

**7 SECRET
STRATEGIES TO
LOCAL SMALL
BUSINESS
MARKETING
SUCCESS IN
2020**

SETUP YOUR SMALL BUSINESS FOR GUARANTEED
LOCAL MARKET SUCCESS

YOUR SECRET STRATEGIES ARE:

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DEVELOP A STRATEGY

Just like having to write a Business Plan when you launch your Local Small Business, you should definitely have a Marketing Plan. Before you start writing though, you must have a strategy in mind. Don't let the word "strategy" scare you away from putting some time into creating one.

Having a Strategy for your business is like having a roadmap when you are driving. It gives you a starting point, a final destination, and a path to get you there. A Digital Marketing Strategy is no different.

Creating a broad strategy will help you form an initial plan. Then you will be able to determine what steps you need to take on a regular basis (daily, weekly, monthly, etc) to successfully achieve your objective. When you write it down it becomes a living document that you can use to keep you on track to achieving your business objectives.

Digital marketing strategies guide how digital is used to achieve commercial objectives. A key foundation to creating a digital strategy is that it is primarily about understanding your target audience, their behaviours and how you might influence a new behaviour that involves your brand, product or services online.

Strategy is often mistaken for tactics. Short-term, "alligator closest to the boat", specific goals fit under the 'tactics' as opposed to strategy which is about your long-term digital objectives and operates the entire range of digital channels your customer uses.



CONTENT IS KING

You've probably heard the expression, "Content is King!" That's because customers are always looking for new information on products and services, and new ways to use them. Creating sharable information that your customers, clients, and patients can easily consume is critical to staying front of mind with your audience.

Alright, so what is, "Content Marketing?" Simply put, Content Marketing is an extremely powerful tool that allows you to bring your potential customers with you on a journey that is, "What it is that you do" and hopefully, convert them paying customers. It is essentially communicating in bite-size, "Why you want to do business with us."

There are different content formats, types, and styles appropriate for each stage of the customer's purchase consideration path to help you achieve the best return on investment for your Content Marketing efforts.

Let's consider what are some of the benefits of content marketing.

- 1) Being able to grow your audience. Looking at your specific target audience, and being able to grow a community around what it is that you're trying to sell.
- 2) Recruiting brand advocates. Content Marketing can help you get a sense of influence or credibility about what it is that you're looking to do in the wider market and then recruit people to believe in what you are trying to achieve.
- 3) There is an opportunity with content marketing to increase what we call SEO, which is your search engine optimizing. This is where your business appears in the search results for Google, Yahoo, Bing, etc. Content marketing allows you to increase your position in those search engines.
- 4) Enhancing the understanding of your own business, enhancing what your value proposition is in the market, and enhancing your connection with potential customers.

No matter how many platforms you're on, you'll want to stay consistent with your branding aspects so that your community can easily recognize that it's you!



GET SOCIAL

Like it or not, your customers are on Social Media. The statistics are out and the average person is spending more & more time on various social media platforms. All age demographics are increasing their "Social Time" online.

So your need to make your business visible to your audience in the places where they "hangout". Facebook, Twitter, Instagram & Pinterest are still at the top in terms of users but other platforms like Tik-Tok and Snapchat are seeing a lot more activity these days. And in simple terms, your customers are an audience and a community.

What are communities? Communities are social entities that create a feeling of fellowship with others as a result of sharing common interests, goals, and attitudes. Social media marketers are thereby responsible for fostering thriving communities. It's not enough just to have a huge social following. It's much more important to have an engaged community.

Why are communities important? Communities are important because they stimulate & promote engagement in your part of the world. And every active engagement brings users closer to your brand, which increases your brand recognition on the platform and attracts more potential customers to your profiles.

Communities normally create a welcoming, engaged environment that fosters an affinity and loyalty to your brand when community members reference your brand as the entity responsible for their positive experience and growth.

Communities are incubators of inspiration. They encourage members to share their experiences & stories, which can create connections and inspire others to take action.

Communities also tend to foster trust. If you can get your followers to function as a community, it will be a sign that your brand is trustworthy, and you will attract more followers and earn higher retention rates as a result.



SEARCH ENGINE OPTIMIZATION (SEO) - WHY SHOULD YOU CARE

What is Search Engine Optimization? It is the process of getting traffic from internet search engines. There are primarily 2 types of search online: Paid and Organic.

Let's have a quick look at some differences between paid and organic search.

When someone talks about organic search, they often mean SEO, or search engine optimization and is sometimes referred to as: Natural Search.

Paid Search is where you advertise on search engines. One of the main differences between Organic and Paid Search is the time factor. Paid search can provide near instant results, and often in minutes. Organic search results can often take weeks, months - sometimes even years.

So with organic search, we are committing to a medium/long term game. When it comes to paid search, you're actually paying on a per-click basis.

What does it all mean? It means if you want to appear for a keyword, you have to pay the search engine a particular amount for that keyword. For organic search, it's actually "free." In this case, "free" is written as such because it still requires resources and time so there is an investment element to it as well -there is still lots of work to do show up in search engines.



SEARCH ENGINE OPTIMIZATION (SEO) - WHY SHOULD YOU CARE (CONTINUED)

In terms of an ROI (return on investment) it is actually much easier to measure paid search. That's mainly because Google actually provides significantly more keyword data that you capture in Google Analytics.

For organic search, it is a little more challenging to measure and sometimes the return on investment for organic search doesn't appear to be that good due to the time factor.

Over the long run, organic search can actually have a very good return on investment. And when it comes to the share of traffic, roughly 20% to 30% of searchers click on paid results, and that compares to 70% to 80% on SEO results.

