

A stylized, colorful illustration of a landscape. The background features horizontal bands of blue and white, suggesting a sky or water. The foreground is composed of rolling green hills in various shades of green, with brown soil patches. On the left, there is a green tree with rounded foliage, a purple flower, and an orange butterfly. A red bird is flying in the upper left. Several green plants with single leaves and stems are scattered across the hills. The overall style is clean and modern.

Your Digital Landscape

Are You Relevant?

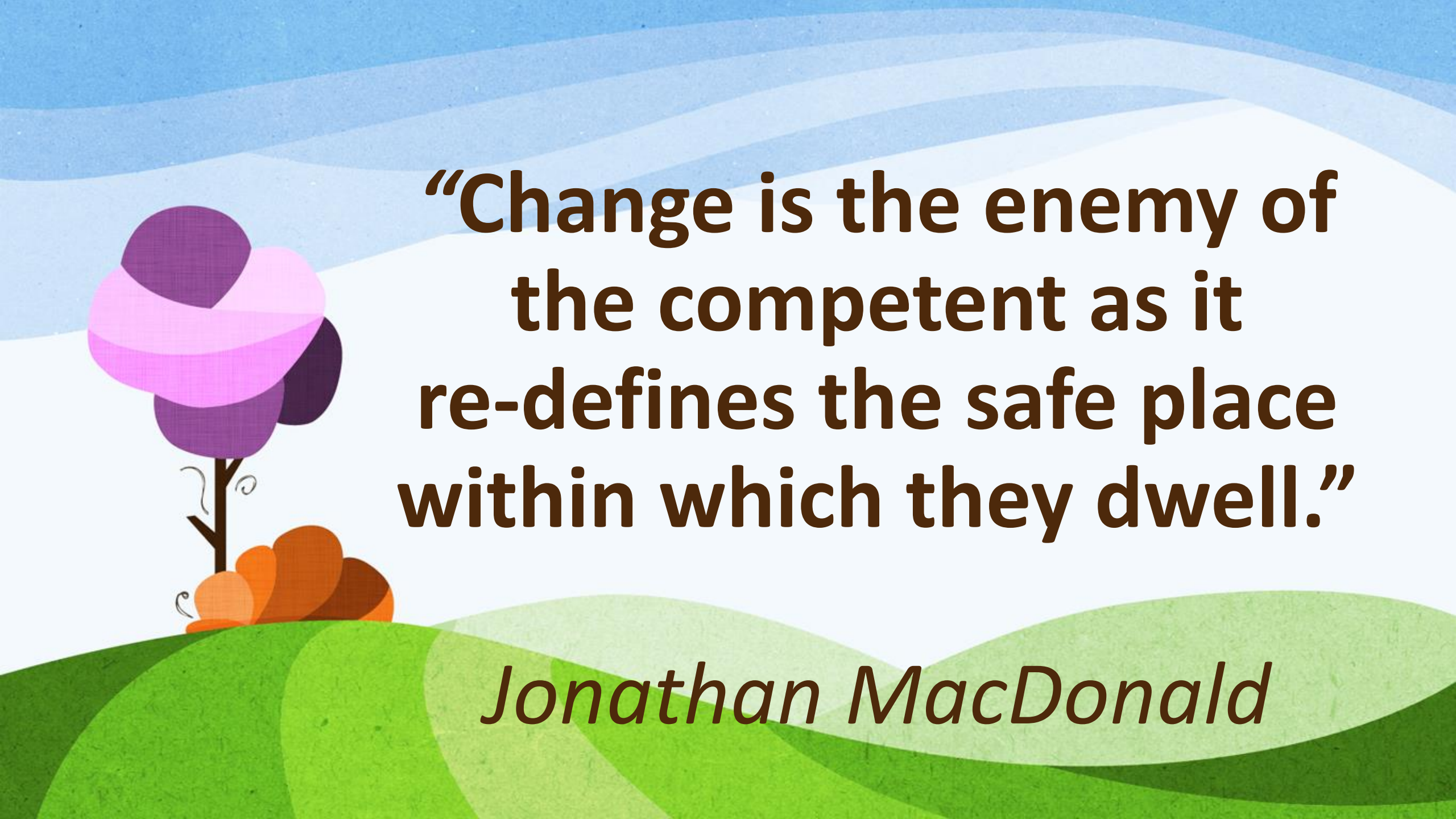
View/download Program Online

Go to: www.lesliehalleck.com

Click “Garden Library”

First listing under “Articles”





**“Change is the enemy of
the competent as it
re-defines the safe place
within which they dwell.”**

Jonathan MacDonal



**Is your goal to be
*competent?***



Or, to be **exceptional?**

The one thing you can count on in today's marketplace is *change...*

FAST.

