

MASTERING THE DIGITAL MARKETING REVOLUTION

INDUSTRY SECRETS TO TAKE YOUR SMALL
BUSINESS TO THE NEXT LEVEL



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**Industry secrets to take
your small business
to the next level**

by Daron Stenvold

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DEDICATION

I would like to dedicate this book to my friends and family. Although I had moved out of the city where most of you resided and bought a resort that consumed fifteen years of my life... when I needed you most, you were there for me. I am excited to release my fourth book and help other small businesses learn from my years of successes and failures. Without your support, I would not be in this position to be helping others. THANK YOU!

To learn the three biggest mistakes all business owners make and how to avoid them, visit www.impelBusinessAcademy.com.

Semper Fi,

Daron Stenvold

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The Beginner's Guide into the Digital Marketing Revolution

Marketing is necessary for businesses to sell and promote their products or services successfully. Today's marketing strategies differ due to various company goals. However, it's essential to focus on your customers and the best places where you can find them. These days, the most common places people visit are social media networks, websites, blogs, and search engines. That's why you need to develop your digital marketing strategy and, in the process, revolutionize your business.

Even though we live in a digital era, some companies stick their head in the sand and do their best to avoid any type of change. They sabotage all their years of hard work and risk losing their loyal customers.

If you're not growing your online presence, you're going out of business.

Digital marketing can encompass a variety of phrases, concepts, techniques, and strategies. It can be intimidating, but you don't have to be a genius to make it work for you.

To get started in this adventure, we're going to cover the contents of digital marketing. To be successful, you need to understand its heart, mindset, automation, the myriad of possibilities, outsourcing, how to match offline and online strategies, and self-publishing.

In this chapter, we'll define and share insights on the roadmap of digital marketing:

- Losing the Doubt
- Think Like an Online Guru
- Partner Online & Offline Marketing
- The Benefits of Online Marketing
- How to Delegate Effectively
- Action Plan
- The Six Interconnected Steps to Digital Marketing Success
- Goals & Expectations
- Understanding Your Initial Results
- Reasonable Income Expectations
- Specific Strategies for Success

Losing the Doubt

Before you can even implement your digital strategy, you need to have the confidence to pull it off. Online marketing allows you to customize your strategy for a better outcome. You may feel like you just don't have the skills or knowledge to pull it off, but they can be learned and applied, and they'll be provided to you throughout this book.

You need to remember that your customers use the Internet and if you aren't present there, they will go to your competition. This applies regardless of your industry, business, or specialty area.

Think Like an Online Guru

Before you can find success as an online marketer, you need to learn how to think and feel like one. Once you do, you will find the process much more natural. You don't need to reinvent the wheel.

The same principles of offline marketing apply to online marketing. You need to pinpoint your target markets and get to know them. You need to understand their interests, needs, and what motivates them to purchase your product. When you find out these details, you can create an offer they will most likely accept and buy.

One of the most significant areas I'll talk about is how people use most of their time on search engines to find the solution to their problem. When you've been searching for something, you've probably noticed the different types of results, the ones that say "sponsored" and the ones that always pop up on top. It is done through a variety of strategies that I'll explain later.

While search engines are great for finding specific information, people are using social networks to find out the best places to visit and delicious food to taste. You can easily use social networking tools to build a group of followers and a niche community. Word spreads when you do this, and soon you will have new customers signing up for your newsletters and visiting your website.

Partner Online and Offline Marketing

No matter how comfortable you get with online marketing, don't toss offline marketing tools aside. To maximize exposure to your target market, you need to be engaged in both. You can use them together to promote the same product or service and double your response. Here are some easy ways you can pair them together for a great response:

- Social networking event to invite customers to a grand opening
- PPC (Pay Per Click) ad to test an ad or headline before shelling out the dough for a print ad
- A print ad that drives people to your website for an online-only deal

This list consists of ideas for the offline/online partnerships you can create. Online marketing means adding to your revenue. There are three basic ways to make money online:

- Sell a service or product (or a combination of both)
- Promote the products and services of other people and earning a commission (affiliate sales)
- Get paid for your web traffic

If you're new to the world of digital marketing, you may only feel comfortable with the first method of making money online; however, the other two can bring outstanding results. Affiliate marketing and different marketing strategies will be covered in-depth in later chapters to help you learn how to maximize these tactics.

The Benefits of Digital Marketing

Benefit #1: Automated Results

One of the most attractive things about digital marketing is that you can let it run by itself once you have something in place. With that said, you do need to continue to test it for the best results as well as keep new offers available to draw in new customers. Many small business owners have the misconception that they can only work with customers in person and, sometimes, over the phone. This simply isn't true. With the constant growth of the online consumer world, consumers feel very comfortable working with professionals via email or a social media network.

If you are a service-based business, you can operate a significant portion of your business online. Even a product-based company can take orders, generate new leads, and offer customer service online while still building personal customer relationships. Online marketing and selling also allow

you to expand your business. If you can ship your product, the opportunities are unlimited.

The key automated strategies can be used through automatic lead generation. To do this, you have to set up a simple website specifically for the reason of qualifying leads. Let's use chiropractic services as an example. Your website would offer a special offer, such as 25% off your first visit. This offer is surrounded by a process where they plug in their email and other information to prequalify them. Also, utilize questions like:

- Are you currently experiencing pain?
- How long have you been experiencing this pain?
- Where is your pain located?

Expand these questions and you'll know more about the clients before they even show up for their appointment. Once you receive a submission through your site, review the answers to the questions, and make a list of products and services to recommend. Call the qualified lead with all the information you have and arrange an appointment to fit their needs. Use an upsell approach and you will have a client who will stay with you for a long time. This makes the cost of acquiring new clients smaller and the return on that investment even better.

Benefit #2: Self E-Publishing

The reality of the online world is that the content is most important. When you have quality content, you have the opportunity to make money off of your knowledge alone. You'll learn more about content in the next chapters and how its optimization can bring in more customers, sales, and free advertising.

Publishing your knowledge and content can be done in various ways, including blogs, article submission sites, social media outlets, newsletters, and e-books, or information products. A blog is one of the best ways to start this process. You can post daily or three times a week. Regardless of

how often you publish, you need to offer insightful, exciting content. This insight can come in the form of articles, tips and tricks, or small business operations advice.

Keeping on with the chiropractic business, a great series of blog posts could be about different pain types and the potential damage. Here are some examples:

- Chiropractic Services for Deep Knee Pain
- Can a Chiropractor Help My Pregnancy Pain?
- Is Chiropractic Care Safe During Pregnancy?
- Can I Just Ignore Pelvic Pain?

These types of pain are all questions or topics of interest for your target market. You can likely answer these questions in your sleep and only spend a short time blogging about them. Each post should have a favorable opinion of your industry and services. You can work a small area into the end of the blog post about how you have helped clients find relief from the specific problem you're addressing. You can also offer a deal for new clients with the concerns you address in the post.

This e-publishing approach helps you build trust with potential clients, current clients, potential business networking opportunities, and future clients. You have the chance to prove you're an expert in your field and show clients you care about their needs. You can expand your knowledge into a full e-book or special report to sell or offer it as a free bonus for a higher valued package.

After you have an established website and have started some lead generation, you can venture into the world of e-publishing and you will have a pre-set customer base. An online course is also a great way to share your knowledge without feeling the pressure to write a book. It is a great way to get the attention of other small business owners. You can gear separate products toward each group and benefit from both target markets.

For an example of how to pull in other small business owners and share your knowledge with them, you can put together an e-book and simple course. The e-book can be independently priced at \$35. You start by driving traffic to the sales page of the e-book. When customers purchase the e-book, you redirect them to a thank you page where they are offered the course at a great price of \$499 (or price it monthly). You offer them weekly e-lessons delivered to their inbox with information and resources they can use to improve their small business. You only have to put together these documents and programs once, but they will continue to make you money for a long time.

How to Delegate Effectively

If the thought of sitting down and writing courses and e-books feels overwhelming, delegate or outsource the tasks. Find a writer with experience writing this style of information products and work with him to gain your desired results. Not only do you save your time and sanity, but for a reasonable price, you have your project done and for sale much faster.

In-House online marketing delegation can be vital to your success. If you have employees familiar with the areas of online marketing that you want to use to grow your business, put them to work. Work with your team to take advantage of the skills everyone has to offer for the best results. Your employees will appreciate being included in the process and you (and they) will find more value in their place in the company.

Figure out what part of the online marketing you do best or most enjoy and find ways to delegate the rest. When considering outsourcing, ensure you're getting the most bang for your buck. This may mean shopping around for a digital marketing agency that also has experience in SEO and web optimization.

Action Plan

Set Some Goals: It's time to sit down with a pen and paper and set some goals. Goal setting can be as easy as building a website to being as complex as building a 5,000 subscriber database and selling 100 e-products in the next month. Regardless of your goals, you need to write them down and see them visually before you can accomplish them.

Start Writing: Since you know you'll be writing regularly, it's a good idea to get into the habit of writing every week. This can be a purge of ideas into a spiral-bound book or a well-written blog post. Take this time to explore your strengths as a business owner, as well as your business, products, services, and industry. All of these ideas can later be looked at for potential information products and blog posts.

Create a List of Resources: It's essential to have a playbook of resources to look at and reference when needed. These lists should involve:

- Employees you can delegate to with their skill listed
- People who can provide services to you
- Recommendations from colleagues and others

Know Your Competition: You need to know your competition and know what works and doesn't work for them. This is essential. You want to be competitive, but you also want to be committed to your own set of values. A quick Google search of your competition can tell you a lot about them, including their customer reviews. Figure out what online marketing techniques are working for them. These strategies may work out for you too.

The Six Interconnected Steps to Digital Marketing Success

Before you can even venture into the digital marketing world, you need six essential steps for success. Once you complete them, you are ready to create a plan of action for digital marketing success and see the results happen without worrying about backtracking later in the process.

1. Define Your Target Market

Ideally, you will have already completed this **task**. Knowing your target market is essential to saving you time and money in your marketing process. To help define who exactly your target market is, you need to take a look at who your past customers are, the area around your business, and the digital marketing possibilities for this market.

Once you have a list of who your current customers are, you can think of the reason why they are your customers. These reasons and the attributes of these customers will show you a target market and how to approach it.

2. Write it Down

Take a few moments to write a paragraph or two about who you will be targeting with your digital marketing. Write down which emotional buying behavior triggers them to make a purchase. Also, conduct research and find out what consumers need and expect from your brand. This way, you can focus on the interests and needs of your customers.

3. Identify Value Proposition

Why do your customers choose your business for the services you provide? This is an important question to answer! You need to know what makes you unique from your competition. Is it the services you offer? Your

products? If you have a hard time identifying these factors, ask several customers. Offer a gift card for a brief five-minute survey and you'll have the answers you need to identify what is working and what isn't.

4. Create Key Messages

Your key messages are the messages you convey when you put together a marketing strategy, online or offline. To put together your key messages, you need to list the benefits you offer that your competitors do not. You can make this list with the information you already have and add further research from your competitive landscape. Once you have this information, you will be able to use it to build your strategies in PPC (Pay Per Click), your blog, or other avenues of digital marketing.

5. Scope Out the Competition

The more you know about your competition, the more you can put together a better marketing plan. The most obvious list includes what your competitors offer for services and products. You also need to know:

- Where they advertise?
- What are their strengths?
- What are their weaknesses?
- How do you stack up against them?
- In what ways do they market that you should?
- In what areas do they lack that you could ethically take advantage of?

You may also take a look at the advertising platforms they use and in some cases, and with the right software, even see the details of their advertising campaigns the results they produce. Make a note of these resources to check them out later.

6. Check Out Your Digital Market

Research can feel like a lot of work. Still, it's essential to understand better marketing opportunities, your competitors, and how you need to put together a successful digital marketing campaign.

Use search engines with keywords for your business and observe the results. One great way to do this is to use the Google Keyword Tool and generate a list of keywords (with their usage numbers) to find the most effective keywords. This way, you'll get information about the most popular search terms around the topic and how other businesses use them. Keywords are invaluable when putting together a digital marketing campaign.

Goals & Expectations

Dreams are great, but expectations and realistic goals are even better. It can be easy to get ahead of yourself with a new marketing plan by aiming for the stars in a short time on a tight budget. Start with a specific set of goals you want to accomplish during your first phase:

- Announce a new product, service, team member, or location
- Bring in new customers
- Show current customers more support
- Become the local leader in the products and services you offer
- Improve company image and branding while becoming more visible

You don't have to rest on one goal; you can bundle goals as long as you don't advertise too many areas of your business at once. Overwhelming information can be too confusing to your target market and customers.

Understanding Your Initial Results

Once you have goals and reasonable expectations, it's essential to understand what will happen when you start seeing results. You need to plan for customer growth so you can confidently handle the new customer load. By this time you'll be fully aware of the benefits of digital marketing and you'll free up the time to manage the growth that will happen to your business.

Digital marketing means:

- Less hands-on management and more automated marketing
- Fluidity in your advertising means you can start and stop campaigns when you need to
- Hands-on involvements mean you know what's going on and can make changes as needed
- Boosted ROI's compared to offline advertising attempts
- Less cost than traditional marketing methods

Reasonable Income Expectations

We've talked about setting reasonable expectations for accomplishing your goals and how to adjust those goals as they change. Let's also take a minute to talk about the financial expectations of running a digital marketing campaign. If you set a goal of increasing your sales by 100% and you've gone ahead and leased that new sports car you've always wanted, you may be setting yourself up for disappointment.

Keep your goals in line with your experience, plan, and expectations to come out successful every time.

Specific Strategies for Success

When you're ready to embark on your digital marketing adventure, you will need to know some key strategies to find success. These strategies will help you realize your goals and meet them without wasting time and money.

Lead Generation

Lead generation is the process of identifying potential customers (leads) through marketing efforts or referral programs. This is a great strategy to use in digital marketing because you can often see faster results than in traditional marketing. There are a few things you need to consider before launching into lead generation.

- What are you willing to spend per lead to acquire them?
- What products or services do you want to pitch to your leads?
- What regional area do you want to target first?
- How will you control lead costs by controlling the number of leads per month?
- How will you ensure that you only pay for qualified leads to utilize lead generation intelligently?

Basic lead generation can be anything from a referral program to a digital ad or a social media pitch. Lead generation uses the same tactics as other forms of marketing. Set a budget and always test and measure your methods. You've found success when your campaign moves from merely generating leads to converting those leads to loyal shoppers. This way, you know you have a winning strategy.

Lead Capture: What do you do once you capture a lead?

This is the stage when your lead is generated, but before you make the sale. In digital marketing, this is after you've received a notice your ad was clicked on, but before you've made a sale.

You can capture leads through a landing page, via phone, or your official company website. If you are working to achieve a high volume of leads or you don't want the leads to go through your company site, it may be a good idea to use a landing page. A landing page is exclusively designed to bring in new leads for the specific products or services you're promoting. You will need to have sales copy that highlights the benefits and how your product or service meets your clients' needs. The text should be written from an emotional angle that invokes the reader to click for more information.

Once you have the new leads' contact information, it's time to contact them and convert them into buying customers. Once you gain your leads' trust, you need to ensure you treat them with respect and maintain that trust throughout the entire buying process.

Lead Nurturing

Lead nurturing is the process of building a relationship with your new lead. This relationship will determine whether you convert them to a buying customer or scare them away. If a lead walks away with a wrong impression of you, you can be assured they will tell everyone they know. This jeopardizes future leads.

Some leads are ready to buy and make quick decisions on the spot. Others need an extra push to help them feel comfortable in the buying process. The most frequent cases where this occurs are:

- With big-ticket items or services
- When repeat business is a large factor

- When your list is growing too fast to manage

All of these areas may require a bit more finesse than ready-to-buy customers. You want to give all your customers a positive experience to get them back again and encourage positive reviews. You can put together a simple lead nurturing program that is consistent and works. Use the same formula with each lead and you will have new customers who love coming back again and again. For example:

Day 1: The day the lead first opts into your landing page.

Day 1: You send a welcome email to your lead.

Day 4: You send a recent customer success story to your lead via email.

Day 8: Send your lead (via email) an article about something interesting that connects well to a product or service you offer. This allows you to showcase your product without actually mentioning it or including sales copy.

Day 12: Send them a “checking in” email to ask how they're doing.

Day 15: Email them a discount on one of your products, services, or a combination offer.

Day 16: This is the day your lead calls you to make a purchase or an appointment. BAM! You have just converted your lead into a paying customer.

It may look and feel like a long period of wooing, but you can automate most of this process by using an autoresponder or a good tracking system, so you have reminders when you need to email someone. This timeline can be longer or shorter depending on what you are selling, the price tag involved, or the buyer's personality.

Regardless of the period and what you're selling, nurturing is essential to increase sales, customers, and grow your business.

Put Together an Action Plan

Here's the best part of putting together an effective digital marketing plan. We can take everything we've discussed in this chapter and put it together in an action plan you can use and revise. Let's use the example with a hair salon and put together a sample action plan to help you create a better perspective.

Amanda's Hot Locks –
Beautiful Hair for Everyone

Primary Goal: To become the leading hair salon in the metro area.

Objective One: Increase current customer repeat business

- Run a contest or a deal to capture customer contact information, including name, address, and mobile number.
- Follow up with an email coupon to say thank you for entering or opting in.
- Start a monthly newsletter about styling and hair care tips.
- Come up with new ideas by offering a customer survey and implementing appropriate changes.
- Offer a discount for booking before they leave a current appointment.

Objective Two: Build a commercial contact base

- Put together a partnership plan and contact businesses around town to partner with.
 - Include partnership opportunities in the PPC campaign.
 - Create and build a LinkedIn profile to network with other professionals in your area.
-

These objectives can be different for your business, but you see how defining a goal and a plan to meet that goal can keep you on track for success. Make sure to keep your goals and action plan clear. Modify as needed and live by your calendar to stay on course.

Work Within a Budget

So, what is the right amount to spend?

In the first year, it can be a bit of a hit and miss. After the first year, you'll start to see results and will be able to know where you should focus your marketing efforts to get the most out of your investments. For now, look at the strategies you intend to use (check your action plan) and think of the cost related to them.

E-newsletter: This is essentially the cost of the database/autoresponder service you have, which can be anywhere from \$10-\$50 per month, depending on your database's size.

A Website with digital booking and payment gateway: This section of a website can get pricey when you need to bring in a web designer to handle the project and potentially manage your site.

You can set your budget in a realm that feels comfortable and you'll still get a lot of marketing power out of it. Regardless of the tactics you're using, it's essential to set a budget and find ways to stay within that budget while still working to grow your business effectively.

This chapter covered quite a bit of information, but it all works together to help you through the roadmap of an effective digital marketing campaign. Go back and reuse the information here to better define your target market, goals, and objectives as needed.

Strategies for Successful Digital Marketing

With the development of technology and digital marketing, businesses can be overwhelmed to decide which strategy to implement. With digital marketing, you are approaching customers in an online world. It is imperative to be up to date with new advertising methods if your target group is younger.

To develop a successful strategy, you need to have clearly defined goals that you want to achieve with your digital marketing strategies. A crucial starting point is to know your target audience. You also need to choose the most appropriate way of communication to reach customers. If you use digital marketing the wrong way, it's not just a waste of money; it can potentially create long-term damage.

Once you have identified the exact goals you want to achieve, the next step is to create the budget you will use to accomplish that goal.

You can use various strategies to ensure your best chance for success with your digital marketing campaign. When you create a solid plan, you're way ahead of less-organized competitors. While strategies are essential, it's critical to know how you will utilize them. In this chapter, we're going to take a look at several strategies for success. You'll get a better perspective on them, and you'll learn how they will affect your overall success in digital marketing.

In this chapter, we'll talk about:

- Online vs. Traditional Marketing
- Search Engine Listings
- Direct Advertising

- Viral Marketing
- Lead & List Building

Online vs. Traditional Marketing

You may already know there are differences between online and traditional marketing. However, they share the fundamentals of effective marketing, and both bring a similar outcome through different platforms. Of course, the result we're looking for is MORE LEADS and MORE PROFIT. While businesses still use traditional marketing methods and consider them to work pretty well in some situations, there are some important differences.

Let's say you pay for a billboard and some radio ads. You will get a lot of exposure and see an increase in sales, but you will likely have to spend thousands to do it. Online marketing can be significantly more affordable than traditional marketing methods.

The cost of online marketing can be minimal and so specifically targeted that niche marketing tactics considerably cut down price. When you use something like PPC, you are honing your advertising to searching for terms that apply to your business. When you rent a billboard, you are blitz marketing at a location and hoping for the best.

Analytics is also a great way to help you save money with online marketing and is more targeted than traditional marketing. With traditional marketing, you can add a number or a specific code to ads or coupons and ask people where they have heard about you. This helps identify what's working but can take a bit of time before you start seeing a trend for a particular marketing effort. Online marketing offers tracking tools that allow you to see within hours which ad is working and not. You can then continue to test and modify the advertisement to increase your reach or engagement. It's a lot more complex and sometimes impossible to

make changes to a print, radio, or TV ad. It could take considerable time and extra expense to make changes.

Utilize Offline Avenues to Drive Traffic Online

This chapter is about online marketing for small businesses and how to utilize the Internet's power to help your business grow, so why are we talking about offline advertising? Because you can help your offline customers find you online, and you can take your offline marketing tactics online to mesh them together for the ultimate marketing power.

Some of the most common ways to get customers online using offline tactics include:

- Website URL Placement
- Web Only Deals
- Web Only Giveaways

Let's discuss these and other integration techniques you can use to drive offline traffic to your website and other online profiles.

