

Practical Tips for BR&E and Supporting your Local Businesses

Oct 21, 2022

bludot

www.bludot.io

sophia@bludot.io

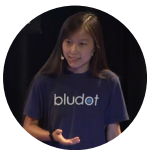


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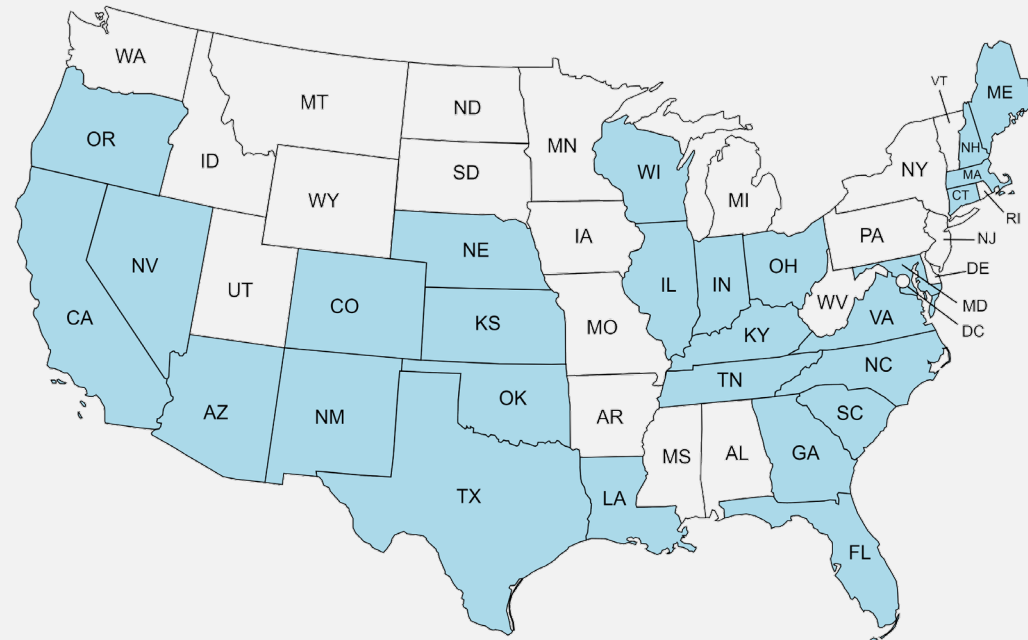
Bludot was built in 2019 from a 16-week partnership with City of Walnut Creek's Economic Development team.

Since then, our BR&E solutions have been used by 100+ communities across 27 states

Who are we?



Sophia Zheng, Founder/CEO



Boost Your Business Retention & Expansion

- Let data speak for you (**Tip**: leverage existing databases)
- Turn existing engagements into reports (**Tip**: use tools that minimize manual steps)
- Scale your outreach (**Tip**: target your recipients)
- Promote shopping local! (**Tip**: remove friction for consumers and businesses to participate)