The lion's share of clicks are actually on the organic or the search engine optimization results but that is why it is critical to have a solid Digital Marketing Strategy in place to direct your efforts, and allocation of resources, in terms of time, effort and money.



EMAIL - THE MONEY IS IN THE LIST

You have likely heard, "The Money is in the List!" Why is that? It's because when you collect contact information, including email, you have a means to communicate directly with your prospect or paying customer. Before the invention of email customer communication used to occur primarily by phone or direct mail - Yes snail mail!

I am sure you have used email either personally or for your business. Email marketing is a commercial channel used to deliver advertisements, offers, education and other marketing content directly to the interested user's email inbox. It is a part of digital marketing that works in conjunction with other marketing channels. This is a key thing to remember. It is part of the bigger strategy.

How does email work across these marketing channels? Some statistics around the use of email marketing, and mobile, show it is more popular now than ever and reveals that email usage is growing among companies and drives revenue width.

Approximately 82% of B2B and B2C companies use email marketing regularly. 75% of email revenue is being generated by triggered campaigns. 53% of all emails are being opened on mobile devices. 33% of all emails opened are on iPhone devices. There are plenty of email statistics out there. These stats prove that email has not died.



EMAIL - THE MONEY IS IN THE LIST (CONTINUED)

Email works very well across a variety of different channels. Cross-channel marketing is extremely effective, especially in terms of inbound marketing. Cross-channel integration can involve email crossing with social media, display advertising and retargeting, SMS, mobile apps, direct mail, in-store, website, and geo-location tracking.

So what do each of these points mean in terms of cross-channel integration? It means you can use social media and email to fill each other. In terms of how you can use social media to improve and increase your subscriber list, you can use email marketing to increase your social media following through social media share and follow icons.

With display advertising and retargeting, you can now include HTML codes simply in your emails to understand who's engaging with your email and then display ads across the internet to them using this targeted information.

SMS marketing can be integrated with your email to provide your customers or potential users with updates, and then follow on based on their behaviour with email marketing campaigns.

Bottom line, email is a very important & powerful tool you need to include in your overall business marketing strategy.



WEBSITE OPTIMIZATION

True or False? You don't need a website anymore. Answer - False! A Website is part of that Digital Marketing Strategy I have mentioned a couple times in this book. The reason you still need a website is that your potential customers are looking for the solutions you have to offer in a wide variety of places. Your business has to be in multiple places so you can maximize your chances of being found by the folks who NEED your help. Why do think Coca-Cola, Audi and Domino's still have websites.

Now that you know you need a website, what is website optimization? It is the art of creating and continuously improving websites to improve the Visitor Experience, which is going to help result in higher visitor satisfaction, a better user experience, and high repeat visit and conversion rates.

It includes several factors, many of which can be quite technical - some very simple. The First factor, UX, is short for user experience. This is how a user is actually using your website. It needs to be as easy to use as possible. Next, is design. How your website is laid out. The visual components of your website. Is there a sidebar on one side? Where is the navigation bar located? That all goes into design. Finally, for the purposes of this text, is how a website displays information. How do the graphics and the text of a website read on desktop, on tablets or on a mobile device?

Website optimization can appear simple, especially when vendors like GoDaddy and Wix make it sound like an amateur can do it for free. YES, you can build a functional website for next to nothing if not completely free. What they don't tell you is that the online world and the user experience are constantly changing based on user feedback.

Just think of how different websites look like today as compared to just 5 years ago.

That is why it is important to make part of your entire Digital Marketing Strategy, and ultimately your business brand image.



VIDEOS, VIDEOS, VIDEOS

Watch TV - it's video. Go on YouTube - it's video. Checkout Facebook, Tik-Tok, Instagram, or Snapchat these days - It's ALL Video all day long.

If you want to rapidly increase your credibility as a business, you really should use video. If you want to generate sales easier, use video.

If you want to build a stronger friendship with the people you serve, you got it - use video.

Why is that you ask. Did you know that 81% of people tend to buy a product or service after watching video and companies that use video have a 27% higher click-through rate than those that don't? It helps convince you to purchase because you were able to connect with the product before it was even yours!

Video has been around for years and it isn't going anywhere anytime soon. Again, Why? Because our brains process video much faster than text - except you are my friend Howard Berg, the Guinness World's Fastest reader on record.

You should absolutely be utilizing video to grow your brand - even Howard does! People want to connect with others and are more inclined to buy from a business that has a person behind the brand that they have genuinely connected with.

Video is a powerful way for you to showcase who you are & what you do with an ideal customer or client. It doesn't have to be super complicated! You carry a video camera around in your pocket everywhere you go, there is absolutely no excuse for you to not press record and post a video to your social media profile.



VIDEOS, VIDEOS, VIDEOS

If you aren't comfortable being on video yet, you can always give that task to members of your team & have them build a connection with the community or simply practice & get more confident as you consistently improve with each recording.

You can film a short video sharing behind the scenes at your store/office, showing off your new products & how they work, introducing members of your team, pitching your services, talking about a sale or giving a tour! There are so many endless options on what you can say & do on video.

Give it a chance today & watch as more people fall in love with your business.

No matter how many platforms you're on, you'll want to stay consistent with your branding aspects so that your community can easily recognize that it's you!

FINAL WORDS

Hopefully you enjoyed these simple but actionable 7 Secret Strategies to Local Small Business Success in 2020.

I truly believe the Local Small Business owner like you needs to have someone looking for your Best interest when it comes to succeeding in your industry, and ultimately your local market.

Let my years of working with Marketing Experts benefit you and help you get an edge of your competition.

I look forward to connecting with again soon. And remember - Precision Targeting Matters!

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