URL Placement

To promote your online presence, it helps greatly to get your website address into the hands of offline prospects and customers. To do that, consider where you can place your URL for prospects and customers to see. Many businesses forget to put their website on their offline marketing materials. This includes postcards, business cards, invoices, flyers, newspaper inserts, direct mail, and other communication forms. There are a variety of reasons to make your website available to your customers:

- Prospects might discover and learn about your business
- Customers may have forgotten about your business
- Customers or prospects may not want to have a phone conversation until they have more information

- Prospects may want to avoid sales calls
- They may feel more comfortable to find your information online
- Phone numbers can be easy to forget

Once you start adding your URL to your marketing materials, it should become a habit to do it when you publish new materials.

Landing Page Tracking

Once you start promoting your URL in offline marketing campaigns and communications, it's important to regularly track your website and online presence to see where your traffic is coming from. How do you know if your newspaper ad worked? Is your new traffic from that web-only discount you put on your customer surveys?

It's important to be able to identify and track these things:

- Where are your customers coming from?
- Which promotion brought them to your site?

One of the best ways to answer this question is by using landing pages. You can create a different landing page for each promotion and use that URL for advertising. Keep a record of the landing pages and the advertisements you place on various platforms. By checking the specific landing pages' analytics, you can see the traffic to each page, and you'll know exactly where the traffic is coming from. This is how you can find out which promotions are working and which are not.

For this method to be accurate, you need to keep the URL off your site map and not accessible from your website's home page. You need isolated traffic patterns. When using this method, make sure you:

- Tailor the landing page to have consistency in language and design with your marketing campaign and overall brand.

- Use each landing page for a specific offer. For instance, if your ad offers a 'Buy One, Get One Free' promotion, that should be the first page visitors see when they go to the corresponding landing page.
- Check out the isolated landing page traffic to analyze which offline marketing methods are working.

Landing pages are great for e-commerce businesses because you can write a more detailed explanation about your products. Try to create content that will engage them on an emotional basis. Most successful marketing speaks about a specific problem first and then offers the product as a solution. This way, consumers relate to these situations and are more likely to buy. Don't forget to focus on your target market and its characteristics. For example, if your target audience is from France, perhaps you should translate your content on a French landing page. They'll connect better with your brand, and you'll get more sales.

Vanity URL's

A vanity URL is a unique web address that serves for marketing purposes. Businesses make shortened URLs so they can redirect consumers from one location to another. It is created for customers to easily remember your brand and a specific webpage you're leading them to visit. Mostly, you have a separate website for the product or service you're promoting. You can see a lot of these with movies and books. Even though production companies and authors are part of multiple products, they offer different sites to help the customer find specific information about that product.

You can also use URL forwarding to get your customers to one central location when they put in a vanity URL or other URL you've provided.

The benefits of a vanity URL include:

- Customers are sent to a specific landing page.
- Vanity URLs offer more memorable and catchy names.

- The name or theme of the promotion can be worked into the name of the vanity URL.
- Vanity URLs offer another method of tracking successful marketing from various platforms.

Another great thing about vanity URL's is you can usually set them up for free because you are using a redirect method instead of a new website. Talk with your web host about the options they offer for this. Remember, don't confuse a vanity URL and vanity domains.

Promo Codes

Promo codes are being used more and more and are mentioned in offline media channels. You have likely heard this on the radio and seen promo codes on TV during commercials. You can ask people to enter the promo code when they visit the website or landing page to which you've directed them to go.

While promo codes are popular, research shows that only 50% of people take the time to put them in or even remember them at all.

However, many influencers are offering these promo codes and referral links to their followers that are getting tons of sales. Suppose they're consistent and "spammy" with the self-promotion. In that case, they get their followers to be aware of their promo codes and finally use them. There are numerous benefits to this kind of marketing. Businesses are more likely to hire influencers to promote them than to share coupons traditionally.

Search Cross-Pollination

Search cross-pollination simply means to make sure your company name is widely accessible in search engines. While your URL is essential to have out there in offline advertising, some people will just not use or remember it. Instead, they will remember your company name and toss it

into a search engine to find you. When surveys analyzed the sources of traffic, online site visits were affected by offline marketing in the way of:

- 37% of people motivated to search for a company because of a TV commercial
- 20% by a print ad
- 17% by radio

This means two things:

Your branding in search engine results must be consistent with the ads you're putting out there.

AND...

The keywords you use need to boost your organic listings. Consider buying your company name in a PPC ad and other top keywords for your listing area to help with organic listings. Even top listings and successful businesses benefit from this method.

Online Lessons Influence Offline Marketing

Once you've been working with online marketing for a while, you find it's much easier to test and measure ads in the online world. You can use the same tactics to track offline marketing methods and see what results are being generated.

Think of where this would apply and how it could help you:

If you look at your site stats and see that most people are spending time in your portfolio, you should use the URL to your print ads portfolio. This directs people to your most popular page and gives them a peek at your credentials automatically.

It same goes for the opposite perspective. There are lessons from offline marketing you can apply to online marketing campaigns.

If you're offering a free trial in your offline marketing, utilize that same promotion in a PPC ad to drive your website traffic. Remember to have a specific landing page to track your traffic for that particular promotion.

You can utilize these dual strategies at the same time to maximize the promotions you're running for both your online and offline customers. *Say you're an auto repair shop offering an excellent new service like changing the electric motor's brushes and checking the battery. You add this information to your newspaper insert and start getting calls. You can also contact the local news for a short piece and maximize your exposure using two media avenues to promote the new service.*

Of course, you need to create a separate landing page to handle questions, scheduling, and sales for the new service, so you have a specific URL to promote and track. Make sure to use images to show how the service works and why it's essential in the changing automotive climate.

Search Engine Listings

This is one of the four online marketing areas that can be utilized for optimal results with your digital marketing campaign. Ideally, you want to create a good website for your company and market it to bring in new leads, more conversions, and a higher revenue overall. For consumers to visit it, they need to be able to *find* your website.

Search engines are the base of knowledge. It's where users go to get pointed in the right direction for what they need. The core of the search engine is keywords. Keywords that are most relevant to your business will help your website pop up higher in search engine results. Ideally, you want to be on the first page of results as searchers rarely go past the first page. For keywords to work, you need to implement them into your website content in a variety of ways. This includes meta tags, content, titles, and

more. Well-optimized sites for search engines are more likely to attract interested consumers who searched those exact keywords.

While it can seem a bit overwhelming at first, once your official website is optimized for search engines, it will only take a few minutes per day to keep it running smoothly. You can pay an SEO expert to handle all your search engine results. If you're ready to hire someone, you have to realize that there will be a cost involved. However, I encourage you to take the time to learn more about Search Engine Optimization.

Direct Advertising

The term 'direct advertising' probably sounds familiar to you from the traditional marketing arena. In the online marketing world, this has a bit of a different meaning. Direct marketing still means marketing directly to your target market; you just execute this through PPC and other niche marketing techniques. PPC (Pay-Per-Click) advertising allows you to put together an ad that targets your customer type and only shows on the pages that use the keywords you utilize. You only make a payment when a user clicks on your ad to visit your website.

Google dominates at 60% of the market using their PPC (Google AdWords) service. Social networking sites also offer PPC opportunities that are taking a big bite out of the PPC market. Facebook offers a comprehensive ad program that allows you to target a specific niche market and see measurable results.

Viral Marketing

You may have heard of something going viral, but what does it mean? Viral essentially means people online are telling other people about something they like (or dislike). This is the virtual word of mouth advertising that does wonders for small businesses. The ultimate goal of

viral marketing is to take on its own energy, where you don't have to do anything but see the benefits come in.

Think of how many times you've emailed or shared a funny email, video, or picture. Wouldn't you love to see your newsletter, eBook, or coupon making the same rounds?

Not only does viral marketing put your company ahead of people who haven't heard of you, but it also gives you credibility. However, your content will only go viral if people are willing to share it with their friends.

Think about what you share online. In most cases, viral content is fun, proactive, and informative. It usually stimulates strong emotions in the viewer. To encourage viral marketing, you need to create such content. Furthermore, your content must be easy to share.

Lead & List Building

While you may have a database and collect new customers through traditional marketing, lead and list building is an entirely different area that can come in handy when you're working to grow your business. When you focus on building the leads and lists, you have quickly gained access to a whole new group of people you can market to and convert to loyal customers.

Lead building can be done in a variety of different ways. There are still the standby lists you can purchase, but there are many more organic (i.e., cheap or free) options to build your database. You can use contests, newsletters, and other strategies to draw in potential customers. Consider using your blog to build your database by getting readers to sign up for your newsletter or enter a contest.

The Key to Success is Integration

We've talked a lot about utilizing online and offline marketing strategies to work together to maximize the results and drive traffic online. The

integration of both marketing plans is the key to successful online marketing and its effect on your offline marketing. You no longer want to keep the two marketing plans separate. Consider the different possibilities of the same plan. After all, the overall goal is the same—more sales!

Your customers and leads need to transition between your offline and online presence without any bumps in the road. They can do this when you lead them along from your flyers and radio ads to a specific website. The same is also true when you lead them from your Facebook page to your landing page and offer an in-store deal. It's all about giving them clear instructions on where you want them to go and what you want them to do to meet your goals.

When you offer a promotion in one marketing strategy, you need to be consistent and deliver it across all the platforms you use. Your business can no longer survive if it's living only in an offline world. You have to respect the changing landscape of marketing. If you don't, you are sabotaging your company's success by ignoring a big part of your target market.

These are all strategies you will repeatedly reference throughout your journey to using online marketing techniques to grow your small business. While you will use various marketing techniques, you will come back to these strategies and see how they influence other methods you'll put into action.

Local Marketing

As a small business owner, a successful local marketing campaign is achieved by reaching out to potential customers in your area through social media channels and an in-person approach. Having strategies based on local marketing will help you to attract potential customers right in your backyard. One of the primary reasons to create a local marketing strategy is because many people like to do business with those in their community and are 'right around the corner.' Additionally, local increases the opportunity to get constant feedback and always provide your neighbors' necessary service.

Strategies oriented in the local area of business will help you build your brand and reputation to increase brand loyalty. Visibility leads to top-of-mind awareness.

Here are a few tips and tricks for local marketing to try and increase your presence:

Local SEO

As a business owner, you probably know what SEO is or at least have heard of it. It is essential to know which steps to take to optimize your website to be first in search results in your local business area. It is important to focus on your local market as your initial niche; if you market too broadly, it will be harder to generate any traction. Doing SEO on the local market will help you stand out among the competition.

However, SEO needs to be set up manually, as Google does not know your target audience nor that you are targeting your local prospects. Some signals on search engines (not everyone uses only Google) can help you

stand out among other companies in the area. Examples of these signals are social media channels, other websites in your local area, and review and reputation sites.

Users and their experience are priority #1

User experience is the most crucial step to think through when you decide to invest in SEO. Having a responsive website is one step closer to more engaged users, so make sure that your site loads fast.

If your website is slow in loading, you are in danger of losing visitors who could be your potential customers. Both desktop and mobile versions should be friendly to users. Always consider that at least half of the users worldwide use mobile devices, so invest in mobile as these prospects are looking for your service RIGHT NOW. And, according to HubSpot, when people find your business through a mobile device, your business will get more exposure the next day.

Navigation on your site should be comfortable and straightforward. Visitors can get misled and distracted by too many options, so make a choice easy for them.

Do not forget to check your analytics to see how visitors interact with the website. The better you understand your prospects' search habits, the better you can tailor your site, your offer, and your website copy to them specifically. If the abandonment and bounce rates are high, then search engines will think you provide a bad journey for the customer. Search engines take everything into account.

Reviews

Reviews are an essential piece of successful local marketing. It goes beyond SEO itself. Many customers check the reviews before they decide to proceed to deal in business with you. The 5 stars and your ratings are

front and center for prospects to see. If you have great reviews, you are one step closer to more paying clients.

Google My Business, Yelp, Yellow Pages, and BBB profiles are your first addresses to go to and fill in your business info. Google and Yelp are great starting points when it comes to your advertisements. You can check what your customers think in the review section, publish content, or give discount options to drive potential customers to your local business.

It is good to know that if you decide to create a Yelp profile, there is a great chance for you to first show up in the search engine results.

Another thing you could do is create a Google My Business account. It helps if you update a profile with working hours and addresses as with pictures of products or store interiors. Take in the notion that Google Maps is one of Android users' most powerful tools, while Yelp is for iOS users. Invest your efforts in having reviews on all sites to attract as many potential customers as possible.

As we said in the beginning, the customer experience is very vital for your business, so feel free to ask them to review your business platforms. There are also services available that make it extremely easy for your raving fans to leave you an online review.

Contact details

This step is also vital as it brings up transparency on every platform. Contact details have to be the same on each platform and should be found in the website's header and/or footer section. Schema (<https://schema.org/>) can help you to organize this information. If you have different details on different sites, you will automatically rank lower on the web no matter how much you spend on SEO.

Website SEO

Now that you are familiar with the foundations, it is time to work on your page's SEO.

Add the name of your town and area to your website but be careful where you put it, so it makes sense to the user.

Here are some examples:

- Landing page headline
- Headlines
- URL (website address)
- Blogs or videos
- Headlines for pictures
- Video descriptions

It is helpful to add Google maps to make it easier for prospects to arrive at your place of business faster. And Google will like you more too.

Linking with other websites

It is beneficial to have a high number of visits to your website coming from different sources. Best practice shows links from other websites in your area that can affect your brand reputation. Nowadays, community management represents an essential piece of marketing strategy. Think about how to engage news or articles that link to your business' website. If you sponsor local events, there should be content with the location leading to your page.

If you see news or articles with your location but not linked with your website, our advice is to send them an email to connect the business's keywords, location, and name with your official website.

Congratulations! You have completed the fundamentals of local SEO! Let's move on to social media marketing tips and tricks.

Social Media Marketing for your Local Business

Social media is a great tool to increase your brand presence. Followers on social media like to see nicely curated content and they will follow everything you post.

Note that over 70% of people have accounts on at least one social media channel. If your connections are not from your area, then you may have interested prospects, but they may buy from someone closer to home. Even though social media channels are free, improper advertising can cost you a lot. Thus, it is crucial to focus on the local community, network at local events, and initially pay for ads to build your local presence. Here are some tricks that will help you create your local community following.

Followers on Social media

Your community on social media is super important. It means if you have people who are following you, they are interested in what you have to say, and you are relevant.

- You are creating great content.
- Having more followers means that word about your business is spreading.
- Shares are very important, and if you want to scale up your business, this will be your proof to expand to other services or markets.

You should welcome people even if they are not your potential customers as they can be the ones who will increase your overall social media presence. Nevertheless, they are not primary users of your local product or service, so use them as building blocks for your online marketing platform.

Follow your customers back. There are many social media accounts and sites your audience is visiting. If they are there, that means you should put some time and effort into those accounts and sites.

Follow the competition. See what your competition is doing. Whatever they do will allow you to ensure you are providing meaningful content and potentially see what not to do. There are many online tools to see what your competitors use. If they are using specific social media channels, you should consider those as well.

Keep track of what is happening in your community and create content based on it. It would be great if you can start to communicate about local events and connect them with your business.

Show engagement with the local community—post images of your business presence at events in your city or town. Promote engagement activities your business is involved with. Create content about the events you are organizing so your community is informed, then start online conversations about this topic. Press releases are a great way to get this content out.

Everybody likes to participate in local award-winning competitions. Make online competitions and award your audience with small presents. People like to win... almost anything!

Write about local events, ventures, and daily life for your social media and website. Promote other local businesses and successful people. They can promote you back. Networking is essential for local companies. If you know local superstars or influential people, they can help reach far greater numbers in social media accounts.

Tags based on locations are super useful on social media, and many people from your city can visit your page. Hashtags are also essential, so invest some time in finding which ones are popular in the local market. Facebook has the option of post targeting at the desired place.

Now let us investigate some paid options that can boost your online presence as well.

Pushing ads based on your location can help you a lot to increase your local presence. It will not cost you much if you decide to do this. The advantage of these ads is that people in your city will be able to see them, but you don't waste your money showing these ads to people who live outside of your target market location.

Focusing your ads on the location means that you will get people narrowed by location and Facebook makes this easy. This can generate a significant Return on Investment through your social media marketing.

Use the Facebook platform that consists of millions of profiles to help you get to your potential customers such as people from your city, tourists, commuters, and people passing by the area.

Choose a region or city on Facebook. You can target the city and add more miles around the targeted city on the map. Take into consideration that if you add extra miles, the content dedicated to the potential customers in your town may not be of interest to a broader audience. Regarding content, always be aware of the location and how you address people living in the city and its areas.

Take the example below:

Every year, thousands of people come to Kelowna, BC, Canada to the Classic Rock Festival. Your business is within 30 miles from it. You will take advantage of the festival and push ads on people who visit this festival. Think about their journey and timeframe while they are visiting this festival. Understand your buyer's point of view.

People who come before the festival will need hotels or Airbnbs, restaurants or fast foods, markets, and will visit other local tourist destinations. They may also be interested in pharmacies and relaxation options. Your business can assist in their journey during the festival period.

It would be a good idea to offer discounts or push products that can be useful for them.

The advantage of local marketing is an opportunity to empathize and send messages to potential customers to help with their demand. Sending a message to your customers that you are there to support them and know where to find you is valuable for building your brand.

Besides Facebook, Instagram is another platform that also allows you to create location-based ads. Like Facebook, this platform also shares a lot of information about its users, and you can make it focus on and build your local audience. There are also other platforms worth exploring: YouTube, Twitter, Pinterest, and Snapchat.

The platforms mentioned above can support your marketing activities based on location and bring you customers who are ready to shop. There will be many more options to drive local marketing activities in the future to make it easier for you.

Small businesses oriented in the local area need to utilize all of the strategies listed above. If you listen to your customers, build the community, and design content for your local audience, you can dominate the competition.

Location-focused Ads

Advertisements focused on your location can bring a lot of revenue back to your business. It is essential to understand the process when you are preparing your marketing strategy. Create a strategy and ads and make sure you avoid wasting money on people who will not purchase your service or product. Know what your prospects are looking for.

Each business has a limited budget to spend on local marketing. Facebook and Google can help you set up campaigns to increase traffic

towards your website. It will allow you to create campaigns focused on your location.

Check under the settings on both platforms how to do that. Besides the location, you can set how far from your target location people can see your ad. You can control all aspects of what your ads will target.

It is an advantageous method to promote your business to the people in your city and beyond the area to people interested in your industry.

Landing Pages

Landing pages are the beginning of the customer experience. Having a landing page means that the visitors first check your virtual offer before they get to purchase.

It is crucial to have it customized for desktop and mobile versions. Make your contact details available and easy to click. Display what your store looks like by having actual images on your website.

If you want to target other cities, develop one for each different landing page with different keywords. There is a significant opportunity to find customers and your city, so it is worth doing market research on tags and pushing ads on each keyword leading to your link.

Text Messaging

SMS is still quite a popular way to market your business. Text messaging is practical to remind customers of what's new in your store or to send when starting a new promotion. It is excellent for service-based companies as they can easily have a meeting with you and a tremendous benefit for follow up or specials you are looking to promote.

Local Brands

Your community supports the local economy as people will shop locally regardless of price. There are many explanations for it. The most powerful thing is boosting the local economy and keeping money close to home. This is a powerful motivator for many people.

Local brands bring value as the customer connects emotionally to the same place of origin. Think about how you feel when you meet someone from your hometown. Buyers react the same. Even though there are many differences among people, the sense of belonging is powerful.

Your business is the one creating this bond, and your community members are delighted to support the economy by choosing local products rather than products from big chains. Engage with your community and showcase how you connect with your customers in various ways.

Support Charity

Giving first is one rule all entrepreneurs follow. Giving back to the community by supporting charities, NGOs, and causes they hold dear is valuable to connect. By organizing events and raising money for a cause important to you, you can demonstrate your heart and how much you support the community.

Collaboration with Other Businesses

Collaboration with other businesses, even those that may be seen as direct competition, can lead you to new customers. Cooperating with companies beyond your industry, you can find opportunities where you both serve the same customer. Through joint ventures, alliances, and partnerships, you can co-create different packages and make beneficial

referrals. Additionally, you can organize a gathering and promote the benefits of both businesses.

Events

Conferences and events are the next steps you can take as a local business to engage with your potential customers. Try to connect the topic of the event with your business. Also, there are always opportunities to speak to groups on the benefits of your product or service. This can be done both virtually and in person. When you promote these engagements on your website and social media, many potential customers will see it and attend. The credibility of being seen as an authority is unmatched.

Events are also important when it comes to launching a new service so use the opportunity to invite as many loyal followers as possible.

Keep in mind that you can always collaborate on your topic or industry with other stakeholders, such as other businesses or charitable organizations.

Collaboration with the businesses in the vicinity of your event is a must. It is a win all the way around. You can organize a day full of benefits for the whole neighborhood. Promotion can be simple in today's world—social, flyers, client, and prospect outreach—you can fill a room quicker than you think IF you have a great idea.

Once you have a successful event or two in your local area, consider taking these events to different cities or partnering with like-minded entrepreneurs for an online event. One successful event opens up options and opportunities to create audiences everywhere.

Empower Your Staff

Your entire organization is part of your marketing effort. The better they understand the goals and mission of the company, the better they can help. As a local business, your team is the most powerful voice and referral source. As evidenced above, free and paid marketing is great, but your team, when trained properly, is your best source of business development. They are the ones who have an opportunity to talk with your customers daily, get feedback on your service and product, and truly connect.

You must invest time to educate them on how to be better marketers, listen for opportunities, and promote your business.

Education is vital for your staff. First, make sure they all know what your business is all about. Do not assume! Offer sales training so they can be more effective as they sell to customers. Most sales are missed because employees are not adequately trained. Don't make this mistake. I highly recommend providing incentives for everyone on the team, not just the sales reps.

Local Media

Press releases and promoting your business on local TV may bring potential customers to your door.