The pace at which technology is changing can be totally **overwhelming.**

Digital Culture Shock



Your Real Competition



A top-down view of a wooden desk with a keyboard, a pen, a pencil, a potted basil plant, and a tablet.

Data...Data...Data

**90% of the world's data was
created in the last year.**

DISRUPTION

The “*uberisation*” of the marketplace has caused businesses to change faster than most were ready or able.

DISRUPTION

***But the pendulum is swinging fast –
disruption is being countered by
businesses re-focusing on core
customer service.***

- ✓ Search
- ✓ Engine
- ✓ Optimize



WWW.



Research

Target



DIGITAL MARKETING



Analysis



Content



Service



5 SECONDS





NEWS

WELCOME

This is the place for your text. Post here everything that is related to your business. What do you care, what are the best. Your achievements. Give details of operations. What is the greatest achievement.

List of companies cooperating with us located [here](#).

At the end of the description invite you to read the rest of the tabs.

SIDEBAR
SOCIAL MEDIA

3 DEVICES

Your Brand

- HOME
- NEWS
- GALLERY
- CONTACT

SIDEBAR
SOCIAL MEDIA

HOME NEWS GALLERY

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SIDEBAR
SOCIAL MEDIA



**We check our phones
150 times a day.**

WHAT THE?!!

A close-up photograph of a person's hand holding a black smartphone. The hand is positioned on the left side of the frame, with the thumb and index finger visible, appearing to interact with the phone's screen. The phone is held vertically and is the central focus of the image. The background is a lush, green lawn of grass, which is slightly out of focus, creating a sense of depth. The overall lighting is bright and natural, suggesting an outdoor setting.

**68% check their phones
Within 15 minutes of waking....**

YEP. I do

**Are you putting too many obstacles
in the way of your customer?**

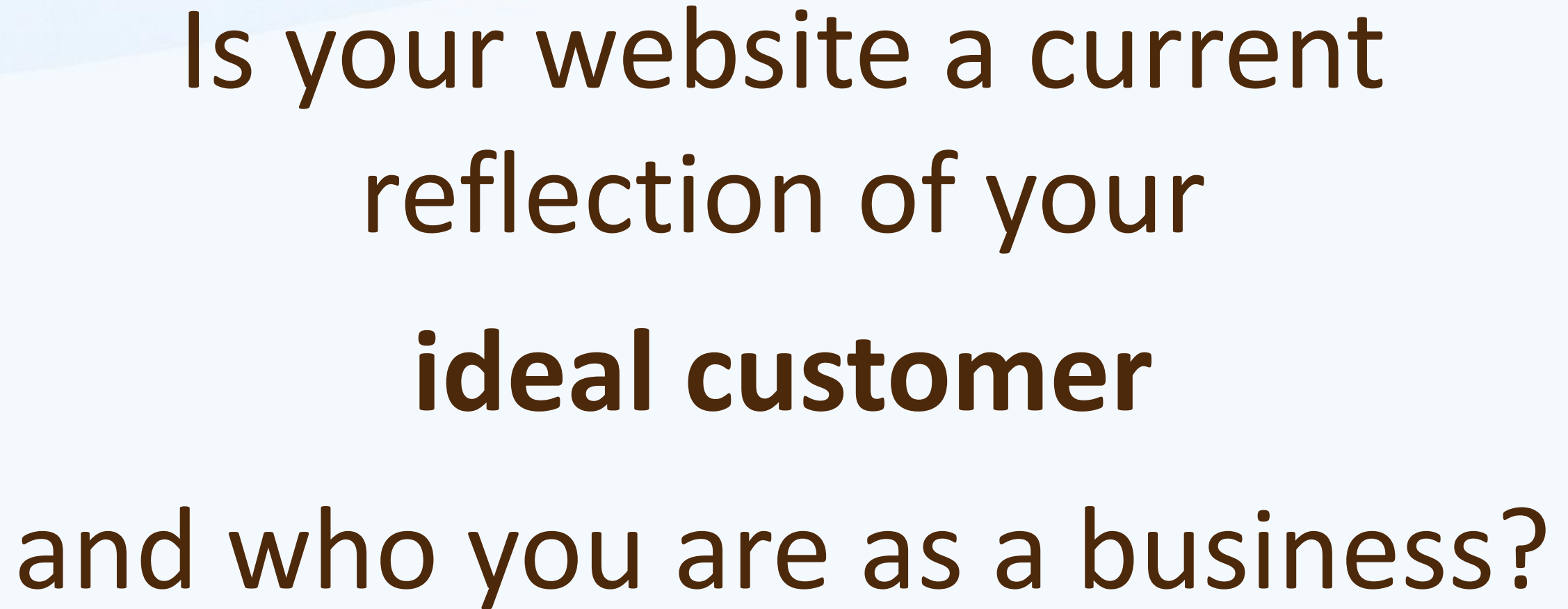
**How easy are you making it for them
to communicate and buy from you?**