bludot

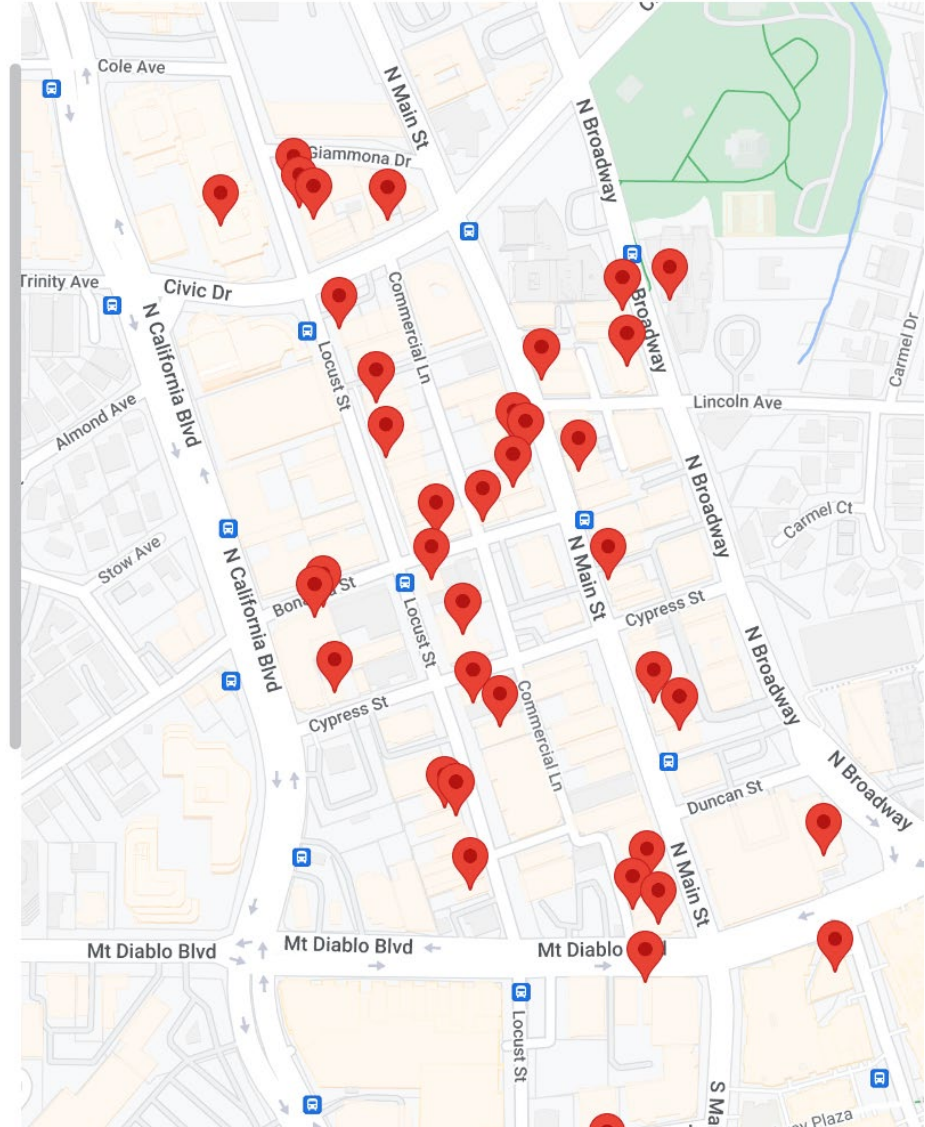
Boost Your Business Retention & Expansion

#1.

Let data speak for you

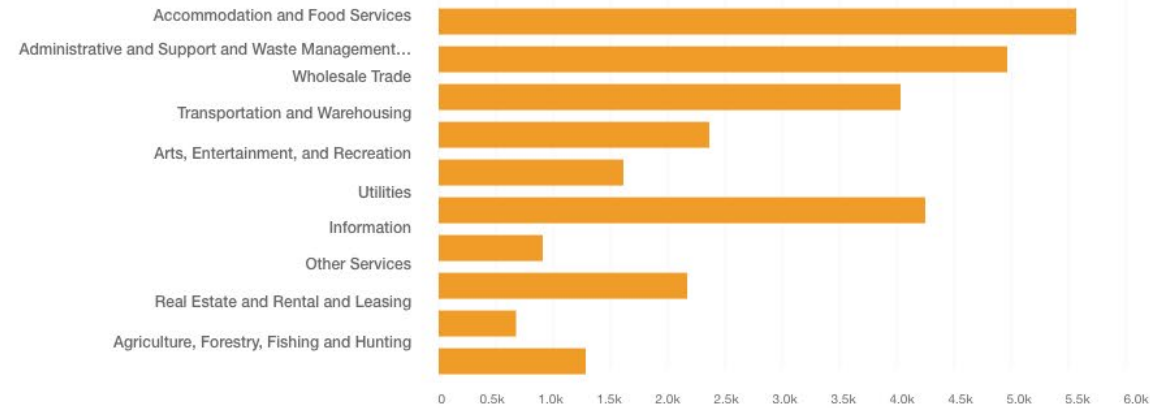
(**Tip**: leverage existing databases)