Audiences like to hear new stories about great products or services. Invite journalists to your events and ask them if your story can be released and mentioned on TV. Even more importantly, the media needs content. Whether it is TV, print, radio, or podcasts, they need content and are willing to promote you, many times for little or no cost.

Stories about local entrepreneurs who are giving back to the community and supporting the local community are the ones quality journalists are searching for. Before you decide to reach out to the press, think about

outlining why your story is exciting and which topics could be covered to connect with your business.

Impact of Small Businesses

Small businesses are a significant segment of the economy, and it is harder for you to stand out since many big chains exert their influence to take over the market.

Nevertheless, local marketing methods can help you share your story and connect with the community on a more personal level than big corporations can. The key is to implement these lessons and overcome inertia to get your momentum going.

Email Marketing

Email marketing is one of the easiest ways to communicate with your current customers and the leads you've captured. It's easy to use and enables you to offer information, specials, and more without an overwhelming amount of phone calls or the expense of postcards. This is a highly effective form of online marketing, but it needs to be done right and with some dignity. If you send out repeated emails in a short period, your emails will be marked as spam, and email servers can blacklist you.

You may have to jump through a few hoops with email servers. Using an autoresponder can ease the email marketing process. Still, you can do it, and it's an essential part of your online marketing plan.

In this chapter, we'll cover:

- The Benefits of Email Marketing
- Automation Accounts
- Building a Database of Qualified Leads
- Becoming a Trustworthy Sender
- Effective Emails
- Email Delivery System
- Analytics for Email Marketing

The Benefits of Email Marketing

There are many benefits of email marketing that make it worth finding the right ESP (Email Service Provider) to work with. You can create targeted emails to send to your database or part of your database to offer them a special deal. This can:

- Increase conversions

- Increase repeat business
- Increase referrals and customer loyalty
- Increase brand awareness
- Streamline your sales process
- Gather behavioral feedback
- Generate fast results

Let's take a closer look at each of these to see how they work and why email marketing can deliver these benefits.

Increase Conversions: The standard person needs to see or hear an offer several times before they buy. Research shows it takes an average of seven times for the consumer even to remember the deal. When you put together an email marketing campaign, you can create multiple emails to market a specific product or service.

Increase Repeat Business: Aside from generating new customers, you can use email marketing to communicate with current customers. You can do this by offering them a special deal or putting together a monthly newsletter that is informative and offers them a coupon or discount.

Increase Referrals and Customer Loyalty: Referrals are easy when you utilize functions like forward to a friend and share buttons. You can also increase referrals by offering current customers a discount or other incentive for referring you.

Increase Brand Awareness: When you take the time to let your customers know about your business and your industry, you stay in their minds. It can be done with a newsletter or sending out tips and articles. Some customers may only visit you once unless they know that you have something new and exciting to offer.

Streamline Your Sales Process: When you use an automated process with links to your purchase page, you can streamline your sales process. You can save money on hiring a sales representative and keep from using your precious time with an automated sales system.

Gather Behavioral Feedback: Another great benefit of an email marketing campaign is seeing your customers' patterns, behaviors, and leads. You can see who opens the email, who replies to the email, and forwards your email from your email marketing program. That allows you to adjust your emails to target those who are not opening them. You can also use surveys to gather information about what your customers are interested in.

Generate Fast Results: Email is instant, whereas phone calls may not be answered or seen as an interruption. The likelihood of a lead calling you back is relatively slim. Most people check their email multiple times a day, which means your email can be opened the same or even the next day.

Automation Accounts

There are various automation accounts and email service providers you can work with when you set up your email marketing campaign. You don't want to use your email to contact large groups of people. Even with the BCC (blind carbon copy) option, your email can easily be caught by spam filters, firewalls, and other protection methods. Not to mention that the influx of reply messages can be overwhelming to handle. Add that to the fact that most typical email servers don't have tracking options, and you can see why using an ESP or email marketing program is ideal.

There are ESP's that offer a variety of services at a reasonable cost. They provide tracking tools that help you see exactly how many people are opening, forwarding, and responding to your emails. They are web-based subscriptions that are required by law to comply with anti-spam regulations. This means more of your emails are delivered.

Depending on the ESP or subscription, there are a variety of features you'll have access to:

- Email Templates

- Legal Emails are Automatic
- Branded Emails (for a professional look)
- Manage & Store Database
- Track the Results of Each Campaign
- Resources for Successful Email Marketing Campaigns

These are the most popular ESPs out there:

- HubSpot: <https://www.hubspot.com/>
- Klaviyo: <https://www.klaviyo.com/>
- Emarsys: <https://emarsys.com/>
- Omnisend: <https://www.omnisend.com/>
- Exponea: <https://exponea.com/>
- Ometria: <https://ometria.com/>
- DotDigital: <https://dotdigital.com/>
- Sailthru: <https://www.sailthru.com/>
- MailChimp: <https://mailchimp.com/>
- AWeber: <https://www.aweber.com/>
- Groove CRM: www.groovemn.com/

Most ESPs offer a 30-day free trial and have limits on the number of people in your database, how many emails per month you can send, and the number of images you can store. Check out all the information to see which ESP is best for your needs. Groove is a new player on the block that is offering an entire suite of products starting with a free plan, be sure to give them serious consideration.

To set up your autoresponder, you simply choose when the email goes out when you write and save it. This is done by date, so you will want to know when to stagger your emails. A good rule to go by is no more than every three days, and a gap no larger than five days. This keeps you from appearing to spam and doesn't allow enough time for the customer to forget about you. You have a little wiggle room, such as when you send welcome or thank you letters for purchases, signing up for your newsletter,

and other occasions. You can also choose whether to do a bi-weekly, weekly, bi-monthly, or monthly newsletter, depending on your time and the information you have to offer.

Build a Database of Qualified Leads

One of the main goals of email marketing is to build a list of qualified leads. You can do this by using special offers, promotions, or other incentives to encourage others to sign up for your list. You will not build a massive list overnight; in fact, you don't want to. The key is to have qualified - meaning quality - leads.

You need to remember that people are protective of their email and personal information. With all the spam and scams out there, you need to instill trust and quality in your emails. Ultimately, your list is about quality. You should consider a few things when putting together your email marketing campaign and building a quality list.

Only ask for necessary information: Stick with first and last name, email, and, if you're interested, zip code. You need at least their first name to personalize the emails. If their address is not required, skip it. The shorter the sign-up form, the more responses you'll get.

Build your database slowly and steadily. Once you start building your database and gain the trust of the people who subscribe, you can then ask for additional information- with a purposeful reason. Surveys are an easy way to add information to your database. Other considerations to take include:

Ask permission: You need to ask permission to get information from people. If you don't have permission to send a newsletter to your current customers, you need to send an email asking for their approval. Tell them what kind of information you'll be sending to them. Also, you need to include an easy way to unsubscribe from your list.

Offer incentives: To gain referrals and the trust of your current list, offer incentives. This can be in the form of exclusive information, free trials, discounts, or a VIP club- just to name a few.

Stay organized: Most ESP's offer contact management and the ability to export to an Excel document. This can help you keep track of the traffic your email marketing campaign is generating and give you something portable to look at. You should be able to organize, sort, and keep track of your list.

Minimize risk: You want to do everything you can to minimize the level of risk your leads and customers are taking when they sign up with you. To do this, you can include a privacy statement link to the announcement and give them an idea of how often you will be sending emails.

Media list: Keep your media lists separate from your customer/leads database. It's even a good idea to have your current customers on a different list from your leads. You will likely be sending them separate emails and different promotions.

List brokers: A list broker is a company or person who collects personal information, generates leads, and sells them to businesses looking to promote. Generally, lists are arranged by location, interest, and demographics. List brokers are becoming less and less of a resource. It's not an excellent way to build a database and is a costly mistake to make. If you do decide to work with a broker, make sure the information was gathered legally. These lists often bring bad luck and end up getting you spammed.

If you're looking for an opportunity like this, a better option is to rent an email list. You should also verify the list was obtained legally and include a sign-up button when sending emails to these leads.

Become a Trustworthy Sender

You know how annoying spam can be, so you also know how important it is to gain your customers' trust and avoid being labeled as spam. Now that you know how to get around spam filters and email protection utilities, you also need to know how to get your emails opened by the recipient. You can use various techniques to gain your recipients' trust and increase the number of opens you get.

- Ask Permission
- Get Whitelisted
- Get Legal

We already discussed how important it is to request permission in the email marketing world. Whitelisted is the opposite of blacklisting. Instead of being blocked by the email program, users save you to their contact list, which allows your emails to be delivered without incident.

When you make a concerted effort to stay within the legal bounds of the CAN-SPAM Act, you show your subscribers you are following the law and respect them. There are ways to avoid being penalized by CAN-SPAM, and you should be aware of them. You must include certain elements in every email you send out to your database:

- Email header that identifies your business
- Unsubscribe link
- Your physical storefront address or a PO Box for home-based businesses
- A clear subject in the subject line
- Working reply address

Effective Emails

Once you have confidence that you are following ethical email marketing practices, it's time to talk about putting together a well-crafted

email. Before you start writing, first, you need to identify your goal for that particular email sequence. You need to keep this goal in mind when writing the sequence to stay focused and drive toward meeting that goal. Some examples of goals you may include:

- Generate leads
- Increase repeat business
- Create awareness of your business
- Announce new products and services
- Gain trust and create more authority
- Drive traffic to a website

There are points you need to take into consideration to build the body of your email:

- Call to action
- One message
- Value
- Customize
- Tell a story
- Story arch

Call to Action: In every email, you need a clear call to action. A call to action tells your reader exactly what you want them to do to obtain your goal. In email marketing, a soft-sell approach is generally better than a direct, aggressive ask. Take a few minutes to create an outline of the email series you're planning. A call to action can simply be to click on the link to your website and read an article. Or it can be as in-depth as walking them through the process of purchasing a specific product.

One Message: It's essential to stick to one message to keep from confusing your readers. If your readers are confused about what you're trying to tell them, you're not likely to get the response you want to your call to action. The only place there is a bit of leeway for this is in a

newsletter where you are likely to be sharing a few different tidbits. If this is the case, then you should still maintain a specific call to action.

Value: Your emails need to have some value to them, or they won't be opened or read. If the intended reader doesn't open them, they certainly aren't going to forward them. You can do this through emotions and by offering something for free. People love to get stuff for free as long as there is value to it. Some of the things that provide value are:

- Tips and advice
- Customer survey
- Tutorial or demonstration
- Product or service promotion
- Limited time offer
- A giveaway
- A product that creates a sense of urgency

Customize: The more you use your reader's name, the more connected the reader becomes to the email. When using an ESP, customization is easy to do. Key places to do this are the subject line, email salutation, and other natural areas. Do not overuse their name, or it can come across as cheesy or impersonal.

Tell a Story: An email marketing series is a great way to tell a story. Readers love to uncover things as they read through the series. You can use the end of the emails to set up for the next piece of the puzzle by telling them what's to come. This works using case studies, your own experience, and testimonials.

Story Arch: A story arch is a map of how the series will touch on the highs and lows of the email series' goals. You want to slowly build with the emails to reach a peak and then let the reader down softly as they are called to action.

There are also specific components every email needs to have to be effective. All of these components are typically easy. These include a from

line, from address, subject line, and email header. You can set all of these up when you create your email marketing campaign using your ESP. Most ESP's will have an easy to use template that will walk you through all of these aspects.

Once you have your email mapped out and your series set up, you need to consider the emails' actual design and layout. It needs to look professional and be consistent with your current branding. Take a good look at the templates you're considering. Take into account the way people read — top to bottom left to right. Put the most important information in the first place they will see, and so on.

Images are important, but make sure they are relevant and keep the number of images reasonable. Not only will a large number of images become overwhelming to the reader, but some email servers may spam your emails or not load properly.

Links are a great way to draw interest and keep your call to action front and center. Use lots of links, but always use anchor text for them. Your ESP will track your click-throughs, and it's important to see what readers are clicking on when they read your emails.

You should also offer the option for the reader to choose a text-only version. You need to check your text-only version to make sure it's readable and doesn't get lost in the conversion.

Analytics for Email Marketing

Email marketing ESP's offer many analytics forms to help you see exactly how your campaign is going. You can find out what emails are being opened and by whom. You will see your click-through rates, forwards, and shares. All of this information is invaluable as you learn how to use an email marketing program better and put out emails that meet your goals. The most important stats to track are:

Click-Through Rate: Your click-through rate is when the reader clicks on a link in your email that takes them to another website. It will also show which sites they went to, which is useful if you have multiple links in one email.

Opens: This shows how many people and who opened your emails. If your open rate is low, consider your headlines and how they can be better. You can also retest your email and see if it's getting stuck in spam filters.

Unsubscribe: You should receive an email every time someone unsubscribes. You want to use this information to look for patterns. Do people unsubscribe after a certain amount of time? Are there emails with certain information that people unsubscribe to?

Bounces: A bounce is when an email is undeliverable. This could be for a variety of reasons. If this happens once, go ahead, and resend the email. If it happens more than once, take them off your list.

Forwards: Almost all email templates give the reader a button to forward the email. You want to see which emails are forwarded because they are of a higher value to the customer. When you have this information, you can create emails that are just as valuable.

Email Delivery System

There are a variety of ways to maximize your email delivery system. The goal is to work smarter, so you don't have to work harder. Here are a few of those strategies to consider:

- Repeat emails
- Offer formatting options
- Test emails
- Work on whitelisting
- Sender verification

Repeat Emails: After 48 hours, you should resend your email to those who haven't opened them yet. This seems aggressive, but studies have

shown it will increase your click-throughs by 30%. It's easy to do through your ESP.

Offer Formatting Options: Format makes a big difference if your emails are even received or viewable in the first place. This can be affected by email servers, browsers, and email settings. When you offer an HTML or text version, you can usually get around this by letting the reader choose.

Test Emails: Always send the emails to yourself on all your email accounts to test them before sending them out. You want to ensure the email looks right, reads well, and comes across the email server the way it's supposed to. You can always test with your family and friends to make sure your email makes it through spam filters and other email settings.

Work on Whitelisting: We talked earlier about whitelisting. You can directly contact internet service providers and domain names and ask them to whitelist your IP address or email address. This will ensure your emails go through and don't get caught up in spam filters.

Sender Verification: Sender verification is a feature you can add where the recipient has to verify they received the email. This is a great way to know the email made it through spam filters and get permission from the recipient to send them additional emails.

This chapter discussed email marketing and how a small business can use these tactics to reach out to both current and new customers. A great email marketing campaign can put you on the map and increase your sales significantly. Use these strategies to put together a smart email series and execute it effectively and efficiently.

Mobile Marketing

Mobile devices are an essential part of our everyday lives and a key communication tool for most customers worldwide. Everybody with a smartphone is a potential customer of yours. If you're advertising your products, it's time to include mobile marketing in your marketing strategy. Many companies are already making use of mobile marketing programs to improve their sales and online visibility. Mobile marketing is not new or “trendy,” it is here to stay. Using mobile marketing programs and campaigns in your business puts your brand in the hands of potential buyers across the globe.

In this chapter, we'll talk about:

- What is Mobile Marketing?
- Mobile Ad Platforms
- Why Your Business Needs a Mobile Marketing Strategy
- Types of Mobile Marketing Strategies
- Creating a Successful Mobile Marketing Strategy
- Best Mobile Marketing Tools
- Mobile-Friendly Websites
- Push Notifications

In today's world, mobile devices have become an everyday necessity. An essential aspect of mobile marketing is that it provides timely and appropriate feedback that makes it easier for businesses to build their future business activities.

In recent times, mobile devices' development can also be called the “mobile revolution” because the speed of smartphones' development is increasing, and its implementation is indispensable.

Today's continued use of cell phones to purchase products and services from businesses is significantly influenced by the ads one regularly sees on their mobile devices. Consumers today want access to products and services at any time and place, demonstrating the need to include mobile marketing in your business's marketing toolbox.

What is Mobile Marketing?

Mobile marketing is a part of a business's overall digital marketing strategy. It is a newer channel of marketing communication designed for reaching a target audience through their mobile devices. Mobile marketing consists of SMS and MMS marketing, mobile websites, online shops, mobile commerce (sometimes referred to as mCommerce), social networks, mobile applications, advertising, and video content for applications and websites.

Mobile makes it easy for people to connect with brands. Nearly everything that can be done on a desktop computer can also be accomplished on a mobile device.

Mobile marketing is similar to digital marketing. It can include any marketing activity through mobile devices, whether online, sending a notification, or product advertisement. When done right, effective mobile marketing provides customers with personalized information such as time and location-sensitive data. And we all know that the most valuable resource in the world is data.

Customers have discovered the ease of online shopping from their mobile devices because it's practical and straightforward. Nowadays, it's of the utmost importance to be visible and stand out on social media. If consumers can easily find the products you're offering, they're more likely to purchase them. Consumers are constantly scrolling through their social media. When consumers are ready to buy, many are spending their time

looking up reviews and relying on them to make more informed decisions. They also write reviews of products they have tried and purchased to help other people make their choices.

Mobile Ad Platforms

The most popular paid advertising platforms are Google Ads, Facebook Ads, Yahoo Gemini, Twitter Ads, and AdRoll.

Your campaigns' performance on these networks is measured through three items: impressions, clicks, and conversions.

- An impression represents the number of users who saw your ad. It is usually expressed in thousands. According to each impression unit, the cost, i.e., pay per impression (PPI), is typically 1,000 impressions (PPM).
- Clicks are the main metric that shows how many people clicked on your ad.
- Conversion is the action that is selected as important in advertising, which is usually sales.

You can monitor and measure the ads' percentage on a particular network (website, mobile application, social network, etc.) for a specific ad or campaign created within a particular platform. Also measurable are the percentage of impressions that led to user interaction with the ad or impressions that led to certain transactions through ads for a product or service.

Why Your Business Needs a Mobile Marketing Strategy

We're in the era of "mobile marketing" now, and your business needs to be mobile-friendly if it has any hopes to succeed against the competition. You cannot ignore that a significant percentage of your prospects found your product while spending time on their mobile devices. This trend is a big marketing opportunity for businesses to grow in the future, so it is advisable to learn how to adapt your advertising to the mobile world!

Types of Mobile Marketing Strategies

Now is the time to focus on mobile devices and focus your marketing strategy on a mobile world. Consumers are already on their smartphones, awaiting your content offerings. Mobile marketing strategies will boost your sales and improve your business depending on your budget, target audience, and industry. You must be one of those brands that adapt to marketing changes and continuous improvement.

App-based marketing

Advertisements placed on mobile applications and games are almost always better targeted than those displayed by the search engines. When you're using your mobile device and see an in-app ad, Google may seemingly show you an advertisement for a vehicle-towing service for no logical reason or offer you a great deal to buy a ton of copper. At the same time, such failures do not typically occur. The reason is that in-app ads follow the theme of the app, so a Runner's World app may show you ads for sneakers. In contrast, the photo refinement app will offer lenses for your device's camera.

Make your message brief and concise. Nowadays, people don't have time to read long captions. Use graphics or authentic visuals. Your mobile marketing presence has to be consistent. Don't get me wrong; it is great to have viral posts, but you can't possibly create content that will trend every day. It's more effective for your business to be known as a trustworthy source of quality products and services.

Social networking sites, such as Facebook, Instagram, Twitter, Snapchat, and others, would constitute your most important form of using social media for mobile marketing campaigns. While most consumers are already engaging with the apps, you need to create one to attract more customers. Today, all these popular social networks are present on mobile devices through mobile-optimized apps or websites.

In-game mobile marketing

The number of people playing mobile games is increasing daily. Businesses have long since recognized the opportunity to advertise and grab potential customers' attention while they're playing the game. In-game mobile marketing applies to mobile ads that show up in specific moments within mobile games. Many consumers will gladly watch an ad to get an extra life or move to the next level in the game.

Interestingly, people playing on mobile platforms rarely purchase through clicking an ad; they have no intention of leaving their game, even if they are intrigued by the ad. For this reason, it is a good idea to accompany game advertisements on other platforms and create them so that the message is easy to remember.

QR codes

QR Code (Quick Response) is a two-dimensional bar code (2D code), defined as a set of procedures that allow businesses to correspond and

build relationships with their audiences in an interactive and relevant way through any mobile device.

With smartphones' development with a QR code reader application installed over the camera, QR codes increasingly attracted merchants for promotional purposes.

QR codes are like a barcode consisted of black squares that are irregularly arranged in the code itself, set against a white background. QR codes are scanned by users, who are then taken to a specific website that the QR code is attached to. QR codes can also be sent in text messages, call a number, contain content, and more.

QR codes are typically read either through specialized QR reader apps or the device's camera.

Mobile search ads

These are basic search engine ads (like Google) customized for mobile devices, often featuring extra add-on extensions like page links, click-to-call options, or maps.

Mobile search ads are usually displayed on the search engines. The most famous search engine, Google, explains that these ads can be displayed on Google's search results page (SERP) and on the Google Network. They appear above and below the search results on their search engine. Mobile search ads differ from text ads. Text ads consist of three parts: headline text, display URL, and description text, and do not usually offer the additional extensions mobile ads provide.

Search ads are located at the beginning of the search engine and are marked with an "Ad," which means a paid text ad. Ads like this are created through the Google Ads' program and are based on specific keywords that the advertiser has chosen to have their ad appear.

In addition to text ads and extensions, Google has introduced responsive and customizable ads that can be displayed as text, image, or text/image combinations.

Responsive ads are easy to create and automatically adjust to the screen's size and the dimensions of the ad webspace they appear on. For example, one responsive ad may appear in one place as a small text ad while in another location as a larger image ad. This ad's advantages are simple ad optimization, the broader ad reaches due to its adaptability, and time-saving when creating your ad.

