



# Small Business Digital Marketing

## Survival Kit



So, you're all alone and lost in the deep dark internet.

**How do you stay alive and get found?**

**Here's everything your small business needs to survive (and grow) online...**



# Everything you'll need

Sometimes surviving means knowing the difference between what's time-honored wisdom and what's just a tall tale.

For example, some people think you can survive online with just a website or a Facebook page. Some people believe getting to the top of the search results is harder than making a fire with wet matches.

The truth is, if you pack your digital survival kit with the right gear, you can do more than survive...**you can thrive.**



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## Your map

*Confirm your location... not to mention your phone number and other vital business information*

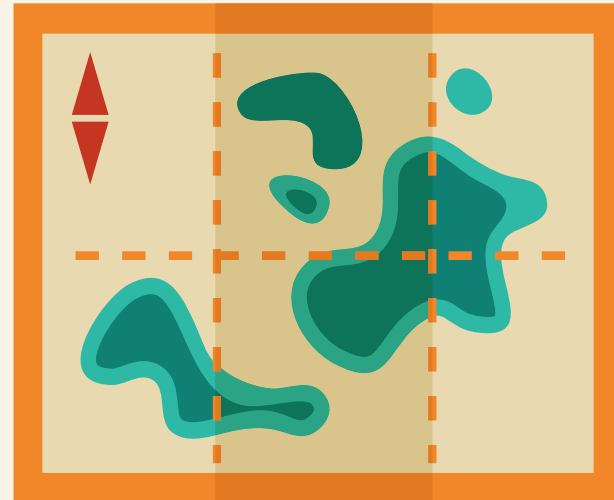
You may not realize it, but your business information is listed all over the web. Unfortunately, a lot of it is probably wrong.

**95% of people surveyed said they found incorrect information when searching for a local business.**

Think about when you search for a business online. You get a lot of listings besides just their website – and their site often isn't the first search result you get, if you get it at all.

When someone searches for you, the same thing happens – they see a lot of listings, all showing your business information... and there's a good chance that some or most of it is wrong.

- **The wrong company name**
- **The wrong address**
- **The wrong phone number**



**Up to 85% of businesses have incorrect information online.**

Your entire digital “presence” – the way you appear to people looking for you online – could be wrong. And that means the people looking for you won't be able to find you.

# With incorrect listings you get lost

*You may be lost and not even know it*

When someone searches for you or for the service/product you provide, they'll probably find more than just your website – your business is listed in dozens of places online, including:

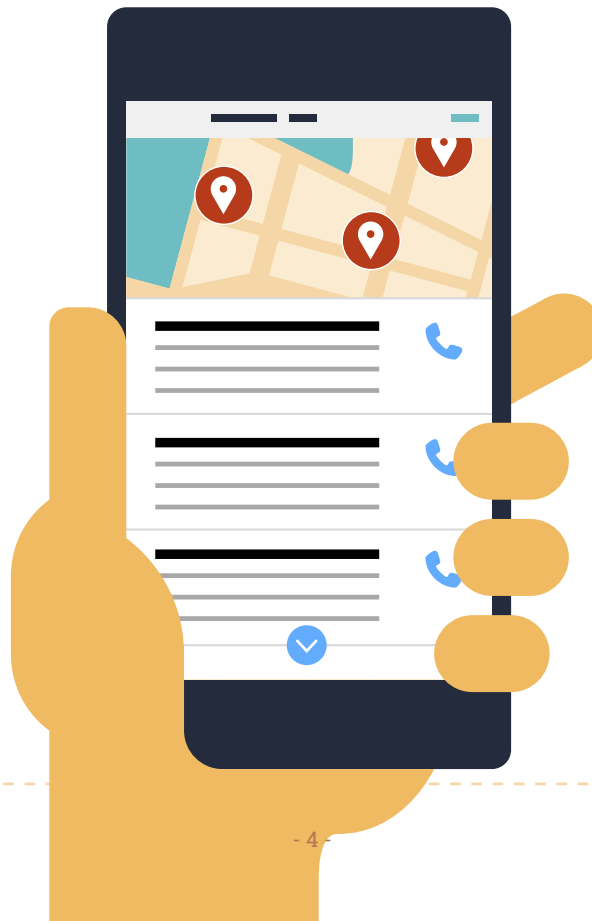
- Search Engines like Google and Bing
- Online directories like Local.com and Brownbook
- Social media pages like Facebook, Twitter and Foursquare
- Local services like Yelp and Apple Maps

Obviously, if this information is incorrect, it can cost you business because people won't be able to contact you. But it can actually hurt you in less direct ways, too.