W	Walnut Creek Yacht Club ● 1555 BONANZA ST,Walnut Creek	Business License Type eating place - liquor	Business NAICS 72: Accommodation and Food Services	Downtown	⋮
V	Vanda Thai ● 1250 NEWELL AVE J,Walnut Creek	Business License Type eating place - liquor	Business NAICS 72: Accommodation and Food Services	Downtown	⋮
V	Va De Vi Bistro & Wine Bar ● 1511 MT DIABLO BLVD,Walnut Creek	Business License Type eating place - liquor	Business NAICS 72: Accommodation and Food Services	Downtown	⋮
T	True Food Kitchen ● 120 BROADWAY LN,Walnut Creek	Business License Type eating place - liquor	Business NAICS 72: Accommodation and Food Services	Downtown	⋮
T	Torsap Thai Kitchen ● 1388 LOCUST ST,Walnut Creek	Business License Type eating place - liquor	Business NAICS 72: Accommodation and Food Services	Downtown	⋮
T	Tomatina ● 1325 N MAIN ST,Walnut Creek	Business License Type eating place - liquor	Business NAICS 72: Accommodation and Food Services	Downtown	⋮
T	Tiki Tom's ● 1535 OLYMPIC BLVD,Walnut Creek	Business License Type eating place - liquor	Business NAICS 72: Accommodation and Food Services	Downtown	⋮
T	The Civic Garden Deli ● 201 N CIVIC DR 117,Walnut Creek	Business License Type eating place	Business NAICS 72: Accommodation and Food Services		⋮
T	The Cheesecake Factory ● 1181 LOCUST ST,Walnut Creek	Business License Type eating place - liquor	Business NAICS 72: Accommodation and Food Services	Downtown	⋮
T	Tatsu Sushi ● 1837 YGNACIO VALLEY RD,Walnut Creek	Business License Type eating place	Business NAICS 72: Accommodation and Food Services		⋮



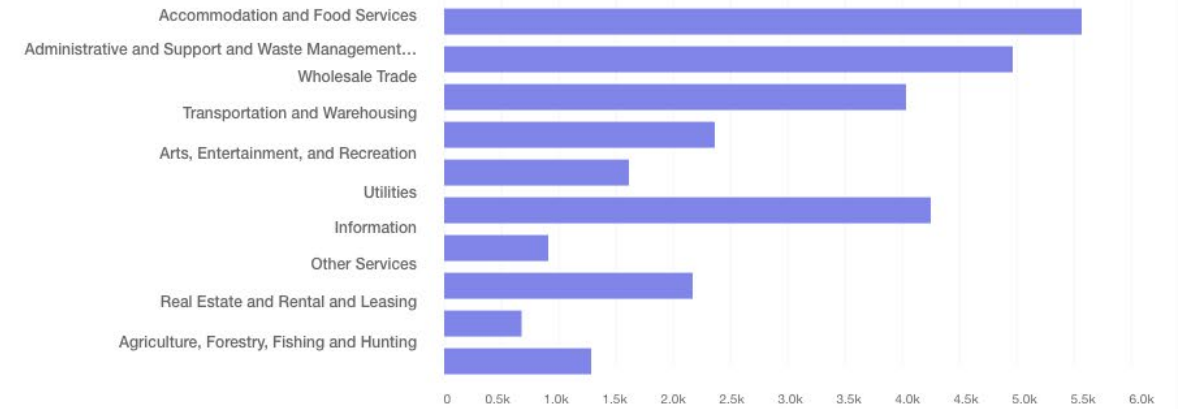
Top 10 NAICS Industry Sectors by Business Count