Mobile image ads

Image ads are presented in a graphical format tailored to your mobile device and the associated ad space. These ads can be static or animated or mobile ads that look like a short video and are mostly in GIF format. Also, they can be divided into several groups: banner, interstitial, and expandable ads. These image ads are designed to appear on mobile devices.

This ad format's advantages are all-screen accessibility, easy integration, low cost, and fast placement. The disadvantages are limited space and amount of information. They quickly fall into a “blinding syndrome” where they become unnoticeable and, therefore, less effective.

Mobile video ads

One of the best ways to get the most out of your mobile marketing strategy is to use videos on social networking sites. Video ads are an effective way of advertising that is exceedingly popular because of the increasing number of applications.

They are most used within apps and have an average duration of 15 to 30 seconds. Most of these ads run automatically but sometimes require a

click to play the ad. Most auto-start video ads cannot be interrupted for the first five seconds to capture user attention.

In-app video ads take up most of the entire screen. They are limited to the dimensions of video space designated for video on web pages or social networks.

To get the best result from your mobile ad, try to combine humor and emotion into the ad. As the saying goes, “if a picture is worth a thousand words, a video is priceless.” The more emotion and value people find in your ad, the more likely they are to engage with it and act.

You can't ignore YouTube if you want to succeed with your videos. If you pay attention, you can agree that tutorials on YouTube are popular videos. So too, your satisfied customers can influence others with their honest feedback. Those customers can be your secret weapon in gaining more sales and recognition. Recommendations and reviews will go a long way for your business. The same can be said about negative feedback, so it is advisable to keep an eye on your online reputation using a reputation management tool.

You can very often see videos with subtitles on social media. Those videos are often watched much longer than videos without subtitles because people often can't play the sound when they're at work or on the move. There's no harm if you transcribe your videos and put subtitles on them. Think of your potential customer who scrolled away because he/she couldn't hear your message. It is vital to adapt your marketing strategies to meet your target audience's desires and eyes. By transcribing your video and offering the subtitles, you can still find a way to get your message across via text, even if they mute you.

SMS/MMS

We live in a world where people will not answer their phone but instead will send a text message afterward. It's nothing unusual because we

already know that we live in a texting world. You only have to look at the millennials to see how much they rely on text and often don't make calls. As such, you should not miss out on the benefits of SMS/MMS Marketing.

The technology that is commonly used in mobile advertising is SMS (Short Message Service). This is a service of sending short text messages and is arguably the most widely used service on mobile devices, the Internet, and mobile systems.

SMS marketing has better results than email marketing because messages are shorter. Typically, recipients will check their texts and read the whole message to keep their inbox clean. Whereas with email messages, people get inundated with spam messages and ultimately end up either deleting a group of messages in bulk or simply leaving them unread.

SMS is also used in loyalty programs when companies inform their customers of points they may have gained or promotional offers that may be available to them. Before engaging a client in these programs, the client's consent is gained.

In addition to SMS technology, MMS (Multimedia Messaging Service) has emerged as a top-rated service. The architecture of MMS includes a mobile network and the Internet and uses both network technology. The difference between MMS and SMS technology is the content of the message. MMS is a more content-rich message, but it is not as popular a tool as SMS.

Both SMS and MMS advertising messages are very powerful because these ads are sent to the recipient in a more personalized manner. Typically, they are expected to achieve much higher response rates than television advertising and email as a result. This is because smartphone users often check notifications, while email is not checked as often. Nor would an ad on TV be viewed as much as a text message.

Chat Apps

Services such as WhatsApp, Viber, Messenger, or other chat applications allow users to send free messages to other users and are in a state of constant development. To monetize these applications, the developers allow marketers to send advertising campaigns through them.

These services require marketers to engage people encouraging online users to interact with them. These mobile applications are free to download. Registration is done via the mobile device's contact number, followed by a user's security check and confirmation. Users typically use correspondence apps to talk with individuals, such as family members, friends, and acquaintances. Businesses that advertise through these apps should create a group chat and share content within it. Creating this group chat is vital because it has a significant impact on maintaining customer relationships by fostering a sense of community and closeness.

In addition to text messaging, mobile correspondence applications also allow calls (voice or video) to send specific content (images, audio, or video).

The most popular mobile chatting app is WhatsApp, which has over 1.5 billion active users worldwide. It has been owned by Facebook since 2014 and has since gained in popularity.

WhatsApp's importance is the possibility of Facebook and Instagram ads that allow communication to continue over displayed ads.

Another important chat application is Facebook Messenger, which opens inside a Facebook profile when installed on a mobile device and serves to foster chats with Facebook users or Facebook pages. Registration requires a Facebook profile without a contact number as required by WhatsApp or Viber applications. There are over 1.3 billion users active on this platform worldwide.

This app is important for businesses because more than 20 billion messages are exchanged between customers and businesses every month (according to www.SocialMediaToday.com). There are numerous ways businesses can take advantage of this application, including messenger stories where content is published as interactive stories that are visible to users 24/7 and ultimately attract users.

When users access certain Facebook pages, a message can automatically be triggered, asking questions to assist the visitor. Facebook has also introduced the chatbot option, an automated system that, based on keywords, continues to correspond with the person who has contacted a particular Facebook page.

Creating a Successful Mobile Marketing Strategy

You must focus on your target audience and reach them on devices they use the most, and that is, most likely, their smartphone. It is important to develop a mobile marketing plan that is unique and beneficial to consumers.

For your strategy to be successful, you need to focus on your mobile brand's customization and personalization. People are already on social media, and the content you put out there is for them to connect and engage with.

Step 1 - Define Mobile Buyer Persona

The first step in any marketing strategy is getting to know your audience and defining your "avatar." You need to conduct research and find out the habits of your customers. In that way, you can establish a buyer persona (an avatar) that will be a valuable tool for your business. Buyer personas are fictional representations of your ideal clients.

To develop your avatar or buyer persona, you would first design a profile with specific elements that include your background, career,

aspirations, main sources of information, favorite types of content, and the purchasing process's role. It makes it easier to create your mobile marketing advertisements when you have an accurate understanding of your target audience.

You should also track your target audience's mobile habits. The easiest way to track your business's website mobile traffic statistics is to monitor your analytics information on your Google Analytics dashboard. You can also survey or ask your consumers about their smartphone habits and how they may use their devices as part of the purchasing decision.

Successful businesses always explore the advertising world and invest more in a version that results in better outcomes. Testing that differentiates more versions of the same ad campaign on the same channel can help create your buyer personas. You can also check if your email promotion gets more engagement in the mornings or the evenings, on weekends, or weekdays and which subject line gets more clicks. Any data you find about your consumers will help develop a specific mobile buyer persona.

Step 2 - Identify the Goals

If you're striving for a successful strategy, the key is to identify and set goals. Define these objectives by simply discussing and answering the following questions with your team:

- How are we making an impact on mobile? This way, you can identify how your business influences consumers and whether you are effectively customizing your content for mobile devices.
- What metrics are we using to determine how our mobile marketing campaign is performing? Looking at the results, you can conclude what is working and what areas you can improve upon.
- What are our most important goals in our mobile marketing strategy? By reexamining the reasons you became involved in

mobile marketing, you can effectively determine if the interaction met your goals.

- Who is our mobile buyer persona? Discuss your target audience and consider how they use their mobile devices – what programs they are using, what times they are on it, etc.

Step 3 - Develop Effective KPIs

To determine the effectiveness of a plan necessitates a thorough review to know how it is performing. Your mobile marketing strategy requires a review to see what is working and what needs to be improved upon. This is one of the steps in calculating your KPIs (Key Performance Indicators), which must be linked to the business's strategic goal and contribute to its realization. By understanding your strategies' results, you will grow your business effectively and continue down the path to meet your goals. One key area is to identify which KPIs are currently defining your mobile ads strategy success. For example:

- Engagement - It is essential to connect with your customers and always try to get their attention while on their smartphones. Create unique, mobile customized content. And also, make sure that your website is optimized for mobile devices to boost your mobile SEO.
- Acquisition - The most important thing in email marketing are visible buttons for calls to action. These buttons should be large enough to be easily seen and placed in the middle of the email message to foster the purchase.
- Customer Service - In an online world, customer service is one of the benefits that can easily transform the curious person into a loyal buyer. If you have reliable customer service, you can expect customers to trust you more and choose your products over the competition. You should also optimize customer service for mobile device users. Allow your customers to get in touch with you through a visible click-to-call button through any platform.

Step 4 - Track Mobile Metrics

Google Analytics can help you track mobile behavioral data and how well your mobile content engages your audience. The fact is that you need to have a mobile-friendly website today, or Google will penalize your site. Today, many businesses are optimizing their eCommerce sites for mobile devices because they know most of their buyers are shopping on their smartphones and other mobile devices.

With more people choosing mobile devices over desktop computers, more websites and applications are being optimized for mobile users.

Nowadays, people are more likely to shop on their mobile devices. The quickest way you can improve your sales is by simply optimizing your website content for mobile devices. The reason is that Google recognizes and focuses on the mobile version of your website for ranking.

Make sure that your website's purchase process is easy to navigate. Also, keep in mind that if the customer gets confused and must search around, they will easily give up and move on to another site to shop. As the saying goes, "a confused buyer won't buy," so make it easy for the buyer to know what to do and what to expect in the process.

The Best Mobile Marketing Tools

Using the right tools and techniques are a key factor in designing a marketing strategy in mobile marketing. In the beginning stages of using mobile devices as a marketing tool, companies used SMS advertising to send promotional messages to randomly selected mobile users. With the increased use of smartphones, we see new mobile marketing tools: applications, 2D codes, social networks, location-based services (LBS), mobile banking, mobile Internet, and mCommerce. Smartphones have given businesses a new dimension of advertising and easier recruitment,

leading to mobile marketing's growing popularity in designing a marketing strategy.

Mobile marketing tools help make mobile-optimized ads, create dashboards accessible from mobile, develop mobile apps, etc. Knowing the right tools to use is imperative to your overall campaign's success in running a successful mobile marketing campaign. You can find the list below for specific mobile tools and programs you can use to increase your chances of converting your visitors to customers.

Mobile Marketing Tools for Social Media Marketing

- Yelp
- Instagram
- Facebook

Mobile Marketing Tools for Content Marketing

- WordPress
- Medium
- SlideShare

Mobile Marketing Tools for Mobile Site Management

- Google Analytics
- Google's Mobile-Friendly Testing Tool
- Google's PageSpeed Tools

Mobile Marketing Tools for Mobile Time Management

- Buffer/Hootsuite
- Trello
- Slack

Mobile-Friendly Websites

To stay competitive, your business's website must adjust to how a smartphone is set – in other words, being responsive. Your site needs to be seen on a smaller screen or a larger screen with the same important content

showing up regardless of what device your visitor is using. You're risking the loss of potential customers if your website isn't mobile-friendly. The increase in mobile traffic resulted in Google's mobile SEO ranking and penalization for sites that are not mobile-friendly.

Mobile websites are pages that are customized for mobile devices. This customization is important for the sake of transparency. When a user accesses a particular site, it will be difficult to navigate if it is not adapted to a mobile device screen. They'll leave the site as a result. According to www.marketingdive.com, 53% of mobile web users abandon pages if they don't load within three seconds.

For this reason alone, adapting a website to mobile devices is important because it provides much better user experience and a desire to revisit the site. If your content loads quickly, you have a better chance of transforming your visitor into a buyer. The important thing is that your website returns no mobile-specific errors.

The main mobile marketing goal should offer as flawless and straightforward as possible mobile user experience to your end-user.

The following image will show you the layout of a standard page without customizing it for a mobile device and a responsive website.



¹Image 1. Layout of a standard page and customized page for mobile devices

On the left is a standard page that does not have mobile device customization. It is as standard as any desktop page with a resolution of 960 pixels. We have to zoom in and scroll left and right to read the page's content on such a page. This is of no benefit to the business. Many users will leave such a site because of the opacity and longer loading time of the site. On the right, we see a page tailored to your mobile device's size and resolution for better experience and visibility.

Push Notifications

Push notification is information delivered by your application to the client on their home screen or while using another application. By sending such notifications, we're getting users to re-engage with the app, which is great for encouraging interaction and engaging users who weren't active on the app.

Sending push messages comes down to 3 key segments: message content, sending frequency, and sending time. These notifications proceed directly to your targeted audience and have better results than emails.

Putting It All Together

Mobile media has become the new significant channel by which consumers collect and share information about businesses' products and services in the marketplace today. As a business owner, one of your main goals is to be consistent with your mobile-optimized content and, in that way, promote your products.

¹ Image 1, Source: <https://developers.google.com/search/mobile-sites/mobile-seo/responsive-design>

Marketing has changed over time, and businesses that adapt are more likely to succeed. Mobile devices have essentially replaced computers and facilitated communication between businesses and consumers easier and quicker than ever before. Nowadays, everything is mobile-friendly, which is an important component for improving businesses that rely on the Internet.

Using these strategies (and combining these strategies with other marketing channels), you can reach your target customers while they're "on the go" and deliver them personalized messages with specially tailored offers on your products and services.

Through various mobile marketing tools and techniques, businesses can find and engage new customers easier and retain existing ones. Optimizing your marketing strategy for mobile will make your business more successful over the competition.

Mobile technologies are improving and growing, so having a good mobile marketing strategy is key to ensuring that you have the requirements to succeed in today's business.

Chatbot Marketing

We are going to assist you with a few marketing hacks regarding a viral tool – chatbots.

Chatbots are automated assistants that provide quick answers to the customer's questions. They imitate human interaction, so they are used over the internet because they can imitate human interaction. Many chatbots are using use chat interfaces to interact with their customers. They are well-matched with most chat interfaces, including Facebook Messenger, Slack, and many others. Besides that, they can also be custom designed to use with private chats or other messaging services.

Chatbots are algorithms designed to enable users to communicate and interact with them online without using the human factor to perform a specific task. Many of you may have come across an automatic response when sending a message to someone via social media. A determined set of rules administers chatbots. The best-case practice is to associate these rules with artificial intelligence. They also can communicate detailed information without replicating the same dataset multiple times.

At first, the application of chatbots started very simply. Remember when you wanted to become "friends" with someone through social networks media? Then a message reading something like this appears in your inbox: "Hello, thank you for accepting my friend request." It was most likely written to you by a chatbot, not a person.

Over time, algorithms have evolved and become much more complicated. Today, chatbots can also communicate via multimedia communication, i.e., photos, links, videos, etc.

In business, chatbots save time and energy, allowing employees to be more productive. Instead of continually answering the same or similar user questions, employees can do more useful things. At the same time, customer support costs are reduced. The time required for users to get the expected answer to their questions is shortened without feeling like they

have interacted with a chatbot. Replies from chatbots can also be customized to feel more personable and relatable to customers. However, it gives the impression that all attention to communication is focused on their needs.

Chatbots can be integrated into websites, used for sales, presenting events, tourist destinations, and scheduling meetings. They also very commonly appear in online communication and chat applications such as Viber and WhatsApp. However, in this chapter, we will be paying attention to chatbots on social networks. The use of chatbots in business and social networks has become widespread.

In this chapter, we'll cover:

- The Advantages of Chatbots
- The 8-Step Process for Setting Up Chatbots on Social Media
- What is a Messenger Chatbot?
- How to Reach Your Chat User?
- Messages as the Essence of Chatbot Marketing
- How to Improve Your Sales and Reviews with Chatbot Marketing

The Advantages of Chatbots

No matter the size of the business, everyone continues to involve chatbot technology in their business strategy. The main reason is the number of advantages this technology brings to a business.

The essential advantages of chatbots for small businesses are:

- Developing your business by generating new leads and customers
- Leveraging on the customer's experience - Chatbots provide 24-hour support
- Easy installation of the technology
- Clean User Interface

- Chatbots remember user information to help future users
- Chatbots can be used as a payment system

The advantages for small businesses have become endless when using chatbot technology in their marketing strategies.

The 8-Step Process for Setting Up Chatbots on Social Media

1) Investigate the most frequently asked questions about your business.

The first thing you need to address is the content of your chat. Suppose your goal is to use chatbots to provide faster and better customer support. In that case, it is necessary to summarize all the questions that users frequently ask about your business. It is essential that utilize this information to determine the acceptable and quality content of chatbots.

The easiest way to find out more about frequently asked questions is to consult your team or any person who has previously dealt with customer support within your business. This is because they are the core of the business which handles customer interactions on a day to day basis. That person who has answered the same questions countless times would be able to recite them to you in the middle of the night. Furthermore, it can be beneficial to find source information "around" from relevant websites and forums about various topics, questions, comments on your posts, and even competition announcements.

All this is necessary for your chatbots to have quality content and be able to satisfy users fully. Lousy content often generates a negative experience for users. This step then becomes necessary for you to produce quality content and provide user satisfaction using chatbots.

2) Defined chat patterns make "life" easier

Chatbots work best when they are adapted to a specific set of questions to which they can give clearly defined and detailed answers. To do this, you can map out a scheme of potential conversations and interactions that your chatbot may have with its users. This can be designed by starting with a specific greeting message to direct the user's thoughts in a logical sequence that best suits the chatbot.

3) Avoid extensive conversations with users

Building on the previous advice, we also suggest that you avoid having extensive conversations with users. Namely, because this could lead to confusion and, potentially, a bad user experience. The best option is to offer the user a range of questions that the user asks, with just one click on the question to which he/she needs to be answered. For example, depending on the information that they are looking for, they can choose from one of the following questions:

- What is the price of the product?
- Is it possible to get a discount?
- How does this device work?
- Is there a warranty on the purchased product?

This allows users to find the information they needed with one click. The chatbot would have a pre-recorded response directly correlating to their query, providing users with peace of mind.

4) Giving a voice to your chat

To improve your chat, give it a voice. Some people opt for a warm, friendly voice that suits their business style. In contrast, others choose to have a robotic voice so that users are immediately aware that they are

having a conversation with a chatbot. Whatever route you decide on, try to stay consistent until the end of the conversation.

5) Giving users a sense of the presence of the human factor

Although research has shown that most users do not have a problem with being answered by software systems, there is still a substantial proportion of those people who have not entirely accepted this practice. It then becomes important to let the users know that they always have the opportunity to talk to the "right person" or another human being, at any time during the interaction.

6) Using chatbots to send short surveys

Using your chatbots to send short surveys can be an efficient and simple tool to find out more about users' opinions and feedback. These surveys are usually short and straightforward, with a maximum of two or three options offered.

7) Enriching your chats with additional information and personalization

It is important to enrich your chats with additional information that can be useful and interesting for users. In fact, you might have unknowingly noticed this occurrence in many major companies. For example, many hotels give you the option to look at accommodation availability for specific dates. They also provide websites to sell airline tickets to choose the cheapest tickets and restaurants to order their food online with free home delivery. Even if you are not at this level of business development, it can be beneficial to include useful details like this in your chats.

Small things like this can make a big difference. They can improve users' experience by communicating with chatbots and reduce the number of additional questions that could "confuse the robot." Furthermore, excellent results are achieved when chatbots are personalized.

The list below contains some of today's most popular chatbot engine packages:

- Api.ai
- Wit.ai
- ManyChat
- Motion.ai
- Chatfuel
- OnSequel
- Chatmatic

To have a successful business that produces results, it is important to balance the right combination of chatbots and human interaction.

What is a Messenger Chatbot?

Looking back, we can all see how drastically communication has changed over the years. Similarly, marketing has also adapted in the same way. Such is why internet marketing is something that needs to be continuously learned.

Smartphones did not exist 20 years ago, yet it is almost unimaginable to spend a single day without one in current times. Most of our communication takes place through mobile phones. In fact, Facebook Messenger is one of the most common apps that plays an essential role in our day-to-day communication and social interactions.

The advantage of this application is that it can be quick and easy when communicating with people we know. However, you can also communicate with those people from outside of your phone contact list. For example, you can also speak to any person whose contacts you do not have on your phone but are users of the Facebook social network.

The content you create must be engaging to users. Otherwise, it can easily get overlooked while people mindlessly scroll through the posts on

their walls. That is why it is essential to develop copywriting skills. Direct messages are an even better way to attract attention and contact Facebook users.

The thought of sending messages to everyone individually sounds extremely overwhelming and can even make a grown man sweat. However, you can be anxiety-free with messenger bots, as they can often do that same job for you.

Facebook Messenger chatbot is a robot that communicates with your audience instead of you. Marketing through Messenger is similar to email marketing. However, the difference is that the interaction is much better. It seems more personal, and the conversion rate is significantly higher.

People are far more likely to click on a Messenger message than they are to open an email. If you don't have your email on your smartphone, it takes several steps to open an email. Plus, when communicating through email, your ad competes to get put in an inbox.

Research has shown that most people would prefer to send a message to a web page rather than call customer support. People also prefer to buy from those companies that they can easily communicate with. In scenarios where you cannot respond immediately, a chatbot can even leave the illusion that you are there by informing the user that a team member will contact them shortly.

Although Facebook provides a relatively simple way to target audiences through the Ads manager, there have been numerous categories abolished after the entry into force of the GDPR, making it increasingly difficult to target audiences. Facebook Messenger Chatbots aim to target individuals instead of the masses and endeavor to communicate with users' one on one.

A Facebook chatbot is a robot that does things for you. It communicates even when you are not there. All you have to do is the initial effort to set up the messages, and then the rest falls into place.

Just like emails, chatbots send messages to users automatically, just as you can with emails. However, this approach's advantage is that the message, in most cases, appears directly on the smartphone screen and is difficult to ignore. People see it immediately and can respond to the information promptly. Messenger offers the user options in the form of answers. They can access the information at their convenience.

How to Reach Your Chat User?

Like email lists, it is also important to have a list of people to whom you are willing to send messages for marketing your business through chats. However, once you have set up a chatbot on your Facebook page and connected it to your Messenger, you can easily reach subscribers and add them to your sales list.

