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**HERD** <sup>20</sup>/<sub>20</sub> *insights*  
Small Business Webinar Series

### **Herd 20-20 Insights Small Business Webinar Series**

The Herd 20-20 Insights Small Business Webinar Series is a series of webinars offered by Marshall University's Lewis College of Business. The series showcases the combined expertise of our best faculty and seasoned and knowledgeable practitioners from the business community in which we engage. Herd 20-20 Insights is a joint effort conducted by Brad D Smith Schools of Business faculty and industry experts to deliver functional, relevant, and practical business webinars for Marshall University's stakeholders. The goal of the series is to *help small businesses as they emerge from the COVID-19 crisis*.

The mission of the Lewis College of Business and its Brad D. Smith Schools of Business is to promote economic development in the regional community and beyond. We do this by implementing our strategic priorities for external engagement and economic development including life-long learning programs, the Business Economics Research Symposium, the Dean's Distinguished Speaker series, and the CEO panel that many of you attended last spring. The college also has outreach centers including the Center for Entrepreneurship & Business Innovation (*iCenter*) that helps small businesses innovate with a focus on design-thinking techniques, and the BB&T Center for Leadership that promotes consulting and research projects between students and the community. The College also cooperates with the Brad D. Smith Business Incubator to help promote entrepreneurship throughout the region.

There is no question that coronavirus pandemic has been difficult for all of us. It impacts our personal life and businesses in more ways than we can imagine. Some companies have gone under, some have survived, and more importantly, some have thrived. It is an impossible task to pinpoint one element that can explain these situations correctly. Hence, we have developed this webinar series that will consist of presentations throughout the summer and into the fall approximately every alternate week. The webinars collectively will highlight business challenges and pathways to recovery and reimagination. As the nation and the state start rebuilding businesses and economies coming out of the pandemic closures and lock downs, the Lewis College of Business is committed to supporting our local businesses, alumni, and other stakeholders in re-engaging, re-charging and re-designing their business models.

We hope that small businesses can take something out of each presentation to improve their businesses and make WV and the surrounding area a better place for business and community engagement. To date, we have held two webinars in the series, each with over 30 people attending. The webinars typically consist of 30-40 minutes of presentation followed by a question-and-answer period.



**JOIN US**

**HERD 2020 insights**  
Small Business Webinar Series

  
BRAD D. SMITH  
SCHOOLS OF BUSINESS



**Olen York**

- Instructor | Entrepr.
- Intellectual Prop. Counselor
- 18 Years of Experience



**Kevin Levine**

- Adjunct Instructor | Entrepr.
- Intellectual Prop. Counselor
- 18 Years of Experience

**Monday, June 29 | 10-11am**  
**Live Webinar | Q&A**

**FROM STATIC TO DYNAMIC**

# SCALING NEW HEIGHTS

Connecting purpose, brand identity, and trademark strategies to open new online channels



The initial webinar held on June 29, 2020 was titled “From Strategic to Dynamic: Scaling New Heights” and was presented by Entrepreneurship faculty member Olen York, JD, who is the Co-Director of the iCenter and Kevin Levine, JD, an adjunct faculty member for the college. Both are practicing lawyers in the area of intellectual property and they discussed how to connect purpose, brand identity, and trademark strategies to open new online business channels.

In response to the global outbreak of COVID-19, governments at all levels implemented stay-at-home and social distancing protocols that provoked rapid and disruptive changes for existing, developing, and nascent businesses of all sizes. In particular, the pandemic forced businesses to re-evaluate traditional business models and more broadly embrace e-commerce platforms of various types. The inaugural Herd Insights 2020 webinar emphasized a focused-understanding of one's purpose for conducting business, connecting purpose with an appropriate brand identity, and harnessing that connection for a trademark strategy. Businesses should optimize business and legal concerns, especially issues eccentric to an on-line environment such as URL selection and SEO considerations. The presenters demonstrated how businesses of all sizes and ages can more effectively evaluate and implement strategies that optimize messaging, customer-reach, customer-loyalty, and minimize the noise that often inhibits new customer development. The webinar highlighted the need for focus and understanding of digital brand development, including the front-end concern of identifying and aligning business purpose to customer interest and the back-end concern of deploying an effective and efficient trademark registration strategy.



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**HERD 30** *insights*  
 Small Business Webinar Series



**Tyson Ang**

- Marketing Professor
- Researcher and Expert in Digital Marketing



**Casey Mosrie**

- Commercial Banking Analyst
- 2020 Marshall Graduate in Digital Marketing and Analytics

**Monday, July 13 | 10 - 11 am**  
**Live Webinar | Q & A**

**Drive, Engage, and Convert:**  
**How to Succeed with Your Digital Marketing Strategy**

Utilize your Digital Presence to Seize Growth Opportunities and Boost Revenue.

The second webinar was held on July 13 and was titled “Drive, Engage, and Convert: How to Succeed with Your Digital Marketing Strategy.” It was presented by Marketing faculty member, Dr. Tyson Ang, who is a researcher and expert in Digital Marketing. He was accompanied by Casey Mosrie, a recent College of Business graduate in Digital Marketing and Analytics who is now a commercial banking analyst at City National Bank. They explained how companies can utilize their digital presence to seize growth opportunities and boost revenues.

The webinar demonstrated that those businesses that have survived and thrived through the pandemic have viewed marketing as an investment instead of an expense. The presenters highlighted that digital marketing offers advantages over traditional marketing due to its effective reach, accountability, and cost-efficiency, reaffirming that COVID-19 pandemic will only accelerate this process. The presentation outlined digital marketing strategy as a process of understanding and utilizing digital marketing tools to drive traffic to the firm's website. Business websites must be optimized and designed in such a way to encourages conversion (purchase). Finally, and most importantly, businesses need to analyze the metrics and key performance indicators to observe growth and capture opportunities. There is no better time than today for businesses of different sizes to start formulating and experimenting with their digital marketing strategies.



## JOIN US

### HERD <sup>20</sup> <sub>20</sub> *insights*

Small Business Webinar Series



**Alan Letton**

- Dr. Alan Letton Consulting
- Partner, The Lewis Institute
- Managing Partner, Innovative Technology Management LLC



**Uyi Lawani**

- Strategic Management Professor
- Researcher and Expert in Business Strategy

**Monday, July 27 | 10 - 11 am**  
**Live Webinar | Q & A**

## CounterBalances & CounterStrategy



### **A Pandemic Pathway to Business Strategy Innovation**

**LEARN ABOUT THE UNIQUE OPPORTUNITIES COVID-19 PRESENTS FOR CONDUCTING BUSINESS STRATEGY**

Our next webinar will be on Monday, July 27 (10 – 11 am) and will feature Management Faculty Member, Dr. Uyi Lawani and business consultant and department board member, Dr. Alan Letton. Their presentation is titled “Counterbalances and Counterstrategy: A Pandemic Pathway to Business Strategy Innovation” and will discuss the unique opportunities COVID-19 presents for innovating business strategy.

Registration for this event is available at:

<https://events.r20.constantcontact.com/register/eventReg?oeidk=a07eh7dxqil2227ca94&oseq=&c=&ch=>