

# Your Title Here

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7 MUST-KNOW STRATEGIES TO DRIVE  
LOCAL TRAFFIC TO YOUR DOOR

Your Name Here



BizSmart Publishing  
ORANGE, TX

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Orange, TX 77630  
[www.BizSmartPublishing.com](http://www.BizSmartPublishing.com)

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*Your Dedication*



## Your Testimonials



*"In just a week, FlorUnique was all over the Internet! I know now what to do next. Her knowledge and availability to answer my questions provides me with great comfort - in lingo that even a novice can understand!"*

- Winnie Van Heerden, FlorUnique



*"Donna has helped me laser in on my questions, see the bigger picture of my business and has given me the resources I need to get the job done. She is a treasure trove of knowledge and resources and freely shares what she knows in this program."*

- Ann Leach, Grief Coach



*"Donna is an invaluable consultant for business owners looking to learn a lot of online information quickly. Her passion, energy, great sense of humor, and effort to go above and beyond are refreshing."*

- Dianne Chiasson, Chiasson Consultants



*"One of the things that I did in working with Donna was shifted my business model from one of pure coaching to one of coaching and e-commerce. I highly recommend her."*

- Janet Bonnin, Parenting Educator





## Your Full-Page Call to Action

You'll want to make a request of your readers, whether that's to schedule a consultation, get a free report, or get a free service. Talk about that service here and make an offer.



CHAPTER 1

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# Your Story

**Y**our background and story comprise this chapter. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. Since 1990, large corporations have eliminated 4 million jobs, and local businesses have added 8 million new jobs. The number of local businesses has increased by 49% since 1982. That is nearly 12 million new businesses that are all competing for customers.

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# Why It's Getting Harder to Get New Customers

**L**ocal businesses are seeing more competition for customers, clients, and patients than ever before. A recent Small Business Administration study reports that local businesses are seeing the largest increase in years.

Since 1990, large corporations have eliminated 4 million jobs, and local businesses have added 8 million new jobs. The number of local businesses has increased by 49% since 1982. That is nearly 12 million new businesses that are all competing for customers.

Recent statistics show that even after coming out of the hard economic times of the past several years, many local businesses are struggling to survive, and many will go out of business in the next 3-5 years.

Furthermore, recent statistics show that most local businesses are relying on traditional methods of getting clients and those methods have stopped working.

The good news is that it is very likely that you will be able to implement these strategies without having to spend any more than you already are in advertising. Don't worry if you aren't spending any money on advertising -- I will show you very low-cost effective ways to get your message in front of people hungry for your product or service.

## New Customer-Getting Methods

So how do you get more customers? Of course, there is traditional advertising, cold calling, networking, etc. But these are the things that most businesses have been doing from the start and so has the competition.

We need to breathe some fresh air into this area of your business. There are 34 methods that can be leveraged to get more clients, but that would probably overwhelm most business owners, and I want to give you a few of the most effective ways so you can start and get some success under your belt.

Here is the initial list I work from for my consulting clients:

- Search Engine Optimization
- Google AdWords
- Facebook Advertising
- Social Media Marketing
- Reputation Management
- Online Directories
- Mobile Marketing
- YouTube Marketing
- LinkedIn
- Direct Response Marketing
- Power Referrals
- Trade Publications
- Mobile Marketing
- Trade Show Marketing
- Direct Mail

Let's look at a few that you can implement and get some quick momentum, no matter what type of business you have. Whether you are selling a physical product, a service or an information product, the methods I am about to share will work for you.

## **Traditional Marketing Methods to Get the Word Out About Your Business**

If you look at traditional advertising like Yellow Pages, the newspaper or TV commercials, these platforms all have one thing in common. They are expensive, and there is no real way to measure their effectiveness.

First, let's look at the Yellow Pages. Let me ask you a question. Do you know where your Yellow Pages book is right now? My guess is that you don't, and, in fact, you may not even have one in your office. When was the last time you looked in the Yellow Pages for a business? If you are like me, it was a few years ago.

Even though this is commonplace, many businesses still spend thousands each year on yellow page ads. Studies show that the average of a person who uses Yellow Pages is over 70 years of age. So, if this is not your target market, then your marketing dollars may be more effective with newer methods.

I look at TV commercials and Newspaper ads as a place where you spend money telling people all about your product or service and hope they either need it at the exact moment they see the advertisement or remember your ad when they do need your service.

Here is a question about the newspaper. Do you get the local paper on a daily basis?

Again, my guess is probably not, and it is a safe guess because 24 of the top 25 newspapers have seen record declines in sales. I would also venture to guess that if you do place ads in the newspaper, you can't tell me where I should look to find information about your business. That's because even though ads pay for the lion's share of the newspaper's publishing costs, they get placed wherever there is space left after the articles are all laid out for maximum readership.

When it comes to TV commercials, not only is it almost impossible to measure effectiveness, but also most people watch recorded shows these days and skip the commercials altogether. So what is a business owner to do?