- **Order online?**
- **E-mail you Q&A or plant orders?**
- **Can they text them to you?**





Your Website is your digital doorstep...



Is your website a current
reflection of your
ideal customer
and who you are as a business?

Does your
business/website *look*
like it was **branded in**
the 80s...and not in a
retro-chic kind of
way?

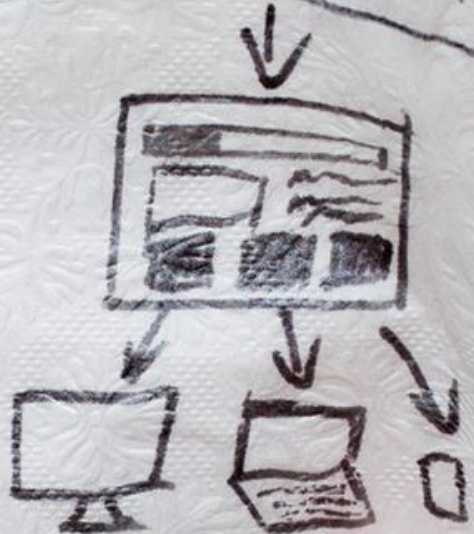


Does your website
work with the most
modern browsers?

Is it responsive?



RESPONSIVE
WEB DESIGN





NEWS GALLERY

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SIDEBAR
SOCIAL MEDIA

Your Brand

- HOME
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SIDEBAR
SOCIAL MEDIA

NEWS GALLERY

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- Search
- Engine
- Optimize



WWW.



Research



Target



VIDEO MARKETING



Analysis

Feedback



Content





SHARE

TWEET

LIKE

MEDIA

A top-down view of a wooden desk with various office supplies. On the left is a silver laptop. In the center are a pair of glasses and a clipboard with a white sheet of paper. To the right is a smartphone and a black cord. At the bottom right is a white coffee cup with black coffee. There are also several white sticky notes and a pen scattered on the desk.

