



# SMALL BUSINESS EDUCATION SERIES

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## MARKETING 101 *STARTING 2022 OUT ON THE RIGHT FOOT*





## STARTING 2022 OUT ON THE RIGHT FOOT:

Technology and marketing strategies are evolving at the speed of light. 2021 was an interesting year to say the least. Consumers and businesses alike didn't really know what to do or how to do it... It is safe to say, we all rolled with the punches.

COVID brings a unique and challenging element to the ball game. With so much misinformation out there, the real challenge is making consumers feel safe and comfortable in a business environment?

For us, our strategies for 2022 will be centered around a few core concepts:

- Visibility & Lead Generation
- Storytelling (Content Marketing)
- User Experience





## VISIBILITY & LEAD GENERATION:

While this is a pretty broad concept, the tactics are really precise. We use a series of tools and resources to add visibility and increase our lead generation. Those tools are:

- Social Media
- Local Listings such as Google My Business and Yelp
- Email Marketing
- Paid Advertising





## SOCIAL MEDIA:

Seemingly everyone has an opinion on how social media should be done... You should do 2 posts per day, one at this time and another here... And don't forget to include 62 hashtags... And make sure you have a unicorn in the lower left-hand corner!

Hogwash. An effective social media strategy is one that you consistent with that generates engagement. Truth is, there are some social campaigns out there where the business is only posting once a week and their engagement is through the roof! They know their audience and have trained them on what to expect!

So, pro-tip... As a business owner, if you only have time to post once a day, then post once a day. If you can only post a couple times a week, then post a couple times a week. The key is to make them count!





## SOCIAL MEDIA – WHAT TO POST?

This is a common question we get asked and our response is simple. Don't make everything a me me me post. Here a coupon... Oh wait, here is another coupon... Did you know we are having a sale!

Diversify your posts... 2022 is all about education. People want to know the “why” should I buy story... They want to know more about the product or service they are getting. You need to educate and work with consumers, rather than just trying to push them into buying something. This can be a difficult transition for some, but it's necessary. Here are some additional ideas:

- Feature key staff and leadership
- Community service projects and charity involvement
- Client testimonials
- Relative news and industry information
- Motivational posts and quotes





## LOCAL LISTINGS

Most business owners fail to take advantage of an extremely simple marketing tool that is right at their fingertips... Local Listings! Local listings are powerful online directories and business profiles that discriminate information. Before you go and say, “nobody finds me on XYZ”, remember, it isn’t all about targeting consumers! Guess who else looks at local listings? The major search engines!

You should be consistently updating and posting to your Google My Business and Yelp profiles with updated posts, pictures, and facts about your business. How often? As often as possible... I would shoot for once a week. Just like social media, you can use these profiles to post the same information! Don’t create more work for yourself than you need to!

Pro Tip: Download the mobile apps on your phone! Way easier to manage!





## EMAIL MARKETING

Most people cringe when they hear "email marketing". They think about all the spam they get on a daily basis. We get it, but if you want to grow your business and keep your clients engaged, email marketing is a phenomenal tool to help you!

The key to success with email marketing is simple. Know your clients! You will hear us say that a lot! To avoid the dreaded unsubscribe, you need to produce quality content that your customers actually want to read! Where most business owners go wrong is they want to cut corners. We know because we are guilty of it ourselves.

So, do the right thing. Sit down and plan your attack. Think about what customers have been asking lately. Write a blog and then email that blog out... Grab some pictures of the staff, maybe a client testimonial, maybe through a upcoming event or sale in there and you are off to the races!





## PAID ADVERTISING

What is Paid Advertising... Well this could be anything from Pay-Per-Click to Social Ads, Direct Mail to Magazines! It is all about finding your target audience.

This one is no easy feat... To do this right, you need to really knuckle down and understand what you are getting yourself into. Even if you hire an agency like us to manage your paid advertising, it would be who of you to take a quick Udemy or LinkedIn Learning course on the medium to make sure you understand the basics of how it works and what to expect.

For us, we are focusing on Pay-Per-Click, Social, and targeted Direct Mail in 2022.







## PAY-PER-CLICK (PPC)

PPC is a love hate thing. When you get it right, you love it. If you don't, well, the rage monster can find its way out...

If you want to get it right, whether you are paying an agency or doing it yourself, I really stress the education piece. You have to understand the basics to ensure you are getting the biggest bang for your buck. Things like adding negative keywords, isolating your geography, targeting strategic demographics, click funnels, and more.

Do yourself a favor, stay away from Adwords Express. That is a pitfall of doom.

By the way, there is more to PPC than Google. Facebook, Bing and Yelp can also be effective platforms for a fraction of the cost.





## SOCIAL ADS

Social media ads have blown up in recent years! Thank COVID for the huge boost for the last few... But be careful, you can end up in a deep pit of despair if you don't pay attention!

