

THE ULTIMATE MARKETING GUIDE FOR SMALL BUSINESSES



MARKETING YOUR BUSINESS TO SUCCESS

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IN THIS GUIDE...

Marketing Roadmap to Success

Website: 5 Things in 5 Seconds

How to Secure Your Website

SEO: How to Rank Higher on Search Engines

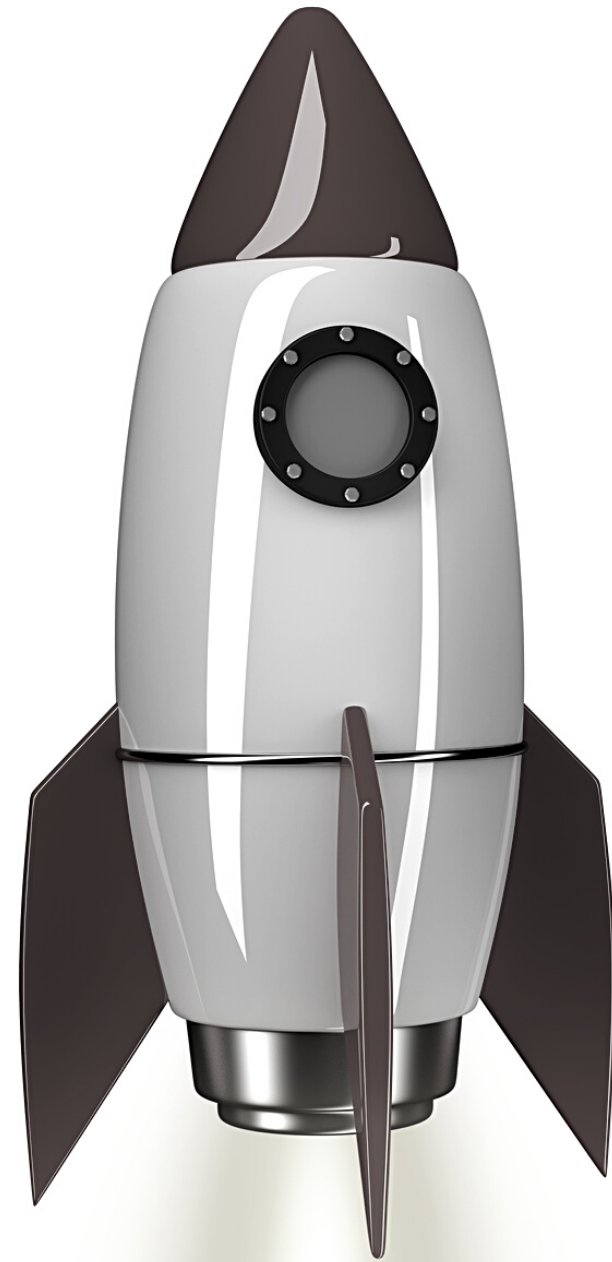
How to Test Your Website for Mobile Friendliness

What Is Social Media Marketing?

Social Media Checklist

Social Media Advertising

Digital Marketing Report



66%

of SMB owners believe their top concern is finding new customers.

Blue Corona

48%

of people said that the design of a website is the #1 factor in determining the credibility of a business.

Blue Corona

MARKETING ROADMAP

JOURNEY TO SUCCESS FOR YOUR SMALL BUSINESS



WEBSITE

Start with a branded & visually appealing website that converts visitors into customers



SEO

Drive organic traffic to your website by ranking higher on search engines



SOCIAL MEDIA

Engage your followers by posting attractive content & information about your products & services



DIGITAL ADVERTISING

Run online ads to get in front of people who are ready to buy using social media, pay-per-click (PPC) and retargeting.

WEBSITE

YOUR HOME PAGE - 5 THINGS IN 5 SECONDS

Within seconds, your website should capture the visitor's attention (or else they'll go to your competitor). Not only should your website look good, but it must provide relevant information about your business that helps the visitor determine if your company can fix their problems or meet their needs.



#1: Who They Are

Is your logo high res and located at the top of the website? Is your website branded? Do you have an About Us page in your navigation?



#2: What They Do

Do your pictures reflect your services and products? Are all of your services and products listed out? Is there a tagline or call-to-action above the fold?



#3: Are They Credible

Do you have testimonials? Are awards, publications and other honors displayed on your home page?



#4: How to Contact Them

Is your phone number easily visible? Is it clickable? Do you have a Contact Us tab on the navigation? Are there links to your social channels?



