

# BUZZ BRIEF

May 4th, 2023

MARKETING UNLIMITED

50+

BUSINESS OWNERS

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

## TOP 7 PAIN POINTS OF MARKETING

THE 7 BIGGEST CHALLENGES BUSINESS OWNERS  
WILL FACE IN THE UPCOMING YEAR



**PLUS**

Standing out  
in a sea of  
competition.



# 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



# TOP 7

# PAIN POINTS OF MARKETING

## Facing Business Owners in Today's Unpredictable Economic Landscape

During times of economic uncertainty, budget constraints tend to tighten the spending belt, and ROI measurement has never been more of a concern, leaving marketers with the increasingly difficult task of getting the message right and making sure it gets to the desired audience. Here are the top seven marketing challenges business owners face:



### **Increased Competition**

With more and more businesses entering the market, the competition is higher than ever. Businesses need to constantly innovate and differentiate themselves to stand out.

### **Digital Transformation**

As more consumers shift towards online channels, businesses need to adapt to digital marketing strategies, which can be complex and time-consuming.

### **Changing Consumer Behavior**

Consumer behavior is constantly evolving, making it challenging for businesses to keep up with their target audience's preferences and needs.

### **ROI Measurement**

Measuring the return on investment (ROI) of marketing campaigns can be difficult, especially with the proliferation of marketing channels and the variety of metrics available.

*CONT.*

*"Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does."*

*- Stuart Henderson Britt*

## Privacy Regulations

With increasing concerns around data privacy, businesses need to navigate regulations such as the GDPR and CCPA when collecting and using consumer data.

## Brand Reputation Management

In the age of social media, a business's reputation can be easily damaged by negative reviews or comments, making it essential to have a solid reputation management strategy.

## Budget Constraints

Small businesses and startups often have limited marketing budgets, which can make it challenging to achieve significant results with their marketing efforts.

## Summary

Overall, marketing challenges will vary based on the industry, target audience, and location of the business, but the above challenges are common among many businesses.

-JKH



## 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



A photograph of three people in a meeting. A woman on the left is smiling and looking at a document. A man in the center is looking at the document. A man on the right is gesturing with his hands. They are in a room with a brick wall and arched windows.

# SPOTLIGHT INSIGHT

*with*

**ADAM BALL**  
ENTERPRISE ADVERTISING

Print and mailers are no longer the way of the world. With today's technology, we are able to basically eliminate all advertising waste and advertise to those who are solely in the market for that particular product or service. We can then match back the advertisements we serve to in-store purchases. Everybody wants to know where their dollar goes. It's possible now in the world of new technology to achieve that. With fewer people having cable television, why are you spending countless dollars on cable tv when you can serve on streaming TV with OTT? Over 70% of America streams something so the areas we serve are changing.

# THE PAIN POINTS OF MARKETING

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

## KEYSHIA MITCHELL ICSS ENTERPRISE

Finding a great team to market our company. It seems I'm stretching myself thin trying to do it all.

## JOSHUA MARTIN BATH PLANET

Events are down. Now everyone tries selling re-hashed nasty data.

## JENNIFER MIMS PINNACLE HOME CARE

Creating SEO and updating our website to reflect our vast growth throughout Florida.

## DALLAS HEMPSTEAD DALLAS HEMPSTEAD

Knowing if I will have an ROI on my investment.

## DARRIN WIND GPP

Breaking through the clutter. Customers belief in between value and price.

## MICHELLE CALLOWAY SOCIALLY STABLE

Our biggest pain point is helping our clients identify their niche.

## STEVE BARSKY DR. STEVE BARSKY

Selling myself without sounding braggadocios. It's uncomfortable advertising myself to people who don't know me.

## KAREECE ST GEORGE K.S.S. COSMETICS, LLC

Competitive pricing.

## MARLYNN JONES CAREER SKILLS ARCHITECT

Having enough time to effectively schedule and manage marketing efforts in enough places to achieve maximum impact.

## G. TULIE MARTINEZ MARTINEZ & ASSOCIATES INSURANCE SERVICES

Attempting to find the correct marketing plateau without high costs.

