

Digital Marketing **NOW**

A Breakthrough Guide for Small Business

FACEBOOK'S 
WEST AD TOOL
LEAD ADS FOR LOCAL BUSINESS

5 ONLINE

**MISTAKES THAT
WILL KILL YOUR
BUSINESS**



**THE CUSTOMER
EXPERIENCE TODAY**
BETTER THINK MOBILE!

**MAKING THE
MOST OUT OF
ONLINE
REVIEWS**



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Online reviews are here to stay. Sites like Yelp, Angie's List, and Google My Business offer consumers an easy way to share information about their experiences with local and online businesses. While sites like these were once fairly small, their use has become commonplace. The way you react and respond to reviews can have a huge impact on the growth and success of your business.

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Online marketing is no longer optional for most businesses. A majority of shoppers seek out information and reviews online before making a purchase. They expect the businesses they frequent to maintain an online presence. Let's take a look at the five online marketing mistakes you must avoid going forward if you want your business to thrive.

16 The Customer Experience Today – Better Think Mobile!

With so many options available to consumers, it is absolutely essential to make it easy for them to connect with you. Having a mobile-friendly site used to be optional, but now it's a requirement. The easier you make it for your customers to interact with your business, the more likely they are to buy your product. Keeping that in mind, here are the top four ways you can target mobile customers in today's environment.

Welcome To Digital Marketing NOW

Thanks for checking out Digital Marketing NOW, your online marketing resource guide for small business. Each month we will be covering topics that resonate with local businesses just like yours.

Our goal is simple. We want to enable you to do big things online, and it all starts by breaking down the complexities of marketing your business online.

It doesn't matter if you're just starting out, or an established business owner in your local community, you can always benefit from increasing your brand's visibility online.

To your Success,

Digital Marketing NOW
www.digitalsapien.com

Digital Sapien Interactive is a leading small business internet marketing service provider. We help small businesses connect with more customers online.

If you want to build your business, you need to market, it's that simple. But you can lose thousands of dollars if you don't know what you are doing. So we urge you to take action with some of the strategies we recommend.

For a more "hands off" approach, we offer affordable solutions and can deliver results. We hope you enjoy this issue of Digital Marketing NOW and feel free to reach out to us anytime.

FACEBOOK'S NEW AD TOOL

LEAD ADS FOR LOCAL BUSINESSES



Advertising on social media has become fairly commonplace. Sites like Facebook, Twitter, LinkedIn, Instagram, and Pinterest offer multiple advertising options that allow business owners to boost their pages, drive traffic to their websites, and feature specified posts to increase their social media following. Social media advertising is easy and affordable.

Facebook's latest tool offers a way for local businesses to generate leads. It's called Lead Ads for Local Businesses, and it's changing the way small businesses use social media to advertise.

WHAT IS LEAD ADS FOR LOCAL BUSINESSES?

Traditional Facebook ads offer users the chance to click and be redirected to a business's Facebook page or website. Lead Ads is a little different, because it allows customers to click the ad and then request additional information from the business in question. For example, they might request:

- » A price estimate or quote
- » A product demo
- » A free menu item
- » A newsletter
- » General information

You might think of Lead Ads as being a bit like a portable landing page. You can use these ads to collect prequalified leads and get them into your sales funnel.

THE BENEFITS OF USING LEAD ADS

Internet statistics show that more users access the internet using mobile devices than computers. However, reading information about a company on a mobile device can be challenging, even if they're on the mobile version of Facebook.

Lead Ads offers users an easy way to request additional information about your company wherever they are. The ads are mobile-friendly and easy to use. When a user clicks a Lead Ad, they will see a form with pre-filled information from their Facebook profile. That means they don't have to struggle to fill in the form using their phone because Facebook does it for them. By streamlining the process, Facebook has eliminated one of the biggest roadblocks to gathering leads online. It also reduces the likelihood of you getting inaccurate information due to the customer making a mistake. It's quick and easy to use.