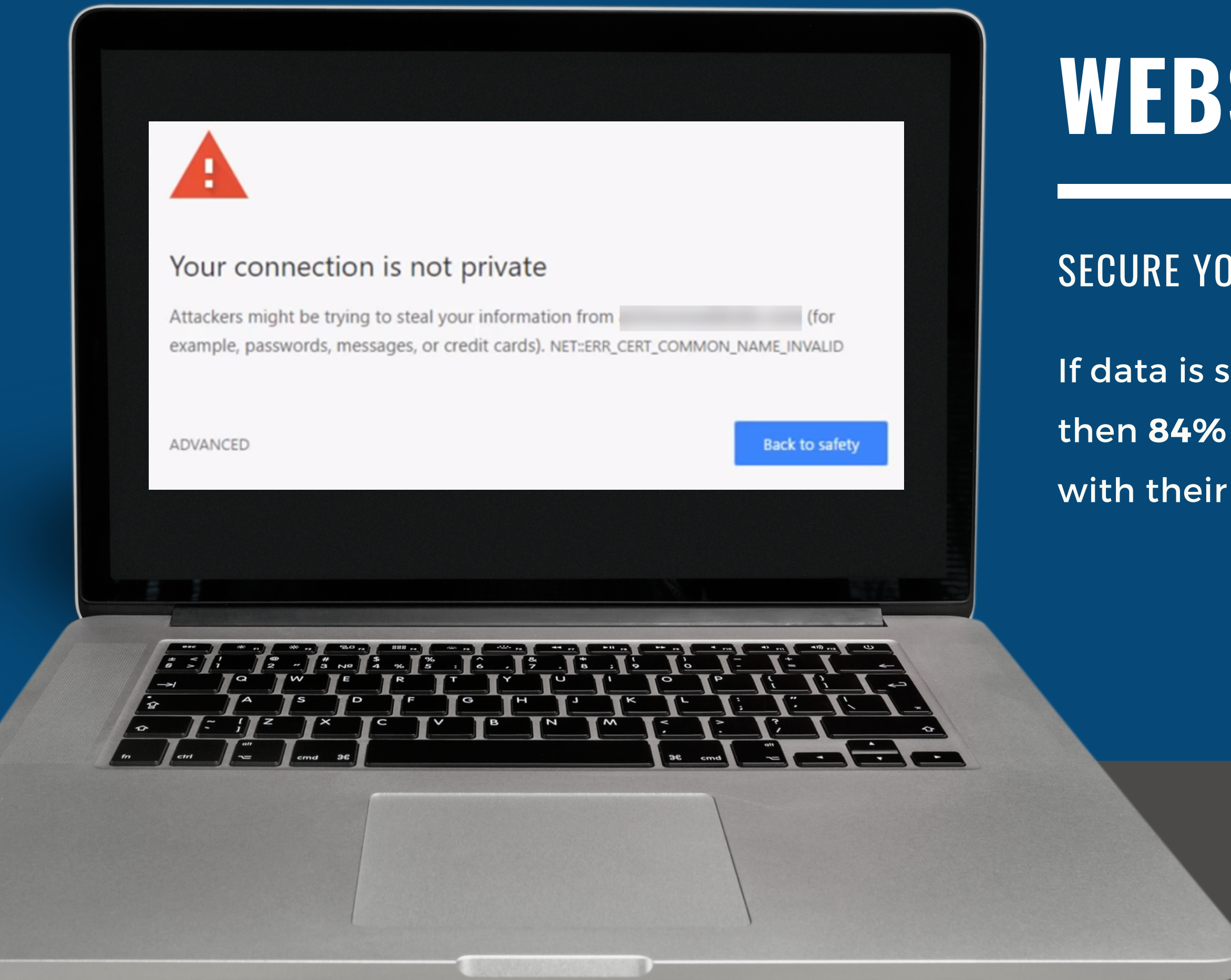
#5: What Do They Want Me to Do

Is there a strong call-to-action featured at the top of your website? Are there forms to collect contact information?