The key to success with social ads is to first, understand how social ads really works. Think of social ads like this... It is like putting a billboard up on the freeway. Sure, you will find a few people who are immediately interested in your product or service, but the key to success is in the long game. Social ads are considered an awareness item. You are putting your business out there to help consumers learn about what you do with the hope that they will buy your product!

Second, understand your target audience. You need to really drill down to get the biggest bang for your buck!





## STARTING 2022 OUT ON THE RIGHT FOOT:

So, let's move on to our next concept for 2022 which is Storytelling!

Ok, storytelling is a fancy eye catching term for content marketing. Content marketing isn't sexy, and people typically tune out when we say that, but storytelling on the other hand is much more engaging!





## STORYTELLING

Let's be honest with each other, there are very few businesses out there with a truly unique, one-of-a-kind product or service. For most of us, we live in a competitive marketplace, and it can be tough to stand out without big buck to throw into marketing and advertising! FALSE.

Truth is, every business has the ability to compete with the big boys out there, you just have to be more strategic and dedicate the time and effort to be successful.

2022 will really usher in the era of storytelling and businesses will need to do a better job of communicating the “why” someone should do business with you!





## STORYTELLING

In a recent survey, 47% of buyers view three to five pieces of content prior to engaging with a sales rep, and the majority of them expect brands to create content to gain their interest.

Content marketing is one of the most important aspects of any digital strategy. Content has become a powerful way to connect with customers, engage them and build their trust. Bad content, on the other hand, can be disastrous for your company. It will do more bad than good in terms of brand image and customer sentiment towards that brand or product.

Good content builds up credibility over time, which means that once you have acquired new leads they are likely to buy from you. On the flip side, if people come across low-quality information, then they might lose faith in your company altogether, leading them down an alternative path when looking at similar items online through competitor sites.





## STARTING 2022 OUT ON THE RIGHT FOOT:

Last but certainly not least is User Experience!

In case you didn't know, Google has put a ton of effort recently into interpreting consumer experience! In June, they launched their Core Vitals algorithm update and that really shook up the marketing world!





## USER EXPERIENCE

Let's start with the basics here. We can go down a ton of rabbit holes here, so we are going to discuss the following:

- Site speed
- Is it easy to do business with you
- Key visuals
- Engagement features
- Automation





## SITE SPEED

This is a simple concept... The more quick and nimble the site, the more likely consumers are to have a good experience. Well, at least that is what Google says.

There is a simple tool that Google provides to test your site:

<https://pagespeed.web.dev/>

If you have a web developer, might be time to call them for some help!







## IS IT EASY TO DO BUSINESS WITH YOU?

Consumers want access to information on their terms. They don't want to look for it. They don't want to scroll around the site trying to figure out how to call you. Think of the last time you had to call an e-Commerce store to return something? They are masters of the duck and run! Sure, you can call them to buy something, but customer service is a whole other concept.

Keep it simple, publish your hours of operation, make sure your phone number and address are clearly visible in the header and footer, consider an appointment scheduler and chat feature, and don't forget about those social media icons! Also, run through your site a few times, ask others to do the same. Is your site easy to navigate? Or is it lumpy and confusing? Might be time for a refresh.





## KEY VISUALS

If you didn't know this, we are a visual society now so stock pictures gotta go! Granted that is easier for some than others, you have to make sure consumers know who they are doing business with! They want to see images of the store, products, other customers, etc. It is almost like a validation that you are a real business and trustworthy!

Consider your accolades. Are you featuring a Chamber of Commerce logo, BBB, or how about any recent media mentions? Those are some great key visuals that inspire trust and confidence.

What about your community service work or charities that you support? That is a core concept we teach called humanizing the brand!





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## ENGAGEMENT FEATURES

It may sound silly, but do you have any downloadable content on your site? Believe me, it works. What most business owners forget is that they are the experts in their industry. You need to leverage all of that information stored in that deep, dark crevice in your brain and share it with the world... For some, this is easier than others but here are some ideas:

- Chiropractors: Top 5 Tips To Keep Good Posture At Work
- Insurance: How To Get The Discounts You Deserve
- Health Insurance: How To Get The Most Out Of Medicare
- HVAC: 5 Tips Your A/C Is About To Die
- Landscaping: Tips To Keep Your Grass Green All Year Long
- Auto Repair: Make Sure Your Car Is Ready For The Summer





## AUTOMATION

Automation is the key to success in the future. All of the concepts we discussed today are going to be exponentially more successful in the future if you invest in automation. That starts with a CRM (Client Relationship Management) tool.

Lead nurturing, email marketing, and so much more can be managed out of a CRM. Which one is right for your business? I have no idea but if you need some help, we have a few that are pretty popular on our website.

Automation is all about keeping in contact with your clients on a regular basis! Fact is, as business owners, we are crazy business so if you can automate a process or follow up, then you are saving time and money!

