

Local Business Hacks



by Referrizer



 **Brandon Yu,** 
CEO & Founder @Redefine growth marketing

Growth marketing that makes a difference
Podcast transcript

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Dave Nicolanti:

All right. So everybody would like to welcome Brandon Yu to the Local Business Hacks podcast. So Brandon, we appreciate being down here, you're from "Redefined Growth Marketing" and you are the owner and founder of the company, correct? Yeah, absolutely. Thanks for having me. Awesome. Yeah. I love having you here. We have an audience of small business owners and really every realm I am in a lot in the health, health, fitness, wellness category, but also restaurants, insurance, automotive, and a wide variety of companies we work with. I know, I know a little bit about you, but why don't you share what type of businesses you work with? Who's your audience? Absolutely. So "Redefined Growth Marketing" is a marketing lead generation agency specifically geared towards spa and med spa business owners and businesses. and the reason why we focus on that, specifically is because I have a background in owning a spa business myself.

Brandon Yu:

And so I've really had the opportunity to not only kind of build my own business, but learn and make mistakes about marketing, within the spa and med spa industry. So, we work specifically with spas and med spas to help them generate new leads and new clients for their services.

Dave Nicolanti:

That's awesome. And so you already know all the challenges that your clients are going through, because you've been there yourself. You've been, you've been in the woods on your own. So that's awesome to know that you're you have that in your background. So we're going on the marketing side of things. When you tell me a little bit about, and you mentioned lead gen, what problems do you solve overall for your clients?

Brandon Yu:

Absolutely. So, I mean, there's a couple of things. One as a spa med spa owner, there's just, you know, you can almost get overwhelmed with the number of different types of marketing you can do. What I mean by that is like there's SEO, there's social media advertising, there's Google ads. And so trying to figure out kind of, what to do is challenging in itself and can cause kind of a lot of confusion. So you want to make sure that, from a lead gen perspective, you're getting new clients in the door and that's the whole, that's the entire purpose of marketing. And so for our retailers that we work with, the most common thing that we hear is, Hey, I can sell packages. My biggest challenge is getting people in the door. So what we do is we help build awareness of their brand, build awareness of their services to get new leads in the door so that they can actually perform the treatments and sell packages.

Dave Nicolanti:

That's awesome. So, I mean, obviously getting people in the door that's huge, that's important, but what are the solutions like, what makes you different? I mean, how were your solutions different from someone else they can work with?

Brandon Yu:

Yeah, absolutely. I mean, so I'll be the first to admit there's, you know, marketing agencies are a dime a dozen out there, right? And so, one, I think what makes us a little different is I've owned a swab before and I've successfully sold that spa. And so I understand the levers to pull with regards to marketing and lead gen. And I've also wasted over \$35,000 over the course of me owning this business on other marketing agencies that just weren't successful and didn't work consistently. So that's one. So I come from that kind of angle in that perspective, too, we're more of a boutique agency. We're more of a high touch agency, meaning we work closely with the spa and med spa owners. We're not just kind of, Hey, sign on, we're going to generate leads for you. And here are the leads. Now it's your responsibility to get those leads in the door. And all of that, we offer a full service, kind of lead gen process where we generate the leads. We qualify the leads and we're actually booking those leads appointments directly into our retailers, booking software. So they can really focus on what they're the best at, which is, performing actual treatments and actually selling packages.

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Dave Nicolanti:

I love how you said that how you let your smile, the small business owners that you work with, do what they do best. And so many customers, so many clients, so many small business owners, they got into opening up a smile because it's a passion. They opened a yoga studio because there is yoga. They open a restaurant because they love the look on people's faces when they enjoy the delicious food they're cooking, but they don't know much.

Brandon Yu:

I don't want to say the first thing, but a lot of times you need help when it comes to the marketing side. So one thing that makes you really different, really neat, unique is you've been there, let them learn from your experience, let them learn from your wasted money. Don't take that. The wrong way is good because you've gone through it yourself and you put the money in certain things and you know what works and you see what doesn't work.

Dave Nicolanti:

So that's awesome. Yeah, absolutely. Really great to be able to offer that perspective to your customers. So let me ask this Brandon, so customers come in and they can, they can work with, excuse me, they can work with you guys or work with you and your group at "Redefined Growth Marketing". If they didn't have somebody like you or a marketing agency. I mean, how can a customer handle some of her salsa moves challenges without you?

Brandon Yu:

Yeah, I mean, we're not the only solution marketing agencies, aren't the only solution. So it's really dedicating the time and effort themselves to get their spa and med spa out there is taking massive action to build awareness of their spa and med spot, to get new clients in the door. There's great free resources like YouTube, where you can search how to market and how to create lead generation ad campaigns and that type of stuff. There's a lot of, just overall just kind of organic resources that they can do as well through organic social media and that kind of stuff. But really what I always tell people, it's not what they can do. It's spending and committing the time to do it. And that's such a big challenge for small business owners is like, what you told me right now.



