

VIP Masterclass

Digital Marketing



geniusU



SMALL BUSINESS

Yelp data shows 60% of business closures due to the coronavirus pandemic are now permanent

PUBLISHED WED, SEP 16 2020 8:32 AM EDT | UPDATED WED, SEP 16 2020 3:33 PM EDT

Anjali Sundaram

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KEY POINTS

- Yelp on Wednesday released its latest Economic Impact Report, revealing business closures across the U.S. are increasing as a result of the coronavirus.
- As of Aug. 31, 163,735 businesses have indicated on Yelp that they have closed, a 23% increase since mid-July.
- According to Yelp data, permanent closures have reached 97,966, representing 60% of closed businesses that won't be reopening.



The Share of Permanently Closed Businesses is Rising

Share of business closures* on Yelp that were temporary vs. permanent



*Among U.S. businesses that were open on March 1. A business was counted as closed if it was marked as permanently or temporarily closed, changed its hours to mark itself as closed for entire days, or included the word "closed" in the COVID-19 business updates section of its Yelp page. Closures are updated through July 10. Data may lag actual closures because of time taken to report and verify closures.

The worst fears of many American businesses are coming true. With no recovery in sight from the COVID-19 pandemic, 72,842 businesses across the U.S. have permanently closed, according to the latest research by Yelp.

“Permanent closures have steadily increased,” says Justin Norman, Vice President of Data Science at the crowd-sourced review platform, and many more businesses have closed temporarily during the pandemic. The newest [Yelp Economic Average report](#), published last week, puts current business closures (permanent and temporary) at 132,580. However, the last month brought an ominous shift, as for the first time the share of those businesses that end up permanently closing skyrocketed past the 50 percent mark, to 55 percent.

Nearly 36,000 Japanese firms shut down business due to COVID-19

Sep. 24 | 06:00 am JST | [23 Comments](#)

TOKYO — Nearly 36,000 Japanese companies have chosen to discontinue their business so far this year, mainly due to the hit from the coronavirus crisis and up sharply from a year ago in a sign of the pain the pandemic is inflicting on the fragile economy.

The total number of companies closing businesses, without going through bankruptcy procedures, may top 53,000 by year-end. That would be the most since relevant data became available in 2000, Tokyo Shoko Research said on Wednesday.

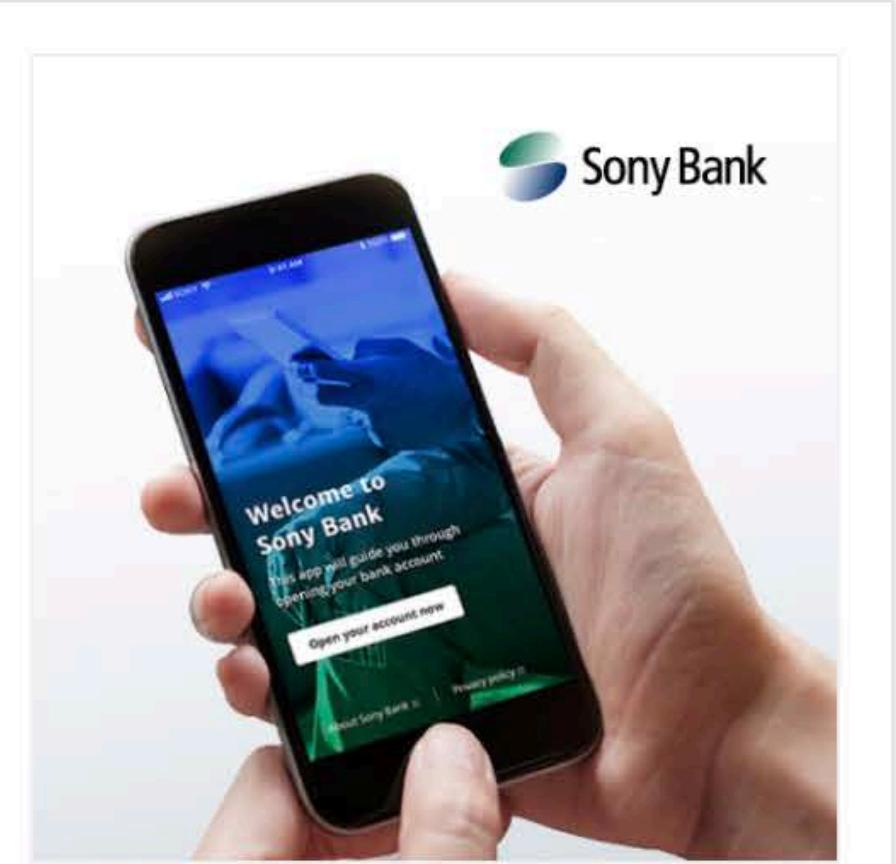
"With the pandemic expected to be prolonged, an increase in companies that discontinue business is unavoidable," the think tank said in a report.

The number of companies that discontinued business stood at 35,816 from January through August, up 23.9% from the same period of the previous year, according to the report. That would make up roughly 1% of the 3.58 million firms in Japan.

Of the total, 31% were service-sector firms, followed by construction firms at 18% and retailers at 13%, the report said.

The government and the central bank have deployed various measures since March to ease corporate funding strains, which have helped keep bankruptcy numbers largely unchanged from the previous year's levels, the report showed.

But some companies are struggling to stay alive not because of a cash crunch but diminishing prospects of a pick-up in demand, it said.



English online banking

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Business



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DIY a bright spot for consumer spending

Today | 05:00 am JST | [0 Comments](#)

Can global brands avoid being left behind?

Nearly 75% of Singapore firms accelerating digitalisation due to Covid-19



Being forced to innovate quickly amid the pandemic has made firms realise that it was not as challenging as they had expected. ST
PHOTO: LIM YAOHUI

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Burying his anguish:
Indonesian gravedigger
lays to rest dozens of
Covid-19 victims each day



'A soldier must go to war,
so must I': South Korean
nurse who fought Mers in
2015 returns to Covid-19...



Opinion

Robert Muggah and Rafal Rohozinski

South Korea's success in containing the coronavirus highlights importance of digital resilience

- One of the emerging lessons of the Covid-19 pandemic is that countries and companies that digitised early are more likely to recover faster than those that did not

**Robert Muggah and Rafal Rohozinski**

Published: 7:30pm, 27 Sep, 2020 ▾

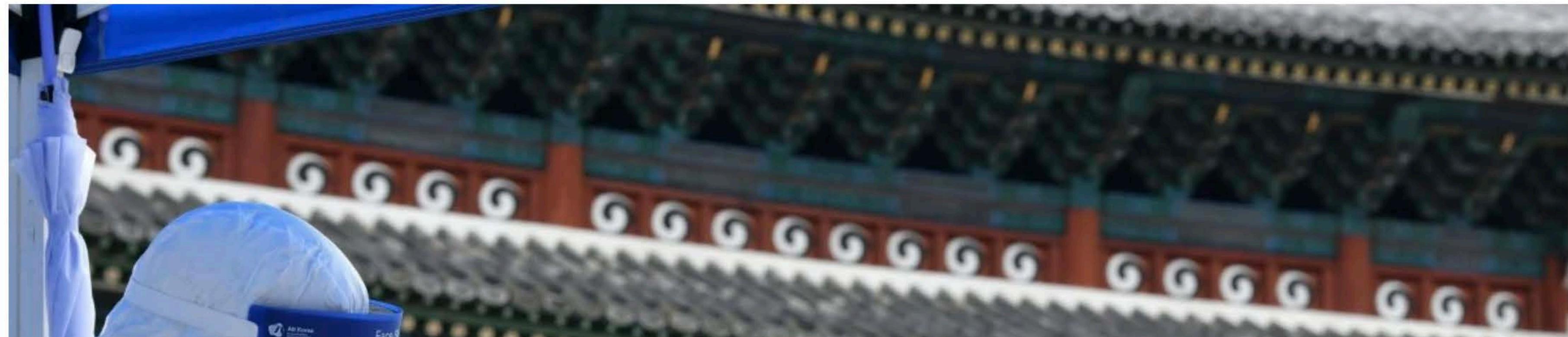
[Why you can trust SCMP](#)**TOP PICKS**