Showing top 10 results only

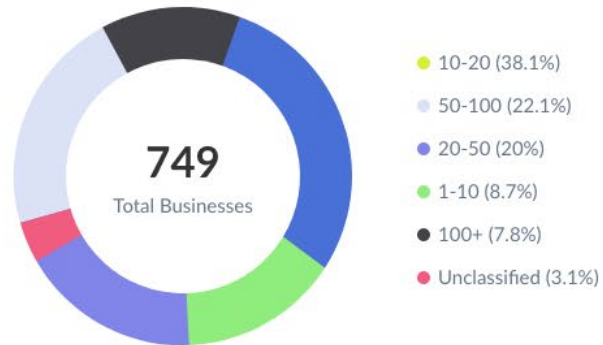


Top 10 NAICS Industry Sectors by Employee Size

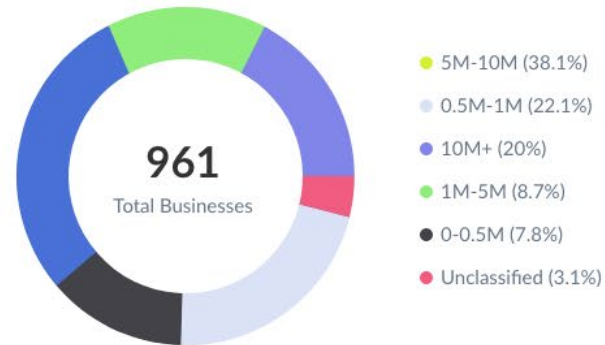
Showing top 10 results only



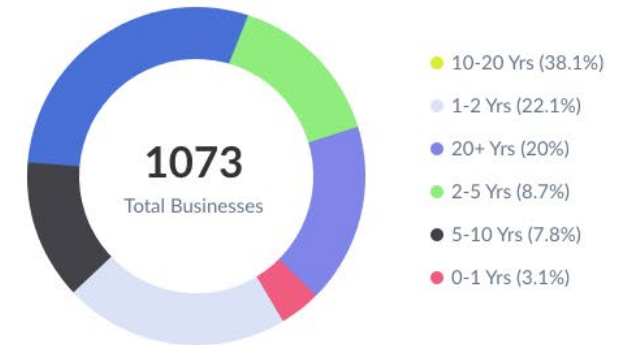
Business Distribution by Employee Size



Business Distribution by Revenue



Business Distribution by Age



Boost Your Business Retention & Expansion

#2.

Turn existing engagements into reports

(**Tip:** use tools that minimize manual steps)

bludot

Manually logging every engagement is hard...

(In fact, it is the #1 reason why CRM implementation fails)

Email/calendar integration automatically organizes
your emails and events

The screenshot displays two sections of the Bludot interface. The top section, titled "Question about business resources", shows an email thread with three messages: a question from Sophia Zheng, a response from the Bludot Team, and a follow-up from Sophia Zheng. The bottom section, titled "Sophia (Economic Development Manager)", shows a meeting record with details such as the date and time (Aug 05, 2021 12:00 PM), location (Main Street), and description (Met with the business owner to talk about their workforce needs and what they need from the city).

Question about business resources

- ▶ **S** Sophia Zheng Question about business resources Feb 24, 2021 01:29 PM
- ▶ **S** ← Bludot Team Re: Question about business resources Feb 24, 2021 01:34 PM
- ▶ **S** ← Sophia Zheng Re: Question about business resources Feb 24, 2021 01:35 PM

Sophia (Economic Development Manager)

Aug 05, 2021 12:32 PM

Meet With
Business Owner

Date & Time
Aug 05, 2021 12:00 PM

Location
Main Street

Description
Met with the business owner to talk about their workforce needs and what they need from the city

0 Comments

Timeline of engagements with each business

- ✓ Collaboration with the team
- ✓ Institutional knowledge
- ✓ Helps new hires onboard