THE EASE OF COMPLETING THE CONTACT FORM IS A PLUS FOR USERS, BUT LEAD ADS OFFERS BENEFITS FOR BUSINESS OWNERS, TOO:

1. You can customize the form so it gathers only the information that is relevant to you. For example, you might want to gather just a name and email address, or include additional information such as a mobile number.
2. You run a smaller risk of bouncing (or losing) customers due to a complicated lead form. As a rule, customer sign-ups decrease when additional fields are added to opt-in forms. Usually that means you can gather only an email address, but Facebook's automatic forms make it easy to ask for additional information without worrying that users will refuse to complete the form.
3. You have access to the same psychographics and targeting tools you can use for all Facebook advertising. That means you can target ads based on age, gender, marital status, and geographical location, as well as using things like hobbies and interests.
4. Lead Ads offer a quick way for you to grow your email list, but that's not their only use. You can also use them to gather applications, registrations, or pre-orders. Their flexibility means you can use them in a variety of ways.
5. You can create Custom Audiences and Lookalike Audiences to hone in on the people who are most likely to be in the market for your product or service.
6. In addition to targeting specific demographics, you can use the information you gather to remarket to existing customers as well as reaching out to prospects.

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Lead Ads offers many of the same advantages of regular Facebook advertising. You can set a daily budget and monitor your ad's performance using Facebook Insights.
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WAYS TO USE FACEBOOK LEAD ADS

While the most obvious way to use Facebook Lead Ads may be to grow your email list, there are many other things you can do with this exciting new advertising option. For example, you could:

1. Get people to sign up for your newsletter or for information about your product or service.
2. Send out deals and coupons for your local or online business.
3. Announce new promotions and sales.
4. Gather interest forms or applications for things like financial services, education, or other professional services.

The versatility of Facebook Lead Ads means that you can adapt the form and targeting to almost any purpose you can imagine. The information you gather can then be used to nurture leads with follow-up emails and social media posts, retarget existing customers, or even to gather valuable demographic information about potential customers.

HOW TO USE FACEBOOK LEAD ADS

The basic requirements for using Facebook Lead Ads for your business are the same as using any kind of Facebook advertising. You must have an active Facebook page for your business, and you can set up the ad from your home page. Be prepared with information about whom you will target with the ad and how much you want to spend. You should also think about what information you need to get from potential customers so you can request it when you customize your information form.

One thing that sets Facebook Lead Ads apart from other social media advertising is that you will be required to include a link to your company's privacy policy. Doing so offers customers the reassurance that the information they submit will go only to you. Facebook prohibits advertisers from selling lead information to other businesses, and you should make sure to read their terms and conditions before you get started.

All in all, Facebook Lead Ads provide a quick and easy way for you to gather customer leads and use the information you collect to grow your business. These ads benefit consumers and businesses equally by making the process of gathering leads easier from both ends. Consumers have the convenience of one-click sign-ups, and businesses can gather accurate information that they can then use in a number of ways.





HOW TO MAKE THE MOST OF ONLINE REVIEWS



Online reviews are here to stay. Sites like Yelp, Angie's List, and Google My Business offer consumers an easy way to share information about their experiences with local and online businesses. While sites like these were once fairly small, their use has become commonplace. In fact, about 88% of all consumers say they check online reviews before patronizing a business. Not only that, they tend to assign a high degree of credibility to what they read, trusting online reviews from strangers more than they would personal reviews from family and friends. What that means is that no business owner can afford to ignore online reviews. The way you react and respond to reviews can have a huge impact on the growth and success of your business.



➤ WHY YOU MUST RESPOND TO NEGATIVE REVIEWS

Do you take negative reviews personally? Sometimes business owners think that they're taking the high ground when they ignore negative reviews, but doing so can be very costly. You might not be able to quantify the effects of ignoring those reviews. Let's face it, no customer is going to call you and announce that he's decided to give his business to your competitor – he'll never show up, and you'll never know. However, you must assume that a single unanswered

negative review has the potential to drive 30 customers away from your door. Few businesses can afford to lose customers like that.

In case you think that I'm exaggerating, you should also know that studies show that **"four out of five customers have changed a purchasing decision based on a negative review."** That doesn't mean every customer will flee as a result of a negative review, but it does mean you can't take the chance of assuming they won't.



➤ HOW TO RESPOND TO NEGATIVE REVIEWS

Fortunately, there are a few simple steps you can take to respond to negative reviews and turn each one into a marketing opportunity.