HKSTP's Technology Validation Platform aims to build trust in AI and robotics business solutions

Paid Post:
HKSTP



25



Skin deep

Cosmetic changes won't be enough.

“Incumbent players are wrestling with the challenges of how to transform themselves. In 2013, the DBS board therefore took the view that if we didn’t lead the charge, frankly, we might die.... We really had to digitize completely, not just by putting on digital lipstick.”



Piyush Gupta
CEO of DBS

Clear tactics

Those few companies with bold strategies avoid these common mistakes.

Don't defend

Develop new customer segments rather than protect existing business lines through cost-cutting, automation, or new services for existing customers

Don't cling

Experiment with and introduce disruptive business models rather than preserving legacy strategies

Don't hide

Face disruptors head-on by redefining value chains and disrupting existing revenue streams

JUL
2020

COVID-19: DIGITAL'S ROLE IN HELPING PEOPLE COPE

PERCENTAGE OF SURVEY RESPONDENTS* WHO REPORT THAT INTERNET-CONNECTED TECHNOLOGIES HAVE HELPED THEM WITH EACH ACTIVITY

HELPS ME COPE WITH COVID-19-RELATED LOCKDOWNS (GENERAL)

83%

HELPS WITH MY CHILDREN'S EDUCATION

76%

HELPS ME STAY IN TOUCH WITH FRIENDS AND FAMILY

74%

HELPS ME DO MY JOB (WHITE-COLLAR WORKERS)

67%

HELPS ME KEEP MY CHILDREN ENTERTAINED AND ENGAGED

65%

HELPS ME WITH MY SHOPPING

45%

HELPS ME GET GROCERIES FROM FOOD STORES

44%

HELPS IMPROVE MY MENTAL HEALTH AND WELLBEING

43%

HELPS ME ACCESS DOCTORS AND HEALTHCARE

41%

HELPS ME KEEP FIT AND EXERCISE

40%

HELPS ME IMPROVE MY INCOME AND FINANCES

29%

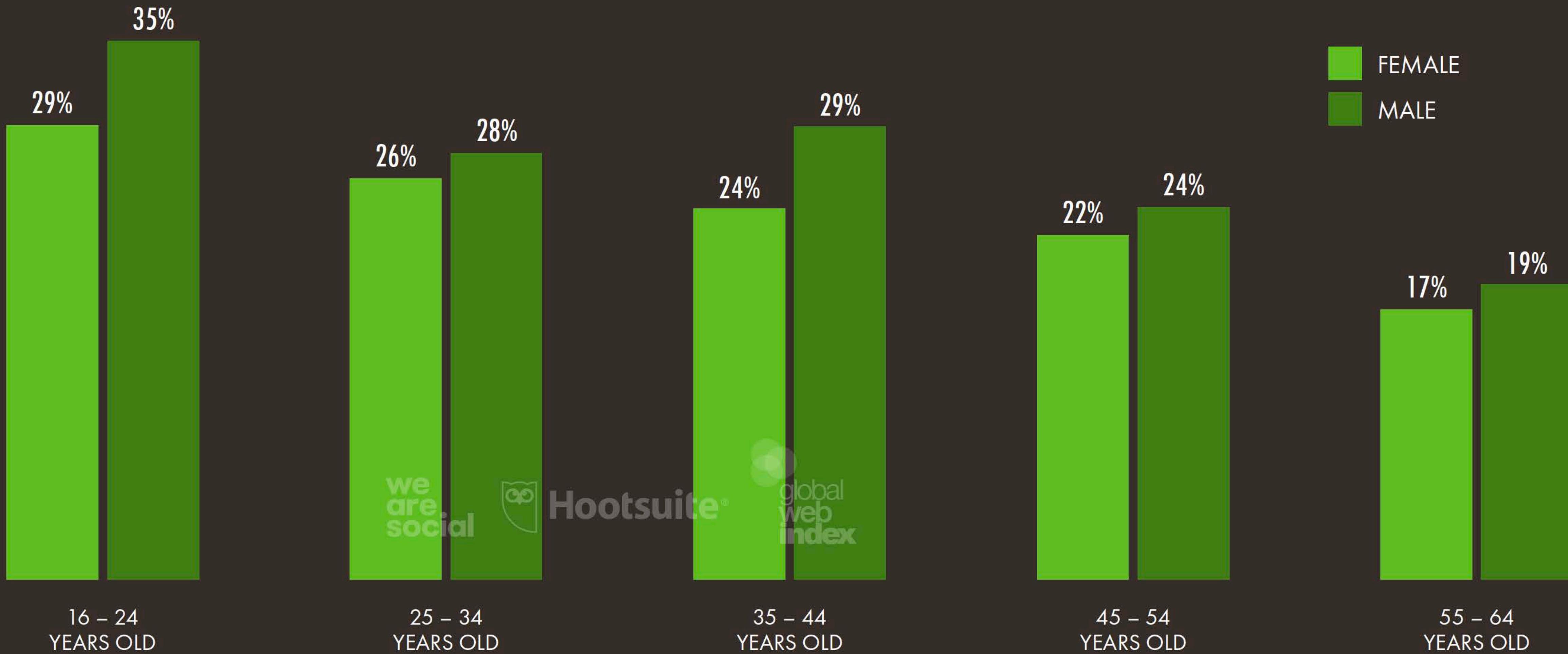


Hootsuite®

JUL
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COVID-19: ENDURING PLANS TO WORK FROM HOME

