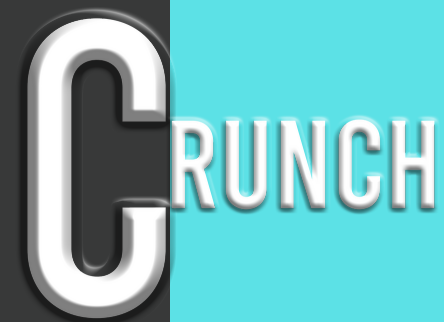


# Marketing 101

for Small Business







# Open

## Struggling to Market your business and grow?

Growing a small business is hard!

In fact, most small businesses don't last for more than 2 years. We don't want that happen to your business!

So to help we have developed this guide to help you market yourself and set your business up for success.

We have added some key insights and created a guide that focuses on the marketing that matters, and highlighted common mistakes we see. This guide was developed to give you some actionable insights you can implement today and see improvement in no time.

Let's set you up so you are in the best position to grow in an ever changing economic climate.



# How to set yourself up as the clear choice in your industry and beat out all the competition.

In this guide we are discuss strategic ways to set yourself up for ultimate success. Following these strategies will have you securing more new clients and customers and well on your way to massive growth in no time.

We will discuss how to market yourself and products and service to people who are interested and build trust with them, so whether they are looking for your product or service today or know someone who is, you will be the clear choice.

“

In a crowded marketplace, fitting in is a failure. In a busy marketplace, not standing out is the same as being invisible.

~Seth Godin



# Marketing tactics we suggest



Fast, easy to navigate and mobile friendly.

## ■ Social Media

Social media is rapidly growing and great way to get in front of people.

## ■ Pay per click advertising

Social media ads, google search ads and retargeting display ads.

## ■ Search Engine Optimization - SEO

Your digital presence is optimized and will appear when it matters.

## ■ Email Marketing

If used properly email marketing is a great tool giving massive returns.

## ■ Customer Service & Testimonials

Trust is the easiest way to get new customers and its FREE.



# The Details

Let's take a closer look at some strategies that will get you more customers faster than you ever expected.







# Website

Your website is usually your first interaction with a potential customer. As your first impression, it needs to be top notch. You set the stage for your product and service, your site should be no different. Take a look at your site, does it represent your business. Is it modern, easy to navigate, fast, mobile friendly and relevant.

1. A modern well designed website reflects a business that is credible and trustworthy.
2. Your site needs to be easy to navigate. Attention spans continue to decrease this means you have a small window to give them what they are looking for before they look elsewhere.
3. Your site needs to load fast. Most consumers expect a site to load in 3 - 7 seconds any longer, you guessed it, they are gone.
4. A mobile friendly site is a must, people spend an average of 5-6 hours a day on their phone. I guaranteed that 2 in 3 of your site visitors are on their phone.
5. Is your site relevant? Remove the clutter. Check all the information make sure it is up to date, all of your brands and lines of service are updated. Contact information is correct and there are no errors.
6. Bonus tip - Every page should have a call to action and way to contact you.





# Social Media

Not unlike the amount of time people spend on their phone, people are spending an average of 2 1/2 hours checking social media. 54% of people use social media to research products and business. Here are some important things to do now.

1. Pick your platform(s), contrary to popular belief you don't have to be on every platform. In fact it can hurt your results. Commit to the most important channels for your target customer. The Channels you need depend on your product or service. Retail and home service really do well on Facebook and Instagram to give an industry example.
2. Consistency is key. Post consistently, this builds trust with your audience and show off your work. You need to be posting about your team, your leadership, community involvement, industry news and insights, your perspective on the market and most importantly your listing and sales activity.
3. Make sure your channel is professional looking. Use quality images, make sure the sizes are correct and your profile picture is your logo.
4. Engage with your audience, if they comment like it, if they ask a question respond quickly.
5. Use hashtags, this is used for discovery and growing your audience. Using about 11 seems to be the magic number for reach and discovery.
6. Bonus tip - Make sure your contact information is accurate and implement a call to action button on facebook. Make it easy and they will come.