## ANNA TAYLOR THE GREATER SUM FOUNDATION

Determining which channels are paying off best and getting our information in front of a tricky segment to identify early stage nonprofits



## ERIK CABRAL ON AIR BRANDS

The podcast industry is at an all time high in terms of growth opportunities, awareness, and desire. It's also a great place to explore, experiment, and play in an independent space.



## MEREDITH STRASSLE STRASSLE STRATEGIC COMMUNICATIONS

Marketing continues to evolve, and so learning what's new and trending is always exciting. For example, during the pandemic, we saw our podcast numbers jump significantly - and almost overnight.



## ELLEN MELKO MOORE SUPERTIGHT LINKEDIN

The absolutely amazing thing about LinkedIn is that while almost everybody feels they need to be on it, and good at it, they also find it boring, corporate, and confusing. Which it totally is. It is literally "the world's most boring party" that all the coolest people are at.



## KIM MCCUMBER FLOODLIGHT TRAINING & CONSULTING

What excites me most about the Search Marketing industry is the immediate and measurable impact I'm able to deliver to my clients. While it's just one part of an overall marketing strategy, my (biased) opinion is that PPC is a great place to start your marketing efforts.



# THE PAIN POINTS OF MARKETING

## DON CARR

### CARR ORTHOPEDIC SPORTS MEDICINE CONSULTING

I am having to do things that are way outside my comfort zone, essentially self-promotion. Posting on social media, talking about myself on TV or the radio, and contacting potential clients with a pitch, is not anything I have ever had the need to do.

## WILLIAM DRAKUS

### SUSHIWILL SAUCES INC

Completion of linking all of our marketing efforts together so that our Ad Sense and Website and all other platforms link and connect establishing our brand as up and coming!

## SUSAN PETERS

### POSSABILITIES PLUS, INC

Professional resources are the biggest marketing challenge we will face in the upcoming year.

## CYNTHIA SIMON

### BYB FITNESS

Social media.

## SARAH SCHMIDTH

### LIFETIME HEALING FOUNDATION

Cost of marketing and getting the word out that we exist to people that can help invest in our programs.

## DAWN KELL

### FAITH FIRST PRESCHOOL

We are relatively new so getting our passion for early learning out to potential customers has been a challenge.

## DEVIN THORPE

### THE SUPER CROWD, INC.

Growing our SuperCrowd23 virtual event attendance.

## SHAYLYN HINES

### WARPAINT INTERNATIONAL BEAUTY AGENCY

Growing our reach to different Social Media Platforms.

## THOM STIMPEL

### PROACTIVE BUSINESS IMPROVEMENTS, LLC

Getting the attention of Aspiring and Novice Entrepreneurs.

## BEN LUKE

### APPLIED TECHNOLOGIES CONSULTING GROUP, INC

To efficiently convey how our group aligns our services with the pharmaceutical company's needs.

## SONYA REDDY

### DR. SONYA REDDY

People are more beauty driven than then health driven.

## WG WILLIAMS

### HERO KIDS IN THE MAKING

Obtaining the funding, support and expertise in providing the free copies of the paperback for all very sick or severely injured children and the production of the animated film version.



## IMRAN TARIQ WEBMETRIX GROUP

The constant updates and staying focused on what works and seeing results improve as a result excites me about the industry.



## RENEE LOPEZ-CANTERA EKN SOLUTIONS - DIGITAL

Success is putting your mind to accomplishing goals and achieving them. To me, having a successful career is important, but balancing quality time with family is just as important (even more so to me). Having a level of joy at work is also very important to me.

# THE PAIN POINTS OF MARKETING

## CHEYA THOUSAND CT WELLNESS CO.

Connecting with those who need my services.

## RENEE PLEASANT PLEASANT LEADERSHIP CONSULTING

Reaching the targeted market.

## KIM CLAY KIMBRETТА LLC

Finding my voice within today's culture.

## SHAWN WELSH VET S.O.S. PODCAST

Growing Followers/Subscribers on various platforms.