PERCENTAGE OF INTERNET USERS* WHO EXPECT TO WORK FROM HOME MORE FREQUENTLY EVEN AFTER THE COVID-19 OUTBREAK ENDS

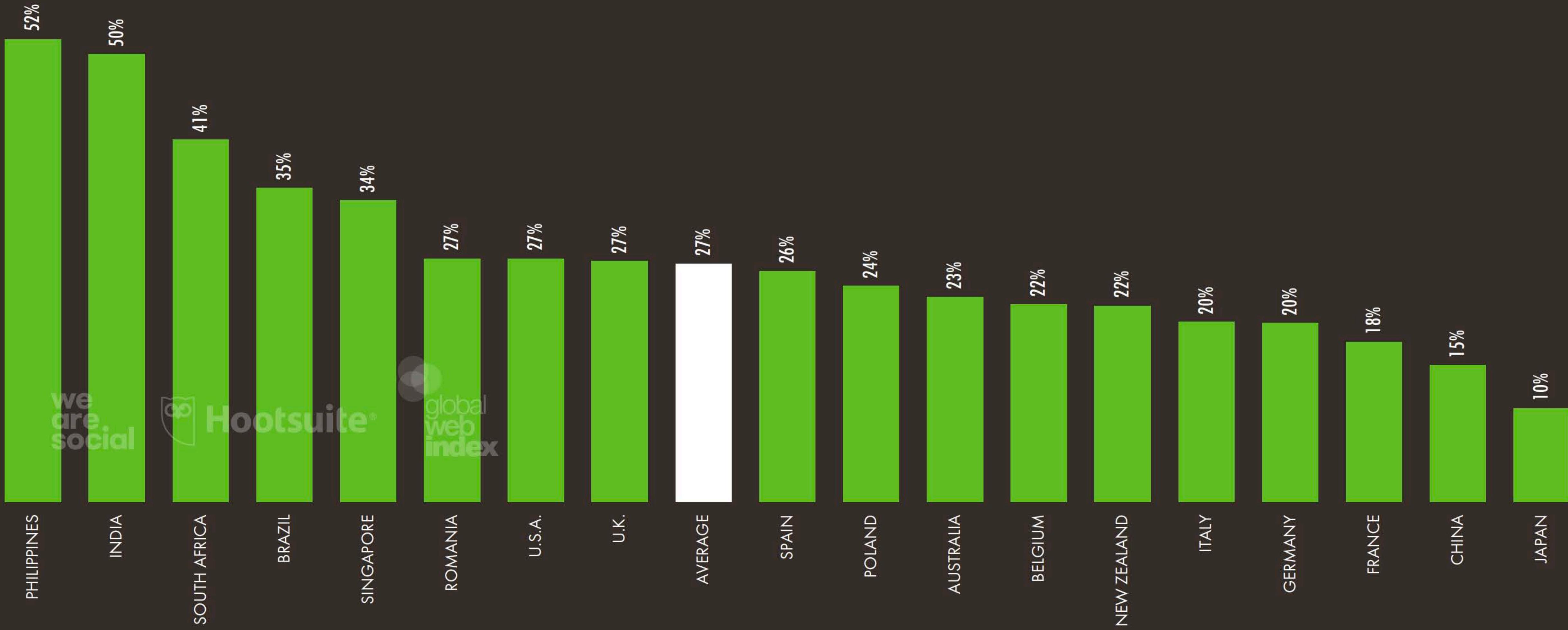


SOURCE: GLOBALWEBINDEX'S CORONAVIRUS MULTI-MARKET STUDY (WAVE 5, JULY 2020). ***NOTE:** FIGURES REPRESENT THE FINDINGS OF A SURVEY OF INTERNET USERS AGED 16 TO 64 IN AUSTRALIA, BELGIUM, BRAZIL, CHINA, FRANCE, GERMANY, INDIA, ITALY, JAPAN, NEW ZEALAND, PHILIPPINES, POLAND, ROMANIA, SINGAPORE, SOUTH AFRICA, SPAIN, THE UNITED KINGDOM, AND THE UNITED STATES. DATA COLLECTION (FIELDWORK) TOOK PLACE BETWEEN 29 JUNE AND 02 JULY, 2020. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

JUL
2020

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JUL
2020

DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64* SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

USING THE
INTERNET



USING
SOCIAL MEDIA



WATCHING
TELEVISION*



LISTENING TO MUSIC
STREAMING SERVICES



USING A
GAMES CONSOLE



6H 42M

2H 22M

3H 22M

1H 31M

1H 10M

JUL
2020

ONLINE CONTENT ACTIVITIES

PERCENTAGE OF GLOBAL INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF CONTENT VIA THE INTERNET EACH MONTH

WATCH
ONLINE VIDEOS



90%

WATCH
VLOGS



52%

LISTEN TO MUSIC
STREAMING SERVICES



72%

LISTEN TO ONLINE
RADIO STATIONS



48%

LISTEN TO
PODCASTS



42%

JUL
2020

PAYING FOR DIGITAL CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT THEY HAVE PAID FOR EACH FORM OF DIGITAL CONTENT IN THE PAST MONTH

MOVIE OR TELEVISION
STREAMING SERVICE



28%

MUSIC STREAMING
SERVICE



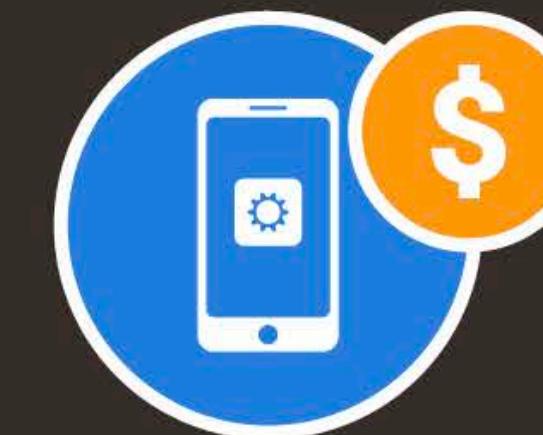
25%

MUSIC
DOWNLOAD



20%

MOBILE
APP



17%

MOBILE
GAME



17%

STUDY PROGRAM OR
LEARNING MATERIALS



12%

ONLINE
NEWS



9.5%

SOFTWARE
PACKAGE



9.3%

ONLINE MAGAZINE
SUBSCRIPTION



7.9%

DATING
SERVICE*



6.0%

SOURCE: GLOBALWEBINDEX (Q1 2020). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GLOBALWEBINDEX.COM FOR MORE DETAILS.

*NOTE: THIS QUESTION IS NOT ASKED IN ALL COUNTRIES. THE FIGURE SHOWN HERE IS THE AVERAGE FOR THOSE COUNTRIES WHERE THE QUESTION IS ASKED.

How can this masterclass help tackle the challenge

1. Discover the top marketing trends during this digital revolution.
2. An example of the trend in action.
3. How you can apply them in your business now