Here's how:

Offer something for free. People love free stuff. It can be in the form of a free guide, advice, service, or anything similar that will interest them to sign up for your chatbot. For example, you can post some intriguing questions about your business and ask people to leave a comment if they were interested in more information. If they want an answer to that question, let them leave a comment. Then your chatbot contacts the people who left comments. For example, a travel agency can offer free information on last-minute offers or a free guide that shows a list of documents required when traveling abroad.

You can create a Facebook ad that has that call to action like, "Send a message." You can also increase the visibility of the above post by offering something free. This can allow you to reach people who don't yet know about your site. You decide where the Facebook Messenger ad will be displayed with a call to action in the post title.

People can send a message to your page and set the "send message" button on your Facebook page.

You can have a "send message" button on your site that will directly send the audience to your Messenger chat. Post an entire pop-up window on the site with an excellent call to action and a button where it can be done directly.

You can add a list of people to the chat list who have left a comment on a post on your Facebook page. After leaving a comment on your page, visitors receive a message from your chat. If they answer it, they become your subscribers.

You can activate a chat response if people type specific keywords into Messenger related to your business.

It is essential to remember what the goal or role of your chat is when contacting people. This could include whether your goal may be for customer support or offer something new to people.

For example, suppose the purpose of the bot is for customer support. In that case, it will not be beneficial at the beginning of the funnel, to the majority of new visitors who have just reached your page.

At the beginning of the sales funnel, users can benefit if the chatbot can provide them with some useful information, free advice, help them identify their problems and interests, and answer their most frequently asked questions.

At the middle level of the funnel, chat marketing aims to send additional messages to those already somewhat familiar with your offering. It also aims to maintain interest and points to your product as a consideration solution suitable for solving their problem. Here you can send something that will show your expertise, authority, and social proof.

At the bottom of the funnel, some potential buyers are close to making a decision to buy. These clients can benefit if the chatbot offers a motivating call to action that can lead to a sale. While still purchasing, the buyer can find customer support, shopping assistance, additional products, and upselling.

Try to make your chat more personable. People relate better to chatbots, which act more like a human and less like a robot. Try to make the words that your chatbot uses specific but simple at the same time. Think of the tone that your bot will use to address the customers and have its character and personality so that people can connect with it more easily and positively. Everything else is a matter of your creativity. Think outside of the box, be original and recognizable.

Messaging as the Essence of Chatbot Marketing

The essence of chatbot marketing lies in the messages sent to people who are subscribed to your chatbot.

And what should those messages contain?

You can send one-time messages where you immediately tell the subscribers everything about yourself and your site. You can make an offer, provide a discount, etc. Another option is to send a series of messages with preconceived questions and answer options. When you talk about something related to your product, answering their most frequently asked questions, while also giving them the feeling that they are interacting with a real person, the audience develops a relationship with you. You can also gradually arouse some emotion and create a sense of understanding. Finally, you can offer a solution in the form of a product or service that you offer.

Chatbot marketing is a great way to get loyal followers and build trust through messages that can be educational. At the same time, you also offer a solution to their problem while running advertising that recommends your product or service.

For example, you are advertising a restaurant that also shares recipes or makes lunch suggestions. You can also use chatbots to remind the audience of your latest offerings, e.g., new content published on your site, or if you have a new collection to offer online.

Improve Your Sales and Reviews with Chatbot Marketing

Chatbot marketing is useful for sales, but it can also be a great tool to get feedback on your product. For example, you can send a message asking people why or what is holding them back from buying your product and what they would prefer instead. This way, you can get a clear picture of how well you are doing and where your business is weak.

Of course, you can also be direct and send people to your store and to your website to buy the product. However, it may be better to use a more subtle approach because direct advertising often does not sell. It is essential to warm up the audience and engage their emotions. These are the principles of neuromarketing. They can later be captured by a Facebook pixel from the site. You can more easily do a remarketing campaign for people who have been on the site.

Be creative, fun, helpful, and as personal as you can. You can post a picture of yourself and share a personal experience to make the audience seem closer and you as more human.

Try not to overdo it by sending messages every day or several times a day. If you see the Click-Through Rate (CTR) declining, try to reduce the frequency and focus on quality.

The first message should arrive immediately with another the next day. You can send them once a week. It all, of course, depends on what is being promoted. For example, suppose the message is about a business conference. In that case, you can first inform people about the event via Facebook chat. Then, a few days before the event, you can remind them of what awaits them. On the day of the conference, you can inform them about the scheduled things on the list. Once the conference has finished, you can ask them how they liked the conference. You advertised in a very close, personal, and useful manner. You received feedback and impressions about the conference.

The most important thing is always to know your audience. This allows both the means of communication and the approach to be more natural to devise. Put yourself in the user's shoes. Ask yourself the questions you think that they would ask and find solutions.

Online Advertising

There are a variety of online ads to choose from for your marketing strategy. PPC (Pay-Per-Click) is one of them. However, this chapter will focus on other types of online ads, including banners, e-newsletter ads, e-newsletter sponsorships, and online classified ads.

Online classifieds, including Craigslist and eBay, can help generate traffic to your site, translating into more conversions and sales. There are a variety of online classifieds you can use. Because of the overwhelming popularity of these two sites, we'll work with them. The basic concept of online marketing is to get your products and services out there, and what better way than on an online classified board. Not only do online classifieds help drive traffic and sales, but they are free to post on and maintain. In this chapter, we're going to cover a few different areas of online classifieds and the benefit of working them into your online marketing plan.

This chapter will cover:

- Banner Ads
- E-Newsletter Ads
- E-Newsletter Sponsorships
- The Benefits of Online Classifieds
- Setting Up an eBay Merchant Account
- Lead Generation Through eBay
- Traffic Generation through Craigslist
- Effective SEO Ads

Banners ads are the ads you see at the top and sides of a webpage. There are various ways to utilize a banner ad, and CPC (Cost Per Click) and CPI

(Cost Per Install) are the two most popular. However, a combination of the two is also available with some websites.

E-newsletter ads are ads you pay for to be in other people's newsletters. This is a great way to build a partnership with others in complementary industries.

An **e-newsletter sponsorship** is even more coveted because it awards you more space than a typical ad and a level of exclusivity.

Banner Ads

When working with banner ads, there are several things to consider when finding the right site to work with. If done the right way, a banner ad will generate many good impressions and will help draw qualified leads to your site. A banner ad is much more impressive to the reader than a classified ad or another advertising form. You can include graphics, images, copy, and other elements to catch someone's eye.

The benefits of a banner ad include:

- Greater visual appeal
- Ad space to accommodate copy
- Front and center placement

There is significant power behind banner ads. You can generate more traffic, effectively advertise new products or services, and build your brand confidently. A banner ad puts your company and products front and center, which means you are noticed and visited by more people. This converts into more sales and new customers to add to your database for future purchases. A banner can be used to effectively market your products and services because you have more room to offer information, images, and other elements to make your products attractive.

Your **company and product branding** is an essential aspect of generating sales. When you use banner ads, you can help build a consistent

brand image that is memorable and sells. This is especially good for new businesses or new-to-online-marketing businesses. If you are not sure about your central vision, look at your logo, business name, and other visual elements to make sure it's cohesive. If it does not feel right, don't be afraid to change it up.

There are also many different **types and sizes of banner ads** to choose from. It is important to understand the best placement options to help you get the best results.

- Standard: 468 x 60
- Half: 234 x 60
- Vertical: 120 x 240
- Leaderboard: 728 x 90
- Microbar: 88 x 31
- Square Bottom: 125 x 125
- Skyscrapers: 160 x 600 or 120 x 600 (this is more common)
- Medium Rectangle: 300 x 250

These are the most common sizes available and give you an idea of what to choose. Visit a couple of websites and look at the different types and sizes of ads to see how effective they are. Go to a site with no expectations, and just let your eyes go to what they notice first. **Where is that location on the site? What size is the ad? What elements were used to make the ad attractive?**

By checking out other ads, you can see what works and, more importantly, what does not.

Once you know how other banner ads look, it's time to choose a location for your ad. There are two things to consider:

- What size should your ad appear in?
- What is your target market?

You should always know your target market and keep that in mind no matter what marketing you are using. When it comes to playing with online marketing, you need to fit your ads and partnerships with particular websites and partnering companies. This is much more niched than offline marketing but helps you reach a specific target market without wasting precious marketing dollars as with blitz marketing tactics (like newspaper ads and inserts).

One of the best ways to make sure the right audience sees your ad is by advertising in an online magazine where *your target market* and *their readership* are the same.

Once you have done a little research and know which sites you are the most interested in advertising, it is time to contact the site's advertising person. It is not as hard as it sounds, no matter what size website or company you want to work with. You simply look for advertising information on the site or contact them through the contact submission form.

A contact will get back to you with information about their rates for the sizes they offer and other information, including:

- Visitor demographic
- Visitor volume
- Average click-through rate

If you are happy with all of these things, you are ready to work with the site and get your banner up and running. Give it a few days and see if you notice your site traffic increase or if you notice no change at all. You will quickly see if the ad is working or not. If not, go to another site and try again. If you have it in the marketing budget, place banner ads on two different locations and see where the numbers go. You are likely to see twice the results!

Banner performance can be affected by several things, and you can increase your banner's performance level.

Brief Copy: Keep your wording brief and to the point. Images are more critical in a banner ad, and most visitors will not stop long enough to read a long piece of copy in an advertisement. A few words to get across what you have to offer are plenty.

Graphic Weight: Graphic weight is the overall size of the graphic. Most websites have weight limits, generally less than 20KB.

Animation: Banners ads are getting flashier and flashier, and it can feel hard to compete with. The reality is that animated banners perform better than static ads. This can be done with text or images and move or blink. You will need a web designer's help and can usually have this service done for around \$200.

Specific Ads: Design a particular ad for a particular site. It is important to design an ad that looks similar in feel and voice to the website you are advertising on. This helps your ad blend into the landscape and appeal to the readership of the site.

Test Your Ad: It is essential to test a couple of different versions of your ad to see which is the most effective. You can do three different versions and leave each up for 72 hours and track the click-throughs. The one that draws in the most clicks and conversions is a keeper.

Track Performance: As with all online advertising, you need to track the performance of your ad. Most publishers should be able to provide this information. However, if you do not get about a 0.5-2% click-through rate, switch the ad out.

The pricing of banner ads comes in a variety of ways. These include:

- Flat Fee
- CPC
- CPM
- CPL

Flat Fee: A flat fee is exactly that. You pay one flat fee for a set amount of exposure time for your ad. Although, unlimited impressions, clicks, and sales sound like a great deal unless you are getting little to no action and are stuck in your agreement. It is a waste of money, time, and resources. Therefore, it is essential to find out about visitor volume and its performance before you pay for an ad on it.

CPC: *Cost-per-click* is where you pay for every click on your ad that leads the visitor to your site. This is a more accurate payment method as you only pay when the ad works and save money when it does not do its job.

CPM: *Cost-per-impression* is the most common form of banner ad payment. You generally pay for 1000 impressions for a particular rate. So, \$5 per 1000 impressions is one payment method.

CPL: *Cost-per-lead* is where you pay for the web addresses you have gathered from the ad's exposure. You have to track and prove this for the payments to be accurate. This is usually done when your goal is to build your database through an online sign-up form or survey.

E-Newsletter Advertising

If you pay attention to some of the e-newsletters you receive, you may notice banner style ads on the newsletter's top or sides. These are companies that have paid to have an advertisement in the e-newsletter through the newsletter's publisher. For this to be successful, the key is to find a newsletter with a broad readership and the payment style you're looking for.

Payment Methods: Some e-newsletters offer a CPC (cost-per-click) payment system where you only pay for the click-throughs to your website. Most newsletter ads are funded through a flat fee. You have an agreed-upon size and payment, and it will appear in a specific newsletter

only. Many e-newsletter publishers offer packages where you receive multiple ads for a set fee as well.

Security: Because the publisher has done all the work to gain the recipients' permission, you are protected from spam.

Results: Research shows 22% of people trust an e-newsletter or ezine they subscribe to when unsolicited email marketing receives only 2% of people's trust. E-newsletter ads have some of the highest conversion rates in online marketing. The benefits speak for themselves.

Let's talk about the kinds of e-newsletters you want to work with. A broad readership is a given, but what else makes a successful e-newsletter? The real key is to find a complementary e-newsletter to your business.

If you have a photography business, find a wedding planner, and put an ad in her e-newsletter. If you are an automotive customization shop, place an advertisement in a dealership e-newsletter.

It's all about finding the perfect fit for you and the e-newsletter publisher.

Once you have an ad out there and can analyze the results a bit, it is time to take it to the next level. You can do this in a variety of ways. Let's take a look at some tips to do this:

Package Deals: Many e-newsletter publishers offer package deals when you run ads in both their newsletter and on their website. You can also ask whether they have a print magazine as an extension of their offering. This is the best way to get the most exposure for your advertising dollar.

Target Market: Talk with e-newsletter publishers about whether they have a breakdown of their target market. Sometimes you can pay for an ad in a specific area of their audience. This is especially true with large e-newsletters offering different topics to different readers.

Frequency: Because relationships are built on trust, you need to consider doing multiple ads with one e-newsletter instead of one and then

move to the next. Ensure the e-newsletter you are advertising in is conducive to your target market and invest in a package deal instead of one ad. Also, work with the publishing schedule of the e-newsletter you are working with. If it is a weekly newsletter, consider buying a certain number of weeks in a row. You can do the same with a monthly newsletter as well.

Analytics: As with all forms of online marketing, you need to test, measure, and track all the ad components to ensure it is working for you. You know the publisher pays attention to subscribers, opens, bounces, and all of that information. They will track the hot topics vs. the ones that receive a cooler reception. You need to take the time to keep track of the same things by looking at where your website visitors are coming from to know if your ad with working.

E-Newsletter Sponsorships

E-newsletter sponsorships are different in that you get a larger space and some other perks to go with it. The perks offered by sponsorship ads include:

- More Ad Space
- Room for a Short Bio
- Link to Your Website

Before you run out to swoop up your first e-newsletter sponsorship, there are a few things to keep in mind. You need to make sure you are still loyal to your target market and learn how to put together an e-newsletter sponsorship and always include a link to your website.

Link: A link to your site could be embedded into your image, in the bio area, or other images.

Bio: A sponsorship ad allows for more space to offer some information about your company. This can be a short blip about your products,

services, and other things you have to offer. This is not an area for a full biography like on your site. Still, it is a functional space for how your company can benefit the readers, a subtle call to action, your logo, phone number, address, and website address. Keep it concise and to the point.

Target Market: Because you have more space in your ad, it is important to go beyond finding the right e-newsletter. You need to write to your target market. When writing your copy, make sure you have the target market in mind as you approach what you want to share with them. Also, consider the voice you want to use. Whether it is friendly, approachable, business-like, or overly professional should be dependent on the audience you are writing to. If you are unsure about this, ask the publisher about their audience.

The Benefits of Online Classifieds

There are many benefits to using online classifieds. When you work your classifieds ads and presence into your online marketing campaign, you will see results. These sites are well-known to users as the best place to go to score a deal. It does not matter if you have a product or service to offer. If you want local customers (and you do), you need to advertise on an online classified site.

Search engines work well with Craigslist and eBay sites and give them high page rankings because the content is updated frequently and is linked well. Target keywords used in your ads also helps them pop up higher in search engine results.

Another benefit of the higher exposure through online classified ads is the traffic it drives to your site. Of course, more traffic equals more conversions and more sales. The great thing about classified ad sites is that they deliver qualified buyers. The people who frequent these sites have already done the research and know what they want. One other benefit of

working with Craigslist and eBay is that they accept PayPal as a payment form. This is a secure way of getting paid. Using PayPal also encourages impulse purchases. The customer does not have to get up from the desk to find their wallets and payment moderation options are available if needed.

Setting Up an eBay Merchant Account

eBay has made leaps and bounds in the way of online classifieds, so we will take a moment to talk about their merchant accounts and how to utilize one to maximize sales. There are a few things to consider when working with an eBay merchant account. One thing to note is that eBay offers classified ads for about \$10/month, which is a fantastic bargain over PPC ads. With your eBay merchant account, you can create a mini-store. Each product can have its small site - whereas this is not possible when you simply place an ad on a classified website. This enables you to draw customers to specific squeeze pages designed for each product.

Visit ebay.com to set up your merchant account. Before you get started, think about what your username is going to be. This is the name everyone will see and associate with your store. It needs to be something that reflects your business and the types of products and services you offer.

Once you have gone through the registration, you need to create an "About Me" page. This is similar to a bio page on your website or blog. Instead of another page talking about your experience and how long you have been in business, consider using the copy from your squeeze page to help convert people into your database. As long as your HTML does not contain JavaScript, you can paste the code from your site into the "About Me" section of your eBay merchant account.

Lead Generation Through eBay

When your account is set up, it is time to start working on your store. The main page of your store is like a compilation of all your classified ads in one place. You should then have a separate page for each product you have to offer. The great thing about the storefront page is the visitors can look at an item they like, click on it, view specific information, and a window showing similar items you have for sale.

You can accept various payment forms or stick with PayPal as offered through eBay through your merchant store. This is an important consideration but understand that most eBay shoppers are used to paying through PayPal and feel more secure. All auctions must be done through their payment processing system. The advantage of posting classified ads is you can control the payment method, your checkout system, upsell/cross-sell, and add customers to your database.

When putting together a classified ad for eBay, there are a few considerations you need to make.

Keywords: As with all online classified ads, you need to think about the keywords you will use. Almost all eBay buyers use the search function to find what they are looking for on the site. Take the time to use Google's Keyword Planner tool to find the most popular keywords surrounding your products, services, and company.

Take a look on eBay to see the competitiveness of the keywords you are considering. Enter one into the search box on the site and see how many listings come up. If there are a ton of listings, you know the keyword is pretty popular.

Listing Title: When you have your keywords collected, it is time to create your ad. Click on the *sell* tab. Under *selling format*, choose to have a classified advertisement for 30 days. Next, you will come up with a listing title. It should match your search terms but needs to be kept short. Keep it

under 55 characters and to the point. Grammar does not matter so much in your title listing. The point is to get your ad to appear in top search listings.

Subheading: The next portion of the ad is your subheading. This is where you can describe the product a little more. You grab the visitor's attention and get them to click on your ad. Use two to three keywords or keyword phrases in your subheading to grab their attention.

Graphics: Once you have done this, you can take the opportunity to add pictures to your ad. You can add a single image to make your ad stand out. Use a graphic that represents the product, industry, or business you have. Also, use a bright yellow or green border around the image.

Description: The description section should house the HTML code from your website on the page where all the information about the product is listed.

Traffic Generation through Craigslist

Craigslist, created in 1995, has more daily visitors than Netflix. As we mentioned, Craigslist visitors are ready to buy. They have done their research, and they are there to search for a specific item to purchase. Regardless of what you sell, you can use Craigslist to help generate traffic to your site and convert those visitors into customers.

Craigslist is easy to use and categorized by cities, states, regions, and countries. When you get to the main listing page (one of 500), you can then narrow down the area through the type of product, service, or ad you're looking for.

One of the reasons Craigslist is a must-have in your online classified marketing plan is because Craigslist ranks high in Google. This gets your ad and website near the top of Google search results without all the extra SEO work you have to do with your website, blog, and PPC ads. There are several reasons Google and Craigslist work so well together:

PageRank: As I mentioned, Craigslist ads tend to rank high in search results where they are well-written. Crawlers can make it through Craigslist ads easily and index the postings almost immediately.

Page Depth: The page closest to the top is crawled first and indexed more quickly than the deeper layers. Most Craigslist ads are incredibly close to the surface, meaning it only takes a click or two to get there.

HTML Code: Craigslist is a no-frills kind of site. It is built entirely in HTML, and no CSS or Java was used. Because of this, the site is accessible for search engine spiders to read.

While you do not need a Craigslist account to post ads, it is a good thing if you want to edit and delete your ads at any time. Simply go to www.craigslist.org and sign up for an account.

Effective SEO Ads

Once you have an account and are ready to post an ad, there are a few things you need to take into consideration when writing your ad. We'll go over all those things here, so you know how to write and create a well-written, active Craigslist ad.

Ad Location: Because Craigslist is a vast arena of locations, it is essential to choose your ad's right areas to be effective. If you are a local business, you only need to select the listing page for your city or town. Users usually look in their local or close to the local area, so make sure you are posting where your target market will see it. If you have multiple fields you want to market to, you will need to post slightly different ads one at a time.

Avoid Flagging: You want to avoid being flagged by Craigslist as you can appear to be posting spam. Any visitor, as well as Craigslist admins, can flag an ad for removal. Like most classified sites, there are some guidelines Craigslist operates by.

Here are the things you need to know to avoid being flagged:

- High-Quality Content
- Relevant Links
- Avoid Duplication
- 48-hour Rotation
- Delete Old Ads
- Know the Terms of Service
- Avoid Excessive Posting
- Understand Ghosting

The 48-hour rotation refers to posting new, similar ads in a different geographic region. You can do this after 49 hours; however, you should remove the old ad first.

Ghosting is when one of your advertisements is deleted or seems to disappear without any notification to you. This can happen when you post too often. If you feel there is no legitimate reason for this action, contact Craigslist about it.

Choose the Correct Section: Once you have a location, you also need to choose the right section for your ad to be effective and avoid flagging. You should note there are very similar sections to choose from. An excellent example of this is jobs vs. gigs.

Keep in mind some sections generate more traffic to websites and blogs. Some of these sections are events, items for sale, services for sale, community, and the discussion forums. The discussion forums are massively underused but can be a great way to drive traffic. Always remember to use proper forum etiquette and be genuinely involved.

Create a Solid Ad: Once you have all the other components in place, it is time to put together a good ad. Keep your ad simple, to the point, and use plain text. When writing a classified advertisement for Craigslist, the same SEO principles apply as with other classified ads. You want to use your keyword in the ad title and different keywords throughout the ad

copy. Make sure the title specifically addresses the product or service. You can add images but only do so if it is of the product or is relevant to the ad.

