



HCEDC



Welcome

12: 00 pm - 12:30 pm

- **In-person:** Lunch & Networking
- **On-line:** Enter the breakout room to network or check out the partners websites linked in the chat!





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A Non-Profit Economic Development Corporation

SMALL BUSINESS

- **LENDING**
- **TRAINING**
- **GOVERNMENT CONTRACTING**

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GOV'T CONTRACTING

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A photograph of a wooden desk with a black clipboard. The clipboard has a white sheet of paper with a checklist. There are five items on the list, each with a red checkmark in a black box. To the right of the checkmarks are several horizontal grey bars of varying lengths, representing text. A silver pen lies diagonally across the bottom right of the paper. A black smartphone is visible in the top left corner of the frame.

WORKSHOP OBJECTIVES

- Use your website to build a foundation for your content
- Integrate digital marketing into your overall promotions
- Improve visibility with Search Engine Optimization (SEO)
- Identify which social media platforms are best for your business
- Create content that connects with your audience

Which best describes you today?

1 - I'm new to digital marketing.

2 - I'm active but want to improve consistency.

3 - I already use digital tools and want to optimize.



DIGITAL MARKETING

Defined:
Digital marketing uses online tools to attract, engage, and convert customers.

Key channels:

- Websites
- Social Media
- Search Engines (SEO)
- Email & Online Ads

WHERE DIGITAL MARKETING FITS

Inbound (Organic Reach):

- **Website content**
- **SEO keywords**
- **Social media posts**

Outbound (Paid Reach):

- **Online ads**
- **Email marketing**
- **Text message campaigns**



YOUR WEBSITE IS YOUR DIGITAL STOREFRONT

Make it:

- Clear & mobile-friendly
- Easy to navigate
- Focused on one message per page
- Updated regularly

Must-Haves:

- About & Services pages
- Contact info & links to social media
- A clear Call-to-Action (CTA)



SIMPLE WEBSITE WINS

- Add keywords customers actually search for
- Set up or update your Google Business Profile
- Use HTTPS for security
- Include testimonials or reviews
- Ensure mobile-friendly design
- Capture emails or inquiries through forms



