Marketing Your Business Online
Presented By: Christopher Jenkin

Agenda
- Everyone is Online
- Starts with your website
- Content Marketing
- Local SEO Program
- Advertising

Who am I and why listen to me?
- Entered digital marketing 2008
- Launched gotcha! 2011
- Across-the-board-experience
- ASI resold our product
- Over 10,000 digital marketing campaigns to date
- Both custom and proprietary solutions experience
Everyone is online.

100 billion monthly searches!

What are people searching for?
How search works

Google is the largest library in the world ...of all time!

The Internet is GROWING!

• The internet is growing at a 5% increase YOY since 2017.
• Internet advertising spend has exceeded TV advertising spend since 2017.
• Over 4 million blog posts are published on the Internet every day.
• 41 million YEARS of video is watched each day!

Record online sales year!

• The numbers don’t lie
  - Based on Black Friday weekend results, which NRF counts as the five days from Thanksgiving Thursday through Cyber Monday, the trade organization reiterated [an Adobe survey forecast] of 4.3-4.8% year over year sales, which are strong comps on top of an already strong season.
  - Thanksgiving Day brought in $3.7 billion in online sales, a growth of 28% year over year. Adobe predicted a 16.5% increase YOY.
  - Black Friday brought in $6.2 billion in online sales, a growth of 23.6% year over year.
  - As of 7 a.m. ET on Monday, Adobe was projecting $7.9 billion in Cyber Monday online sales, a 19.7% increase year over year. This was more than Adobe initially predicted: $7.7 billion for 17.6% YoY growth. Adobe predicted that Cyber Monday would be the second largest online shopping day of the year. Black Friday and Cyber Monday combined grew 23% YoY, faster than both Black Friday and Cyber Monday combined.
  - Over 165 million people shopped over the weekend, slightly over the number predicted.
• ROBO: Research Online/Buy Offline
Be online or be gone

- With so many people online, you can't afford not to be
- Online marketing is complicated and fragmented
- Know your audience and give them what they want
- Localization is cheaper than national

Marketing Online

Offline

- Knocking on doors
- Direct mailers
- Referrals
- Traditional Advertising
Online

• Direct traffic
• Organic ranking
• Paid Advertising
• Social Only presence

Begin with Your Website

Website Content:
SpyFu

Structure Pages Correctly

Call To Actions
Verify Website with Google

Scan and Check: semRush

SEMRush
  • Click on “Projects”
  • Add URL
  • Click on Site Audit
Most websites contain articles less than 1000 words even though articles of this size and more receive the highest rankings.
DYI vs Tools vs Agencies

Local SEO Program

GMB
Verified GMB

• Let’s take a look
• If not verified, let’s trigger postcard
• Tips on effectively managing your GMB
  • Categories
  • Service Areas
  • Photos
  • Google Messaging
  • Weekly Posts
  • Reviews

Photos are a BIG Deal!!!

<table>
<thead>
<tr>
<th>Type</th>
<th>Installation</th>
<th>Google Description</th>
<th>Recommended</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exterior</td>
<td>The outside of your business from different directions.</td>
<td>Photos from different times of day, so customers always recognize your business.</td>
<td>Three Photos</td>
</tr>
<tr>
<td>Interior</td>
<td>The inside of your business, with a focus on decor and ambiance.</td>
<td>Give customers an accurate idea of what it will look like to stand or sit in your business.</td>
<td>Three Photos</td>
</tr>
<tr>
<td>Product</td>
<td>A representation of the types of products or services you offer.</td>
<td>Show the products you’re known for and make sure the photos are well lit.</td>
<td>One photo per product type or service.</td>
</tr>
<tr>
<td>Employees at work</td>
<td>Action shots of your employees delivering the types of services you offer.</td>
<td>Try to capture your employees with satisfied customers.</td>
<td>Three</td>
</tr>
<tr>
<td>Food and drink</td>
<td>Pictures that represent your most popular menu items.</td>
<td>Consider hiring a food photographer - these are tricky to get right! If that’s not in the budget, use bright, even lighting (i.e. no shadows or dimness).</td>
<td>Three</td>
</tr>
<tr>
<td>Common Areas</td>
<td>Photos of where your customers will spend time. Think of lobby.</td>
<td>Represent the variety of amenities you offer.</td>
<td>One photo per common area.</td>
</tr>
<tr>
<td>Rooms</td>
<td>Pictures of your different rooms</td>
<td>Don’t try to mislead guests – show your wallet-friendly and high-end options.</td>
<td>Three</td>
</tr>
<tr>
<td>Team</td>
<td>A shot of management and staff</td>
<td>Use pictures that show your unique culture and team personality</td>
<td>Three</td>
</tr>
</tbody>
</table>

Common Mistakes

• Unclaimed Listing
• Missing / Incorrect Information
• Map Pin Placement
• Ignored Reviews
• Missed Q&A Opportunities
• Photos
Business Directory Citations

• Google My Business
• Facebook
• Yelp
• Bing Places
• Twitter
• LinkedIn
• Instagram
• DexKnows
• YellowPages
• Manta

Online Advertising

Word of Caution
Recap: Key Takeaways

• Your Website is your HUB. Spend money on getting it right!
• A content marketing strategy is a must
• Local SEO is foundational
• Advertise to boost leads
Presenter Contact Info

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