But really what I always tell people, it's not what they can do. It's spending and committing the time to do it. And that's such a big challenge for small business owners

Dave Nicolanti:

Surely they can do it on their own, but they're creating a, yet another job for themselves. And one big thing that we focus on here at the podcast is helping these business owners become business owners and not keeping them from just adding themselves.

They're giving themselves another job where they work more and make less. Exactly. So I love that you were able to go or the way you presented that, where yes, it can be done.

They can do it on their own, but it really comes down to where they want to focus their time and why not spend the time doing what they do best, which is servicing their clients. So that really is just a huge time commitment. That's where you can help out with your experience, save them that time.

So you mentioned you're a boutique marketing firm. How many clients do you have currently?

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Brandon Yu:

We currently work with 35 clients. That's awesome. Being boutique, you get to know their business a little bit more, and you probably have some really cool stories. So could, could you share something, maybe you have like a, an impact that you've had on a specific business, whether it's like on their life, saving them time, making them money, saving money, what type of impact do you have on a business either specifically with, with one customer or were in general? Yeah, I mean, I think just overall coming, you know, out of 2020 where there's so much uncertainty and businesses shutting down, I think with the clients that we've worked with thus far as one, just giving them the confidence that they can market their business and their business can thrive.

So we have multiple retailers, I would say, this is a good success story, multiple retailers, that have sold over a hundred thousand dollars in one particular service that we are advertising for their business. And they have worked with other marketing agencies before they've run Facebook ads before, they were almost scared like I was before. And they trusted and started working with us and it just changed the trajectory of their business. Not only are they, kind of more confident, they're less stressed, they're not having to worry about paying bills and they can focus on the business instead of, Hey, where am I going to get my next client?

And that's kind of the biggest thing, right? We work with business owners to transform their business, not just generate leads. We're not just generating leads, we're helping them with, from an overall marketing and business strategy.

And that's huge, being able to remove that type of problem from someone's mindset or their thought process. They're not worried about how they're going to make next month's rent payment or the rental for the equipment that they have for their mud spot for you guys.

So removing that pressure about making money and letting them do what they do best.

Dave Nicolanti:

So as soon as you have some pretty cool stories about helping companies scale and all of that, so it's just some incredible stuff. And I love it. How long have you been on your own as a boutique marketing?

Brandon Yu:

Yeah, just under a year. So actually I was the VP of customer success for a large, beauty device distributor. And in that role as a VP of success, my goal was actually to run, an agency and, and work with, all of the retailers that had our device to help them grow their sales.

And then deciding, you know, I'm very passionate about helping personalized one-on-one individual business owners that are really ready to make a change in their business to grow. And that's why I kind of spun off and started my own agency.

Dave Nicolanti:

That's cool. What do you think, Beth? So you were an owner, then he worked with a huge distributor and then it sounds like your passion was working with the individual to help them get up and running.

How did you come across? How do you come to the point to realize that that's what you wanted to be when you grew up?

Brandon Yu:

To be quite honest, I mean, it just kind of evolved, right? I experienced it for myself. I knew I loved helping individuals, always, whether it was through my retail business, helping people with health and wellness and beauty, helping business owners as my, in my role as the VP of customer success. And then really, next year is just from an agency standpoint, helping people to grow.

Dave Nicolanti:

All right. So that's awesome. When you went down the path of owning your own med spa to working with a big distribution company that is the device company, and now you're helping out those individual business owners. So you have all the experiences, which I'm sure is really beneficial, but do you, by chance have a, like a favorite story or maybe like your most inspiring client, someone that you helped out?

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Brandon Yu:

Yeah, absolutely. you know, I think from, from, inspiring clients, I think really it's just helping them from a business perspective. So I had one client who, you know, struggled right as a business owner, struggled to kind of make ends, meet, struggled to, really kind of get consistent revenue in the door. and they were kind of months away if not weeks away from having to close their business, return all their machines default on, kind of some of their things. Investing in marketing can be scary because there's no guaranteed returns and you don't know how the result is going to be. But without only being able to kind of work with them. The business owner in getting kind of organic strategies going, we were able to generate so many leads that they sold like 20,000 in their first month, which is huge because the most that they had ever done before was only 6,000. So, you know, that cash flow really helps them to kind of reinvest in the business and grow and really be able to see this kind of success where it doesn't have to be so hard month to month if you get, have, have a good marketing strategy in place. So you did, you helped this customer out during these times in the middle of a pandemic and doing more, more revenue in that short time than they had over the, I don't recall exactly what you said.



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Dave Nicolanti:

I think six months. Yeah. That's incredible. That is so cool. And I can see it was great hearing. You tell that story and being able to see you, you can tell your eyes light up. So it was really cool. Yeah. That's, that's a passion. I love that. I love seeing the excitement there. So on that note, I mean, seeing you get hyped up, I know part of this pudding, what gets you hyped up? Where do you get your energy from? Like what makes you want to go to go and work everyday and help these small businesses?

