Upstate Entrepreneur Ecosystem

2020 WORKSHOP I
THURSDAY, FEBRUARY 20, 2020
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

The Entrepreneurial Ecosystem Playbook, Draft 2.0, 2018, The Kauffman Foundation.
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

<table>
<thead>
<tr>
<th>Organization</th>
<th>Event Title</th>
<th>Dates</th>
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<tbody>
<tr>
<td>Startup Champions Network (SCN)</td>
<td>What Collaboration Looks Like</td>
<td>March 10-12</td>
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<td></td>
<td>For ecosystem builders</td>
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<td>For those working with young businesses</td>
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<tr>
<td>Babson College</td>
<td>Driving Economic Growth Through Scale up Ecosystems</td>
<td>March 30 – April 1</td>
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<td>For those working with scaling businesses</td>
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<tr>
<th>Event</th>
<th>Topic</th>
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<tbody>
<tr>
<td><strong>TomTom Summit</strong></td>
<td>Equity, Inclusion, Social Justice &amp; Entrepreneurial and Creative Ecosystems</td>
<td>April 15-17</td>
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<td><strong>Assn for Enterprise Opportunity</strong></td>
<td>Resilient</td>
<td>May 4-7</td>
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<td><strong>AEO</strong></td>
<td><em>For those who serve microentrepreneurs</em></td>
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<tr>
<td><strong>National Mainstreet Center</strong></td>
<td>Mainstreet NOW!</td>
<td>May 18-20</td>
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<td><em>Rural and small-town ecosystems</em></td>
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<th>Conference</th>
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<tr>
<td>Forward Cities</td>
<td>National Conference</td>
<td>June 10-12</td>
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<td><em>For those interested in Equitable Ecosystems</em></td>
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<td>ESHIP Summit</td>
<td>Community Delegation Ecosystem Building</td>
<td>June 29- July 2</td>
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<td></td>
<td><em>For ecosystem champions wanting to learn from other groups</em></td>
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Delegation from Upstate SC
Email or see Erin if you want to go
eouzts@tenatthetop.org
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 ______________”
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

- 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

On-site Optimization
Local Optimization
Mobile Friendliness
Speed
User Experience
Keyword Research
Search Accessibility
Link Profile
Content
Social Media
SEO
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
#STRATEGICHASHTAGGING

#Hashtags make your content easier to find
(They’re the keywords of social)
#STRATEGIC HASHTAGGING

- 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
#STRATEGIC_HASHTAGGING

CHECK FOR BANNED HASHTAGS!
#STRATEGIC HASHTAGGING

- #YeahThatGreenville
- #GVL
- #GVL360
- #DowntownGreenville
- #GVLifestyle
- #Instagvl
- #GVLtoday
- #ExploreGreenvilleSC
- #WhatsGoingOnGVL
- #HereInGreer
- #GreerSC
- #SimpsonvilleSC
- #OneSpartanburg
- #SpartanburgSC
- #TravelersRestHere
- #TravelersRestSC
- #AndersonSC
- #EasleySC
- #Easley
- #ClemsonSc
- #SenecaSC
- #Seneca
- #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?
Staying Connected

Upstate Entrepreneur Ecosystem Slack Channel

*Upstate Entrepreneur Ecosystem*

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

https://slack.com
Thank You!

ADDITIONAL QUESTIONS & DISCUSSION