1. Claim your pages on online review sites such as Yelp, Angie's List, Google My Business, and any other relevant sites. Approximately 49% of businesses have not claimed their pages. That means they can't respond, and they may also have pages that list inaccurate information. When you claim your page, make sure to check your name, address, phone number, website, hours of operation, menu, and any other relevant information.
2. Read all reviews and respond. Even if you have some old reviews on your page, it's still a good idea to respond to them. You should apologize for the delay if a review has been there for a while. If an issue mentioned in a negative review has already been addressed, make sure to mention it.
3. Be polite. No matter how harsh the review, you won't do yourself any favors if you sound defensive or angry when you respond. In fact, you can worsen the impact of a negative review if you fail to see it as the opportunity it is. Remember the old adage "The customer is always right" and respond as if you truly believe it. In the end, it doesn't matter if you feel that a customer's complaint is valid or not – you must act as if it is and respond accordingly.
4. Remedy the situation. If a customer had a bad experience with your product, offer to exchange or repair it. Restaurant owners should consider offering a discount or a free appetizer or dessert, and service providers may consider a discount or free do-over. Whatever you offer, make sure to follow through on it. You may not want to make these offers publicly. Instead, ask the reviewer to message you privately so you can take care of the problem offline.
5. Delegate responsibly. If you choose to delegate the responsibility of responding to reviews online to an employee, make sure that you are both on the same page about what qualifies as an appropriate response. If you routinely offer a complimentary appetizer at your restaurant to customers who have had an unsatisfactory experience, you don't want your delegate to offer an entire meal instead. Set out clear guidelines that include the timeliness of responses, the tone to be used, and what you are willing to do to remedy a bad experience.
6. Respond quickly. You don't want a negative review to sit out in plain sight with no response. That means monitoring your pages every day and responding to negative reviews within 24 hours – more quickly if possible.
7. Don't ignore positive reviews. Just because negative reviews require a response doesn't mean it's a good idea to skip responding to the positive ones. Even a simple "Thank you" can go a long way toward making customers feel valued.



➤ THE BENEFITS OF RESPONDING

Responding to negative online reviews can have a big positive impact on your business. Word of mouth is hugely important. In fact, 74% of all consumers report that word of mouth is a key indicator of whether they will make a purchase from a business.

When it comes to your overall ratings on Yelp and other sites, they can have a direct impact on your bottom line. Businesses who increased their ratings by one star on Yelp experienced, on average, revenue growth of between eight and nine percent. That's a significant increase.

The other thing about positive experiences on review sites is that they inspire sharing. 58% of all consumers say they share their positive experiences with companies and

brands on social media. That can translate to significant free advertising for you. If you can turn a negative review around and reclaim a customer, they may tell their contacts about it. Considering that the average Facebook user has 338 contacts, it makes sense to consider what people are saying about you on social media when you decide how to respond to online reviews.

The bottom line is that word of mouth matters. The average internet user places a lot of importance on online reviews and comments, and you can't afford to ignore them. When you respond in the right way, you have the opportunity to grow your business and increase revenue – and why wouldn't you want to do that?





5 ONLINE MISTAKES THAT WILL KILL YOUR BUSINESS

Online marketing is no longer optional for most businesses. A majority of shoppers seek out information and reviews online before making a purchase. They expect the businesses they frequent to maintain an online presence, and will probably seek out alternatives if they don't find what they expect.

With the end of the year fast approaching, Let's take a look at the five online marketing mistakes to be avoided if you want your business to thrive.

1. NOT BEING MOBILE-FRIENDLY

Since 2014, more internet users access their favorite websites using mobile devices than using computers. That means you can't afford to ignore mobile marketing as a way of getting the word out about your business. Mobile users also spend more time than people who use computers.

The best way to make your website accessible to mobile users is to go with a mobile-adaptive option. What that means is that your site will automatically adapt so that any user, on any device, gets an easy-to-use version of your site

that's uniquely suited to their phone or tablet. It used to be common for websites to have a separate mobile site, generally indicated by the letter "M" before the site name.

Of course, having a mobile-adaptive site isn't the only way to cater to mobile users. You may also want to consider collecting mobile numbers to use in marketing. **"Text messages are inexpensive to send and tend to have a far higher open rate (close to 99%) than traditional emails."** They can be a great way to engage local customers and get them to visit your business.



