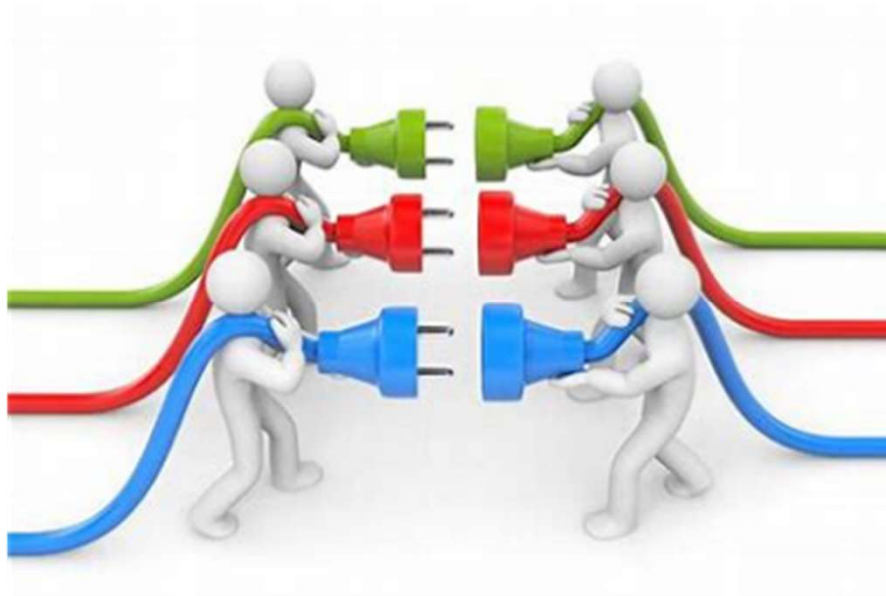


# #STRATEGICHASHTAGGING

- #YeahThatGreenville
- #GVL
- #GVL360
- #DowntownGreenville
- #GVLifestyle
- #Instagvl
- #GVLtoday
- #ExploreGreenvilleSC
- #WhatsGoingOnGVL
- #HereInGreer
- #GreerSC
- #SimpsonvilleSC
- #OneSpartanburg
- #SpartanburgSC
- #TravelersRestHere
- #TravelersRestSC
- #AndersonSC
- #EasleySC
- #Easley
- #ClemsonSc
- #SenecaSC
- #UpstateSC
- #864
- #OffTheGridGreenville
- #VisitOconeeSC
- #DiscoverSC
- IgersGreenville



## CONNECT & PLAN



1. How can you **amplify** each others message?
2. What is one thing **you will do this week?**
3. How can your mini-ecosystem **help today?**



-----

Q&A

# Staying Connected

---

## Upstate Entrepreneur Ecosystem Slack Channel

*Upstate Entrepreneur Ecosystem*

<https://upstateentrep-fi74224.slack.com/>

<https://slack.com>



# Thank You!

---

ADDITIONAL QUESTIONS & DISCUSSION