WEBSITE TIP:

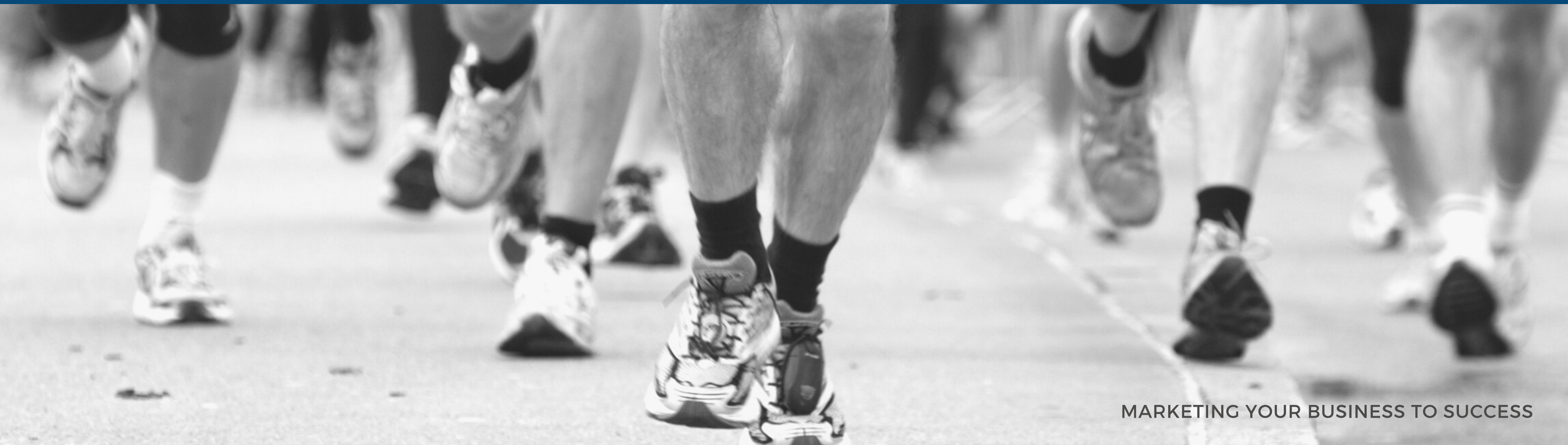
SECURE YOUR WEBSITE WITH AN SSL CERTIFICATE

If data is sent over an unsecured connection, then **84%** of visitors would not go through with their purchase. Blue Corona



REMEMBER

**SEO IS A MARATHON.
NOT A SPRINT.**



MARKETING YOUR BUSINESS TO SUCCESS



HOW TO RANK HIGHER ON SEARCH ENGINES LIKE GOOGLE AND BING



1

GOOGLE MY BUSINESS

Claim your Google My Business listing and start making posts about your business and products/services.

2

BLOGS

Publish new content to your website on a monthly basis focusing on relevant, specific keywords.

3

IMAGES & VIDEOS

Add images and videos to your website. Make sure to optimize for search engines by updating the alt text.

4

CONTENT

Keep your website's content fresh and up-to-date. Make sure to add in keywords and locations.

ACCORDING TO GOOGLE, THE MAJORITY OF INTERNET SEARCHES COME FROM MOBILE

Make sure your website is optimized for mobile. In 2015, Google rolled out a new update where your website must be mobile friendly or it will negatively affect it's ranking on Google.

IS YOUR WEBSITE MOBILE FRIENDLY?

Test your website! Visit:

search.google.com/test/mobile-friendly



SOCIAL MEDIA

IT'S ALL ABOUT RELATIONSHIPS!

With social media, you can:

- Connect with a larger audience
- Engage your followers
- Drive traffic to your website
- Improving rankings on search engines
- Generate leads and boost sales



Social Media Checklist

USE THIS CHECKLIST TO ATTRACT POTENTIAL CUSTOMERS!



BRAND CHANNEL

Brand your channel by updating cover art, setting your logo as your profile pic, adding contact info and creating a bio/description.



POST CONSISTENTLY

Post at least 3x per week across all social channels. Make sure to include images, videos, emojis and hashtags in your posts.



RESPOND TIMELY

Respond to messages, comments and reviews in a timely manner. Make sure to stay positive in your responses.



BOOST POSTS

Boost posts to get more followers, event responses, engagement, website visits and lead conversions.



CREATE EVENTS

Create events on Facebook and then run an ad to get event responses. Make sure to include an eye-catching photo for your event!



RUN CONTESTS

Run contests to get more followers on your social media channels. Invite people who like the post to also like your page.



INVITE FRIENDS

Invite all of your friends from your personal Facebook to like your business page. Don't forget to ask your friends to do the same.