By 2021 Year

4,210

Total Activities

By 2021 Year

876

Total Number of Businesses with Activity

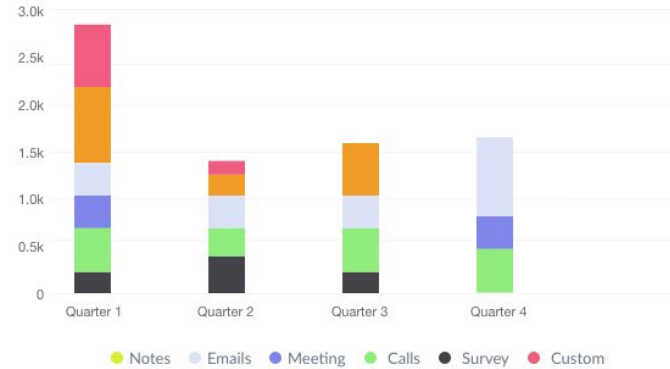
Activity Distribution by Post Type

By 2021 Year



Activity Distribution by Time

By 2021 Year



Engagement tracking makes automated reports possible

- ✓ Quantify and showcase your work
- ✓ Measure against goals

Boost Your Business Retention & Expansion

#3.

Scale your outreach (**Tip**: target your recipients)

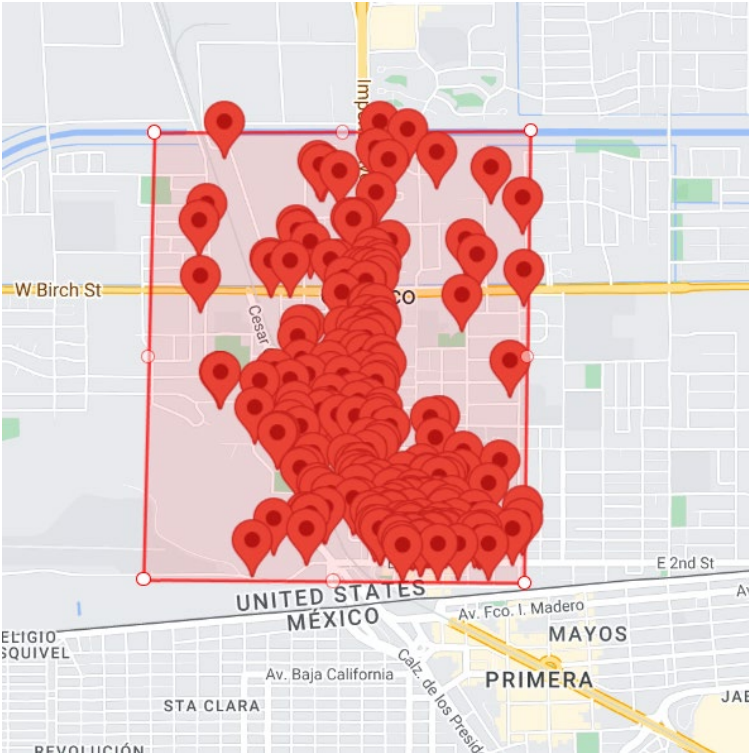
Segment your businesses based on characteristics that matter for your initiatives

MY COMMUNITY

- ▶ Prospect (+)
- ▼ Active (+)
 - All
 - Business Age (v)
 - Business NAICS (v)
 - Business Revenue (v)
 - Business Size (v)
 - Place Type (v)
 - Source (v)
- ▶ Archived

← Custom data ×

- T Primary SIC Code and Sector
- T Primary NAICS Code and Sector
- # Estimated Location Employee Count
 - Is Less Than (v)
 - 25
- # Location Sales Volume
 - Is Less Than (v)
 - 1000000
- # Estimated Opened For Business
- T Historical Names
- T Primary Contact Gender



Add recipients

Select Recipient Status:

INCLUDE Send to All

Labels

Individual Recipients

EXCLUDE

Labels

Individual Recipients





REMINDER: New Phase 2 MoCo Restaurant Relief Grants

Open to NEW applicants until Feb. 10th at 5:00PM

A new round of restaurant relief funding is now available to Montgomery County restaurants, food trucks, caterers, breweries and wineries. First-time applicants may be eligible for grants of up to \$10,000, while previous MoCo Restaurant Relief grant recipients will be automatically eligible for a \$5,000 grant. The funding source is a second \$4.9 million aid package Maryland Governor Larry Hogan made available for restaurants severely impacted by the COVID-19 health crisis.