## MICHAEL CARTER CARTERBOYZ ENTERTAINMENT

International promotion.

## ERICA SIEGEL JOY VISION ACUPUNCTURE

Educating ophthalmologists and optometrists about using acupuncture for eye health. Showing them that eyes can improve with natural treatment.

## DR. TERI DELUCCA IMPACT EARLY EDUCATION

Social Media Campaigns that reach across the nation yet fit within my limited budget.

## ANNIE BROWN ANNIE WILSON HOME CARE SERVICES

My biggest marketing focus is gaining more exposure.

## DONNA MICHAELS HEROES UNITED TO HEAL

Spreading the word and promoting our mission.

## MICHELLE MILLER MILITARY VETERAN PIPELINE

Spreading the word to Veterans and Reservists across the world. Employers are ready to hire veteran and reservists and we want to spread the word that we are a new platform to make it easy for them to be found.

## NATHANIEL FORD JACKSONVILLE TRANSPORTATION AUTHORITY

The introduction of autonomous vehicles and public acceptance for driverless technology.

## DEBRA HAYES DEBRA LYNN, LLC

My desire is to grow organically instead of through marketing campaigns and funnels

## PARUL PATEL AVESA PARTNERS

Attracting the right types of clients to work with.





# William Soriano

---



## **APEX CHIROPRACTIC**

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

Handling growth without compromising service.

What role does social media play in your outreach?

We use social media to help educate our patients about health, wellness, and how to get and stay well.



# Christina Singleton



## THE NEAT SQUAD

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

There's not enough time to do all the things that you want to do with marketing.

What role does social media play in your outreach?

Social Media helps to show your level of expertise to potential clients.



## CRAIG/KATHI HUDGENS

FIRST LANDING PROJECT  
1607

Meeting people where they are.

## JOHN DIAMOND

DR. CORRY

Building strategic partnerships.

## ELIZABETH ENNS

PATRIOTIC STUDENTS OF AMERICA

Reaching the right people in every state.

## SID MCNAIRY

ART OF PEACEFUL LIVING

Continuing to find people ready for our services

## DOUG BRYANT JR

9TH BRIDGE  
JACKSONVILLE, INC

Obtaining funding for marketing ideas as a non-profit.

## ASHLEY SHUELL

A.R.I.S.E

Censorship.

## RANDALL JOHNSON

RJ.DESIGN.MEDIA LLC

My biggest marketing challenge is promoting my business on social media and gaining revenues.

## IVANI GREPPI

IVANI GREPPI, AUTHOR

My social media platform is limited. I struggle with the concept of self-promotion.

## MIKE ROLEWICZ

904 HOME GUIDE TEAM  
EXP REALTY

Staying top of mind and growing the team in a crowded market.

## BOB WILTFONG

THE BS DICTIONARY:  
UNCOVERING THE ORIGINS  
AND TRUE MEANINGS OF  
BUSINESS SPEAK

Breaking through the clutter of so many other books and entertainment offerings.

# THE PAIN POINTS OF MARKETING

## DITTE YOUNG

DITTE YOUNG

To get my 3 books published in the USA or come out more in the USA without an agent.

## LEO ROSCOE

LT NOTE PROPERTY  
SOLUTIONS LLC

Having the time to manage our marketing.

## NANCY BECHER

INVISIBLE WARRIORS

having funds to support the women through education and training programs

## PAUL HUSZAR

VETCOR & TEAM VETCOR  
LLCS

Connecting with veterans in transition and demystifying the risks associated with becoming franchisees and owning/running their own businesses.



What excites you most about your industry?:

I love that marketing is an industry that's constantly changing and innovating. There's always something new to learn and I enjoy keeping up with the latest trends.

What concerns you most about your industry?:

I think sales will likely be a challenge. With the country's economy being shaky and inflation at a 40-year high, I'm concerned that many businesses will start to cut back on marketing.

How do you define success?:

I define success as being satisfied and happy in both my work and personal life.