When someone finds incorrect information, they don't lose faith in the directory – they lose faith in the business...even if you had nothing to do with providing the information.

**73% of people say they lose faith in the local business when online listings show incorrect information.**

Incorrect listings could also have a negative impact on your search ranking. Google doesn't like when online information about a business doesn't match or is inconsistent – it doesn't trust mismatched information – so Google's less likely to serve up that business in its search results.



Make sure you  
can get found

*Correct your digital listings  
and directories*



**Finding and fixing your online information is no easy task...which is why it's not generally something business owners try to do on their own. The time investment alone is more than most business owners can commit to, not to mention the expertise required.**

Having your digital listings reviewed and corrected is crucial to succeeding online — and the good news is, it's often not that expensive. **We, at Ellev Advertising Agency - [www.ellev.com](http://www.ellev.com), can assist you with this and more! Contact us at [info@ellev.com](mailto:info@ellev.com) or call us at (843) 902-7107**

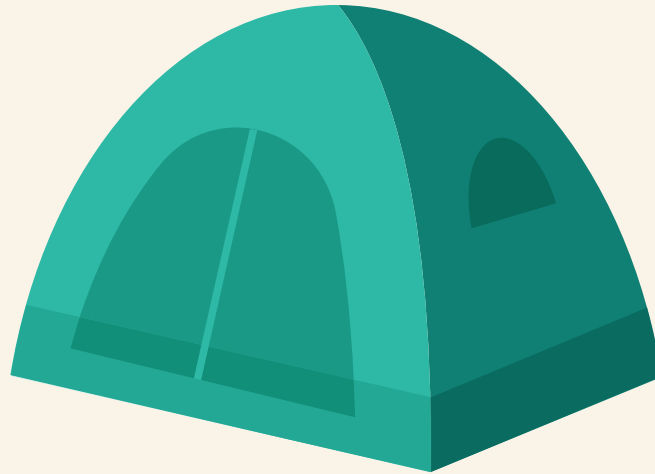
- Search for your business information online
- Build and claim your business page on sites like Google and Bing
- Confirm your listings
- Correct your information wherever we can
- Distribute your correct information on the sites that matter most
- Continuously check back every month and make sure your information stays correct

Whether you try to do it on your own or hire a professional...do it now. Every day you let incorrect information stay online is one more day that you're allowing potential business to be lost.

## 2

# Set up camp

*Establish a website that will help get you found and be attractive to visitors*



Your website is your business online. It's your base of operations out there in the Wild Wild Web.

- It's got to be strong enough to fend off attacking competitors
- It's got to feel like a safe haven for your customers — a place built with trust and experience

**LESS THAN 15 SECONDS.** That's about how long your website has to convince a visitor to choose you over your competition.

Face it – your website is probably the first impression most customers and prospects will have of you and what you offer. If it doesn't present your business in the right way... it's going to be hard for you to survive in business today.

You have a lot of choices when it comes to getting a business website. You can build one yourself with any of the DIY options available. Or, you can hire professionals to build you a site to fit your needs.

**Either way, there are certain things that must be included in your site...**

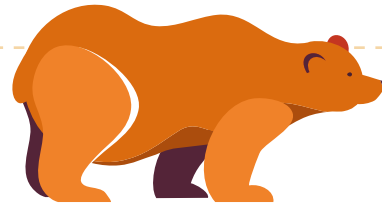
## Your website checklist



### **If your website is set up with everything you need for a long stay, it must be:**

- Mobile friendly** — so it looks good on all devices — more searches are done on a phone today than on a desktop or laptop (and it's very important to Google that your website is mobile-optimized)
- Written to convert visitors into customers** — your site is no good if it doesn't help your business grow
- Designed to deliver information fast** — remember that 15-second rule
- Built with on-page SEO to increase visibility** — one of the dangers of DIY... there's a lot that goes into a site you can't immediately see
- Set up to spotlight your contact information and call to action** — once a prospect arrives at your site, don't make them hunt for a way to reach you
- Linked to your social pages** — linking your site to your Facebook and Twitter pages increases your visibility
- Obviously local** — let people know that you're close enough that they can easily get to you or you can quickly get to them
- Loaded with first-person reviews** — new customers look for testimonials and reviews from old customers — don't make them look too hard