**Social Media is
a *Channel*, not
a Strategy.**

**Your website is your
piggy-bank of content...**

**NOT your social media
sites.**

**You don't own your social
media channels!**

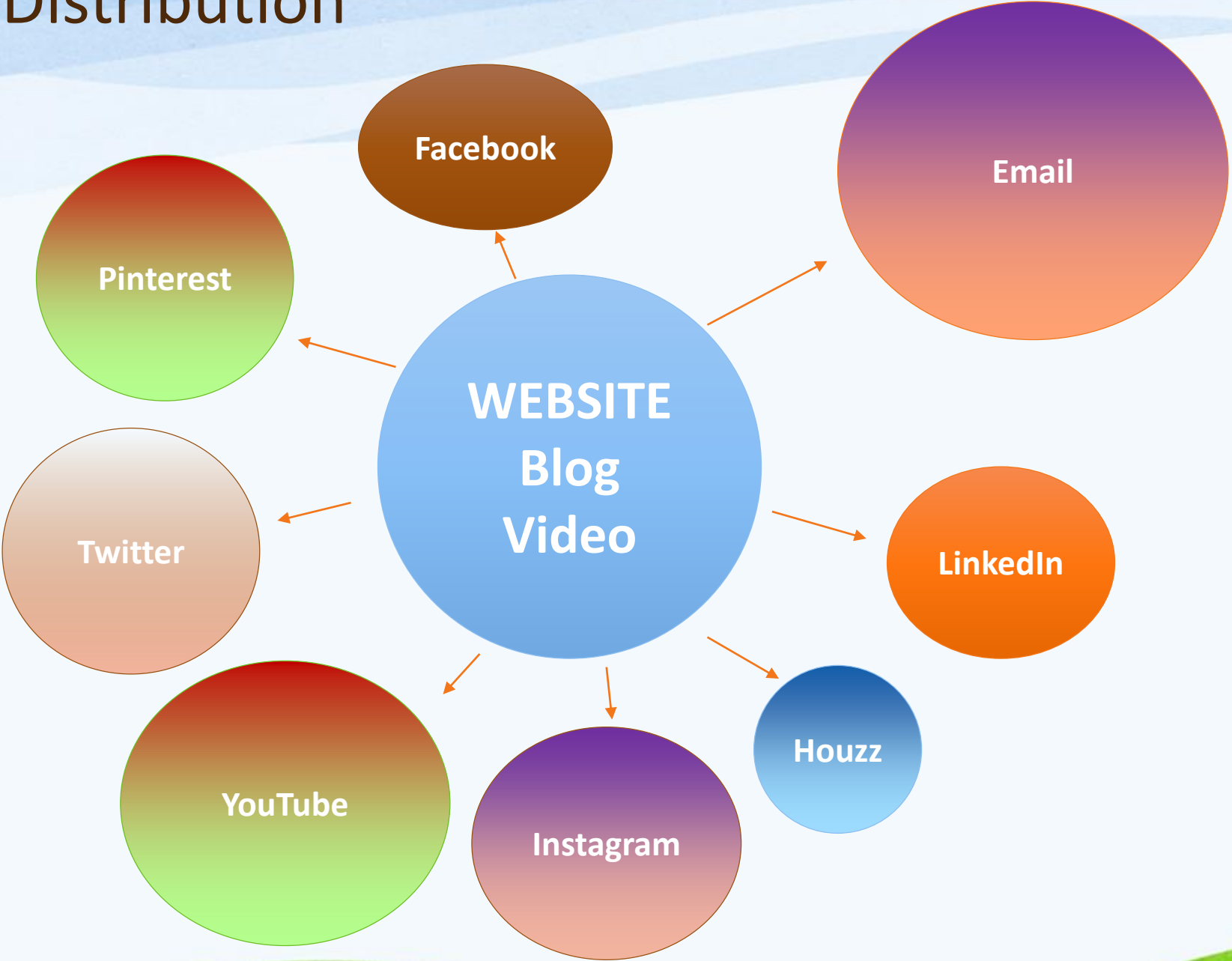


Social Media

Your distribution
channels for all that
great content you're
creating
(and direct sales)