GOLD DUST

1. Automatically scalable
2. Zero cost or profitable
3. Takes none of your time



Content Marketing

What you're creating

What you're sharing

Increase content

Content-led

Measured by actions

Results in engagement
falling over time

Engagement Marketing

What they're creating

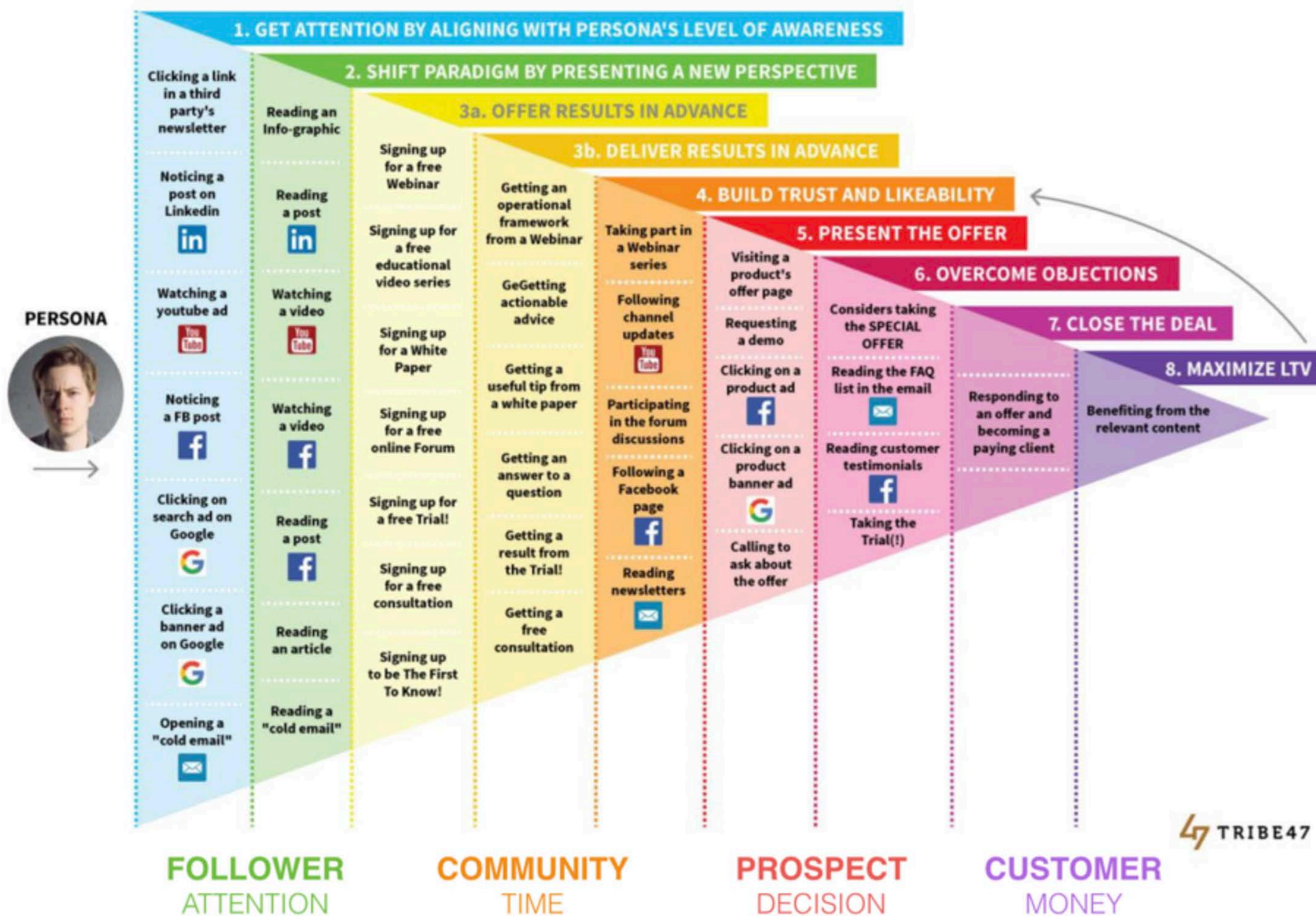
What they're sharing

Increase connection

Customer-led

Measured by interactions

Results in engagement
increasing over time



TREND 1

CHATBOT ASSESSMENTS



\$4

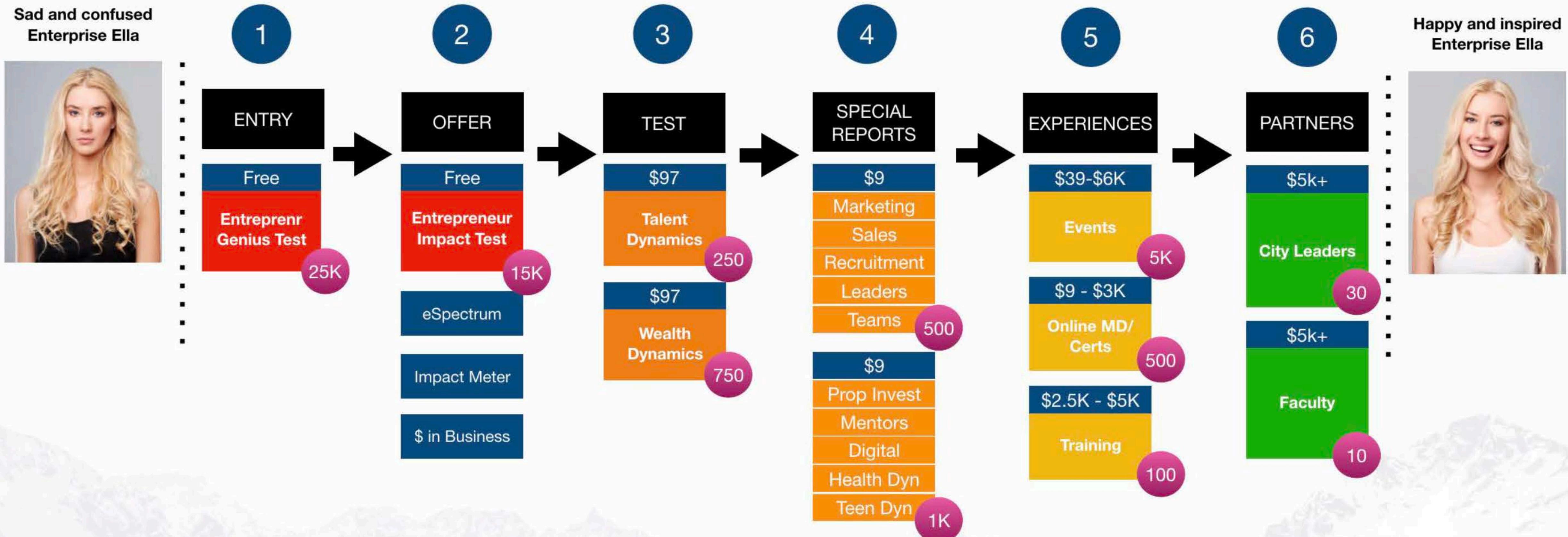
Is what Wealth Dynamics makes for
every dollar spent

8

Of 100 people who download the WD
eguide, 8 people buy the Wealth
Dynamics Test

ASSESSMENTS - ENTREPRENEUR DYNAMICS

USER JOURNEY - MONTHLY



Programs	Opt ins/DB	Conversion	Closed Won	Revenue
Test	15K	6.6%	1k	\$97K
Special Reports	100K	1.5%	1.5K	\$13.5K
Experiences	15K	37%	5.6K	7M (1250pp)
Partners	200	20%	40	200K
TOTAL				\$7.3M