Brandon Yu:

Yeah, I mean, first I'm just a people person. So I get my energy from people. And then two, I would say it hits home a little more for me with regards to small businesses and small business owners, because I was there. I was once a struggling small business owner myself. I remember not paying me. Right. I was paying all my employees, but not me. I was, you know, up at night trying to figure out, where, how am I going to pay my bills? How am I going to get new clients, those types of things. So to be able to help my, what I will call fellow small business owners in the spa med spa space, not only kind of make ends meet, but really succeed in thriving to help change their lives as well. I mean, that's, that's, what's most important to me. And so, you know, you, you asked earlier Dave, a question about like what separates us? Well, again, we're not a marketing agency that is trying to get as many clients as possible. We are a boutique agency that is truly trying to make a difference for every client that we work with.

Dave Nicolanti:

That's awesome. I love that. So your experience again, I've referred to this a couple of times. I'm just, cause I think it's so neat. I mean, now you've kind of run the full cycle and you were in these small business owners shoes in the past. so you have a lot of experiences out there, so I'm sure I'm missing something. So Brandon, can you tell me what questions should I ask?

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Brandon Yu:

Yeah, that's a good question. You're making me do the work, Dave. I would say, you know, a couple of questions that you can ask me is, one, why do people not want to work with me? Or why do people shy away from working with any marketing agency in general? And I'll have you answer that, Dave? No, I'm joking, but you know, I think with small business owners and just with the scarcity of what's going on in the world right now, as well with the pandemic and all that, there's almost kind of this mindset of the fear of success. And what I mean by that is people kind of just want to bunker down and stay kind of at the level they're at right. And whatever level that is. And, you know, putting, taking that risk of maybe investing \$2,000 in marketing or doing something different for their business is scary. And people don't like things that are scary. And that's kind of the number one reason why, you know, I think a lot of what's holding back to be quite honest, a lot of small business owners, not even just in the spawn mental space, just in general. and I think that's huge.

Dave Nicolanti:

And it really comes down to that fear of change and you called it fear of success. And that, that can be it as well, but also fear of change when people are comfortable doing things. And then they've had their challenges when it comes to marketing in the past. And you add those things together. I mean, that's, that's why sometimes, so they need to get over that and figure out solutions to put themselves back in the driver's seat, as opposed to being react, reacting to everything, be proactive, get out there, decide that you're gonna make, make a difference, make an impact and figure out what that impact is going to be for you. Exactly. Awesome. So, a lot of experience that you have in working with these med spas and, and marketing in general, but can you share a hack with me right now that all business owners could use or start doing right now, even if they weren't like with "Re-defined Growth Marketing" or just on their own with some business.



And it really comes down to that fear of change and you called it fear of success.

Brandon Yu:

Yeah, absolutely. Honestly, this is going to sound very rudimentary and this is going to sound very basic and not even like a hack, they need to commit in set time each day or each day of each week to actually work on marketing activities. We can't do anything else during that time, set that time apart, sit down and actually work on a marketing strategy and plan. And then, during that time each week or each day, work on that strategy to execute that strategy and plan that doesn't sound like a hack, right? Because one marketing isn't an overnight success. You can't just hack your way into success overnight, but if you chip away at it and you work at the marketing aspect of it, you're going to try things and you're going to fail. That's fine. That's better than not trying at all.

Brandon Yu:

And you're going to learn from those things. And eventually, I'm a big believer in all good things. Kind of, if you put the right energy and effort out there, all good things will come back. And I truly believe that if you actually set those things in motion, you will see progress day after day, week after week and the growth of your business. And that's clutter there and essentially saying, take action and commit to it. It's so easy as a business owner, or as heck as, as a parent, as a husband, I'm going to do something that has that whole other act. That whole other part of it is committing yourself to do it and blocking that time. That's a great suggestion. And cause it's something marketing is always, I know this firsthand from when, when I've run a business, marketing has got, I'll get to it.

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Dave Nicolanti:

And then all of a sudden it's the Monday you're going to get to it. Then all of a sudden it's Friday and you're starting the week over, all got out all over again. So committing that time in early pencil again in that calendar writing in and in pen, forget penciling it in and committing to it and doin it and just keep improving and building towards it every day. So they're doing it on their own building their knowledge and cause it doesn't happen overnight. Just like I said, I love that all excellent stuff, some great nuggets there that we can, that everyone can take in. So Brandon, this has been awesome chatting with you. Love all the information you shared with me. How can our audience get reached out to "Redefine Growth Marketing" or learn more about you?

Brandon Yu:

Yeah, absolutely. So our website is www.redefinedgrowthmarketing.com. And then just to get a hold of me directly, it's just Brandon@redefinedgrowthmarketing.com

Dave Nicolanti:

Awesome. So guys, we'll make sure that we put this in the podcast notes. We'll give access to a Brandon's page so you can check him out as well. If you want to. And Brandon, I appreciate the time here. I wish you the best of luck and keep doing what you're doing.

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