## The "bare" facts about DIY

**That checklist on the previous page was the bare minimum that must be built into your site. Before you trust your business to a site you throw together on your own, stop and consider...**

- Can you invest the time it will take to build an effective, professional site?
- Are you a Web Designer?
- Are you a Copywriter?
- Are you a Designer?
- Do you understand SEO?
- Do you understand mobile optimization?
- Can you link your site to your social pages? (And can you set up all your social pages?)
- Can you build your site and do everything you need to do to get it found online, and do it all now – while still running your business?

About a quarter of small business websites don't look good on a mobile phone

64% of small business owners say they can't find the time to maintain their site

## Go with friends

*You've got to be active in social media... or you're likely to get lost online*

It may sound obvious, but you're safer going camping with friends than heading out on your own. That same simple idea applies online today, too.

### **Your customers are on social media.**

Studies show that **more than 79% of online adults actively use Facebook** – and that's just Facebook! **Your business must be on social media, too.**



Sure, young adults continue to report using Facebook at high rates, but older adults are joining in increasing numbers.

**More than half of online adults (56%) use more than one of the top five social media platforms**

**62% of online adults ages 65 and older now use Facebook**

**More than 50% of marketers have been implementing social media marketing tactics for two years have reported improved sales**

By sharing original content you create yourself (stories and photos of your business, services and products) and curated content (posts you share from relevant and popular sources), you can build a relationship with your customers, gain their trust, and build credibility.

# It's all about reaching your customers

One of the main challenges many small and medium-sized businesses face when they're starting off on social media is to decide which social network to be on. Here's some data on three of the most popular networks to help you decide which might work for your business.



## Facebook

More than 70% of online adults actively use Facebook

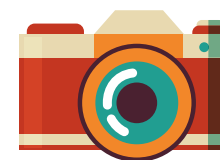
If your customers use the internet, they're probably on Facebook. This one's a no-brainer – you've got to be on Facebook. The first thing you'll need is a business Facebook page – in addition to making your business discoverable, it's an easy way for you to share updates and more with the people who matter most—your customers.



## Twitter

Twitter has 310 million monthly active users

An account on Twitter would give you a chance to instantly interact with your customer-base in real-time. The most successful brands on Twitter use it to promote their own messages and to quickly address the interests and needs of their customers.



## Instagram

30% of Internet users have an Instagram account

That's a staggering amount of people, and that number is only projected to grow. By the end of 2017, the number of brands on Instagram is predicted to rise to 71%. If you have a product you can photograph or a service you can feature, create an account for your business now.

# The Facebook Factor

## *Facebook's precise targeting makes it a must for local marketing*

Facebook is far and away the largest social media platform, with an average of 1.28 billion daily active users worldwide. Of course, reaching the world is not what makes Facebook important to your business – what matters to you is how well Facebook helps you reach your local customers.

Facebook targeting lets you reach extremely specific customers – by location, demographics, device, and more -- even specific behaviors. And that's not all, Facebook's advanced technology allows you to...

- **Get in touch with people you already know** – connect with current customers, contacts, even people who visit your website
- **Build audiences based on people similar to your customers** – “Lookalike” Audiences help you find people on Facebook who are similar to your customers, increasing your chances of reaching people who might be interested in your business
- **Learn more about your audience** – Audience Insights help you learn more about your target audiences – then you can use that information to find new audiences who may be interested in your business

### **Facebook:**

*“With local awareness ads, businesses can quickly and easily find new customers by showing ads to groups of people who are near that business’s neighborhood. Local awareness ads are built to be more cost-effective than traditional advertising channels like newspaper while offering more precise targeting and greater reach.”*

## Pay attention to the stars

*Your customers are seeing stars - they're looking for 5-star reviews*



Word-of-mouth recommendations have always been the strongest advertising a business can get... until now. Today, online reviews have become the #1 recommendation people look for before making a buying decision.