Images can make a big difference in the amount of attention your ad gets, especially if it's listed in the for-sale section. Some users do not even look at an ad unless there is an image included.

Track Results: Craigslist does not have a tracking system like PPC ads. You can use Google Analytics to see how much traffic comes from Craigslist, but not from which ads or the conversion that comes from your Craigslist ads. You can put a code in the ad or a specific telephone extension for the phone number to help track which ads are the most effective. Simply ask for the code that was listed in the ad when a visitor calls or makes a purchase.

In this chapter, we talked about online advertising that goes beyond the realm of classifieds and PPC. Banner ads and e-newsletters are a great place to reach a targeted market and get a response for the money you spend.

Also, we talked about online classifieds and how to use eBay and Craigslist to take your online presence to the next level. These are easy tactics to use, and most online classifieds are free. It only takes a few minutes to put an ad in place, and once you have written a couple of ads, it will come naturally.

Pay Per Click (PPC) Advertising

When it comes to online advertising, you have more options available now than ever before. PPC (Pay Per Click) is a model of Internet marketing in which advertisers pay a fee each time one of their ads is clicked.

Is PPC still a modern strategy? Can you implement the PPC strategy on your own and successfully? PPC is still a widely used way of advertising because you can target a wider group of potential customers and increase sales. Your business does not pay for all ads. Only where the target group confirms their interest in your product by clicking on the ad or visiting your website.

PPC advertising is one of the most popular forms of paid online advertising available. It can be custom-tailored to your budget and is significantly lower cost than traditional forms of marketing.

Another benefit of PPC advertising is it works with your website and compliments your search engine optimization (SEO) strategy. That increases your chance of success without adding a lot of work.

This chapter will talk about the types of PPC ads available and how to use them through some of the most popular sites on the web. We'll cover:

- How PPC ads work
- Pros and cons of PPC ads
- Google Ads
- Put together the right keyword list
- Placement and target market strategies
- Your PPC budget
- Write a quality PPC ad

- Test and measure
- Take Facebook all the way

How PPC Ads Work

A Pay-Per-Click ad is an ad placed on the Internet that allows targeted exposure, and you only pay for the actual clicks to your site. It is a great way to get your name out there but only pays for the advertising you use. Just think if you only had to pay for flyers that bring you customers. You'd save a fortune in print advertising costs!

The two most popular PPC ad companies are Google Ads and Facebook Ads. We'll cover both later in the chapter. PPC is a fantastic way to get your business on the first page of Google and in front of millions of Facebook users without breaking the bank.

To start, run, and manage a PPC ad, you need an account with one of the major search engines or Facebook. Once you set up your account, you pick the keywords, budget, and create the ad. Search engines use the same calculations and methods when deciding when to show your ad. You'll limit your spending through your daily budget. When your budget is hit, your ad will no longer be shown until the next day. There are a variety of options for PPC advertising, including:

- Google Ads
- Facebook Ads
- Microsoft Ads
- AdRoll

Google Ads - No platform for online advertising can compete with Google. This search engine releases billions of search results every day. While this search engine's absolute dominance is a signal to invest, it should be kept in mind that popularity brings greater competition for keywords, which raises the price of advertising.

Facebook Ads - Facebook Ads cover two of the most popular mobile platforms - Facebook and Instagram. Facebook is extremely popular when it comes to advertising. It is an effective platform that offers excellent audience filtering. Facebook Ads enable advertising based on gender, interests, age, location, behavior, etc.

Microsoft Ads - By merging advertising services on Bing and Yahoo search engines, Microsoft has become more competitive, especially in the United States. This advertising platform is an excellent solution for particular target audiences.

AdRoll - This is a platform for targeting people who have already visited your site. And while this is also possible through Google Ads, the advantage of AdRoll is it offers display within Google, social networks, and many sites where they have leased space. AdRoll focuses exclusively on banner ads.

Other sites offer banner and PPC advertising, but they are extremely niched. These are the right places to consider using PPC ads, but the two most powerful are Google Ads and Facebook Ads.

Pros & Cons of PPC Ads

So, it sounds like PPC advertising is amazing, right? Well, it is a huge money saver, but you have to know how it works to avoid the pitfalls. Many companies lost a lot of money with PPC ads simply because they didn't take the time to learn about what to avoid.

First, let's talk about the advantages or pros of using PPC advertising. We already mentioned the lower cost and targeted demographic. Here are a few other *PROS* to consider:

Complete Control: Do you feel like you have complete control when you use traditional marketing methods? Probably not. Maybe you can put the ad together with someone and proof the flyer, but what about the

results? Can you stop the ad if it's not performing? No. With PPC advertising, you can stop the campaign and make adjustments at any time. You set the budget instead of a price being an issue for you.

Targeted Advertising: Sure, you can choose the paper to have your flyers sent out to, but how targeted is that audience? With PPC advertising, you select the specific age group, location, gender, education level, industry, and many other factors to get the most out of the advertising for your dollar. You can also go as broad as you want as not to exclude a demographic group.

Test & Measure Quickly: After only a few hours of launching your campaign, you will start to see results come in. You can then take a look at your click-through-rate (CTR), impressions, cost-per-click (CPC), and other factors to see if your campaign is successful.

Here are the *CONS* to watch out for:

Set It & Forget It: This isn't a 'set it and forget it' marketing campaign. You need to monitor what's going on and make changes accordingly. You can easily waste money if you just launch a campaign and walk away. You don't need to stalk the campaign every minute, but initially log in at least once a day and look at which keywords perform the best.

Low Budget to Product Pricing Ratio: You have to set your budget in proportion to your price. If your product is in the tens of thousands, \$1,000 will not get the kind of response you want in PPC.

Weak Website: You can have the best PPC campaign in the world, but if your website is not professionally designed, you may not see many conversions. Your site needs to be well written and informative. It needs to be easy to navigate and offer a simple to understand call to action.

Too Niche: If your PPC campaign uses keywords that are too niched, you may not see the response you're looking for. You need to open the target market up a little to catch more attention.

Google Ads

Google Ads has the most features and benefits of PPC advertising. An account is easy to set up and can be done in a few minutes. Here are a couple of simple steps to get you started:

1. Visit <https://ads.google.com/> and choose Start Now. If you already have a Gmail or Analytics account, you can log in with that information.
2. Enter the website address of the business you want to advertise.
3. Click Next to continue the process of creating your ad and setting up a budget.

To create your first Google Ads campaign, you'll need to choose your language, and then you will be taken to a screen to create the actual ad. Choose a location - local, regional, national, and global. There is a strategy to this we'll talk about later. Next, you'll need to fill in the ad information, including headline, descriptions, display URL, and destination URL. Click Continue, and you are on the keyword page. You need to assign specific keywords to your ad. Now you can launch and run your ad. Just remember to go back and check it often to see how well it's performing. Your first ad may seem intimidating but use this opportunity to play around and learn about Google Ads.

Facebook Ads

To make a Facebook ad that will be effective and increase sales thanks to it, let's take a detailed look. Facebook is a PPC marketing channel. That means that you'll be paying every time someone clicks on your ads.

If you don't have a Facebook page, then start from there. If you already have it, then you have probably noticed that under each post, there is an

option to "Boost Post" or "increase the visibility of the post." Yes, that's what Facebook tells you to advertise. But if you thought it was enough to press that button and enter data on the payment method, you are very wrong. The chances of wasting your money are enormous.

You have three ways to place ads on Facebook designed depending on your level of knowledge about this activity.

One is the "Boost Post," which doesn't require a lot of knowledge. Just a little setup and entry of the most basic information about the audience you are targeting, the ad's duration, and payment method. The quantity of results it will bring is dependent on how viral the post is or out of sheer luck. It is not the best option for investing money.

Another option for placing an ad is through the Ads Manager. It is an option for those who know that they can get much more by advertising on Facebook. Start from there. You can set up campaigns, advertisements, your budget, and audience target in the Ads Manager.

The third option is the Power Editor, which gives you the most in-depth insight into the campaign, results, and opportunities, but try that when you improve the Facebook marketing basics.

The payment method is the first step where you should start with Facebook advertising because although this type of marketing is affordable, it is not free.

You edit the payment method on your profile, and this is part of the general account settings. You go to the drop-down menu, select the settings, and on the left, you have the payment option. There are several payment methods you can add: PayPal account, credit, or debit card. You choose which primary and which secondary payment method you want and enter the requisite details.

Here's a summarized step-by-step guide to making a Facebook ad:

- Set a clear goal for your ad at the start to make your ad settings and messages more transparent and more specific later
- Use a smaller budget and a narrower audience for testing, and then expand to see which gives better results
- Start with automatic settings until you get into the stunt
- Running more similar ads simultaneously is better than spending more money on one, and perhaps worthless, ad.
- Customize advertising messages to different audiences
- Analyze, test, and experiment to success

Put Together the Right Keyword List

We've talked about keywords a lot, and you've learned a little about how to choose them for your web copy, the backend of your site, and your online marketing campaigns. Google Ads works the same way, and it's essential to find the right keywords for your business to get the response you want with your ads. If you already have a list of keywords, identify the ones that sell the best.

You want keywords that sell, not draw visitors to your site. Use the Google tool to see how commercial your keywords are.

Simply visit Google Ads Keyword Planner: <https://ads.google.com/home/tools/keyword-planner/>, and you can enter your keywords to find out how likely they are to produce buyers. It is a useful tool to use when putting together a campaign. They've already researched for you. Just look at the results to see which ones you want to use.

Placement & Target Market Strategies

One of the best ways to make sure your keywords are working for you is to create ad groups for separate ads. The way an ad group works is that you group similar keywords and use them for one ad. Then you can do the same with other keywords.

For example, if you're selling window coverings, make groups of keywords separated into the type of window coverings you offer, i.e., bamboo blinds.

Keywords: bamboo blinds, bamboo, blinds, organic, eco-friendly window treatments, window treatments, renewable home products

You get the idea. Think of the different ad groups you can use for all your products or services. Make sure each ad group is specific and limit your keywords to no more than 30. Not only will a targeted ad group draw in more traffic, but it will allow better ad placement and relevance.

Another placement factor to consider is the ad match type. There are four match types to choose from that have an impact on the placement of your ad. These match types are:

Negative: This allows you to tell the search engine where you don't want your ad. Many small businesses use negative match types like discounts to avoid placement with these keywords.

Exact: This means an exact match to the keywords you've set. It is a way to keep costs down and keep a tight hold on your ads.

Phrase: This is a good tactic if you aren't sure about your keywords but want to avoid overspending. Your ad will be displayed under this match type when users enter the phrases that contain your keywords. That is a great way to discover keywords you may not have considered.

Broad: A broad match type works great for long-tail keywords or keywords that are commonly misspelled. With this option, your ad will

appear as many times as possible. It can become a budget blower, so if you decide to use it, keep an eye on your ads to fine-tune them as you go.

Your PPC Budget

Deciding on your ad budget can be a bit tricky. There are a few factors that go into setting the budget for your ad. When first starting, you want to concentrate on one campaign, and once you feel more confident, you can branch out and start running multiple campaigns at once. With your single campaign, you will be better able to set a budget you feel comfortable with and understand the factors that go into establishing a PPC ad budget.

Before setting your budget, consider several things:

- the budget you have,
- the product you want to promote the most,
- how much you can afford to lose,
- what you're prepared to spend to acquire new leads,
- what your goals are,
- the timeframe or cycle of your sale.

Since you already have your first campaign going, you have likely already set a budget. You can go into the campaign settings at any time and change your budget options.

If you are dividing your budget per ad group and among multiple ads, you can accommodate this through bidding amounts on your keywords. The bid amount you decide should be based on the ad's competition, the relevance of the keyword, and how well it's performing on your ad. Consider other factors when it comes to spending your ad budget wisely. What time of day are you running your ads? You want to capture your target audience when they are online and have time to browse around.

There are several other features with your ad account that can make the process easier. Consider checking out the maximum CPC bidding and

budget optimizer for options to help you streamline your ad. You can also set up the automatic bidding function if you have little time to manage your ad consistently.

Write a Quality PPC Ad

Even with a substantial budget and an attractive website, if your ad is poorly written, there will be no point in shelling out the cash. There are a few components to a PPC ad, and you need to know and understand them to write an effective ad.

The different components are:

- **Headline**
- **Description**
- **Display URL**
- **Destination URL**

A PPC ad is a tiny space to convey what you need to convince a reader to click the link and purchase your product. Each component has a specific number of characters that can be used for a successful outcome.

Headline: Your text ad consists of three headlines, no more than 30 characters each. They need to contain keywords to showcase what products you're offering and appeal to the reader.

Description: The description of the ad is one to two lines at 90 characters each. You can choose to treat each line separately, or you can use the entire space for one thought or comment. You should write a couple of different versions of your copy. The copy needs to be tested and measured just as much as the rest of your ad campaign. If you have an online store, consider including a call to action (Shop Now).

Display URL: This is the portion of the website that viewers can see on the ad. It should contain keywords to search results to find your ad easier.

Destination URL: This is the embedded link that viewers visit when they click on the ad. It will likely take them to a specific landing page you've chosen for that particular ad. Web crawlers analyze this link for its relevance.

There are a few strategies to use when writing your ads to help it get more views and clicks. You want to make sure you pique the viewer's interest, so they feel compelled to click on your ad to learn more. One of the best ways to do this is through specific, emotional evoking works like secrets. Everyone wants to know a secret, and when you have one you're willing to share, they are eager to click to find out - at least for a few moments. The word secret and another emotion-evoking phrasing will only get you so far. You need to back it up with a great landing page and product.

Other tactics include:

- Create a headline in the form of a question
- Outline benefits in the first line of the ad and features in the second line
- Use your destination URL to take viewers to the exact place talked about in the ad
- Remember how search results pop up

You can use these tactics, combined with testing and measuring, to get the most from your PPC ad campaign.

Test & Measure

As with anything else in the marketing world, it's essential to regularly look at your ad campaign to see what's working and what isn't. The great thing about online and PPC advertising is that you can make changes instantly when something isn't working. It saves you time and money!

The purest and most-used form of testing is split testing. This method is where you create two different ads for the same product and ad group. You then watch the difference in analytics between the two ads.

- Which keywords are performing better?
- Which placement is better?
- Which headline draws in more traffic?

To answer these questions, you split test one element at a time. Create your ad and then create a second ad that's exactly the same except for one part. Say the first time you decide to do two different headlines. You later watch the two ads for a while to see which performs better. You can then focus on a different element. Choose the better performing ad from the two different headlines. Next, use the chosen ad and create a second one with a different copy to test and so on. Eventually, you will work down to the best ad by eliminating elements that don't work and keeping the ones that do.

While you are testing different ad segments, you need to watch specific statistics within your ad. These include the CTR, CPC, and conversion rates.

To decide when to make changes depends on the performance you're seeing. You can make several changes for a better outcome with your ad and consider them to find the best results.

Stop or Delete a Campaign: Stop or delete an underperforming ad. You can always use some of the elements you had to start a new ad.

Increase or Decrease Ad Spending: It can be challenging to increase the spending on an ad, especially when you are still figuring it all out. If the ad group is performing well, consider increasing the budget to get more exposure. On the opposite side, if the ad performs poorly, you can decrease your spending before stopping or deleting the ad altogether. That reduces your daily budget while you are making changes to the advertisement.

Take Facebook All the Way

As we mentioned at the beginning of the chapter, Google Ads and Facebook are the two most popular PPC marketing options. While PPC is similar on many levels, Facebook allows a bit of targeting difference than Google, which is incredibly keyword based. Facebook allows you to focus more on the demographics you're targeting.

Facebook ads are placed based on the profile information of the people you're targeting. You still have the option of CPC or CPM options. You choose a daily budget and maximum bids, and Facebook decides when and where to show your ads. This ad is based on your Facebook business page and directs viewers to either your page or an outgoing link.

To create a Facebook ad campaign, simply go to the site and log in. You can select ads, pages and then create an ad. Go through and select all your demographic specifications to target the market you're looking for.

Once you've done this, you will go through the same process of writing an ad with Google Ads. Facebook is a great place to do a PPC ad because of the narrow demographics you can choose.

This chapter on PPC covered a lot of information on starting, creating, and managing a pay-per-click ad. Don't feel overwhelmed by the information offered here. Take it one piece at a time as you get to know the process. Before you know it, you will be comfortable creating and managing ads.

Search Engine Optimization (SEO)

SEO is continuously changing and adapting to new trends. If you do not follow these trends, it will be challenging for you to overcome the competition and stay in the race with them. The tools that help with SEO site optimization are also continually evolving and upgrading. This chapter will show you how to make small modifications to your website and blog to impact the search engines significantly. We'll cover SEO basics while still giving you the confidence you need to put it all together. To include the relevant information in this chapter, we'll talk about:

- Search Engines
- Organic Search Engine Traffic
- SEO Terms
- Google SEO Guide
- Choose Your Keywords
- Organize Keywords to Write Web Copy
- On-Page Optimization
- Off-Page Optimization
- Test & Measure Results
- Outsourcing
- SEO Strategies

Search Engines

Internet search engines are specialized programs that help people find information on the Internet as quickly as possible. Search engines can help

your business tremendously because people can easily find you as a solution. However, you need to be in top results if you want to attract potential customers.

It's essential to understand how search engines function so you can launch and maintain a solid online marketing campaign. There is no need for you to know the coding or the algorithms behind it. You need to understand what search terms people use and how to get your site as close to the top as possible.

When you enter a search term, the search engine combs through millions of websites to match your words to a list of results. The reality is that most searchers never go past the first page of search results, so you want your website to pop up as close to the top as possible.

How Search Engines Work

Search engines continuously index the pages of websites using specialized bots and discovering what's new on them. The words found on the site and its location are added to the index. When someone, for example, searches for a "digital marketing course," the search engine already has a list of pages (through pre-indexing) that mention the term "digital marketing course."

Websites are then sorted by relevance, i.e., according to certain ranking factors that depend on the search engine. Search engines, such as Google and Bing, often change the search algorithm and usually know how to take 500 factors into account when ranking.

Organic Search Engine Traffic

The organic strategy is best described as when the website owner creates the website pages' content using the right keywords and thus believes that the search results will lead users to see what it offers.

Recent research shows that about 75% of search clicks come from an organic space, and 25% from the paid area. Organic search results are unbiased and cannot be purchased. Users see the results of organic searches as more consistent, as opposed to paid ones.

An organic strategy is known for the crawler programs that can quickly and easily run through the site and index its content. There are a variety of factors that crawlers look for when searching through sites. These factors are relevance, age, quality, and expertise.

You want your website to convey all of these things for the highest search engine results. There are some things you can do nothing about - namely age. Relevance is how relevant your site is to the exact search term the user searched. You can help your relevance grow by using the Google keyword tool to find the keywords and phrases people are most likely using to look for businesses in your industry. Make sure to use general, specific, and negative keywords to get the most attention and better ranking.

The main advantage of appearing in organic search results is that it is free marketing. The appearance of a website in organic search results is the effect of internet marketing knowledge. As its name suggests, paid search requires a certain amount of money from the planned marketing budget.

An important feature of organic search (SEO optimization) is that it is a long-term process. One of the big misconceptions of website owners is that they can quickly get to the first page of Internet search engines. The method of achieving a good position on the search engine's first page is a continuous process. It depends on many factors. It requires constant activity and works according to the appropriate search engine (e.g., Google algorithm).

Maximize Organic SEO

Organic SEO is the best type of SEO to generate through search engines and backlinks. The more natural your business pops up in search engines, the better traffic you'll get to your site. Organic SEO is traffic generated based on your content, services, social networking, and other methods to grow through word of mouth and a high-quality site.

There are ten major areas you can work to increase and maximize your organic SEO for long-term results:

1. Keywords

There are a variety of keyword styles to consider and use. You need popular keywords to ensure your site is popping up. You also want to include long-tail keywords for the detail or specific questions entered into a search engine. If you're in a particular location, consider keywords that include your town or city's name. Also, create multiple sets of keywords to use in different places throughout your site. That should consist of keywords for your front page, site map, Meta tags and articles, and other content. The landing or home page of your site is the most important.

2. URL & Domain Names

The URL or domain name you have can make or break the amount of traffic you drive to your site. It is also another opportunity to use strong keywords for optimal search engine results. Most business owners try to get a domain that matches their business name, industry, products, services, or other related names.

3. META (Tags, Keywords, Descriptions)

There are two main types of META tags. They are keyword and description. These are the areas you can optimize on each webpage to draw

more traffic with higher page rankings. META keywords are where you put all the new keywords you couldn't work into your content.

META description is a bit more critical than the META keywords. If you don't have a good META description, you won't draw in search engine traffic. It needs to include at least the two main keywords you use to describe your site and under about 160 characters.

4. Titles

Titles refer to the title of each of your web pages. They can have a similar influence as Meta tags and keywords. A title can contain multiple aspects, including the page name, a short description, and the site URL.

A good example would be: Cut and Color | Top Hairstyles for Every Hair Length | AmarettoHairDesign.com.

This is close to the max space you have for a page title and offers all the information needed for search engine crawlers to find you.

5. Site Map

Your site map, or navigation structure, is vital to SEO on a variety of levels. For the best results, go through and optimize the first two levels of your site. Include a menu on the top and bottom of every page on the site with a direct link. They often look like:

Link | Link | Link |

No one may ever click on it, and it can feel complicated to put together. Still, it can make a difference in the SEO properties of your website.

6. Keyword Density

Keyword density is the number of times you use a keyword throughout your content. Keyword placement is also essential. Google and article submission companies are strict when it comes to keyword density, so you

need to be careful. A good rule to follow is one keyword every one hundred words. Google and other sites use 2%-4% to define keyword saturation.