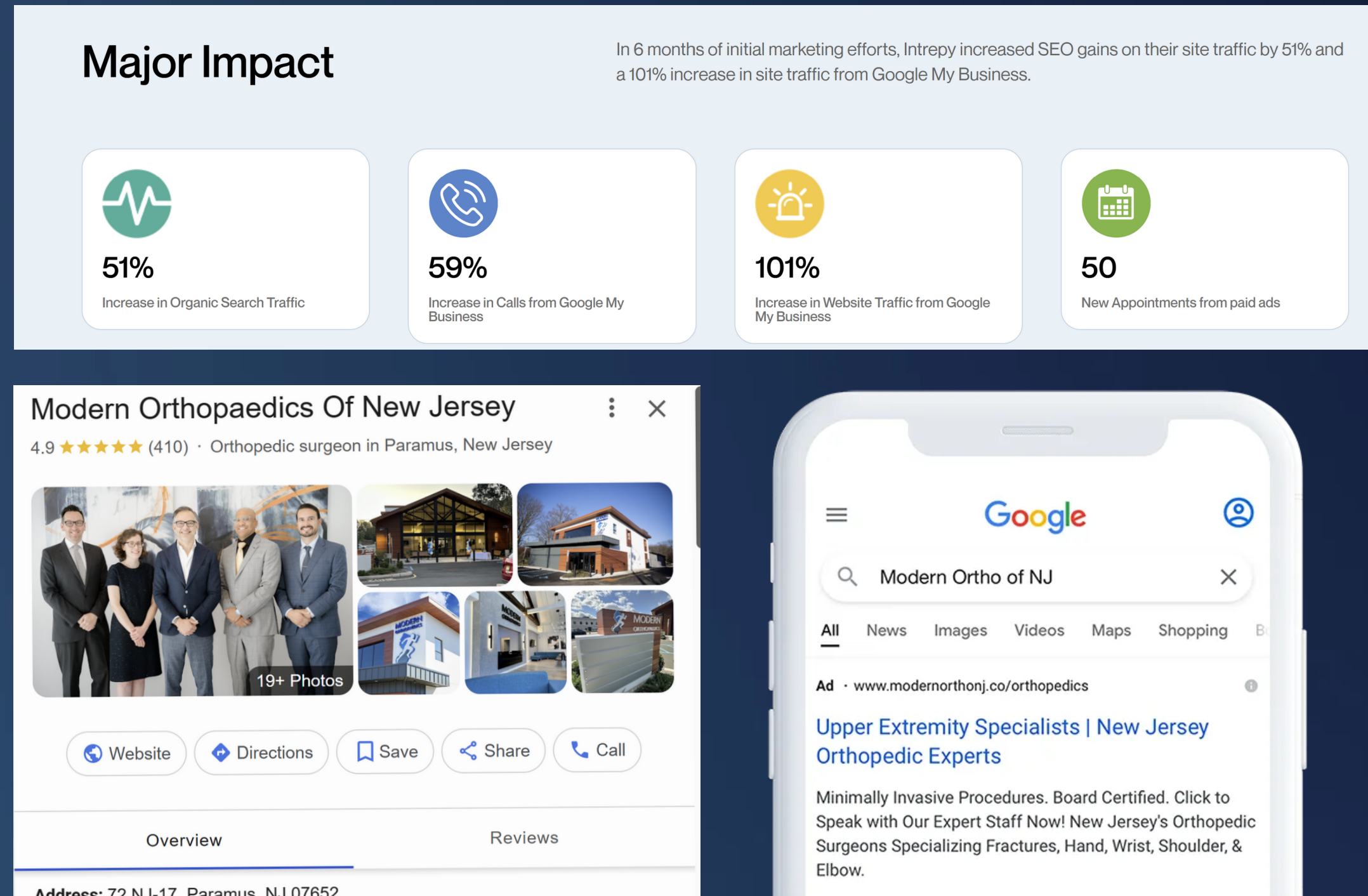
Case Study 1 – Modern Orthopedics of NJ

Challenge: Inconsistent and outdated online listings for multiple providers.

Solution: Verified and unified all Google Business Profiles and directory listings.

Results:

- 59 % increase in calls
- 101 % increase in website traffic
- Improved profile rankings across search



Source: Intrepy Healthcare Marketing

Search Engine Optimization (SEO): Your Online Visibility Tool

Think of SEO as your business's digital word-of-mouth.

It helps your website show up when people search for what you offer.

Good SEO makes it easier for:

- Customers to find you online
- Google to understand what you do
- Your business to stand out from competitors

Strong SEO means your website:

- Uses the right keywords your audience searches for
- Appears in Google Maps and “near me” results
- Builds trust through reviews, links, and consistent updates



SIMPLE SEO WINS

Boost Visibility:

- Use local keywords in your titles & descriptions
- Add fresh blog posts or updates monthly
- Link between your web pages and social platforms
- Use image captions + alt text
- Register your business on Google



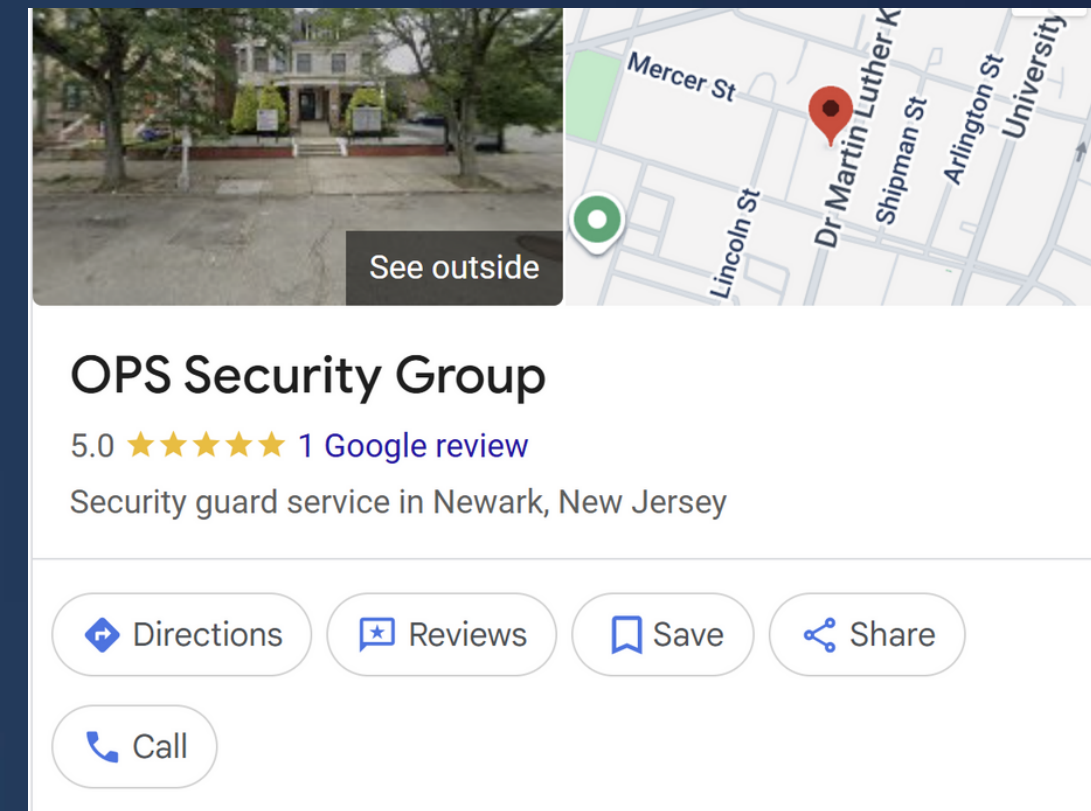
Case Study 2 – OPS Security (NJ Market)