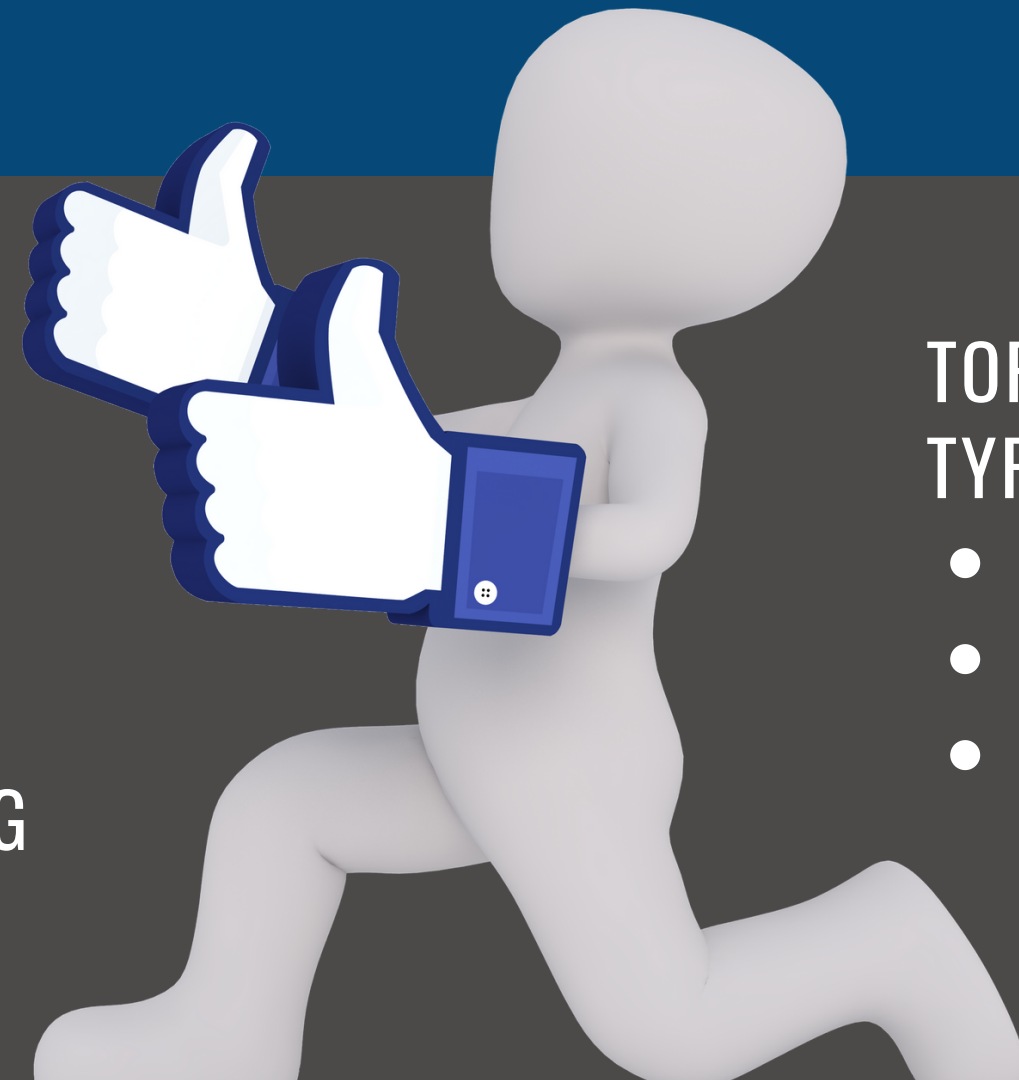
DO FACEBOOK LIVES

Do Facebook Lives on a consistent basis as it will notify your followers that you have gone live and gives them an opportunity to engage.

The Facts

46% OF PEOPLE ON SOCIAL MEDIA WILL STOP FOLLOWING A BUSINESS FOR BEING TOO SALE-Y.