# THE PAIN POINTS OF MARKETING

## JENNY D'ANTHONY UNITED ROW CORP

Sponsorship and fundraising.

## DANA HEISLER MR. APPLIANCE OF ORANGE PARK

Maintain a profitable status while developing a team with the fast growth that is happening.

## LINDA SEXTON AUTHOR - LINDA R. SEXTON

Getting my book to be recommended reading for prospective adoptive parents.

## JIM ELLIOTT DIVEHEART

Sponsorship and fundraising.

## TERRI HASDORFF RUNNING INTO THE FIRE

Need help getting the word out about my book.

## ANGELA MERRITT DEX IMAGING, INC

How to connect with clients and business owners whose time is becoming more valuable.

## LANCE PRICE WE ARE STILL F\*CKING HERE APPAREL

Growth.

## E.SEAN LANIER RESOLVE SOLUTIONS INCORPORATED

Increasing the number of recurring donors.

## KERI CUADROS FIRST STEP THERAPY

Our most challenging area is hiring skilled therapists to keep up with the community's growing need for services to continue serving new clients.

## LANG SMITH LAUNCHGRID

Getting the word out that there's still plenty of opportunity even if there's a real "recession".

## THEA JEFFERS BREEZY JAZZ HOUSE & RESTAURANT

Marketing to the vast people who have not visited with use in the last 6 years.



**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.



# Shamara Sloan

---



## REGLAMED

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

The biggest challenge is standing out online in a world full of noise.

What role does social media play in your outreach?

Social media plays a critical role. ReGlamed is an online platform that brings sellers and buyers nationwide together.

# Grace De La Rosa

---

## LIVING WITH GRACE

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

Reaching individuals and businesses that are not familiar with the significance of alternative/integrative wellcare services.

What role does social media play in your outreach?

Important role in outreach.



# STAND OUT FROM THE CROWD

The value of knowing how your unique differentiators set you apart from the competition

- 1** Increased visibility: It can make your brand more recognizable and memorable to potential customers.
- 2** Enhanced perceived value: It can help establish your brand as a unique and valuable option in the marketplace.
- 3** Improved customer loyalty: By differentiating yourself from competitors, you can build a stronger emotional connection with customers and increase their loyalty to your brand.
- 4** Increased sales and revenue: If you offer a unique and desirable product or service, it can lead to increased sales and revenue for your business.
- 5** Better market positioning: It can help you position your brand as a leader or innovator in your industry, which can improve your overall market positioning.

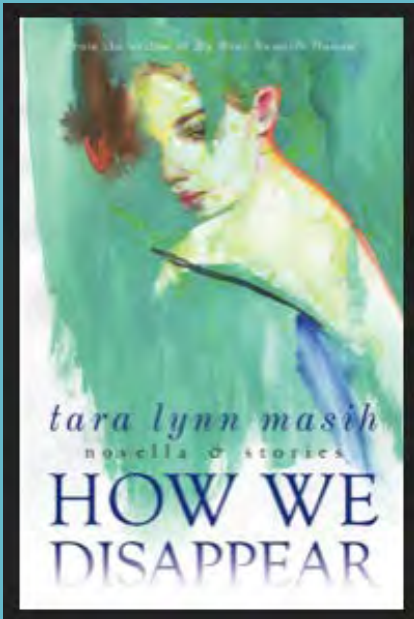


**HUNGER  
FIGHT**  
REACH OUT AND FEED SOMEONE!



# THE PAIN POINT OF GETTING NOTICED

It's always a challenge to be published by literary publishers and smaller presses who have less budgets, if any, to help promote their authors, so I think is an ongoing issue, trying to get your books noticed and competing with bestsellers.



TARA LYNN MASIH

AUTHOR



“ It was considered impolite and narcissistic. ”

I worked inside publishing so I know how editors and marketing departments work.

This helps me as an author to know what realistic

expectations are for getting marketing help and what publishers need from authors to better market their books.

I grew up in a biracial household and it went against our cultural training to brag or promote ourselves and our accomplishments in any way. It was considered impolite and narcissistic.