Don't believe it? Well a recent study showed that **91% of consumers read online reviews when searching for local businesses.** That's 91% — 9 out of 10 consumers! It's hard to argue with that.

**74%** of consumers say that positive reviews make them trust a local business

**84%** of people trust online reviews as much as a personal recommendation

**54%** of consumers visit a business website after reading positive reviews

Online reviews are important to any business for a number of reasons...



**1. Establish trust**

Consumers are less likely to contact a business who doesn't have online reviews.

**2. Attract new customers**

Positive reviews can be the difference between winning or losing a customer.

**3. Improve search ranking**

The search engines value customer reviews, so if you have them you could rank higher.

**4. Improve search ranking**

Online reviews help you understand if you have unhappy customers... and if you respond correctly, they give you a chance to turn an angry customer into a happy one

# Take control of your reviews

The interesting thing about online reviews is that you get them even if you don't do anything – customers post reviews, you have no control over it. Which is why you need to take control of your reviews.

Here are four ways your business can make sure your online reviews are working to pull customers in... instead of pushing them away.



## 1. Be aware of your reviews

See if there are reviews for your business on the major review sites like Yelp, Trustpilot, and others – even Google+ has reviews. Of course, as simple as it sounds, just search for yourself – you'll probably see some reviews in the search results.

## 2. Generate positive reviews

7 out of 10 consumers say they'll leave a review for a business if they're asked. It sounds easy, but so many businesses simply don't ever ask for reviews. Remember, the more positive reviews you can gather and share, the more out-of-place any negative reviews will seem.

## 3. Stay away from fake reviews

It may seem harmless, but never ever post fake reviews – or ask anyone to post one. Don't ask your family, or friends or employees to go online and say nice things about you – it's just wrong. It's unethical... it might even be illegal depending on how and where you post them. And if those aren't enough, most sites today are on the look out for fraudulent reviews and you'll be penalized or barred if they catch you.

## 4. Respond to negative reviews... quickly

A lot of business owners don't want to request reviews because they're afraid there will be negative reviews. They're right, there will be negative reviews – but every one of those unhappy customers is an opportunity. When you see a negative review, respond to it -- as quickly as you can – say you're sorry they had a less-than-perfect experience and do whatever you can to make it right.

## Build a signal fire

*Do what you need to do to get yourself seen – make it easy to find you online*

If you're lost in the woods, the key to getting found is getting seen. And it's the same if you're lost online in the thick of dozens (or hundreds) of local competitors.

**Search Engine Marketing (SEM)** is your signal fire — it puts you at the top of the search results, where prospects and customers are looking for you. Best of all, it puts you directly in front of people who are actively searching for what you are selling.

With SEM, you pay to put your ad at the top of search results pages – you know, those results that appear in the “sponsored ad” section.



Two things that make SEM a very cost-effective way to get seen by your target audience:

- 1. Your ad only appears when someone is searching for what you offer** — your search campaign is completely customizable — it is aimed specifically at your target audience. You only attract park rangers, not bears.
- 2. You only pay when someone clicks on your ad** — that's why SEM is called “Pay-per-click” advertising.



# The key to search marketing

## *Testing. Testing. Testing.*

- 1 Research and **test your keywords**
- 2 Vary your campaign budget and **test your bids**
- 3 Study your competition and **test your ads and your offers**
- 4 Try different call-to-action options — **test phone calls and/or form fills**
- 5 Be aware of the journey and **test different landing pages**

## Search marketing terms you need to know to survive

**Keywords:** the “key” to your search marketing, the targeted words or phrases you choose – they are the words you believe your prospects will be searching for, and the words that will make your ads appear when someone is searching for what you offer

**Ad Groups:** sets of keywords used to target your specific audience – testing different ad groups will help you determine which keywords work best for you

**Campaign:** all the ad groups that you have budgeted for and are running at any one time

**Click:** when someone presses your ad with their cursor or finger

**Pay-per-Click (PPC):** you only pay when someone actually clicks on your ad

**Cost-per-Click (CPC):** the average amount you're charged for a click on your ad (calculated by dividing the total cost of your clicks by the total number of clicks)