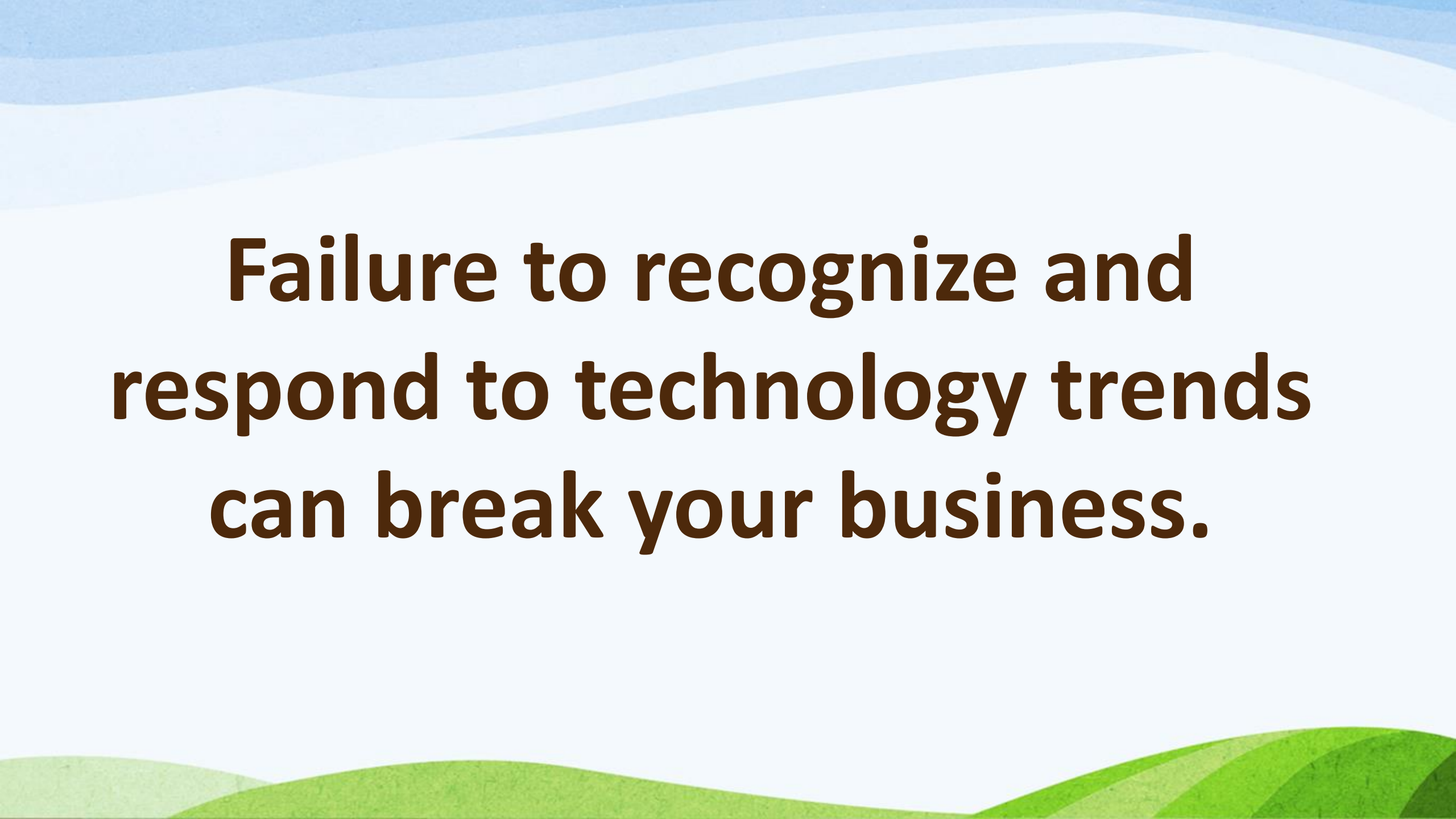
Content Distribution





Leverage “Now” Trends

Adapt to Future Trends



**Failure to recognize and
respond to technology trends
can break your business.**

CUSTOMIZATION RETAIL





Personification, not just Personalization

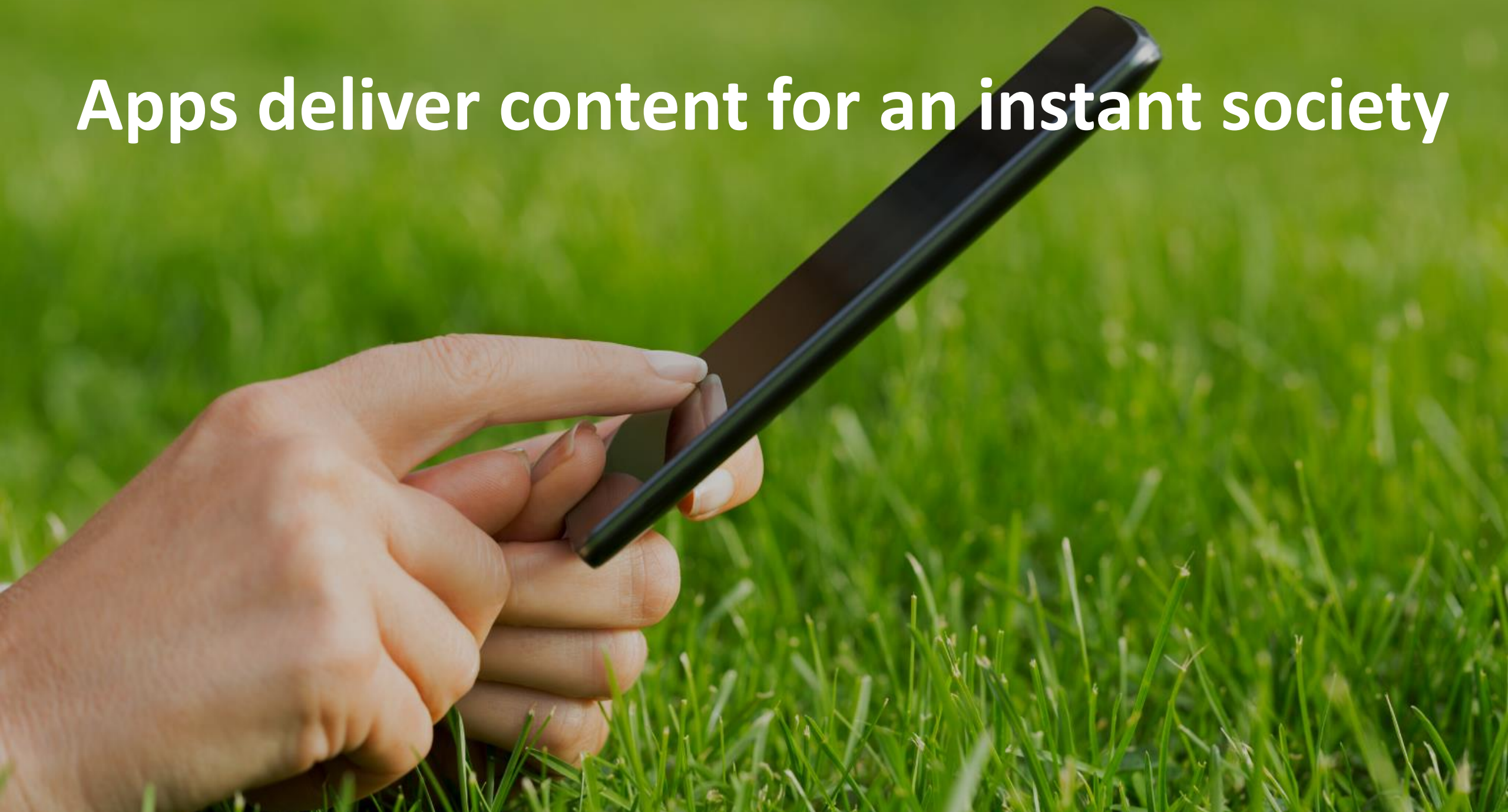
**You must identify what customers
care about right now.**



Mobile Tech

**Do you have an app
or app subscription
service?**

Apps deliver content for an instant society



Direct Messaging

About 75% of mobile consumer conversations are happening within messaging apps, such as Snapchat, Line, WeChat, WhatsApp and Facebook.



Leslie Halleck

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Go. Know. Grow.



Google: *82% of smartphone users use their phone to decide about a purchase when in a store.*



Proximity Awareness

Bluetooth Beacons. *Small transmitters that target smart devices.*

Retail locations can install beacons throughout their stores and target customers through apps and mobile devices.