So it always feels painful to promote myself, especially on social media, but it's become imperative to do so.

There are even publishers who won't take on authors unless they have a good social media presence. I do find some social media platforms less painful than others!



I'M EXCITED TO BE JOINING BUZZ MEDIA GROUP WHERE I'LL BE SHOWCASING THE BEST, BRIGHTEST, AND MOST ENTERTAINING BUSINESS LEADERS IN THE COMMUNITY.



Ignite Success

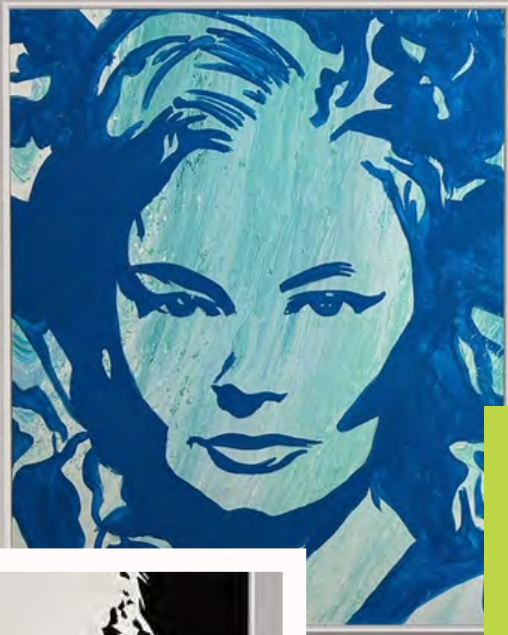
with Sherrie Clark

Best-selling and award-winning author, ghostwriter, author coach, editor, publisher, and marketer

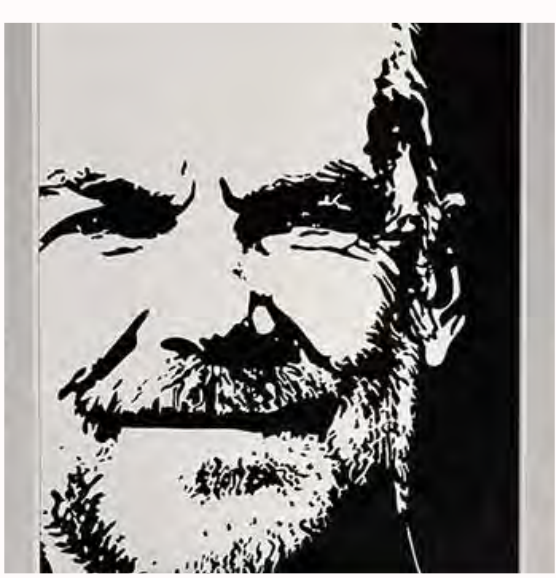
Learn More →







# PAIN POINTS of **CREATIVE** ENTREPRENEURS



## ANIA ROKOSZ ART

- Lack of time
- Rapidly advancing technology, new channels, and the ability to keep up with the new sources
- Promoting myself while working on producing art



## LIESEL HILL THE PROLIFIC AUTHOR

I'm teaching story craft in different way than I've seen being taught anywhere else.

“

Unless you already have a name, it is very difficult to obtain an agent which is required in most cases to break into the publishing industry.

It's the classic, "Without experience, you can't get hired; but you can't get the experience without a job" syndrome.

”

-B.G. Howard  
BGH Publishing





# KEEPING A PULSE ON ROI

A WORD FROM

## JACQUES KLEMPF

OWNER, COWFORD CHOPHOUSE

In today's marketing world with social media it is much easier to determine ROI when you spend money advertising your business. We do still pay for creative thinking and ideas to further our brand, but actual spend in my opinion is easier when you can measure the effectiveness.

We have competition and know there are many great places that consumers can dine at. Our goal is to share the experience of eating at Cowford Chophouse and doing it through our marketing efforts will always be a greatest challenge.



as seen on

 Legacy of Leaders 





# 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

1611 San Marco Blvd,  
Jacksonville, FL 32207  
+904-232-3001