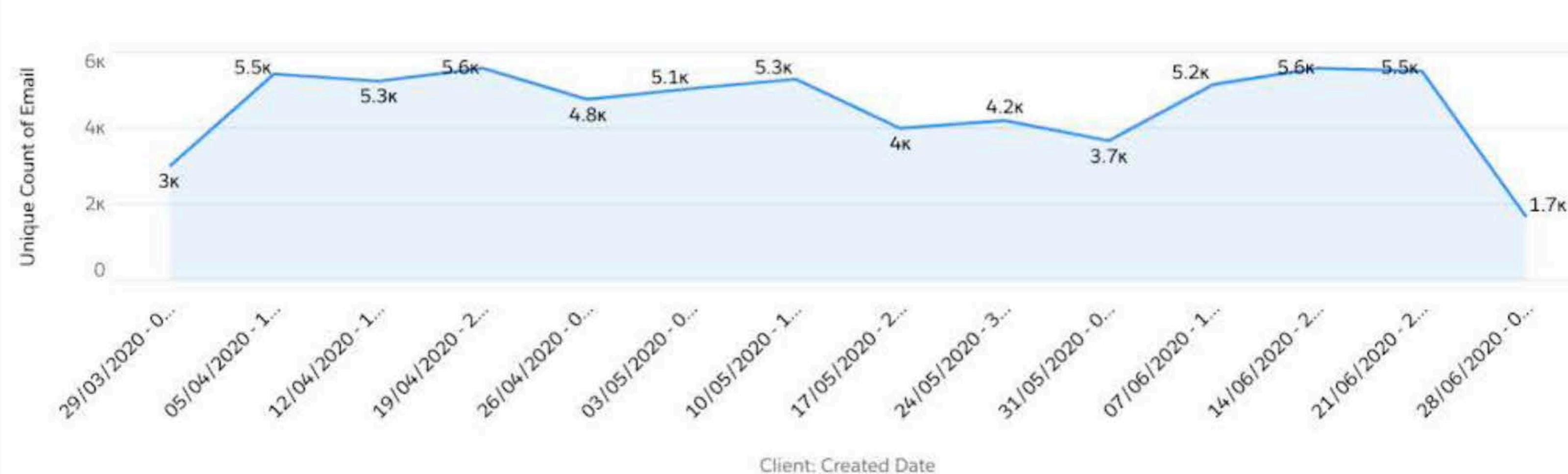
Test Languages	
English	Czech
Spanish	French
Chinese	Polish
Japanese	Thai



Fan & Followers - Q2

[View Report \(Fan & Followers - Q2\)](#)

New Community Members - Q2



Clients Who Completed a Test - Q1

19,095

[View Report \(DB DB - Tests Taken Q1\)](#)

Clients Who Completed a Test - Q2

35,213

[View Report \(DB DB - Tests Taken Q2\)](#)

New Community Members - Q1 vs Q2

[View Report \(DB DB - Q1/Q2 New Comm. Members\)](#)

TREND 2 CHALLENGES



Q2 2020 Promo Plan



7 Day Genius Detox Challenge Genius Central Singapore | Genius Cafe Bali

Summary: Launch a 7 Day Genius Detox challenge for the Genius Community of Singapore and Bali. This will be a pilot programme which can run monthly based on the results from 1st challenge. During times of covid-19, lockdown and restrictions delivering healthy, delicious detox meal packs to their door step. Opportunity for up-sell into 14 days and memberships

The Problem

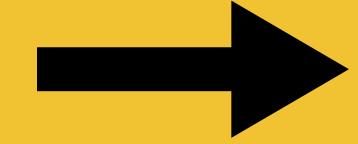
With the current health and financial crisis, the genius community is in lockdown and missing out on all the vibrant activity and nutritious meals offered by Genius Central and Cafe. They are also trying to navigate their life and their work through the crisis which is leading them to lose focus on health and what they eat.



Compelling Offer



- Free Webinar and Training.
- Free e-guide
- Webinar Slides
- 50% off voucher stay at Entrepreneur Resorts



For Free



- All items from Free PLUS
- 7 Day Meals delivered at your doorstep
- Facebook live daily from Chef Cynthia to keep you on track. Follow up daily on WhatsApp. Opportunity to win 3D 2N stay at our resort in any location.
- CLA Microcourse
- 5 WD Tokens for friends and family
- \$1000 vouchers for GG Programs
- Free Membership including 10, 2 for 1 vouchers and 20% off on plans and meals

7 Day Detox
\$147

CHALLENGE - GENIUS CENTRAL

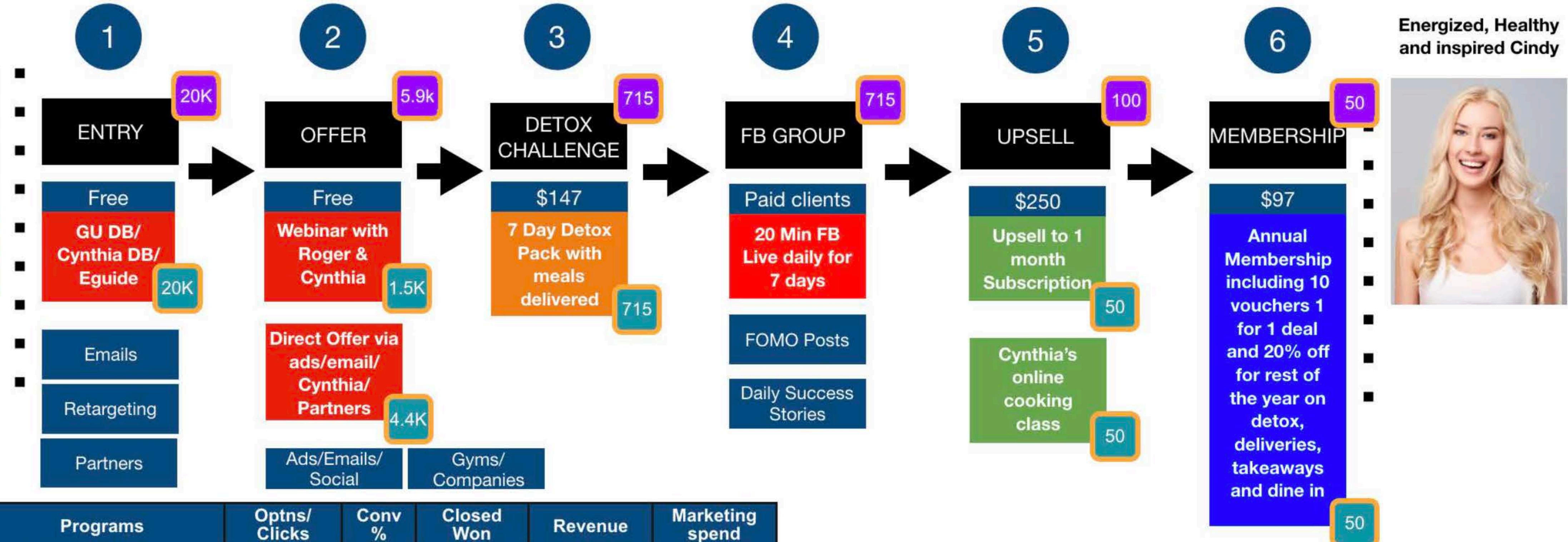
GENIUS DETOX CHALLENGE - CUSTOMER JOURNEY