X 2. NOT CLAIMING YOUR "MY BUSINESS" PAGE



Google My Business has replaced Google Local, and if you haven't logged in to claim your page, you're making a big mistake. You can claim your page by logging in to your Google+ account, or by creating one for your business if you don't have one.

Once you claim your page, you should add a profile

picture, a brief description of your business, and a link to your website. It's also a good idea to include basic information such as a menu, prices, or your hours of operation. Check your address and phone number for accuracy, and use important keywords to reap the SEO benefits.

Not only will claiming your page help local customers find you online, it will also give your local search ranking on Google a boost.

Note: you should also make sure to claim your page on online review sites such as Yelp and Angie's List.

X 3. NOT RESPONDING TO NEGATIVE REVIEWS

The subject of online review sites brings us to the third mistake on our list. Sites like Yelp, Angie's List, Google My Business, and others, offer an easy way for consumers to leave reviews of local businesses. Recent studies reveal that a huge percentage of consumers – upwards of 80% -- read online reviews prior to making a purchase.

Everyone loves to get positive reviews, but it's how you

respond to the negative ones that can set your business apart. Every negative review you receive is an opportunity to show customers that you care about them.

To handle negative reviews well, start by claiming your page. Once you have done that, you need to monitor your pages and respond quickly to all reviews, good and bad. If you decide to delegate the responsibility

of responding to reviews, make sure you choose someone who can respond to a negative reviews without sounding defensive or angry. Remember that other customers will be able to see your response. This is free marketing designed as customer service, so make the most of it. Be courteous, grateful for the feedback, and make sure to address whatever issues are raised in a timely and respectful manner.



4. NOT ENGAGING CUSTOMERS OR PROMOTING YOUR BUSINESS ON SOCIAL MEDIA

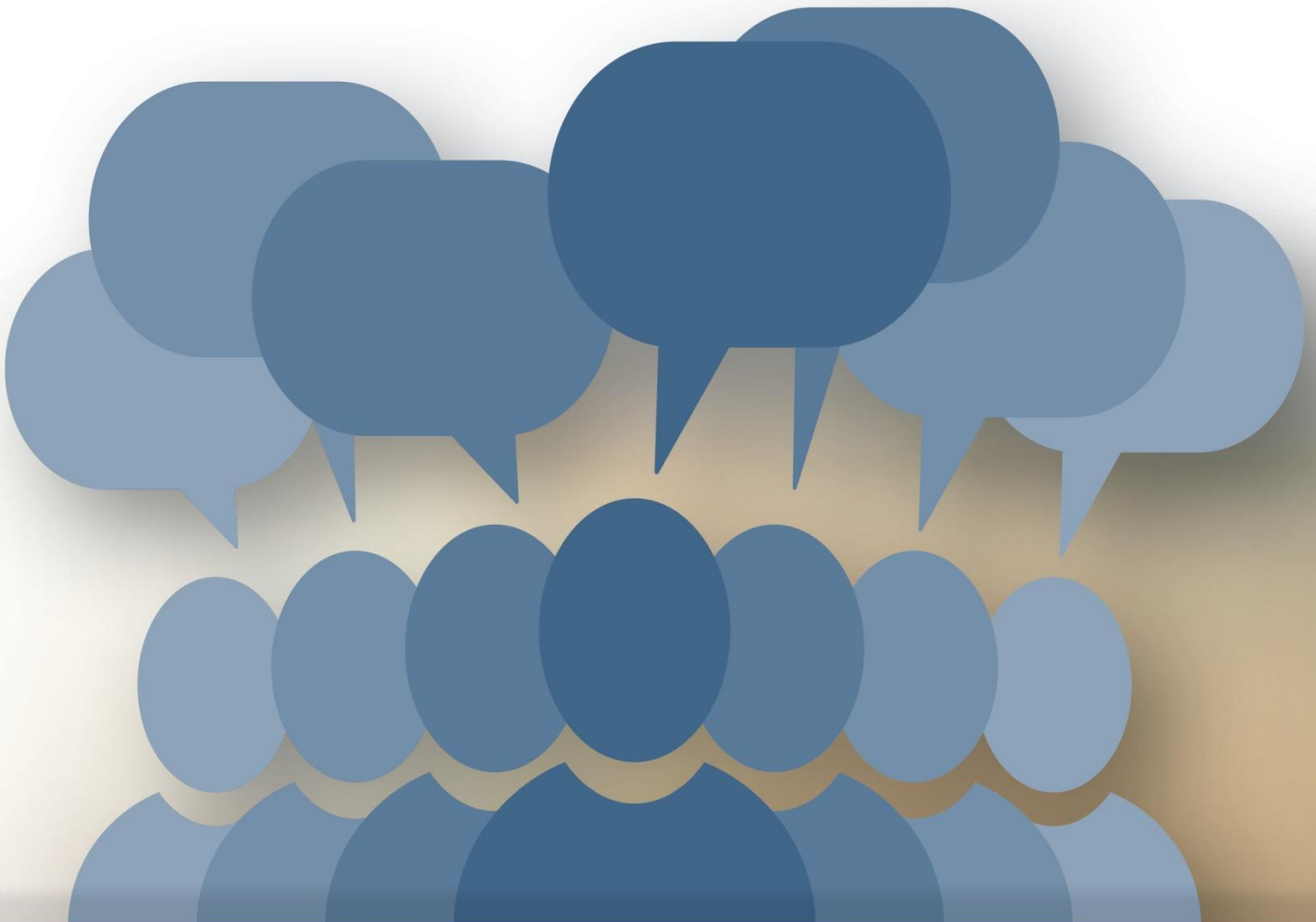
If responding to negative reviews is important, it is equally vital to maintain an active social media presence and engage with your customers there. Despite the overwhelming popularity of social media, a surprising number of companies aren't using it to their best advantage.