**Optimization:** fine-tuning your campaigns to improve performance

**Impressions:** the number of people who see your ad (different than clicking on it)

**Text Ad:** ads that are only words

**Display Ad:** ads that include a graphic or visual

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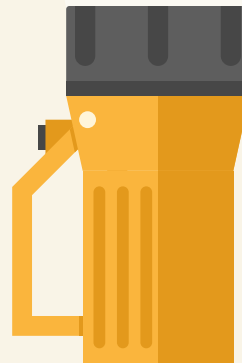
## Shine a light

*Put your brand where your audience is looking*



You're lost in the woods. You've got a signal fire going, but there are so many trees (aka competitors) in the way that no one can see you. You have to figure out a way to shine a spotlight on yourself, to make sure you're seen by your target audience.

The most basic OFFLINE marketing is putting ads where your customers and prospects will see them. It's the same ONLINE.



**With online display advertising, you can grow your business 5 ways...**

- 1. Put your business on hundreds of the Web's most popular sites**
- 2. Reach targeted prospects** when they visit their favorite sites
- 3. Drive visitors to your site** and social pages
- 4. Bring "shoppers" back to your site** when they're ready to buy
- 5. Build your brand** by putting and keeping your business in front of customers and prospects



Display ads put you where you need to be.

ON TARGET.  
ON MOBILE.  
ON SOCIAL.

**Online display ads help you reach your customers in the three most important places online...**

**1. Your ads are LOCAL**

Your ads are targeted to reach the customers you want – the specific, local audience that should deliver your hottest leads.

**2. Your ads are MOBILE-friendly**

Every display campaign delivers ads to mobile users and includes “click-to-call,” so prospects can reach you with one touch.

**3. Your ads are on FACEBOOK**

Your ad campaign will reach the biggest group of social consumers – Facebook users – with geographic, demographic and interest-based targeting to maximize results.

# “Retargeting”

*Leading prospects back to you when they're ready to buy*

Online display ads have a built-in feature called “retargeting” that automatically keeps your ad in front of the people who visit your site. They’ll see your ad again and again as they visit their favorite sites, keeping you in front of these “hot” prospects so they think of you when they’re ready to buy.

Plus, your campaign is continuously optimized to give the best results.

## STEP 1

Prospects visit your website... but leave without contacting you



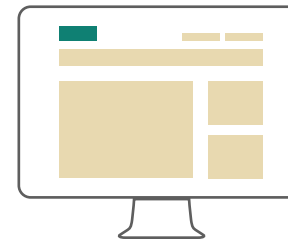
## STEP 2

Prospects see your ad on sites they visit



## STEP 3

Prospects come back to your site when they're ready to buy





## Climb to higher ground

*Work your way up the search results page*

You can't talk about marketing your business online today without hearing the word "optimization" — specifically **Search Engine Optimization (or SEO)**. But SEO isn't just one thing — it's a series of online practices that work together to increase your visibility online.



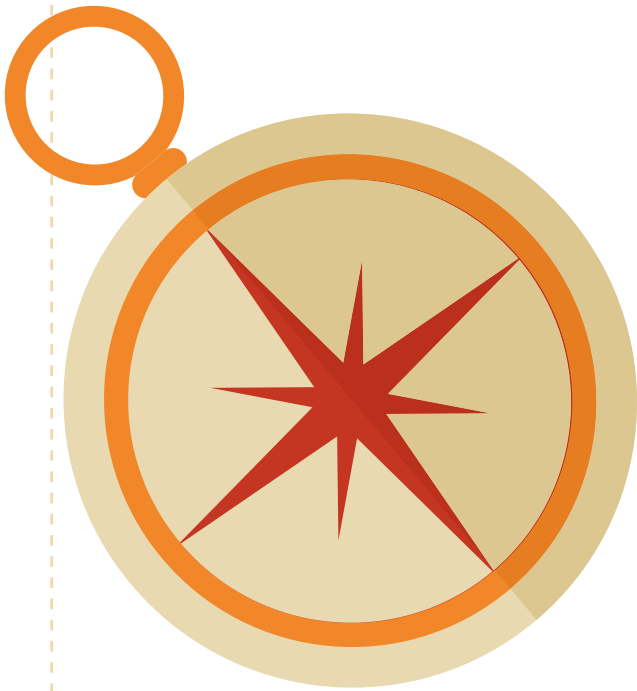
**75% of all clicks go to the businesses on the first page of the search results. If you want to survive online, you must climb to the top of the search results.**

Effective SEO is crucial to both making sure your business is seen when someone searches for you, and making sure your business appears above your competitors on the search results page.