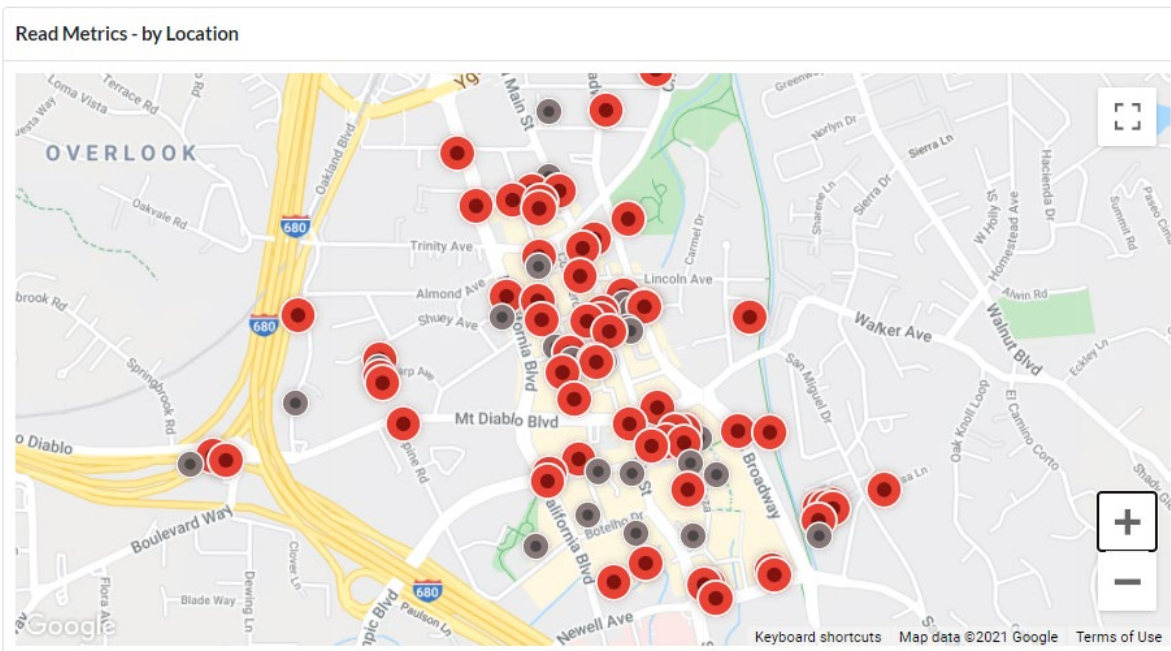
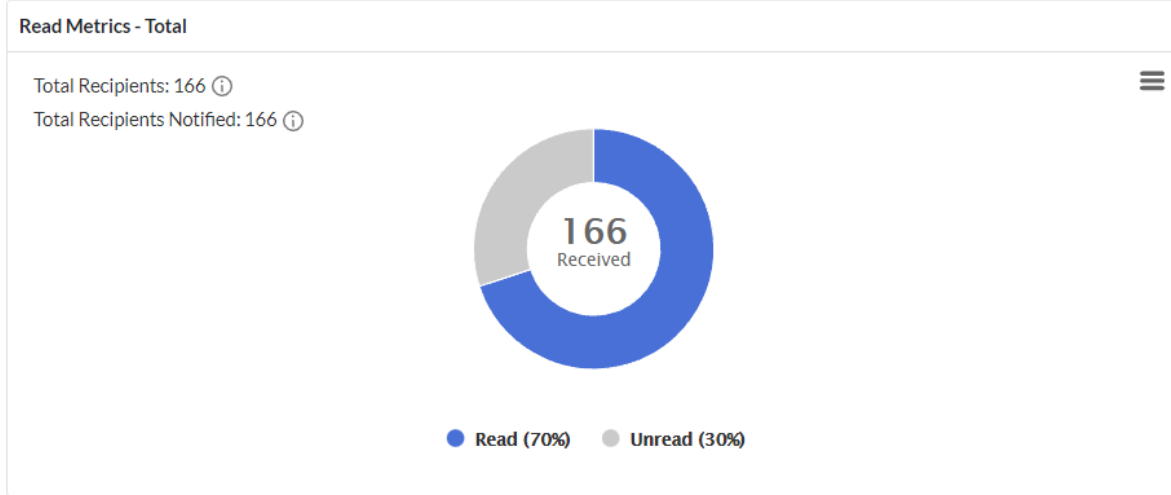
Montgomery County Announcement: <https://montgomerycmd.blogspot.com/2021/02/additional-49-million-in-business.html>