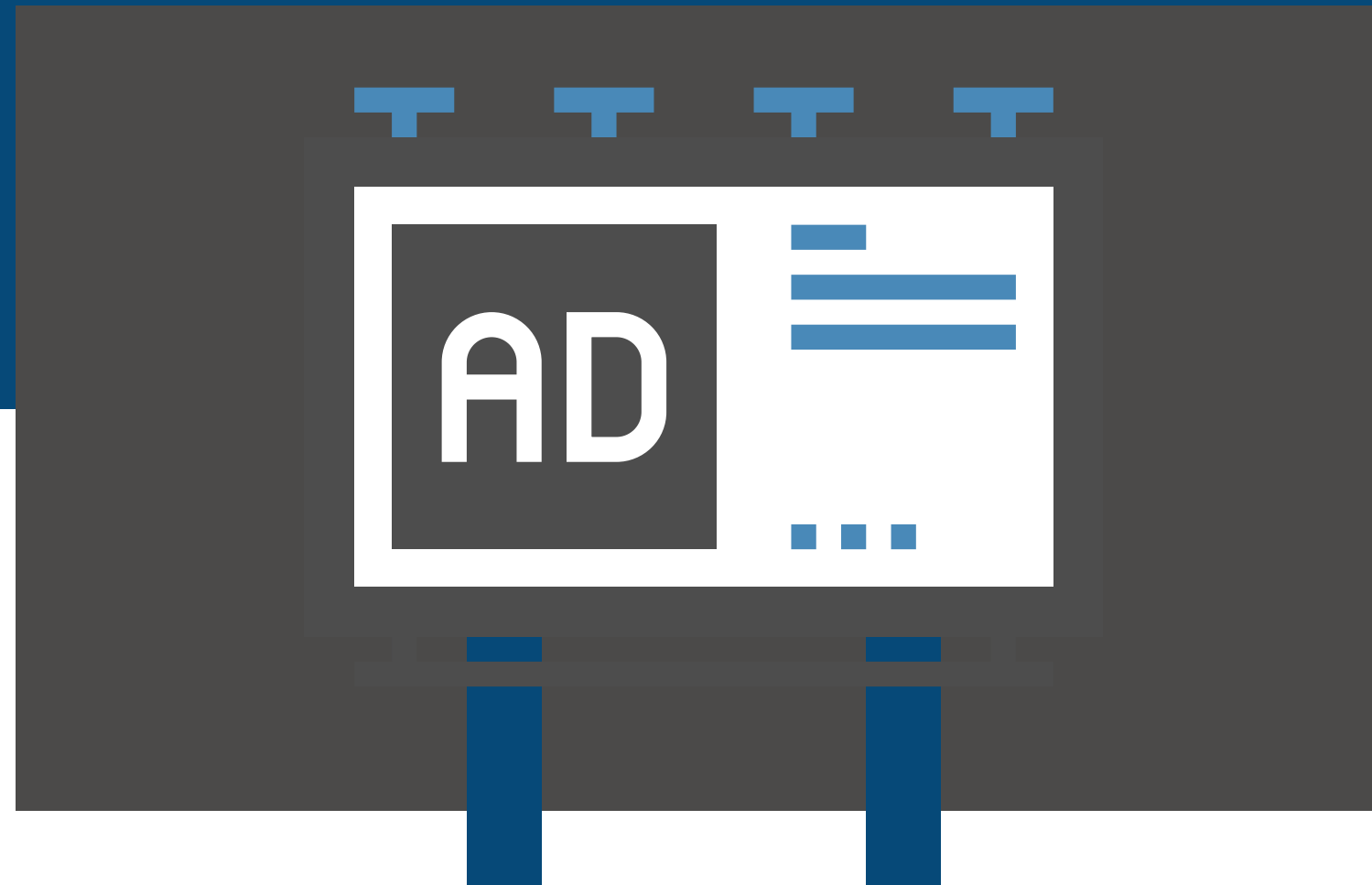
61% OF SMALL COMPANIES INVEST IN SOCIAL MEDIA MARKETING



TOP 3 MOST ENGAGING TYPES OF CONTENT:

- VIDEOS
- IMAGES
- WRITTEN ARTICLES

SOCIAL MEDIA ADVERTISING



According to Hootsuite Social Barometer, 53% of businesses advertise on social media. DataReportal stated that the average Facebook user in the U.S. clicks on Facebook 8 ads per month.

GET YOUR {FREE} DIGITAL MARKETING REPORT

Our marketing experts will put together a free digital marketing report that will let you know what's working and could use a little help. We'll give you tips and suggestion that will eventually result in more leads, customers and business.

To get your free digital marketing report, call 251-410-7601 or send an email to marketing@askbis.com. We'll gladly review your digital marketing and set up a time to go over the results.

This is what's included:

- SEO keyword comparison with top 3 competitors
- Mobile responsive test
- & results
- Online reputation score
- Social media audit
- Website review