Aside from keyword density, placement is equally important. There are four general places you want to make sure are included:

- Headers
- Subheadings
- First Paragraph
- Links

The keywords need to be balanced throughout the page and content. Place the keywords in the mentioned areas, and your density should be right on target.

7. Incoming Links

Incoming links come from other sites, blogs, forums, and anywhere else on the web. The appearance and use of backlinks on your website or blog help it rank better in Google and other search engines. It helps build credibility and shows other people that you know what you're talking about and have something valuable to offer. When you see an incoming link, make sure you thank the site owner and interact with other site owners as well.

8. Directories

Incoming links can also be created by submitting your site to a variety of directories. The reality is that the more places you put your business out there, the more links and traffic you'll get to your site. In the online world, there are two types of directories: paid and free.

Paid ones will bring in more qualified and authentic traffic than unpaid, simply because it will be shown to your target market in a specific area.

A long-term strategy will likely include more free directories than paid. Free directories are easy to use, amply available, and can bring in just as

many links as a paid directory. There are two areas of free directories: niche and universal.

Universal directories are directories where any business or website can register. A niche directory is an industry or product-specific directory where only businesses and websites in that niche can submit. It draws in more qualified traffic to the site and, therefore, to your company website.

9. Test & Measure

Testing and measuring the types of organic SEO traffic you're getting is the best way to know what works and what doesn't. You don't want to waste your time on methods that aren't working. Google Analytics is the best way to track your website and see what areas are reliable. This information gives you the power to make changes to strengthen the traffic you're driving to your site.

Use your Google sign-in to access Google Analytics (<https://analytics.google.com/>) or sign up for a new account with this free service. A tracking code will be generated for your site, and you simply paste it into your site code to start tracking.

10. HTML

The last thing to talk about when maximizing your organic SEO is HTML structures. You have likely seen websites with Flash, banners, video, and a lot of glitz - this may all seem cool but try to resist putting it on your website. This style of HTML structure can work against you when fine-tuning your organic SEO methods.

There are a couple of areas within HTML you want to consider when creating or updating your site:

Clean Text: What this refers to is writing a tight, concise copy. Avoid using too many keywords. Avoid an overabundance of images, graphs, symbols, numbers, and other elements. Never use duplicate copy on any of your pages. Stick to basic formatting in moderation.

Flash: Avoid using Flash of any kind. It may look cool, but it tends to have problems, may not load on everyone's browser, and doesn't rank high in search engine results. Search engines skip over Flash and have no real way of reading it. If that information is not enough, Adobe has announced the official end of life of Flash December 31, 2020.

JavaScript: Use the least amount of JavaScript as possible. It can clutter up your HTML and, therefore, dull-down your SEO efforts. Make sure there is a delicate balance in your code.

Text Instead of Images: Don't substitute images where you can use text. Images are important to work on your website and content because you don't want visitors to get bored. However, if you can say it, its' better to use text instead of images. Images, banners, and buttons cut down on the SEO and search engine results you generate.

SEO Terms

SEO terms and keywords are words and phrases used in your content. These specific keywords will be found by search engines and draw attention to your site.

Here are some of the most common terms you'll hear and learn to use:

- **301 or 301 Redirect:** This is a function used to permanently redirect traffic from one website address to a new or revised one.
- **Alt-Text:** These are phrases added to the HTML code of a site to provide search engine spiders with information about images, links, etc., that they cannot see. If an image fails to display, this text will be displayed in its place.
- **Anchor Text:** The text that describes a link – usually appears underlined or in a different color from the surrounding text. This text, when clicked, will take the viewer to another page or website.

Anchor text is used instead of the website address itself to provide a crawler with information describing the URL.

- **Black Hat:** A term used to describe any SEO tactics that go against the best practices as outlined by Google and other search engines. These tactics run the risk of getting a site banned if caught.
- **Content** (included text, copy, body): This term is meant for the main content of a site, including words, phrases, or paragraphs intended for the viewer or user.
- **Conversion:** When site traffic completes the goal of the site or the page. For example, purchasing a product, subscribing to a newsletter, etc.
- **CPC:** Cost Per Click – unit of cost for online advertising. The advertiser pays based on the number of people who click the ad.
- **CTR:** Click Through Rate – a unit of measure for PPC (Pay Per Click) campaign. Measures the ratio of clicks to impressions.
- **In-Bound Link** (aka in-link, incoming link, or backlink): A link from another website to your own. It can be used to describe the anchor text on another website. Pages with a high number of backlinks tend to have high organic search engine rankings.
- **Keyword** (aka key phrase): The word or group of words that a person enters into a search engine. Keywords and phrases have varying degrees of popularity – or the frequency with which they are searched. The popularity will make a specific keyword or phrase competitive or not.
- **Keyword Density:** The volume of words on a single web page that is keywords. If the percentage is high, it indicates to the search engines that the page has been "stuffed," which negatively impacts SEO.
- **Long-tail Keyword:** Longer and more specific keyword phrases that visitors are more likely to use when they're closer to a point-of-purchase or when they're using voice search. They can drive a

TON of high-converting traffic to your website and dramatically increase revenue for your business.

- **Meta Tags:** The description located in the head section of each page's HTML code. The Meta Tag is what appears in the description portion of search engine results. An accurate, unique meta tag description assists with SEO.
- **Nofollow:** An attribute or tag that indicates to search robots that the link or page is not to be followed or viewed. It is content that the owner does not want a user or the crawler to view.
- **Page Rank:** The place a website appears in search results, relative to the first result.
- **PPC:** Pay Per Click – a form of online advertising. The advertiser pays only for the number of people who click the ad.
- **Robot** (aka spider, bot, crawler): A small software program that performs an automated task. Search engines typically use it to scan or crawl the web and index web pages.
- **SEO:** Search Engine Optimization – the process of increasing a website's page rank in a search engine, thereby increasing the number of organic visitors to that site.
- **SERP:** Search Engine Results Page
- **Stop Word:** Common words, such as "the," are ignored by search engine crawlers when indexing web pages and processing search results.
- **Title Tags:** The phrase or description of a web page. This title appears at the top of your browser, as well as in organic search results. In search results, the title tag is the blue bolded link text.
- **White Hat:** A term used to describe best practices in SEO. Refers to any SEO strategy that doesn't intentionally try to manipulate search engine indexing and page rankings.

Google SEO Guide

The most popular choice in search engines is Google. The term 'Google it' means to look something up or to search for something in general on the Internet. There are three major players in the world of search engines - Google (92%), Bing (2.6%) & Yahoo (1.8%). Data does vary by country, but these three make up about 96% of all online searches.

We are going to focus mainly on Google. To know how to utilize Google search to increase your results using the SEO strategies, you need to understand the three main types of search results:

- Organic Listings
- Local Listings
- Paid Listings/AdWords

Organic listings are everything else that comes up in the search results. They are the basic listings (seen with a white background) that offer descriptions and links. These listings will provide subpages and direct business pages, depending on the keywords used in subpages. That's why it's important to use keyword-rich content on every page of your site.

Local listings are generally at the top and accompanied by a map with the businesses marked on the map. These results usually come up when someone searches for a specific location - let's say "New York City massage." You can get your business to pop up in the local listings a couple of different ways. It may come up automatically if Google can use your IP address when they search. You can also include your location when you submit to search engine directories.

Next is **paid listings**. These are ads that are shown in the listing of businesses utilizing the AdWords program. These ads are keyword-based on the ad the company put together. Let's take a look at how you can utilize each of these listing types to increase business:

To increase your organic page listings, you need to optimize your site by increasing your keyword usage in your content and using meta-information. This can be accomplished for free.

Then say you want to pop up in the local listings on the map. Simply register your business in Google My Business and start working with that service to increase your placement with search results. This is also a free service.

If you decide you want to pop up in the paid listings, you'll need to invest a little bit in Google ads, but the results can be amazing. Be specific in your keyword bid to see better results. Instead of "massage therapists," use "New York City massage therapist," and you'll see more results. This has a minimal cost.

Choose Your Keywords

Choosing the right keywords is essential to draw in both general and niche traffic. Finding the right keywords is a simple task that requires looking up keywords in the Google keyword tool to see what people are searching for in your industry or area of expertise. Keyword phrases can also be used, which is a group of keywords used together. You generally want to keep these around two to three words in a phrase.

An example:

24-hour Baltimore plumber

OR

Louisiana BBQ catering

Capitalization doesn't matter. When looking for keywords, don't forget about misspellings.

You may already have a list of keywords you're working with that may not be getting the results you're looking for. If so, it's time to look at the

keywords people are searching the most in your industry. If you are a stylist and using keywords like:

- Hairstylists
- Salon services
- Color services

You may be missing out on what people are searching for. Instead, try keywords like:

- Celebrity hair
- Trendy colors
- Trendy hairstyles
- Fix bad hair color

You get the idea. Think of what people are searching for that is similar to what you offer. You don't need to list keywords that describe your business or the services you offer. Also, look for the problems people have. They will often search based on their specific needs instead of what you may have as a name on your services.

So, take a few moments to sit down and brainstorm keywords for your business. Ask yourself some specific questions when you're brainstorming:

- What words would customers use to describe my products and services?
- What problem do my products and service solve?
- Where am I located?
- Who is my target market?
- Which synonyms can be matched to the keywords on my list?

Long-tail keywords and phrases are another type of keywords to consider. Long-tail keywords indicate a specific niche. A general phrase like 'hairstylists' will be highly competitive. It can be more expensive to use in ads. In contrast, a phrase like 'retro hairstyling' is a niche area that will

draw in a specific customer to your shop. Long-tail keywords are especially useful when people do voice searches.

After you've brainstormed some, you can find others using the various keyword tools. Here's the list of keyword tools to choose from:

- Google Ads Keyword Planner (<https://ads.google.com/home/tools/keyword-planner/>)
- WordTracker (<https://www.wordtracker.com/>)
- Keyword Discovery (<https://www.keyworddiscovery.com/search.html>)
- Wordze (<https://www.wordze.com/>)
- Google Trends* (<https://trends.google.com/trends/>)

*This tool shows you the keywords that are being driven by trends. This is a truly amazing way to drive traffic to your site.

Organize Keywords to Write Web Copy

Once you have a fine-tuned list, it's time to organize your keywords and prioritize them. You can start with a few, add or change keywords later to optimize your site, blog, and PPC ads. For the best results, you should do this by group and similarity. In the salon example, this could be hair, makeup, salon, spa, etc.

Now that your keywords are optimized, you need to write the copy for your website based on these keyword groups. There are various things you need to pay attention to and check out when writing your copy. The primary focus of web copy is to focus on your reader. You always want to speak to your customer or target market like a friend.

The things you want to pay attention include:

- Keyword density
- Fresh content for every page

- Stop and filler words
- Easy to read formatting
- Headline tags
- Clusters of related content

Keyword Density

Keyword density is the number of times a keyword is used throughout a single piece of copy. The copy can be flagged in search engines because of too many keywords. You want a delicate balance, generally about one keyword or keyword phrases per 100 words.

Search engines also recognize bold print before any other. Consider bolding a key phrase near the top of your copy and the bottom of the page—only bold the crucial concepts you would naturally want your reader to know. You can change it up using synonyms, which are now being recognized by search engines. This helps the copy sound more natural while still getting the search engine clicks you're looking for.

Fresh Content for Every Page

Don't use the same copy for every page. That seems tedious, repetitive, and makes you appear lazy. The reality is the more content you have on your site and the more pages you have, the higher your site will rank. You want to give a search engine crawler as much info as possible to find your website to bump you up when a search term you have is entered.

Stop & Filler Words

Filler, also known as fluff, is extra wording that is not necessary to convey the point. That happens a lot with wordy writers or business owners who don't have excellent writing skills. One way to edit out these filler words is to make sure you or your writer reads through the copy a couple of times. One great tip is to read the piece out loud. Stop words are

words that search engine crawlers generally skip over and ignore. Stop words include:

- A
- An
- Are
- As
- At
- Be
- By
- From
- Of
- That
- This
- Was

You get the idea. You can't just take these words out. Your web copy would be a mess, but you can tighten your writing by minimizing and removing the unnecessary ones.

Easy-to-Read Formatting

Not only do you need to offer incredibly relevant and valuable content on your site, but it also needs to be easy to read and understand. Not only does clean formatting make it easy for your site visitors to read, but also for web crawlers to skim through so they can find keywords much easier. A crawler tends to find bold, bullets, headings, shortlists, and subheadings faster than any other formatting type.

Utilizing these formatting styles also makes it easy for visitors to read your content, which keeps them on your site longer. That also boosts page rank. The longer a visitor is on your website, the more likely they are to surf around other pages and convert into a customer.

Headline Tags

If you switch to the source code of your site, you will see all the tags used. The ones crawlers look for most are:

- Heading <h1>
- Subheadings <h2>, <h3>, etc.
- Paragraph Copy <p>
- Links
- Anchor text

When crafting your web copy, always include keywords in headings, subheadings, and other tagged areas. It helps your website rank better in search results.

Clusters of Related Content

Clustering similar content on the same page is an easy way to have your content recognized by web crawlers and visitors. It also helps build site relevance and shows that you are the expert. Most professional sites are organized by topics that are pages within the site. These are generally topics like services, products, contact information, and company info.

When clustering content, remember to link all hubs and subpages to your main landing page. It is usually done through the menu bar and drop-down page selections.

On-Page Optimization

There are two main types of SEO - on and off-page. Most of the work you'll do is on-page optimization. The key is to have the keywords in the right places throughout your site. If you're not sure how to do this, ask your webmaster for help. All on-page optimization strategies are designed to help your website pop up in search engines better.

Off-Page Optimization

Off-page optimization tells web crawlers you are an authority and offer reputable information on your site. One of the ways to boost your level of off-page optimization is through links. When another website links to your site, it's almost like a vote of approval. There are several ways of encouraging incoming links. The quality of the page the incoming link is coming from is also important. Avoid linking to sites with a low trust rank; find this out at <https://trustrank.org/>.

Internal links are also an excellent way to boost your page rank. It is when you link one page to another throughout your site or blog. That helps web crawlers find all your pages, which means your website will pop up more frequently in search results.

Test & Measure Results

It's essential to look at your successes and continuously look for ways to improve your results. It will take a couple of weeks before you start to see any results, but once you do, take a look at the keywords that are responding and those that are not. Changing keywords in your ads and on your site is among the easiest ways to obtain better results.

It may sound like a lot of work, but it doesn't mean you have to redo your SEO work. Write a couple of new articles and post them to your site. Include the new keywords you want to try and see how these new articles or pages rank.

Outsourcing

Now that you have gone through a bit of this work with keywords, copy, and other SEO tactics, you may feel it's all a bit time-consuming. You

can outsource the job and concentrate on other marketing tasks while your website comes together.

You can find freelancers through Fiverr, Upwork, Toptal, and other sites, but it is best to leave this up to the bigger companies as they can keep up with the constant changes. At <https://www.impelumbrella.com/results-based-seo> - Results-based SEO is offered. Your keyword ranks page one or you do not pay. You do not often find bold guarantees like that in the industry. Always take the time to check references and search them yourself. You want to find out about their work, pricing, results, and timeframes.

It's also essential to work with someone who will listen to your needs, teach you about what they're doing, and respect you throughout the entire process.

SEO Strategies

Before we close out this chapter, we need to talk a bit about ethics and proper strategy. Though the Internet seems like it's free for all, most of the time, there are a few things you need to follow in online marketing. Sites can be banned if you're practicing "black hat" tactics. Black Hat tactics are known as cutting corners to boost ranking through cheating the system. That can happen when you don't see what you're doing, hire a shady webmaster, or feel the rules don't apply to you.

To avoid being banned, use the right ethical online strategies - known as "white hat" strategies - to build your business. SEO is a process, and results will show over time. You need to be a bit patient when you get started. If you have a brand-new site and are first applying many of these strategies, you may see quick results, but don't let that overwhelm you into wanting more out of SEO.

The bottom line is: You don't want to be blacklisted by Google.

In this chapter on SEO, we covered the most effective strategies you can implement today for tomorrow's results. Earning a higher page rank takes time and dedication, but it will be well worth it once you start to see results. The best way to rank high in search engines is to provide excellent and relevant content.

Social Media

Social media options are becoming more popular with small business owners because you can offer immediate information to followers, customers, and friends. The three most popular social media networks are Facebook, Instagram, and Twitter. You can utilize these in much the same way and offer short term deals exclusively to social networking fans. You'd be amazed at the response you'll get once you build your social media database. While MySpace started it all, Facebook, Instagram, and Twitter have taken it to a new level.

Keep in mind however, that the information on social media in this book can change quickly. 2020's political scene proved that social media executives could certainly take sides, making many subscribers consider other platforms in search of "free speech." As I am writing, Twitter has competitors such as Mastodon, Gab, Amino, Peeks, and Parler on its tail. Facebook has WT Social, MeWe, Diaspora, Minds, Ello, Vero, and Sociall to contend with.

In this chapter, we'll focus in-depth on Facebook, Instagram, and Twitter to help you learn how to set up and maximize your profile. We'll be covering:

- How to Set Up & Utilize a Facebook Page
- How to Set Up & Utilize Instagram
- How to Set Up & Utilize Twitter
- Social Media Commerce

Facebook

First, we're going to take a look at Facebook and all it has to offer. While MySpace seemed like the perfect networking opportunity for individuals and grew to include band and artist sites, today, Facebook offers easy to use profile styles for business owners, non-profits, entertainers, and individuals. It allows for customization on the level you need it. A Facebook profile is a great way to drive traffic to your site and in your door and build a more extensive database. You can also use the PPC ad program to drive traffic to your Facebook profile.

The elements we'll cover for utilizing and maximizing Facebook are:

- Setting up a Profile
- Add Friends
- Affiliates
- Profile Details
- Profile Appearance
- Advanced Page Features
- Advertising on Facebook
- Branding

Setting up a Profile

Setting up an account and profile is easy. You simply go to the Facebook.com site and follow their easy to use sign-up form. It's standard to other social networking sites in how you sign up. Once you have an account and have verified with your email, you are ready to personalize. Consider a separate email address for your Facebook account. You can choose to have friend requests and other interactions emailed to you (which is an excellent way to maintain your account). Still, you don't want these mixed into your work email with everyday stuff.

While you'll be asked for your name, business, and other details when you sign up, you can choose to wait for the additional information when you customize your account.

Add Friends

You can initially add friends to your account by importing your personal or work email address. You can also do this if you use a Yahoo!, Windows Live, or other instant messaging services.

Affiliates

You can also go into your profile to add information about yourself, making it easier for contacts to find you. Enter your hometown or business location, high school or college, professional affiliations, and anything else you can think of.

Profile Details

There are many ways you can personalize your profile to make it more approachable and inviting. These features include a profile picture, necessary information, relationships, contact information, education, and work. Your profile picture should be professional looking, but not necessarily a staged headshot. Choose a natural environment; your workspace is the right choice. Always smile and look relaxed.

Your necessary profile information includes sex, age, hometown, location, and birthday, religious and political views. If you have a personal account, these are all fine. If you are flushing out a business account, you may want to keep it tame concerning political and religious views. Remember, this isn't about you; it's about finding the right customer for your business.

The contact information you include should be the same information you have on your letterhead, brochures, website, and other promotional

materials. If a lead wants to get hold of you, they need a simple, straightforward way to do it.

Relationships are more of a personal thing. You can choose married, in a relationship, etc. For other relationships, you can choose to add family members who also have profiles. It is a feature offered in the personal profiles but not necessary in the business pages.

Education and work are always good ones to add as they lend credibility to you in your industry. When you add work with an existing business page to your profile, visitors can click on that link and be taken directly to your business page.

Profile Appearance

You can add little things and move things around, but it's best to keep it standard. Changing your profile up too much can cause confusion and look unprofessional. To boost business, you may find something on Google Facebook applications or look through the applications available. Just make sure it's professional and appealing.

Business Page

Now that you have a personal profile set up, go to the 'Create a Page' button on the sign-up page. Choose the type of business you want to create a page for and go through the process. Once you have a page, you can input basic features as you did for your personal profile. Remember to go back into your personal profile to add your business page to your work. A business page gives you the ability to include a PPC or PPI advertising campaign.

Advanced Page Features

As with a personal page, you can add a picture (ideally your company logo) and information. There are also many additional and advanced features you can add to draw more visitors to your page.

Some of these features include:

- Video
- Mini-feed
- Discussion Board
- Fans
- Notes
- Events

Use the video and notes options to post information and videos you have. It is a great way to help content go viral. You can also share news and special deals you have going on. A discussion board gets your fans involved, but you will need to add a couple of topics to get the ball rolling. Your fans are much like friends on a personal profile. They follow what you're posting and are interested in your business. A mini-feed is a page that allows you to edit the content that it shows. This is where admins can do the work they want for the site. If you are the only admin, you won't need to worry about employees changing your page.

Once you have everything set up, you are ready to get out there and bring in some attention.

Advertising on Facebook

Because Facebook offers PPC and PPI advertising to its users, you have many options to choose from. They help you target your ads to other Facebook users. It does require a bit of a budget like with any form of marketing. Still, the PPC and PPI style allows you to set a budget and only

pay for the responses you get from your ad. This is a great way to save money over conventional advertising venues, like print or radio ads.

Check out the Facebook Advertising section to build targeted ads and then post and track those ads for maximum response. Facebook ads are similar in set up and style to Google ads. You need a title (no more than 25 characters), a body (no more than 135 characters), and a link to which people are directed. This link can be to a squeeze page, your company website, or even your company's Facebook page. Take the time to put a good ad together before posting it.