## Start of a New Era: How the Internet Became Local

**B**usinesses of all types and scopes are just starting to become aware of what a small percentage of early adopters already know: Internet and mobile device platforms have revolutionized marketing.

Thanks to high-speed wireless networks, mobile devices, communications software, and social platforms, marketing has been transformed into a largely digital discipline for local businesses.

This new media is quickly replacing old-school advertising methods such as newspaper ads, printed business directories like the Yellow Pages, direct mail coupons—even radio and TV ads.

Online marketing is also effective whether or not a business currently sells products or services over the Internet. "Brick and mortar" businesses of all kinds are using these new strategies with impressive results.

Increased usage of the Internet by local consumers and mobile media is driving businesses to learn how to take advantage of these new platforms, so their prospects and customers can find them, hear about them and, ultimately, buy from them.



# Preselling Your Business Online- Building a Great Website to Kick-Start Your Online Marketing Plan

**P**reselling your business online is important; to make it work, you'll need a great website. In fact, a robust site can be the key to the beginning of your internet marketing campaign. When you begin to look at the task of promotion, it helps to understand all that is involved in the process. You want to generate highly targeted, qualified customers. To do this, you'll need a great-looking, functional website that will garner traffic.

Several things make up a successful Internet marketing plan, all of which should serve as your marketing campaign's building blocks. You need to generate interest. Knowing what your target audience wants is the key to giving them content that will be of interest to them. Since you are marketing via the Internet, you'll be selling the idea of your business to visitors who are seeking the type of information you have to offer, which takes the guesswork out of figuring out what they need to know. You'll



# Getting Traffic to Your Business: Tools Needed To Get Started With Local Online Marketing

**T**here are seven major strategies for creating a dominating local online presence. We will discuss each in detail in the following chapters. When properly executed, each of the strategies can bring new customers to your local business. When you combine these strategies, you create a formidable presence for your business.

We will be covering the following strategies:

- SEO (Search Engine Optimization)
- Google Adwords and Facebook Advertising
- Online Directories
- Social Media Marketing
- Mobile Marketing
- Reputation Marketing
- Mobile Marketing
- Bonus: Direct Response Marketing



# Strategy #1: Search Engine Optimization - Ensuring Your Page Ranking

**S**earch Engine Optimization (SEO) makes a website more desirable to the search engines. The main ways to optimize a website are through creating great content and using specific keywords for which your target market regularly searches.

When Google or one of the other search engine crawls (looks at) a website, and it “sees” that there are other reputable websites (referred to as authority sites) that have links pointing to your website, the bot thinks, "Hey, other sites think this is important, so this site must be important," and it moves the site up the search rankings. The other important key is to have links out to other high-ranking authority sites like CNN, YouTube, etc. When the search engines see that your site is pointing to some of these other high ranking sites with useful information, it helps to move your site up in the rankings.

The other part of SEO is using keywords. What are the words that you want to show up for when people are searching? When it comes to local marketing, it's not as hard as you may think. You can ask the first ten people you run into, "if you were





## Strategy #2: Online Advertising with Google AdWords and Facebook Ads

**A**dvertising on Google means placing your ads in front of people who are actively searching for a term or keyword related to your product or service.

You are charged each time someone clicks on your ad. When they click on your ad, the ad takes them to the web page you want them to see that will lead them to engagement and purchasing from you.

Let's look at an example of a company that sells pool supplies. They want their ads to show up in front of people who are actively searching for information about pool supplies in Greenville, SC. We don't precisely know what type of information they are seeking; we just know they are searching the term, "Greenville Pool Supplies."

The ads show up at the Top of the Results page and along the right-hand side of the page similar to Facebook ads. The results in the middle of the page are organic search results. These are important, but we will save that for a different time.



## Strategy #3: Local Online Directories - Placing Your Business in Your Prospects' Pockets

**A**dvertising on local directories are web properties that allow businesses to list the details of their business at no cost. These directories can be vitally important for any local businesses. These listings can show up in the online search results and on apps on mobile phones like CitySearch, Google Maps, Yelp, and many more.

The reason this is critical for any local business is that according to a comScore-Localeze survey, 50% of Local Searches on mobile devices are done using these Directory Apps. It's like every person with a smartphone is walking around with access to 15 different phone books at their disposal at any second, right in the palm of their hand!

So which one is the most important for your listing? The simple answer is all of them!



## Strategy #4: Social Media - Facebook, Twitter, YouTube and More

**T**he next traffic path is social media. There are a ton of these sites on the Internet, and everyone looks at Facebook and Twitter as the two biggest players online. Facebook has over 1 Billion users, and Twitter has over 300 million active Tweeters.

These platforms provide channels for getting information in front of tons of people. You can identify them and target them locally based on the geographic information; on both of those systems, people tell you what they do, what they like and where they live (most of the time).

Facebook is more social than Twitter. You can advertise and put a wider variety of information on Facebook, whereas Twitter is about marketing to the masses with small little bursts called tweets. With Twitter, you can only post a message that's 280 characters in length. With 280 characters, you don't have a lot of room to go into a detailed description.