Virtual mapping Pop-up notifications

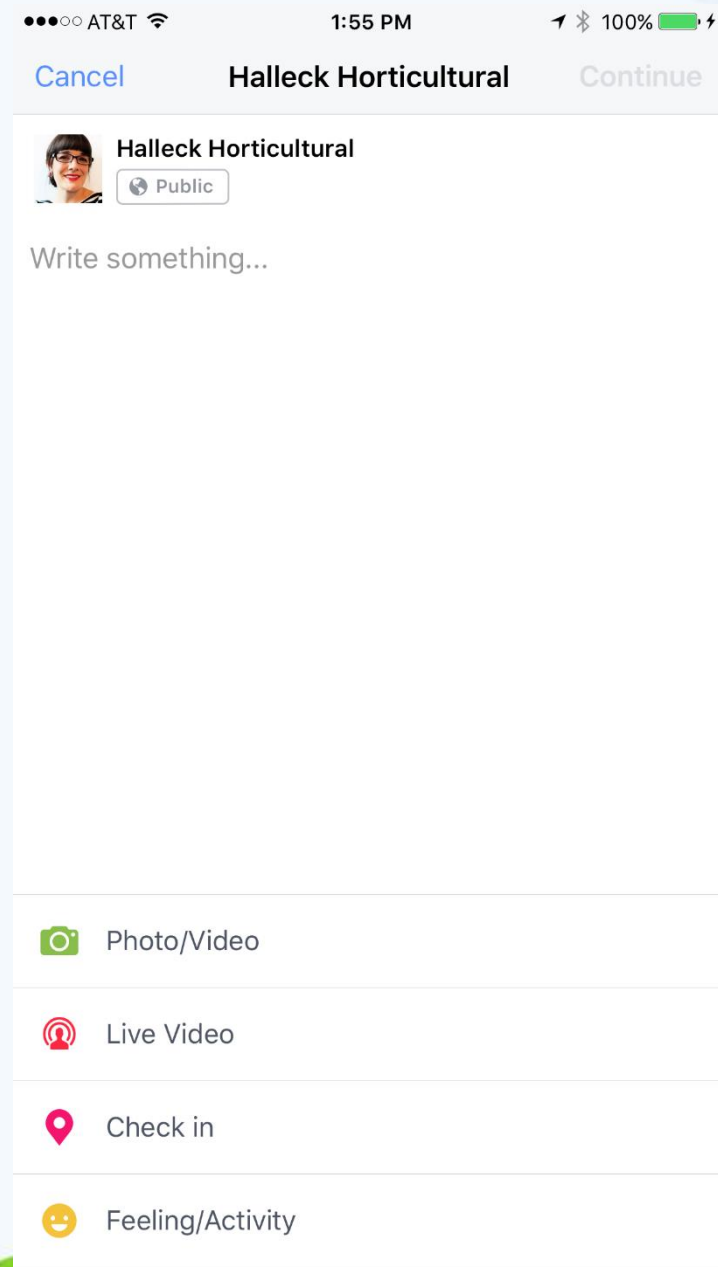
Product specials DIY instructions

Live Streaming Video

BLAB.im




Facebook Live



**Paid advertising is a
defensive weapon in
today's marketplace.**

Native advertising is a form of paid media where the ad experience feels and looks like organic content.



A stylized, colorful landscape illustration. The background features wavy, layered bands of light blue and white, suggesting a sky or mist. In the foreground, there are rolling green hills with varying shades of green. On the left side, a purple flower with a dark brown stem and small white curls grows from a cluster of orange and brown rounded shapes. The text is centered on the right side of the image.

**Micro-moment rich answers
help solve unexpected
problems in-the-moment.**

Google: Micro-moments

Micro-moments, or “rich answers”.
THIS is the digital battleground de jour.

Bits of immediate step-by-step
information (or video).

You must serve immediate, relevant
content.

how to cook pasta

how to cook pasta

ALL VIDEOS SHOPPING IMAGES NEWS M

Cooking Buitoni® Pasta - Need Pasta Cook Time Info? - Buitoni.com
Ad www.buitoni.com/Preparation

We've Got The Answers Over At Buitoni.com

Angel Hair Pasta Agnolotti
Linguine Fettuccine

Follow These Steps

1. Boil water in a large pot. To make sure pasta doesn't stick together, use at least 4 quarts of water for every pound of noodles.
2. Salt the water with at least a tablespoon—more is fine. The salty water adds flavor to the pasta.
3. Add pasta. ...
4. Stir the pasta. ...
5. Test the pasta by tasting it. ...
6. Drain the pasta.

Video: How to Cook Pasta | Real Simple
www.realsimple.com › cooking › cook-p...

Life-Long Learning



**SNAPCHAT
???**

**What's a
responsive
site?**

**GOOGLE
Algorithm...AdWords
...HUH???**

**BLAB...
What the?**

**FACEBOOK
LIVE ??**

**What's
HOUZZ??**



Learn Continuously



Digital tools today requires ongoing and continuous learning.

Commit to a culture of education.



(REVERSE) MENTORSHIP

Can you pair more
“leveled-up”
members of your
company with
“digital natives”?

A stylized illustration of a landscape. The foreground features rolling green hills in various shades of green. On the left, a purple and pink flower with a dark brown stem and small white curls grows from a small mound of orange and brown earth. The background consists of layered, wavy bands of light blue and white, suggesting a sky or distant hills. The overall style is clean and modern.

**Hire People with
Intellectual Curiosity...**



What is my
SUSTAINABLE
COMPETITIVE
ADVANTAGE ?





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PLANTGEEK | CHIC™

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SERVING LEADING INDEPENDENT GARDEN CENTER RETAILERS IN NORTH AMERICA

Greenhouse
MANAGEMENT

Produce
GROWER
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