Lazy, unhappy and Unhealthy Cindy



Total Outreach
26.5k

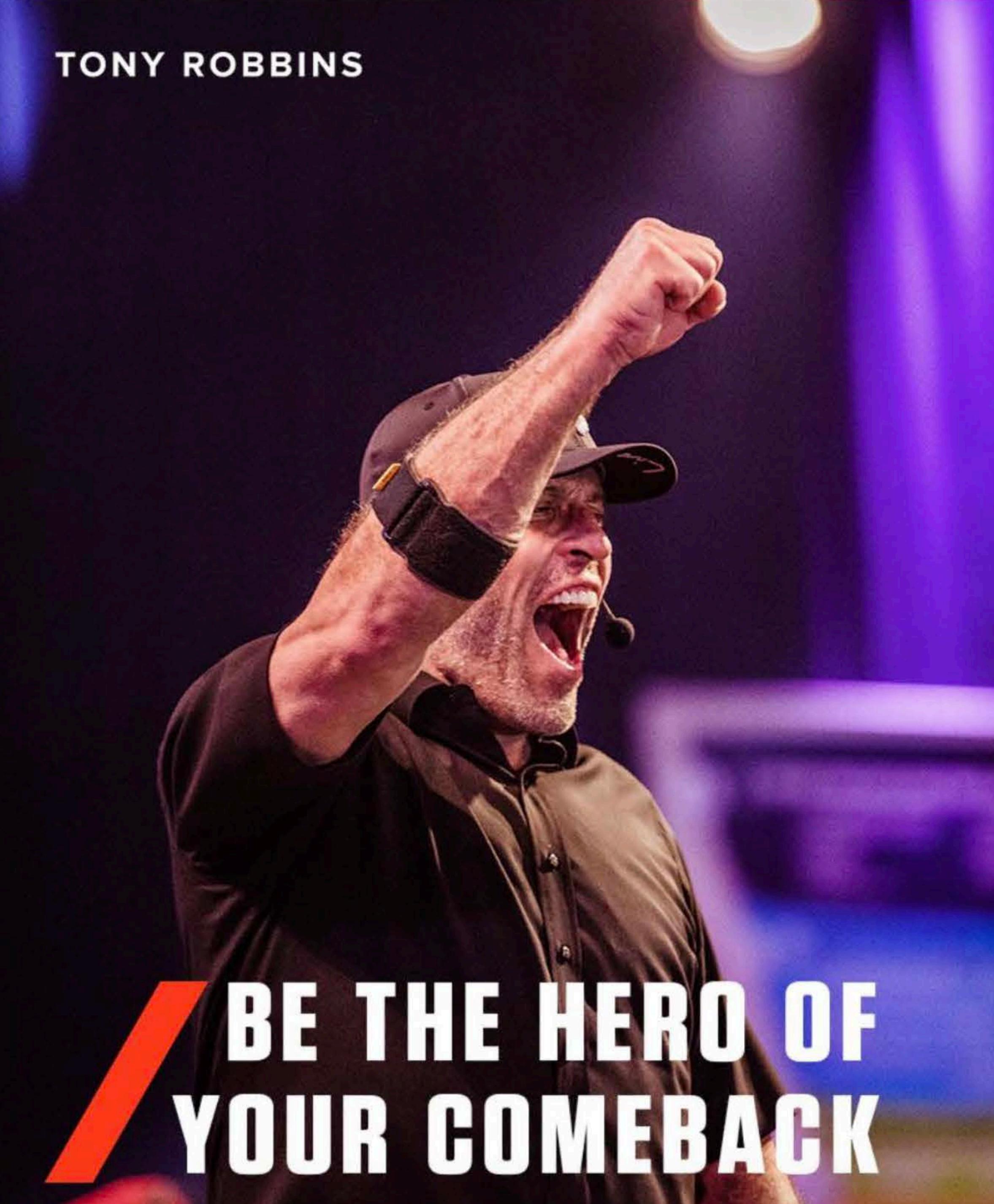
To generate
6,400 leads



PM's	Programs	Optns/ Clicks	Conv %	Closed Won	Revenue	Marketing spend
Suraj	Webinar + Followup	1500	5%	75	\$11025	\$2500
Suraj	Direct Ads	400	10%	40	\$5880	\$1800
Jonathan + Vero	Gyms/Corporates/Cynthia DB/Partners	2000	15%	300	\$44100	\$4000
Shah + Jodie	Email/GCMembers/Walkins	1500	10%	150	\$22050	-
Jackiera	Social + Current Collabs	1000	5%	50	\$7350	-
	Upsell	715	7%	50	\$12500	-
Jackiera + Jodie	Memberships	715	7%	50	\$4850	-
	TOTAL	6400		715	\$107,755	\$8300

REWARD			
3D 2N stay at our resorts		10 Lucky people who complete the challenge get	Free Membership including 10 - 1 for 1 vouchers and 20% off
CLA Microcourse			Everyone who completes the challenge
WD Tokens			
\$1000 vouchers			

TONY ROBBINS



BE THE HERO OF
YOUR COMEBACK



Tony Robbins

· June 19 ·

...

Join my 7 Day LIVE Comeback Challenge to unleash your great inner strength – to LAUNCH yourself to your next level of success, happiness, and fulfillment.

I'll even donate 20 meals through Feeding America when you sign up!

The Challenge starts June 23 – sign up NOW! We've already donated over 1.7 MILLION meals!*...
[See More](#)



3.2K

178 Comments

268 Shares



Like



Comment



Share

Most Relevant ▾



Brenda Miller McCoy Looking forward to this, thank you for making possible for everyone to participate.

Like · Reply · 5w



Thatohatsi May Mr Tony. How are the food being passed through without any financial contribution from me? I just want to make sure my input makes a little