Challenge: Needed visibility in new regional markets.

Solution: Optimized Google Business Profile + built NJ-specific service-area pages.

Results:

- 147 % growth in regional traffic in New Jersey
- Expanded visibility across PA, DC, MD & DE



Source: Bright Orange Thread

Analyze the Strengths of Each Social Media Platform:

Facebook

Best for B2C businesses

Features: Pages, Groups, Ads, Marketplace

Instagram

Best for visual content, B2C businesses, influencers

Features: Stories, Lives, Reels, Shopping, Ads

X (formerly Twitter)

Best for real-time updates, B2B and B2C businesses

Features: Tweets, Threads, Hashtags, Ads

LinkedIn

Best for B2B businesses and professional networking

Features: Company Pages, LinkedIn Pulse, Ads, Groups

TikTok

Best for short video content, B2C businesses, younger demographics

Features: Short Videos, Hashtags, Ads, Trends

							
KNOWN FOR	Biggest Social Network	Top Image Sharing Network	Fastest Growing Network	Second-Biggest Search Engine	Biggest Professional Network	Loyal & Niche Audience Platform	Declining Use for User & Advertiser
USERBASE	2.98 billion users	2 billion users	1 billion users	2.5 billion users	1 billion users	450 million users	372.9 million users
GENDER	43.2%  56.8% 	48.4%  51.7% 	53.4%  46.6% 	45.6%  54.4% 	43.7%  56.3% 	76.2%  17.2% 	35.7%  64.3% 
PROMINENT AGE	29.9% 25-34 Millennials	30.8% 18-24 Generation Z	38.5% 18-24 Generation Z	20.7% 25-34 Millennials	60% 25-34 Millennials	30.9% 25-34 Millennials	52% 16-24 Generation Z
GREAT FOR	Most businesses are expected to have a presence • Especially B2C marketing	Demonstrating brand culture • Engaging young audiences • Showing products	Reaching young audiences • Showcasing products & lifestyle	How-to • Product reviews • Gaming • Entertainment • Education	B2B Marketing • Recruiting • Net working	Retail sales • Fashion & beauty, DIY, home, and food • Showing products	Thought leadership • Trending topics • News, culture, and events
IDEAL CONTENT	Images & Videos	Images & Videos	Short, entertaining vertical videos	Videos - they can be longer and in-depth	Business content, links, images, pdfs	Images & infographics	Text, links, GIFs, short video
NEW CONTENT OPPORTUNITIES	Live, Reels (short vertical video)	Live, Reels (short vertical video) @Threads App		Shorts (short vertical video)	Live and video increasing in popularity	Short videos	Short videos
ADVERTISING	Solid - best in the business	Meta (Facebook) ads platform includes Instagram	Emerging	Robust platform • High ROI, & low cost per video view	Expensive ad platform but sought after for B2B	Good if targeted well	Declining due to platform content concerns
DRAWBACKS	Difficult for businesses to get organic reach (under 1% average)	Limited user attention span and unlikely to click	Competitive content • A million view videos are less common	Videos must be optimized • Competitive platform	Most business professionals aren't active enough	Very niche relevance in categories like recipes, design, home, and fashion	Turbulent platform with uncertain future

CREATE CONTENT THAT CONNECTS



- Share how you help, not just what you sell
- Educate with simple tips or “how-to” posts
- Celebrate client stories & milestones
- Repurpose content across platforms
- Stay consistent — done is better than perfect

Your Next Step

Before you leave, choose one action for this week:

- **Update your Google Business Profile**
- **Add a clear CTA to your homepage**
- **Post one helpful tip on social media**



**QUESTIONS?
COMMENTS?
FEEDBACK?**



A Non-Profit Economic Development Corporation

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Visit us at:



UCEDC.COM



Partner Contacts

We are here to support your needs. Reach out to us for any questions

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