### Google explains SEO as...

*"Search Engine Optimization is often about making small modifications to parts of your website. When viewed individually, these changes might seem like incremental improvements, but when combined with other optimizations, they could have a noticeable impact on your site's user experience and performance in organic search results."*

# Effective SEO makes you easier to find in three ways



## 1. On-Page SEO

On-Page SEO is made up of things actually built into your website – SEO copy/content, Meta tags, correct page titles and more. Make sure your content speaks to your customers' needs. Avoid using Flash, and of course, your site needs to be mobile friendly.

## 2. Off-Page SEO

Off-Page SEO is the process of getting your site's pages to show up when people search for terms related to your business. Customers searching for the products or services you provide – instead of just your name – will likely depend on Off-Page SEO to find you. Effective Off-Page SEO includes publishing content that links back to your website, social media posts, videos, and blog posts.

## 3. Local SEO

Local SEO includes ALL the references to your business across the Web – search engine profiles like Google and Bing Places For Business, and directory listings like Yelp, Foursquare, Yellowbook.com and more. Even the social media profiles for your business could be considered part of Local SEO. Anywhere your business is referenced online is a potential path for your customers to find you – either by visiting that listing, visiting your site, or reaching out to you directly (by calling, emailing or stopping by).

## SEO: What else should you know?



### **SEO is a process, not an event**

SEO is never “done.” From adding new, properly-tagged pages to your site (to boost your On-Page SEO relevance) that focus on a specific topic (to boost your Off-Page SEO relevance) to managing and maintaining all of your online directory listings (to boost your Local SEO accuracy), SEO is an ongoing activity your business needs to engage in — just like doing inventory or sweeping the floors.

### **Each page of your site can show up on the search engine results page (or SERP)**

The more pages you have, including blog posts, the more chances you have to show up in the SERP. And the more you can focus each of those pages on a specific topic — and include well-written content that visitors will find helpful — the better your chances of showing up for a specific search query.

### **SEO is just ONE way customers can find you online**

Don’t forget about Direct Traffic (people typing in your URL after seeing or hearing it somewhere else, or clicking on a link to your site in an email), Referral Traffic (links to your site on other sites, including your social media profiles), Pay-Per-Click search engine advertising and Display advertising.



## Don't hesitate to ask for directions

*It's easier to survive with a professional guide*

It's easy to get lost on your own – and it's easier to get to the top of the mountain when you're working with someone who knows the way.

You're an expert at running your business. Don't be afraid to reach out and work with a partner who has the digital marketing expertise your business needs.

Whether it's building your website, social and reviews or creating your Search and Display campaigns, effective digital marketing demands a time commitment you probably can't afford. Plus, when you work with a partner like hibu, you get the added advantages of our scale and business relationships that you could never match on your own.

**Consider your options carefully – look for a partner who can do everything you need. Ask yourself:**

- Are they experienced?
- Do they provide a range of services (not just websites)?
- Do they specialize in businesses like yours?
- Will they be there when you need help?
- Do they offer analytics to show how well your marketing is working?



# Digital marketing made easy.

We're experts at driving local, qualified leads to your business with a professionally-crafted website and sophisticated marketing solutions. We've managed marketing campaigns for hundreds of thousands of small businesses – we take the knowledge and insights we've gained and apply it to everything we do today. In fact, we're a certified Google Premier Partner — one of only a select group in the US — a Bing Elite Ad Ambassador and a Yahoo Preferred Partner, so you know you're working with knowledgeable, qualified trusted professionals.

At Hibu, we can help you with all the digital marketing you need -- Websites, Social, Search and more -- everything you see below. With Hibu, you get all the digital marketing from a single provider - and it's all designed to work together, to maximize your ROI.

Hibu - Digital Marketing Made Easy.



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***It's time to move from surviving to thriving.***

**Let's Talk Now! 843-902-7107**



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