3 ACTIONS TO TAKE NOW!

1. Choose the wave to surf on
2. Book a call with us to guide you
3. Build, launch, then learn and earn

TREND 3 COMPETITIONS / AWARDS



COMPETITION



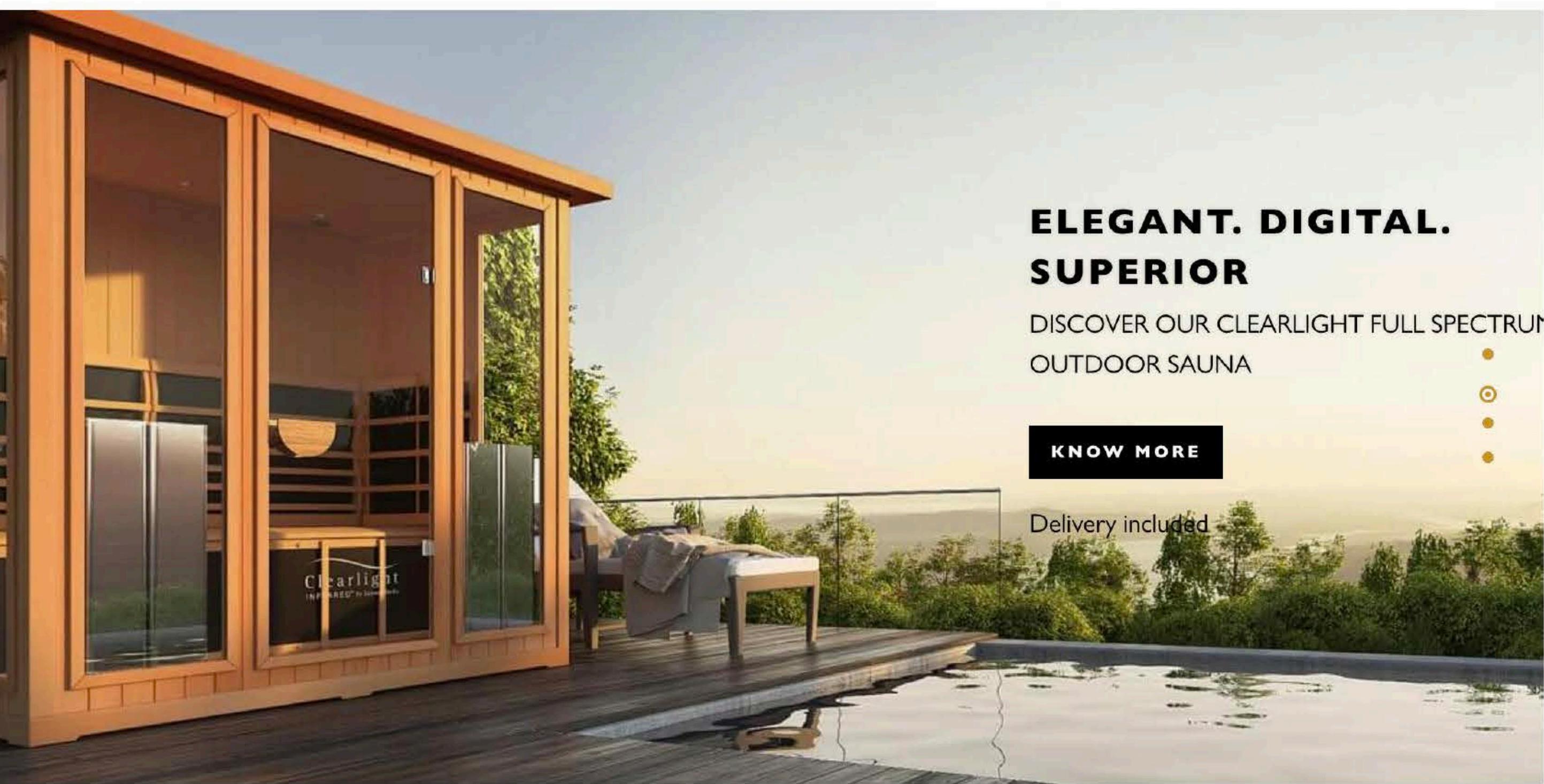
0238 202 6522

PAYMENT OPTIONS
AVAILABLE

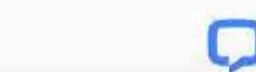
REQUEST PRICING

HOME PRODUCTS WHY CLEARLIGHT SAUNAS INFRARED HEALTH BENEFITS FAQs BLOG

CONTACT US



Chat now



CLEARLIGHT AWARDS

Partner Prelaunch

Onboarded existing raving fans. Rewards
for partners
Partner Promotion Pack

Prelaunch

Reach out to existing database
Activate partner networks

Launch

Social Media Ads.
\$2000 budget at \$5/per entry CPA. 400
entries

Closing

Final push. 72/48/24 hours left.
Email/Social Media blast
Total 6000 entries

Winner Announcement

Winner announcement on new Facebook
Page with a FB live on why infrared saunas
are #1 health trend.

Community / Engagement

New community launched
New weekly Podcasts / Video series
launched

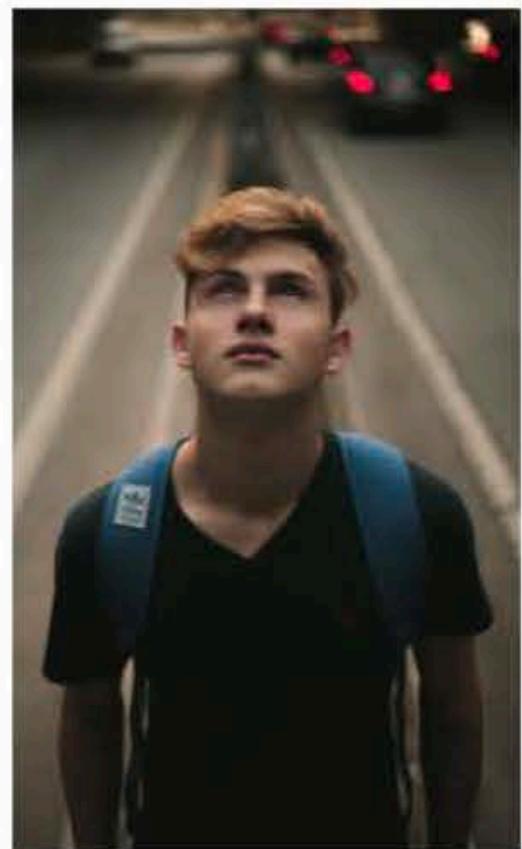
Target:
500 entries > 150 calls >
Launch Target: \$50k

Results:
6000+ entries > 389 calls >
Launch Rev: \$840K+ (ongoing)