## ■ Pay per Click Advertising

Looking for an immediate boost in leads, PPC advertising is the way to go.

1. Google search is all about intent. When potential customers are looking for a product or service they need now, they are searching for one. Google Search Ads put you at the top of the list.
2. Social Media Advertising puts you in front of a large audience and creates top of mind awareness.
3. Google Display and retargeting campaigns, follow your potential clients around the internet. They are reading the news, you are there, they are playing a game, you are there, they are checking the weather, you are there, you get the point.
4. Traditional advertising is an interruption. PPC advertising is there because they are interested and doesn't interrupt them it engages them.
5. Bonus tip - You don't need a large budget to get incredible results. In fact the average return on investment is 437%.





## ■ Search Engine Optimization

Once you have a top quality website, you want people to visit it. The best way to get attention is through search engine optimization. This is the process of making your site google friendly and get on the first page. Your competition is already hanging out there.

1. 93% of online experiences begin with a search engine, and 47% of people click on one of the first three listings in the search results page.
2. Speed up your site.
3. Work on content and feature the best ones on the home page.
4. Make sure that each page has a minimum of 300 words.
5. Make sure each page has a H1 tag, this tells google what the page is about.
6. Make sure that your location and keywords are used on every page.
7. Claim your Google my Business and Bing Places listing.
8. Bonus tip - add yourself to as many listing sites as possible.







## ■ Email Marketing

I know, this is a touchy subject. Our inboxes are inundated by emails every day. There is so much junk, but stay with me for a moment. Email marketing handled with respect is welcomed and converts customers.

1. Email marketing done correctly results in an average of 4400% return on investment.
2. Don't waste their time. Send them only valuable information and listings that would be beneficial to them.
3. Don't send emails without a clear purpose.
4. Ensure they have opted in to receiving marketing communication from you.
5. Bonus tip - Make it personal. Use their name and send them new information or valuable insights and information, and any sales you may have. Show you respect them and their needs, this builds credibility and they will return the favor.





# Customer Service & Testimonials

Customer service is one of the easiest ways to build credibility and trust for you in your chosen industry and sets you ahead of the competition. People like to do business with people that have exceeded their expectations and delighted other clients as well. They like to do business with people that have provided the superior service to them to people like them and did an amazing job. Always go the extra mile.

1. Always respond to them as fast as possible.
2. Offer them your contacts, if you are a service provider and have a contact that can help them further, share your trusted providers.
3. Ask your clients for a testimonial or review.
4. Send them an email to wish them Happy Birthday.
5. Forward information that you come across that could help them. This is a huge relationship builder.
6. Ask your client to refer their friends and family if they are satisfied with your service.
7. Show case your reviews and testimonials. Feed them into your website, post them on your social media.
8. Bonus tip - Respond to every review. A true sign of a great business is one who excels at customer service and appreciates the trust they put in you and your business.







# We shared alot today

We sincerely hope this guide helped you understand how to best market yourself as the top professional or store in your area. It may seem a little confusing and a possibly overwhelming, but a few minor changes will have your phone ringing off the hook in no time.

If you would rather have someone else handle these changes for you reach out. We help Small Business owners just like you increase their client base, listings and revenue every day.

We can help you too!







LIMITED TIME

# OFFER

ENDS DECEMBER 30, 2022  
OPEN TO 5 BUSINESSES ONLY ONLY

Do you find your self stressed trying to find the time to market yourself and your business? Keep your pipeline full? Or even come up with content ideas and creative to stay consistent with your audience? Have you tried boosting posts on social media with minimal results? What if I told you there is a better way? One that gives you more time to run your business, increases your revenue and decreases your stress? Sound Good?

For a limited time, Crunch Fource is offering up to \$6000 in rebates to 5 small businesses for their customized digital marketing campaign. No applications, no ridiculous criteria, no hidden costs, just one small business helping another small business. Don't miss out! Spots won't last forever, act today before your competition does. Crunch Fource Digital Marketing and Design for Every Budget!



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