You don't need to be on every social media site, but

picking the right ones is essential. Facebook is still the largest social media site and a great place for businesses who market directly to consumers. For business-to-business marketing, LinkedIn is the gold standard. Businesses who sell aspirational products that lend themselves well to photography would be remiss if they ignored the

benefits of setting up a Pinterest account.

It's a good idea to monitor some of your competitors on social media and see what they are posting. Try sharing a mix of original content and curated content. One easy way to find content is to follow relevant publications and pages and share their posts.



PAY PER CLICK

5. NOT USING PAID ADVERTISING

There are plenty of ways to market your business online for free, but that doesn't mean you should ignore paid advertising. Online advertising tends to be relatively inexpensive and offers some easy options that allow you to budget an ad that won't break the bank.

One option to consider is pay-per-click (PPC) advertising on search engines like Google and Bing. Both options require you to bid on a selected keyword. On Google AdWords,

you can use the Keyword Finder to identify potential keywords. Your ads appear only if you outbid your competitors – the bid is based on a combination of the keyword's popularity and your website's authority. Chosen ads appear either at the top of a list of search results or on the right margin of the page.

Social media advertising is another excellent and affordable choice. Facebook offers options to attract new visitors to your Facebook page

or website. In addition, you can boost an individual post so it displays to your followers and their friends, or to target demographics you select. Facebook allows you to set a daily budget as low as one dollar, and emails you regular updates that make it easy to track your results. You can also use customer psychographics – things like interests, hobbies, political affiliations, and more – to target your ads. Other social media sites such as Twitter and Pinterest offer similar options.

THIS YEAR PROMISES TO BRING NEW MARKETING CHALLENGES FOR ALL BUSINESSES BUT IF YOU AVOID THE FIVE MISTAKES LISTED HERE YOU'LL BE AHEAD OF THE PACK.

THE CUSTOMER EXPERIENCE TODAY **BETTER THINK MOBILE!**

A few years ago, marketing experts predicted that mobile searches would outnumber desktop computer searches on Google. Those predictions proved to be accurate. What that means for local business owners is that, like it or not, mobile marketing has to be a priority. It's no longer reasonable to deny the importance of reaching out to mobile customers.

With so many options available to consumers, it is absolutely essential to make it easy for them to connect with you. Having a mobile-friendly site used to be optional, but now it's a requirement. The easier you make it for your customers to interact with your business, the more likely they are to buy your product. This type of outreach is especially vital for local businesses. Google's recent "Mobile Path to Purchase" study showed that approximately 93% of mobile customers who researched a company using their mobile devices went on to make a purchase.