## **Strategy #5: Mobile Marketing - One of the Newest Forms of Mass Marketing**

**W**hy is mobile marketing becoming so important? Well, let me ask you a question. Do you have a mobile device within arm's reach that you can use to access the Internet? Go ahead. Think about it. I'll wait. Of course, you do. Right now, within three feet of you, you probably have your cell phone, most likely a smartphone that can access the Internet. You have a way of searching the web from nearly any mobile device.

When someone does a local search on a mobile device, they usually make a purchase based on the information they find within 24 hours vs. a week or longer from a search on a computer. For restaurants, it is usually within 60 minutes. That is what we call a purchase-driven consumer!

With mobile marketing, there are a couple of ways to market information. The first is by creating a mobile website. If you look at a regular website on your iPhone or Android, a lot of times they're jumbled up. They may look like it does online, but





## Strategy #6: Reputation Management - What Are They Saying About You Online?

**M**any business owners fail to recognize how important their online reputation is. It can make the difference between increased sales and a dramatic drop in sales. Just one negative comment or review is enough to affect your online reputation dramatically. Once your reputation takes a hit, you will likely see a decrease in website traffic and the number of sales you would normally experience. Below, you will find some ways in which you can monitor and manage your online reputation.

To see what potential clients see when they search for your business, simply perform a search as they would. This will show you what is seen by searchers and what is being said about you and your business. Regularly monitoring your online reputation will ensure that if there is any negative content being published, you are aware of it. If you know what is being said about you online, you are in a better position to take control of the situation and manage how the content is seen.



## **Strategy 7: Email Marketing - Why an Automated Email System is Essential**

**T**hese days, there are greater time constrictions on businesses which act to limit consistent marketing. Many of the limitations are due, in part, to fewer staff and tighter budgets. One of the greatest strategies to oppose this challenge is with the use of automated email systems for your vein clinic. These routine reminders are great for increasing website traffic and general sales.

Local businesses have seen tremendous results from this line of promotion and have abandoned antiquated and far more time consumptive methods of keeping in touch with clients. Understanding that workforce cutbacks and reduced line item funds for constant contacts are far more the norm than the exception, many companies have even eliminated them. If you find your company with staff that plays dual roles, you understand the importance of managing time and labor.

The controlled management of your sales process is crucial. An effective way of administrating this process is through



## **Bonus: Direct Response Marketing - How to Get More Business without Having to Get More Customers**

The fortune is in...the fishbowl?

Not the thing you were expecting, right? Think about it. You go into a restaurant, and they have a fishbowl on the counter at the register for you to drop in a business card to enter to win a free appetizer, lunch, dessert, or maybe even free drinks.

What do you think happens to those cards after they remove them from the fishbowl?

**NOTHING!**

I can tell you from experience.

At this point, you may be thinking that's great, but we don't have fishbowls on our front counter. And you are right. But. EVERY business has a fishbowl -- they just don't sit at the register, and they don't look like fishbowls.

Remember the last time you went to the dentist or doctor and saw those patient folders along the wall behind the receptionist with the colored tabs on them?

## A Word on Branding

**P**roperly branding your new business is one of the most important steps you can take on your way to successfully marketing your local business. Establishing your brand will inform potential clients of what your business does and who you are. One of the most important elements of your brand is your logo. It is what will become the face of your company and what people will associate with you and your business. Having consistency across all the platforms and strategies we have discussed is essential to portraying a congruent brand.

When you properly brand your business, you will be able to set yourself apart from your competitors. Your business is unique, and it should be branded as such. This will also allow you to reach your target audience more effectively and create marketing plans centered on your brand. When properly implemented, a successful marketing plan will help you reach your target audience. This means those who can truly benefit from your particular products and services will hear your message.

Branding your business will also help you create an emotional connection with clients. When you emotionally connect with your clients, you will create a way in which they can identify and connect with your business. This can be achieved through

# The 11 Essentials of Marketing Your Business Online

**W**ith the countless methods of promotion being enlisted in today's market, it is vital to make sure that your company stays in step. Marketing your business online takes planning, commitment and the decision to use the tools wisely. Here are 11 Essentials to keep in mind as you begin:

## **Essential 1: Your Strategy**

Before you begin your campaign, take time to plan a strategy carefully. What is your goal? What do you plan to gain? How much time can the company devote to research and analysis? One surefire plan is to start with the basics and grow from there.

## **Essential 2: Keep Your Site Updated**

Make certain that your website and contact information on all web searches are kept current. Check all links and backlinks to make sure that they are validated and functioning. Remove any that aren't working to ensure that you get constant traffic, unhindered by bugs.

## **Essential 3: Create a Marketing Department**

Treat your online plan and the maintenance as a legitimate department. Have “department meetings” on a regular basis to





## **CALL TO ACTION**

Reward the reader for taking action on what they have learned in the book. You can:

- Offer a free download
- Provide a coupon for a discounted service
- Offer a free consultation



## ABOUT THE AUTHOR



This is where the author biography text goes.  
(This page will automatically center vertically.)

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