Grant application details: <https://thinkmoco.com/covid-19-resources/restaurant-relief-grant>

Preview    

Send group communication with the targeted segments

- ✓ Relevant
- ✓ Intentional
- ✓ Scalable



Track analytics!

- ✓ Gauge results of the campaigns
- ✓ Identify engagement gaps
- ✓ Target your follow-ups

Boost Your Business Retention & Expansion

#4.

Promote shopping local!

(**Tip**: remove friction for consumers and businesses to participate)



Search businesses...

Filter by Area Category

Showing 236 Businesses



1908 House of Wine & Ale
207 N Main Street, Cibolo
(210) 468-3887



1911 Cigars
207 S Main Street, Cibolo
(920) 827-6653



4Warriors
12101 I-10, Marion
(210) 268-7102

No insurance? We've got you covered for \$21/month



7to7 Dental & Orthodontics
113 Rodeo Way Suite 110, Cibolo
2104952000
→ Today - 09:00AM-05:00PM



A'nis Aesthetics MedSpa
203 S Main St, Cibolo
(210) 436-8129
→ Open Now - 12:00AM-11:45PM



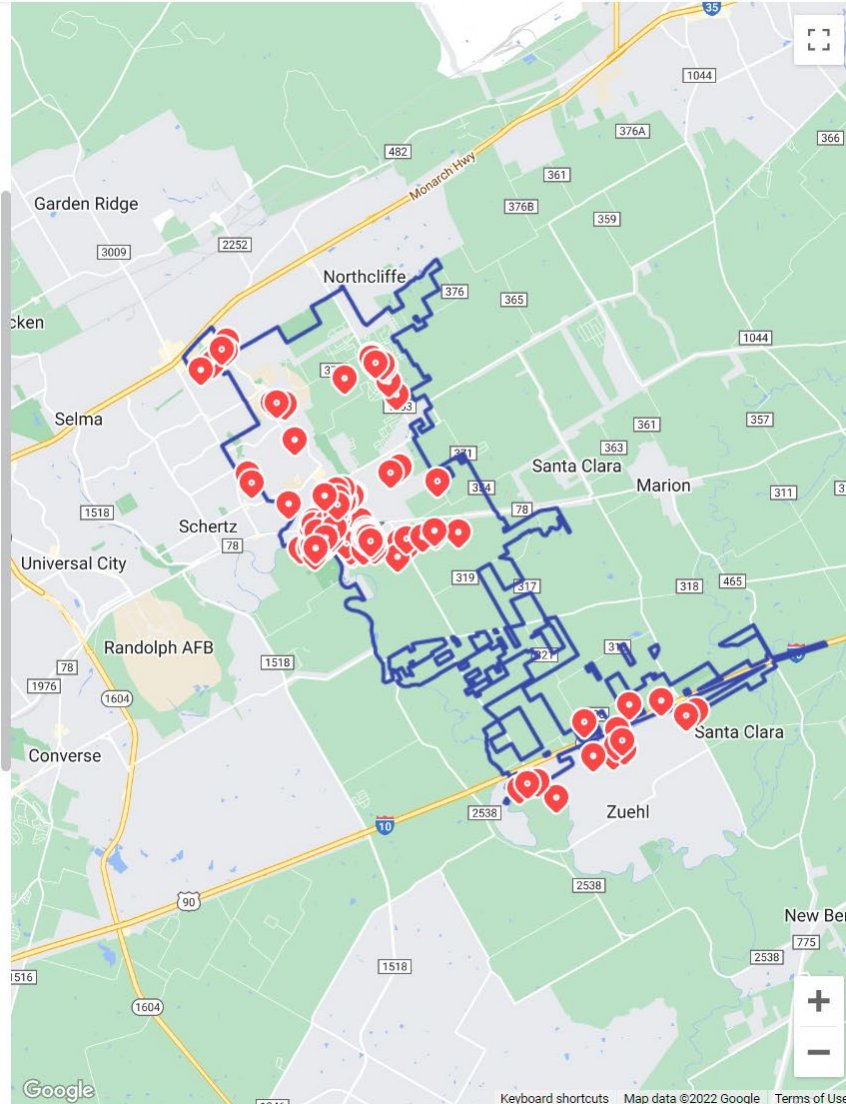
A-One Tire Shop
750 W FM 78, Cibolo
(210) 658-1805



