

Email:

First Name:

Last Name:

SUBMIT

SUBSCRIBE

Search



MENU

50 Businesses; 50 Solutions #23

Published Friday Aug 21, 2020

Author Kelly Burch, Granite State News Collaborative

Heather Turner operates in many different arenas. A former chef, she now consults with small lodging operations and restaurants. The bulk of her business, **Forfeng Designs and Media**, involves educating small business owners on how best to use marketing and social media to grow their revenues.

The pandemic has shaken up her whole approach to business, which largely focused on presenting at conferences and to groups. With face-to-face business operations still not back to pre-pandemic levels, small business owners are scrambling to better understand digital



Newsletter and Subscription Sign Up

Stay in touch!

Start by signing up for our email updates by filling out the form to the right. When you submit, you'll be signed up and then directed to our online subscription form.

Email:



First Name:

Last Name:

“I’m learning about TikTok, which I’m **SUBSCRIBE** out,” she said. “I can’t give people thoughts about it, but I do know about it myself.”



Now that Turner is spending more time online and no time at conferences, she’s recognized the value in using social media to network effectively.

“When I was building my business years ago, there was a lot of in-person networking,” she said. “I don’t think I really am going to do that anymore. I do a lot more networking online.”

At an in-person networking event, you might talk to 20 people over the evening and connect with 2 or 3 afterward. Online, you can be more selective about who you connect with, but you can also delve into more specific, in-depth conversations, especially with private messaging.

“When you’re networking in groups, you’re at the mercy of other people. You can only spend so long in a conversation, before you have to move on and talk to someone else,” she said. “Online, it’s almost a bit more personal. There’s nobody that’s interrupting us, and no outside noise.”

Many small businesses are struggling, and Turner said she has had a few people reach out saying they need her services, but can’t afford them. She’s offered to work with the businesses and let them pay as they can, but everyone has ended up paying her whole fee.



Newsletter and Subscription Sign Up

Stay in touch!

Start by signing up for our email updates by filling out the form to the right. When you submit, you’ll be signed up and then directed to our online subscription form.

Email:



First Name:

Last Name:



Paul Boynton: Say Yes to Being Amazing



Durham Company Wins Year of Marketing



Newsletter and Subscription Sign Up

Stay in touch!

Start by signing up for our email updates by filling out the form to the right. When you submit, you'll be signed up and then directed to our online subscription form.

Email:




First Name:

Last Name:


SUBSCRIBE

▼


Boost your sales and create great customer experiences.




Drive more revenue.
Sell online • Gift cards
• Customer insights




Streamline operations.
Cloud-based POS • Comprehensive reporting
• Sync online and on-premise



Create loyal customers.
Email marketing • Loyalty
• Review management




Manage and retain staff.
Easy onboarding • Fast tip balancing
• Optimized scheduling



Take payments seamlessly.
Contactless payments
• Handheld POS • 4g connectivity

Personalized support.
Fair pricing.

- Local service
- 24/7/365 tech support
- Month-to-month agreement
- Integrated payments
- Cash discount options



"SpotOn is the best thing to happen to a small business like mine. It's the perfect price and best bang for your buck that you can get out there."

-Joel Trevino, Owner, Dagon Produce

- 47% revenue increase
- 23% cost reduction
- 96% online conversion rate increase

BUSINESSNH

M A G A Z I N E

Newsletter and Subscription Sign Up

Stay in touch!

Start by signing up for our email updates by filling out the form to the right. When you submit, you'll be signed up and then directed to our online subscription form.

Email:



First Name:

Last Name:



SUBSCRIBE



Newsletter & Subscription Signup

Stay in touch!

Start by signing up for our email updates by filling out the form to the right. When you submit, you'll be signed up and then directed to our online subscription form.

Email:



First Name:

Last Name:

SUBMIT



Copyright © 2005-2023 Business NH Magazine.

All Rights Reserved. • 80 Canal St. • Suite 203 • Manchester, NH 03101 • Phone: 603-626-6354 • Fax: 603-626-6359