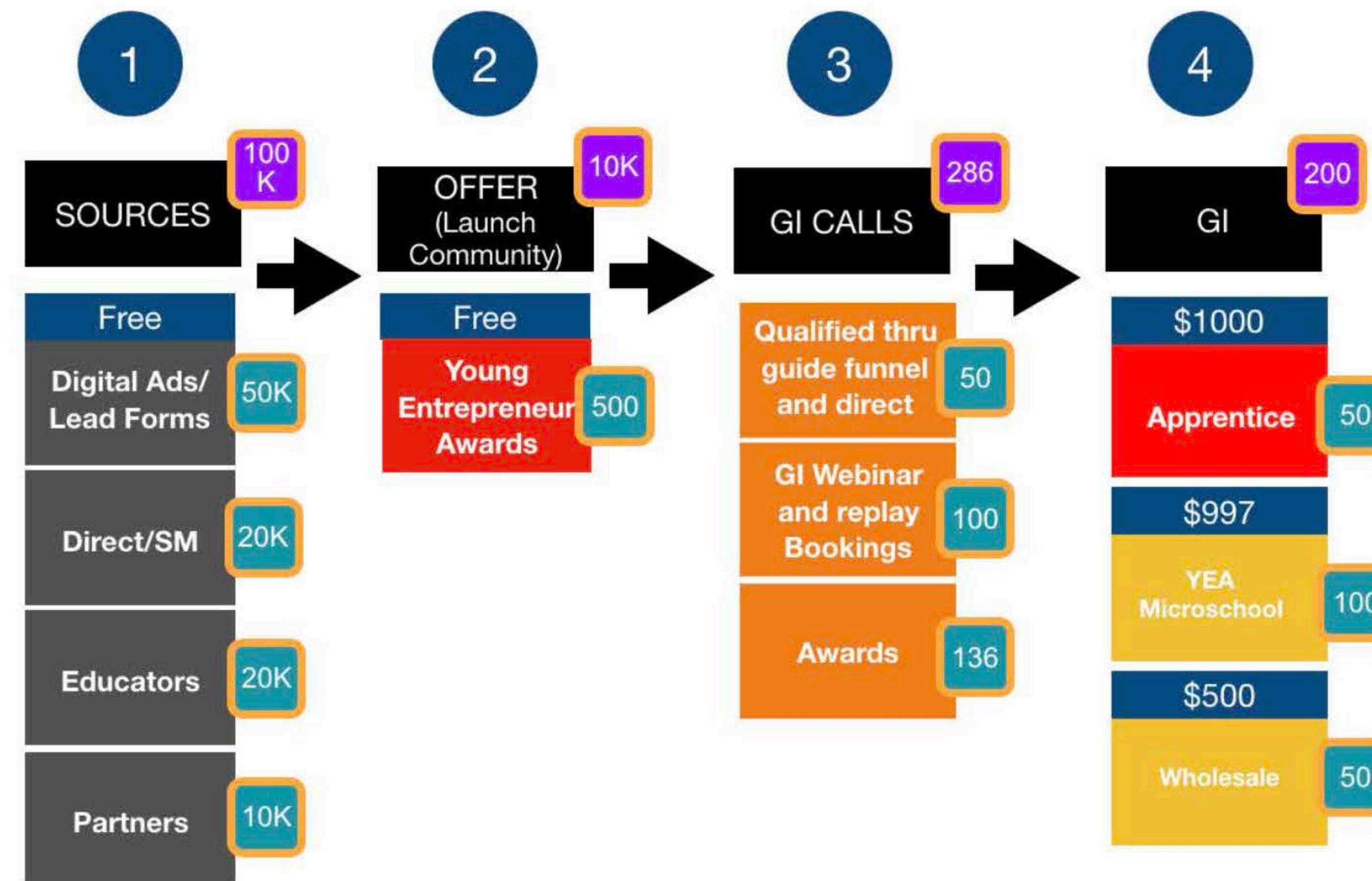
COMPETITION - YOUNG ENTREPRENEUR AWARDS

GENIUS SCHOOL

Sad and confused
Teen Tim

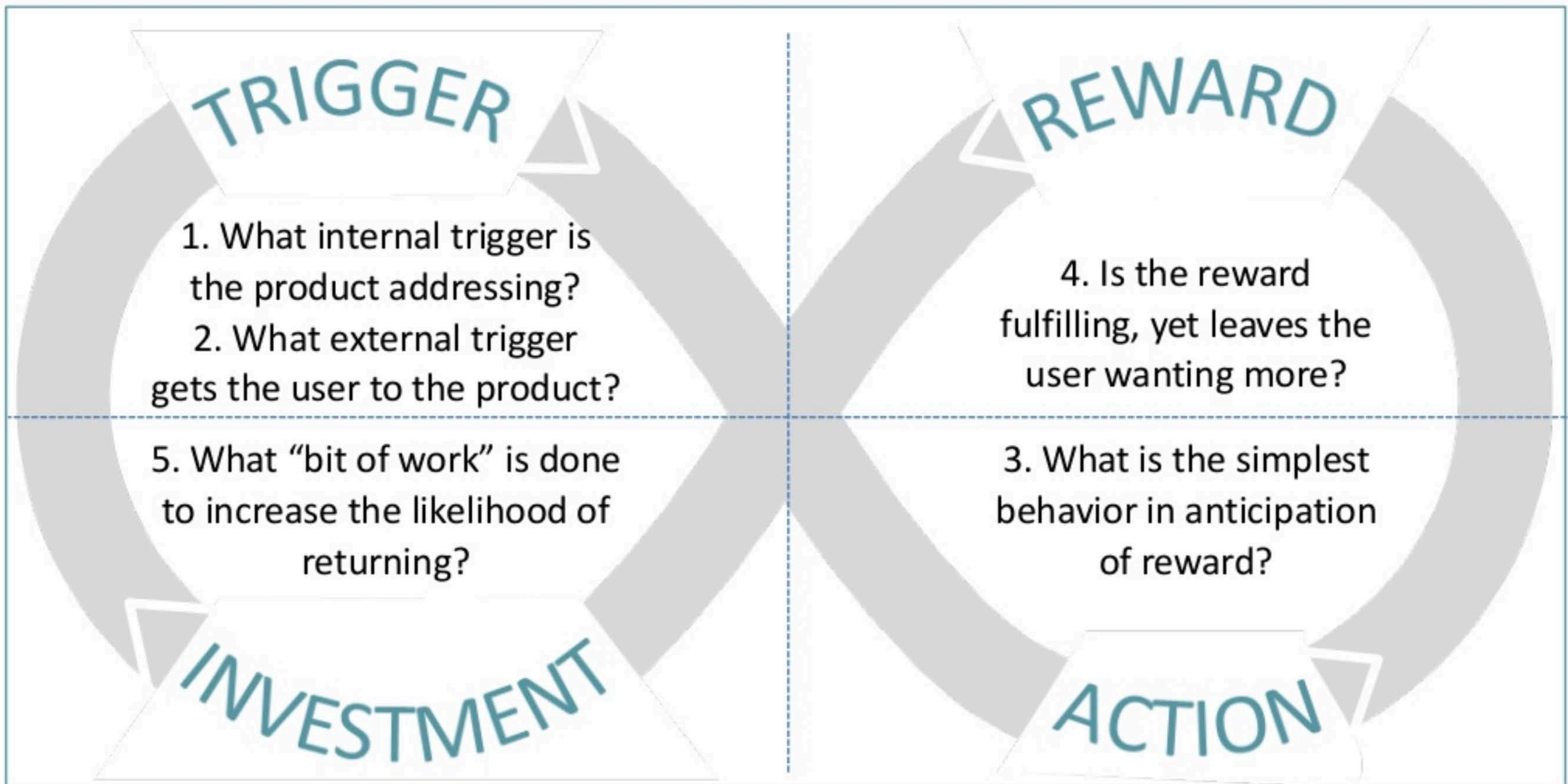


Happy and inspired
Teen Tim



Programs	Price	Sales	GI Calls	Revenue	Ad spend
Apprentice	\$1000	50	-	\$50,000	\$5000
Microschool	\$1495	100	286	\$149,500	\$20,000
Wholesale	\$500	50	-	\$25,000	-
Total				\$174,500	\$25,000

The HOOK Canvas



TREND 4

LIVE EXPERIENCES



Parents are considering ‘microschools’ and ‘teaching pods’ to augment or replace virtual schooling



Friends and readers have mentioned to me this repeatedly this week that they are exploring alternatives to an all-virtual school semester. One option is for families to pool resources to hire a tutor who could teach a **small “pod”** of students, likely in addition to the virtual classes the kids would take.

At the center of this idea is a **Facebook Group called “Pandemic Pods and Microschools”** formed in San Francisco in early July. The page has grown to nearly 10,000 members in the last two weeks and tries to link people interested in the idea by ZIP code. Parents who have children with disabilities were especially eager for answers about how to make the idea a reality.

Khan Academy founder explains how to keep kids learning even when schools are closed



Khan explained for a school going online in the fall, a math class could be structured with two or three videoconference lessons per week. That way, instead of pre-recorded instruction videos, teachers can work with students at the same time, Khan said.

“Ideally, it’s interactive. Teachers are asking students to answer questions, work with each other in the virtual breakout sessions,” said Khan, whose nonprofit is supported by the [Bill and Melinda Gates Foundation](#). “And also the teachers are there to answer any questions, help students set goals.”

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10am Pacific



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100% FREE Master Class



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Clear up your schedule and give
yourself to some me-time.



60 MINUTES

Schedule approximately 60 minutes
of quiet time for this Webinar.



MAXIMISE YOUR IMPACT

Learn the simple ways to have more
impact than you ever imagined

TREND 5

MASTERCLASSES





Cash before the Crash

The Top 3 Cash Flow Strategies to future proof you from the coming crash.

Join the **FREE** Webinar **TODAY**

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100% FREE web event



GIVE YOURSELF ME-TIME

Clear up your schedule and give yourself to some me-time.



60 MINUTES

Schedule approximately 60 minutes of quiet time for this Training.



MAXIMISE YOUR IMPACT

Learn the simple ways to have more impact than you ever imagined

3 ACTIONS TO TAKE NOW!

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