1: USE TEXT MESSAGING TO REACH CUSTOMERS ON THE GO

Text messages, or SMS messages, are a surprisingly underutilized form of marketing. They're inexpensive to send, and text messages are more likely to be opened than traditional marketing emails. In fact, the open rate for text messages is about 99% -- not a statistic you can afford to ignore.

Text messages can be used to send out information about sales and promotions. Mobile users love to feel that they're getting something exclusive, so mobile-only coupons can be an effective way to get people into your store. You can even time their release so that they reach customers right before they leave work – a great option for restaurants offering happy hour promotions. You can also use text messages to remind customers of upcoming appointments.

It's important to remember that customers must opt in to receive SMS messages. However, many people prefer to receive text messages rather than getting emails, so it's a good idea to consider collecting mobile numbers.

One service that offers affordable text messaging services is **SumoText**.



2: OPTIMIZE MARKETING EMAILS FOR MOBILE INBOXES

As a rule, people spend more time accessing the internet on mobile devices than they do on desktop computers. Your marketing emails need to embrace that trend and make it easy for customers to read them on any device. For example, you should:

1. Limit subject lines to 35 characters or less
2. Use a responsive design
3. Implement a single-column layout for easy reading
4. Use alt attributes for images
5. Make your call to action button large and easy to access on mobile devices

It may also help to keep your emails relatively short and as uncluttered as possible. An email built around a single column of text, a strong image, and a clear call to action will be friendly for both mobile users and computer users.



3: RAMP UP YOUR LOCAL SEO

There's no point in being mobile-friendly if you're not going to do everything you can to make it simple for your customers to find you. That means you need to optimize your mobile site for local search so when customers seek you out using a mobile device, they can find you. Google laid out its guidelines for mobile-friendly sites in 2015. Here are some things you can do to make sure your customers can locate you:

1. Standardize your business listings on social media pages, online review sites, and online directories. Your NAP (name, address, and phone) listings must be identical on every site if you want your search ranking to be high. Using "Avenue" on one site and "Ave" on another will dilute your listings' power.
2. Make sure to use local keywords on your website. For example, a long-tail keyword like "Suburban Chicago plumbing service" is going to help your local ranking while "plumbing service" will not.
3. Optimize your listing on Google Maps so that smart phones can calculate where you are in relation to a mobile user's location.

You want your mobile users to be able to find you when they are out and about – and that means doing everything you can to make your business visible and accessible.



Local Awareness

■ 4: USE LOCAL AWARENESS FACEBOOK ADS

One of the great things about social media advertising is that it lets you target customers based on detailed demographic information, including their geographical location. One thing to consider when it comes to mobile marketing is using Facebook to target ads to nearby mobile users in your area.

A targeted Local Awareness Facebook ad will reach customers when they access Facebook on their mobile devices. For example, someone out running errands on a Saturday might see an ad for your store and decide to stop in while they're in the area. The benefit of this type of advertising is that it is inexpensive – Facebook lets you set a daily budget as low as one dollar – and highly targeted. You only get charged for people who engage with your ad, and you can be sure that your ad is only seen by the customers you decide to target.

If you are not already collecting mobile numbers from the people on your list, now is the perfect time to start. You might consider sending out an email (in mobile-friendly format, of course) that gives customers a chance to opt-in for text messages. It's a good idea to start with a coupon or special offer – think of it as a mobile lead magnet. Once people have opted in, you can use the information you collect to send out information about new products, sales, in-store promotions, and more.

Mobile marketing used to be the wave of the future, but the future is here right now. Every local business should be targeting mobile customers, and the four simple techniques outlined in this article will help you start doing that right away. This year will be the year of mobile marketing, and you don't want to be left behind.

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Every business is different and has its own needs and challenges when it comes to marketing online.

WE CAN HELP YOU!

Our team of experts can help position your business in front of more customers online. We offer solutions that are designed to meet your needs, and exceed your expectations.

Digital Sapien Interactive specializes in building high performance organic search programs that achieve breakthrough results for local businesses, enterprises, nonprofits, and freelancers.

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