ABCD Pediatrics

+ List My Business

Subscribe



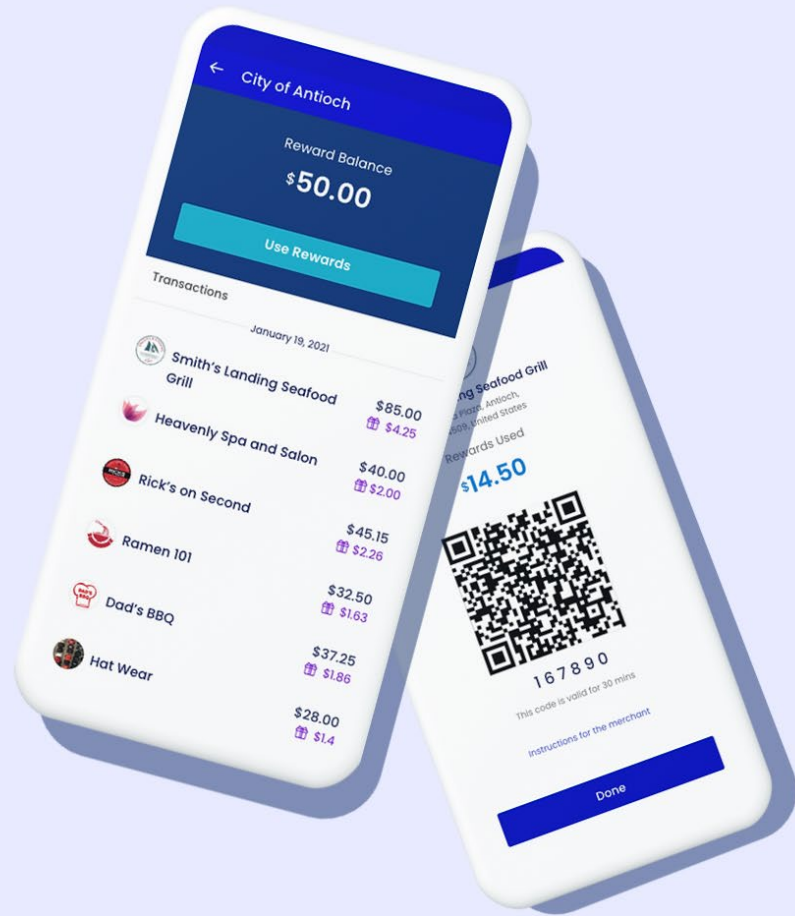
Interactive digital business directory

- ✓ Let businesses update their own profiles (should you require log-in?)
- ✓ Make it mobile friendly (should it be a mobile app?)
- ✓ Link or embed it on your official websites



Get rewarded for shopping local

Go shopping. Eat out. Have Fun.
All while supporting your community.



Incentive programs such as rewards, gift cards, etc.

- ✓ Integrate into consumers' regular shopping behaviors as much as possible
- ✓ Minimize what you need businesses to do
- ✓ Maximize the impact of your investment

Thank you!

Contact us to schedule a demo!

bludot

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