Once you have a good ad put together, you need to target your ad. You do this by choosing a demographic, target location, keywords, and other specific information. Consider your target market. Your targeting can be as specific or broad as you want. Just consider the added cost of broad targeting. You may get more clicks, but it doesn't mean they will convert to sales. Once your ad and target audience is chosen, you will need to set a budget, just as in AdWords. You need to decide your budget per day, per click, or page views.

Branding

So, now you have a Facebook personal profile, a business page, a few extras, and an ad - now what? Well, maintenance is essential, just as with any other form of marketing and online presence. You want to make sure you're interacting with your friends/fans and following all Facebook guidelines, such as posting pictures, links, and sharing other information. Be choosy about the friends you accept and avoid friending celebrities and other page cloggers.

Just as with a blog, you should post or update at least once a day. It's essential to keep yourself relevant and on the minds of your friends. Also, use the time to develop on a more personal level. While your business page

should remain professional, use your personal page to show people you have the same problems they do.

Instagram

Your Instagram profile has become a mighty market weapon you simply need to use to advertise your business. Continue reading to figure out how to promote your Instagram profile and put it in your business's service in the best and most efficient way possible.

Instagram is one of the most popular social networks globally, with a billion users per month.

Instagram is completely free, so if you are a company, there is no reason not to open an Instagram business account. If this social network is known and used correctly, it can only bring you many benefits.

7 Steps to Create a Successful Business Account

Whether you are a large company with a recognizable name or a small business, this application can help you achieve positive results in your business.

Are you wondering how to do it?

Here are seven steps to help you create your perfect business profile on Instagram.

1. Be recognizable

The first and foremost thing is to create an Instagram profile for your company. In the beginning, you need to select the Instagram business profile option when creating an account on this social network. It will allow you to read through the tools, which will help you improve and analyze your business through this application.

Then determine what your profile will look like, how it will be recognizable, with what content, how it will be associated with your brand to improve Instagram marketing.

Make a plan of what colors you want to use and how they will be associated with your product, as well as what filters you will use.

As for colors, you can use warmer colors that will evoke a specific emotion in people or stick to just one or two colors that will dominate your posts. That way, your posts, and products will be recognizable. One of the methods to develop visibility on Instagram is to use specific filters on your posts. It will be one of the most straightforward models to leave your mark.

2. Strengthen Your Instagram Community

Since Instagram is primarily a visual platform, it is the perfect channel for displaying your customers with your products. Satisfied customers are the best advertisement.

By reposting the photos in which your customers are with your products, you enable new potential customers to get along with the product and visualize the product in specific life situations. Not only will the individuals whose content you shared be happy, but all your followers will notice.

It will strengthen the overall value of your brand and encourage others to buy from you. Photos at popular and recognizable local destinations will make customers familiar and intimate with your brand.

Make sure you have a more humane, empathetic approach to other members of the community. As in the real world, online communities operate on the same principles. In other words, they will begin to see your company as a friendly neighbor, not as someone trying to sell them something.

This strategy helps build a good reputation in the community and saves you time in creating original and unique content. Of course, before that, be

sure to ask for permission and tag the Instagram account of the user whose content you are posting.

3. Figure Out What to Post

After creating a strategy, it's time to move on to the action of publishing your posts. The content you share on your profile may be different—post statistics and facts about your brand or sales to encourage followers to relate to your product. Educational posts and various tips can help to develop communication with the audience. Also, motivational speeches are viral on Instagram and leave a good impression on users.

It will pay off the most if you post pictures of your products or how to use it. In addition to all of the above, you can share the contents of so-called funny images with pets and other animals because you will arouse emotion in people. Holidays can also be an inspiration for your Instagram profile.

Always have good quality and different content in your posts. The images you share should be of high quality; the same goes for videos. Some of the free tools can help you with this, such as free photos available through Unsplash, Pexels, and Pixabay. The Canva application also offers you various templates and a multitude of functions related to graphic design and photo creation.

Be consistent in maintaining brand identity. Most of your clients are very likely to follow you on multiple, if not all, channels. If your performance on each of these channels is inconsistent, it can be confusing to your customers. Suppose your Instagram persona differs from the tone on your website, Facebook page, or your employees. In that case, you run the high risk of confusing your customers.

4. Schedule Your Posts

Once you've created your Instagram business profile, take care of the plan of your posts. Always keep in mind what you will publish and when.

Consider what you want to achieve to improve your business on Instagram. Do you want to boost your products' sales, increase the number of followers, achieve greater attachment and engagement with people? These are some of the questions you need to ask yourself and then start with respect.

Plan how much time you have for your Instagram. You should publish different content types every day, so they are not monotonous: promotional images, videos, stories, photos. Use your business calendar for advertising on Instagram: where you will promote during discounts, promotions and inform your followers about further plans. It will help you save your time and bring results in the long run.

5. Promote Your Instagram Profile

Your profile will be more functional and visited if you use specific hashtags. They are essential for your business plan on Instagram because they can help you reach more people. There are different types of hashtags that you can use in your posts that will answer the question of how to have more followers on Instagram.

Branded hashtags that you create for your unique brand. Industry hashtags describe the field you do, and they are one of the most commonly used on Instagram. Content hashtags track content and describe posts. Niche hashtags aim to reach as much as possible (reach and engagement). For hashtags to be functional and have the right purpose, you need to research them before using them. Select which hashtags suit you best and use 6-9 different ones that are optimally utilized on Instagram.

Always use different hashtags in your posts but be careful not to overdo it. There is a possibility that your post will get lost in a sea of other posts. Also, Instagram may view your post as spam, which happens if your post has too many hashtags. It will certainly not be suitable for your business profile on Instagram.

6. Always Use CTA in Your Posts

What should frequently be present in your posts is a specific CTA. If there is no "call to action," your followers will not be able to react to your brand. Of course, CTA can't always be a sales type, but it can encourage people to respond or talk, visit your website, leave a comment, etc.

The best places to use CTA are your profile description, biography, pictures, and content you write below the posts. The CTA must be easily visible and easy to use. Otherwise, the CTA may complicate things, and your followers may get confused. Regularly look for new people and companies who might be interested in your product, connect with them, and communicate.

7. Insert a Link into Your Instagram Bio

While this seems like an obvious thing, remember that it is essential that your Instagram profile also has a link to your website in the bio section.

The Instagram Stories feature has become perhaps the most popular part of this platform. For accounts with over 10,000 followers, Stories becomes very important because it allows you to include a link to your site.

It is a vital segment of your performance on Instagram. Your followers will be able to visit your site, perform a conversion, or some other type of interaction with your brand directly from your account.

You can also include information about your other social media. It is crucial to have the physical address of your business so that potential customers can find you.

How to Progress on Instagram?

A successful Instagram account in our Digital Age is one of the essential things for any local business. With over a billion active users a month, half

of whom are active every day, Instagram is a gold mine to attract customers. And before we start drooling over these numbers, let's remember that your followers are living people who hide behind these numbers and who want you to be part of their community.

The more valuable content you produce and share with your Instagram followers, the greater your organic reach, and the more meaningful your interaction with your Instagram followers. It is the best advice on how to promote your Instagram profile and improve your business.

Without a doubt, a quality Instagram business profile will help you achieve success in your business.

Twitter

Twitter is a social networking site, though with a different approach and message delivery system than Facebook. The updates are short messages no more than 140 characters, and users can read through the site or on their mobile web devices. Because you and your followers are sharing tidbits, you can interact almost immediately. Twitter is a great place to utilize short-term deals and offer specials to followers. Twitter allows opportunities to gather followers and keep them in the loop about what your company is doing. Following other Twitter users in your industry helps you keep up with what other companies are doing.

There are a variety of elements you'll want to consider when setting up and maintaining your Twitter profile. They are:

- Basic Set-Up
- Page Appearance
- Bio Blip
- Profile Picture
- Following Ratio
- Tweets

- Twitter Language
- @Response
- Twitter Etiquette
- Links
- Re-tweets
- Gathering Followers
- Following Others
- Build Your Brand
- Convert Twitter to Income

Basic Set-Up

To set up your Twitter profile takes only a couple of minutes. You simply follow the quick setup process, and you are ready to go. You will create a username-based URL and have a standard looking Twitter profile. Once you have your account set up and verified through your email, you are ready to start.

Page Appearance

Twitter pages are notorious for having a lot of wasted space on the page. For a more professional look, you need to change it a bit. You can use a premade background designed in Photoshop or by a graphic designer. This can be something as easy as resizing your logo to use. While the background space allowed is 1900x1600 and a maximum of 800kb, the area where you want to concentrate is on the left. Most of the background is behind your main screen. Instead, use the space on the left to add additional bio information, your logo, or other contact information.

Bio Blip

Since your bio line is limited to a short span only a little longer than a tweet, you need to make it count. It needs to share some professional information and be appealing as well.

Example: I'm a stylist, beautician, and spa professional that loves helping people feel amazing. I have been involved with the beauty industry for over 20 years and am always learning new trade tricks.

You can see how this showcases who you are as a person as well as your professional status.

Profile Picture

Common to all profile pictures, you want something relaxed and professional at the same time. Consider using the same one as other social networking profiles for consistency. It will help a new follower or a follower from another site to identify you immediately.

Following Ratio

It may seem like the more people you follow, the more people who will follow you, but that's not necessarily true. You need to keep it close to the same amount. Plus, you will find that the better quality of the people you follow, the more quality followers you'll attract.

Tweets

It's essential to have some balance to your tweets. If you tweet too much or about topics with little to no value to your followers, you will quickly see a drop in responses to your tweets. Share information relevant to them, offer Twitter-only deals to customers, and utilize your profile to create a vital link between you and your followers.

Twitter Language

If you're new to Twitter, the @ and # tags can be confusing. You can tweet to all your followers, respond to a specific person, and mention people through your simple tweet box. When you mention someone, simply use a hashtag (#) with their Twitter name. When you are answering or speaking to someone directly, use the @username tag.

@Response

As mentioned, @twittername is a great way to respond to or interact with someone directly. Try to use this as often as it applies. It helps your followers feel closer to you and that you take the time to respond directly to them. Don't overuse it, or it will have the opposite effect. You can also ask questions to your followers with the same @ tag.

Twitter Etiquette

As with any social situation, you should treat others with respect and show you value their time. It can be challenging to share information in only 140 characters, but with a little practice, you'll have it down. It's essential to convey important information in that small tweet area. When tweeting, include relevant information that is appealing to your followers. You can share an opinion as a professional in your field with experience. This helps draw people in and can convert them into customers. Take the time to entertain your followers as well. It doesn't mean harsh jokes, but a link to a video that other people would enjoy can be a good move.

Links

Linking to outside websites is a great way to maximize your small tweet area. You can put a little inviting blip about the video and then add a link to invite followers to view the video or website. When you post a new blog

post, include a link directly to that post so they can find it easily. Of course, it should be automatically set up in your blog settings.

Re-tweets

A re-tweet is when you share a tweet from one of your followers with your other followers. Suppose you are a super couponer and follow other couponing websites. In that case, it's a great idea to share with your followers the information you're getting. Everyone wins, and it shows you have a vested interest in your followers. It also shows the people you're following that you're listening, and they are sharing good content. You can usually re-tweet with a simple click, but you can also use *RT @twittername MESSAGE*. It gives credit to the original tweeter.

Gathering Followers

There are various ways to gather Twitter followers, and the more followers you have, the more people you are reaching with your message and deals. There are a few easy ways to grow your follower's list:

- Through Your Blog
- Through Widgets
- Contests & Freebies
- Follow Up
- Follow Others
- Go Viral

With your blog, you have a built-in readership. Consider doing a blog post about your new Twitter profile and invite your readers to follow you on Twitter for special deals and information. Widgets are boxes that can be added to your website, blog, and other social networking pages to share what you're tweeting. It's a great way to draw new followers from the other avenues you have.

Another great way to bring in new followers by enticing people to pay attention to you is by running a contest or giving something away. A contest or giveaway shows you care about your followers and not just through your intentions. You also showcase your expertise by sharing tools of the trade. You can advertise your giveaway or contest on all your other online marketing venues to draw people to your Twitter profile.

If a follower or other Twitter user ever sends you a direct message, always take the time to follow up with them. Just as utilizing @responses and RT, you need to acknowledge those trying to interact with you. Check your Twitter account once or twice a day to check for questions and direct messages. If you take any longer, you are likely to lose that follower.

Viral means virtually spreading like wildfire. You hear about dancing babies, talking dogs, and other crazy things going viral, but that's because everyone loves a good laugh. You don't have to video yourself dancing to YMCA, but you should share something relevant to you and create an instant draw to those who read your tweets.

Following Others

We talked a little about the following ratio. You want to find people in your industry and area of expertise to follow. It's a great way to keep up with what other companies like yours are doing and how they're finding online marketing success. The general rule is to follow about 50 more people than are following you. It shows you are taking the initiative to find people you relate to.

Build Your Brand

As with Facebook and other forms of social networking, it's all about building your brand. You want to be recognizable. It may seem to go against the general theme of marketing. Still, there is a certain amount of blending-in that should happen in social media. It doesn't mean

conforming to teen chatter; it just means follow the general protocol and appeal to the masses.

Be consistent with your personality and message. If you are funny, be funny. If you offer financial advice, be helpful and informative. Many companies seem to shoot in the dark with their messages and don't seem to grow much. Some companies keep a consistent voice and branding. They seem to exponentially grow because people know what to expect from them.

Convert Twitter to Income

Social media seems like a venue for only networking and socialize. However, there are ways you can utilize your profiles to grow your income. When you are selling products and services, the typical "Buy my stuff!" messages are too aggressive and turn people off. You want to build up to a call of action. An example of this is:

Got the new John Frieda Color System today- I can't wait until the salon closes to try it out on a fellow stylist!

Her color is amazing! She went with a natural blonde with dark highlights, and it's just gorgeous.

Writing up a full review on my blog today; can't wait to get some color clients here to see this.

Review of the New John Frieda Color System is up on my blog- check it out at (URL).

It is a great sequence that shows your excitement over a new product or service but isn't pushy. You share your excitement over including your customers in the new product and offer valuable information about it. It works exceptionally well with storefront businesses.

Another way to build your income from Twitter is to offer timely in-store promotions and discounts. Take a look at your appointment book for

the week. Do you see an empty spot? Say you are a salon owner, and you have Wednesday from 12-4 with no appointments. If you don't generate appointments for that block of time, you don't make any money. You potentially lose money because you continue to acquire overhead during that period. Send out a tweet offering a special discount to those who call today to book during that slot of time.

Try something like:

Special Hump Day Deal: Call today to book a haircut for Wed between noon and 4 to receive a free deep conditioning.

Also, consider taking your Twitter interaction to the next level. Allow clients to book appointments or place orders on Twitter. It keeps your interaction high and shows your other followers that you are highly reputable and pulling in clients. Always follow up and keep careful track of all the details to put in your appointment book.

We've covered Facebook, Instagram, and Twitter in this chapter and showed you how you could use social media and networking tools to build your online presence, boost sales and showcase your level of expertise in your industry. With quick setup and some simple maintenance, you can be online using your social media skills today.

Social Media Commerce

If you start thinking about social media's future, you can feel a little lost because technology is changing every day. For businesses, it may seem like a challenge to discover the next big thing. However, you can get some clues from social media. One of the most significant trends in social media is social commerce. It is getting more attention and consumers every day, especially now in 2020. Your business can get the most out of it if you hop on the train, too.

Social media commerce is all about selling products within social media platforms. Everything is as easy as it sounds. Your business doesn't have to get in trouble with bringing customers on a webshop or landing page. Customers will stay on a platform where they can easily purchase your products.

Small businesses have a lot of advantages because of social commerce. It is easier to arrange everything because of chatbot checkouts, autofill payments, and delivery information. You don't need to hire a developer or worry about your website because everything is on social media. More important, customers can purchase a product with just a few clicks. It is less confusing for them because they're already spending their time on a platform, so they should know how social commerce works.

Businesses have better results with social commerce than with e-commerce. Even though some companies have a successful outcome with email marketing, they admit that chatbots give them better results. Consider that your customer spends more time on social media and think of all those potential purchases after the chatbot sends them a message to check out your products. Most of them will open a message and click through. People tend to be more interested in messages than in emails, which is why you don't get that many click-throughs with email marketing.

If you observe consumers on social media, they consider social commerce a convenient and entertaining place to shop. Users tend to explore various content on social media that leads them to your brand. It is your job to make your business look professional.

Even though your webshop seems simple and easy to use, there will always be consumers who will be confused with the purchase process. Your business needs to focus on social commerce. If you were looking for a future in social media, this is it, and it's already here. People found your product and brand on mobile devices, and most of them came from social

media. Users agree they are purchasing products from social media platforms like Facebook, Instagram, Pinterest, Twitter, and Snapchat.

Social Commerce Platforms

Businesses noticed that social media platforms have a massive demand for online shopping. Digital platforms that proved to have the most successful social commerce results are Instagram, Pinterest, and Facebook.

Instagram is definitely in the first place. Users frequently scroll their feed and explore page to find and buy a product from a specific brand. Instagram regularly updates the app. One of the newest updates is Instagram Shopping, which is available in over 70 countries. With this feature, customers can view tags on product posts and look at the price. If they find it suitable for their standards, they will just click to visit your store and buy it. After their successful purchase, they will go back to continue with scrolling through their feed. This feature is only for users who use an Instagram business account. Instagram also developed an easy purchase process for customers, so they don't need to leave the platform. That most significant upgrade is Instagram Checkout. It is currently available to select for some of the biggest brands. Still, we believe that it will be available for everyone in the future.

Facebook improved its online shopping experience within a platform. They already developed Facebook Page Shops and Messenger. Brands can easily and quickly make their shop there. Don't forget to choose the Shopping template so your shop can operate better. Don't worry about making everything perfect at first because you can always add more products or update your Facebook store. It will help you to sell directly to customers from your page within the platform. Also, you can't leave Facebook ads out of the whole story. With them, you can easily promote your products to potential customers.

Pinterest

Pinterest is also one of the top platforms in social commerce. They regularly update their app with new features. One of the features that improved their overall online shopping experience on Pinterest is the buyable pin.

What are buyable pins?

Buyable Pins are pins that allow people to buy products without leaving Pinterest. Pinterest shoppers can pay either via credit card or Apple Pay.

The benefits to shoppers are that Buyable Pins show the price, availability, seller, and website. Pinterest users can use the “Add to Bag” button to add the item to their Pinterest shopping bag. For convenience, shoppers can buy the item right away or come back to their Pinterest shopping bag later.

The fact that there were more than sixty million buyable pins in the first six months after the release tells us how powerful this tool is. Shop the Look feature shows the products in a post available for customers to buy. It is an excellent feature for clothing brands.

How to Succeed with Social Commerce

Businesses that sell products with lower prices tend to sell better on social media. The reason behind it is an audience that is primarily just exploring social media. So, if they have to think about whether the product is expensive or not, they might just scroll away without making a purchase. One of the strategies you can try is to put your bestsellers for sale on social media and make your products with the lowest prices more available to

customers. Products that sell the best are apparel, luxury goods, cosmetics, and interior decor.

Your business should collaborate with influencers and make sure your customers share your products. Social proof is an essential characteristic of social commerce. Someone's photo inspires users, and they are more likely to purchase the same product. The shopping experience on social media is an entertaining process; that's why you should invest in quality content because it represents your brand.

Congratulations!

It is time to take action! Making improvements inevitably requires dramatic MINDSET transformation. After years of research in the small business market, I know for a fact that that there is at least 12% trapped inside insufficient business systems, so finding 5% in your marketing is easy.

Use this book to enhance the speed of your business success if you are already on this path. If you are not as accomplished as you would like to be, then the smartest thing to do is...

A. Check out my Free "Everything You've Ever Learned About Generating Leads And Growing Your Business Is Wrong" video at <https://impelbusinessacademy.com/wrong>. This short presentation will teach you a system for successfully marketing your business... to a point where it becomes instantly apparent to your prospects that they would be an idiot to do business with anyone other than you... at any time, anywhere or at any price. This presentation contains NO sales pitch. All you'll find here are "proven and tested" marketing secrets that work! It is free just for reading my book!

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D. Are you looking for Marketing sources? Low Cost, DFY, and Guaranteed Services are available for: Facebook Advertising, Results-Based SEO, Online Presence Solutions, Cost Per Revenue Promotions, Enhanced Email Marketing, Custom Mobile Apps, or Artificial Intelligent Super Bots for your Website or Facebook page. These services and more can be found at <https://www.impelumbrella.com>. Find out what is available to promote your business today!

E. Schedule a time to run your numbers through our Business Profit and Digital Acceleration Software. Our revolutionary new Profit Acceleration Software™ (PAS) or Digital Acceleration Software™ (DAS) will give you a snapshot and roadmap for your business. Using over 497 million weighted algorithmic sequences and utilizing the power of compounding impacts, our PAS/DAS business valuation modules will indicate the effect of marketing on a business's value. Our software is used primarily as a tool to discover financial breakthroughs and lost revenue in marketing. Through this assessment, we will develop, with you, a strategic

business growth roadmap that defines specific monthly goals and marketing objectives. Provided you have an open mind and a willingness to follow our program; we will absolutely make you and your company a more results-based enterprise through this dynamic process.

Concentrate on strategies to LEARN, and the EARN will follow! If you are serious about taking the next step, then go to work on yourself, study other business successes, understand marketing strategies, and become a sponge for new (proven) material. The amazing thing about the game of business is that when you put proven processes to work and continue to follow them, an abundance of success will follow. The biggest mistake is to start a process and then fall back into your old habits after a short time.

Above all, get the knowledge you need before you step onto the field. It is incredible to me how many new small business people start the game of business against seasoned professionals (the competition) without first developing the necessary knowledge to be successful. Then they fail and blame the market, the economy, their location, etc.

Learn how to avoid the three key mistakes all small business owners make, visit <https://www.impelBusinessAcademy.com> today.

READY

TO GET STARTED?

Please contact me directly
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