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Marketing can be overwhelming for most small business owners. However, establishing your brand and reaching your target audience is important for success; and without effective marketing, none of this is possible.

Contrary to popular belief, in order to maximise the potential of your advertising and marketing efforts, you will need a combination of multiple strategies. Some business owners make the mistake of thinking that there's one magical method that will send them all of the business they need.

However, it never seems to work out that way.

Fortunately, there are a number of internet tools and solutions you can utilise to get more local customers through your doors. Online marketing has helped to level the playing field for smaller businesses; allowing them to use this effective and inexpensive medium to enhance their brand awareness, market reach, and exposure.

A well-planned and executed internet marketing campaign has the potential to generate new local customers and grow your business's bottom line.

In fact, the key to successful marketing today has shifted from "finding customers" to "being found". The internet allows you to establish a presence online that automatically draws targeted leads to your business.

Studies have shown that a whopping 97% of consumers go online to research and find local products, services, and companies; this is huge.

These are leads who are either actively searching for a business that offers a particular product or service... or those who are searching for

information on a particular topic. In either case, there are ways to put your business in the right place at the right time to capture the attention of these searchers.

Online marketing is also heavily focused on the aspect of building customer relationships, boosting brand awareness, establishing trust, and gaining credibility.

Nowadays, consumers will typically use your business after first gaining trust in your brand through online research. Online marketing is, therefore, a necessity for any business wishing to portray itself in the best way and make sure they get a fair share of customers.

If your organisation is not represented well when your target audience searches online for local products or services you provide, their money will go to your rivals instead.

There are some simple steps you can take to build a solid online presence and benefit from increased footfall, revenues, and authority the internet can bring.

But before you delve into it blindly, it is important to define your online marketing objectives; do not jump into it without having a well-thought out and detailed plan. Otherwise, you will simply be met with frustration, overwhelm, disappointment, and discouragement.

Remember, online marketing is an investment in your business; so if you approach it the right way, you are more likely to see results with consistent work and focus.

Here are a few common mistakes that many businesses make when it comes to online marketing:

Failing to Take Action

Many business owners are still suffering from “paralysis by analysis” when it comes to using the internet to market their products and services.

They’re not sure what to do, how to do it, or when to do it; so they just haven’t done anything.

Failing to be Consistent and Persistent, and Patient

Many business owners approach online marketing as a fast solution that’s going to change their business overnight. When they realise it does take some time to see results, they lose steam – some giving up entirely.

Online marketing an on-going process; it should not be viewed as a short-term fix – it’s a long-term solution.

Being successful at online marketing requires dedication, focus, time and resources. Consistency and persistency are very key factors in ensuring you go the whole course. Once you start to see results, they will improve as long as you continue your efforts.

Failing to Implement Methods for Repeat, Loyal Customers

Many business owners approach online marketing only as a way to generate “new leads.” However, it is so much more than that. What good are these new leads if there aren’t any plans to turn them into long-term, repeat customers?

With strategies such as Social Media and Email Marketing, you can be equipped with some extremely valuable tools to help you keep your existing customers coming back. Even better, these methods do not cost nearly as much as it would cost you to generate brand new leads.

Failing to View Online Marketing as an “Investment”

The last thing a business owner wants to think about is another “expense.” In fact, this is one of the main reasons many of them give for not utilising online marketing.

Some business owners assume that online marketing is more expensive than traditional marketing, but haven’t even taken a serious look at the costs.

Although there are some fees and expenses related to certain aspects of online marketing, in the overall scheme of things, the internet has become the most cost-effective marketing medium of all times.

It’s targeted. It’s fast. It’s digital. It’s popular. It delivers results.

Even if it takes shifting some of your marketing budget from other funnels into the internet, every business should have an online presence today.

For starters, here are some fundamental questions you should answer before you start anything:

- Who is your target market online?
- What are their problems, wants, and needs?
- How much of your marketing budget are you willing to invest?
- How much time are you willing to invest?
- Which online tools, strategies, and methods can potentially grow your business the most?
- What are your competitors doing right – and what are they doing wrong?
- What are your key competitive ADVANTAGES? How will you improve them even further?

- What are your key competitive DISADVANTAGES? How will you turn those disadvantages into opportunities for success?
- How will you test, track, and measure results – and what will you do with that information?

Once you have answered the questions above, it's time to implement an online marketing plan that will help your business gain more visibility, a stronger reputation, more brand awareness, and ultimately, more leads and sales.

Here's how you should start setting your Digital Foundation:

Step #1: Have a Professional and Effective Website



The first step to take is establishing a virtual online home for your business; a place where your target audience can go to learn more about your business, products, and services. Your website will normally be your first and only chance to impress prospective customers and convince them that your business is the best choice for them.

Whether it's Social Media, Video Marketing, or Paid Advertising, no matter what online marketing strategies you are currently using or plan to use, they will not be as effective as they could be if your website is not ready for these hot leads.

For instance, if you have a loyal Facebook following, that's great. However, it's not the final destination. Your Facebook business page contains your website address, and many of your followers are probably checking out your website.

Your website is your business's online shop window, as such, ensuring you have an effective website is crucial; one that is well designed, responsive, and makes it easy for visitors to find and share the information they are looking for.

Great website copy and content are perfect for educating your visitors and soft-selling them on your products and services.

Good design, ease-of-use, mobile optimisation, and informative, engaging content are also important for getting high search engine result positions, as well as attracting and retaining prospective customers.

Furthermore, your website is a perfect way to capture the contact details of your visitors so you can follow-up with them via email going forward, which means you can ultimately convert those leads into paying customers via Email Marketing.

As you can see, your website can potentially become a powerful tool that truly helps you attract potential customers, build relationships, and engage your visitors.

As a business owner, you can then control how your customers view your company and services, reach out to more local prospects, and turn your website visitors into customers and advocates for your brand.

Because most businesses now populate the web, your challenge is to create a website that stands out from the rest to attract and retain your visitor's attention. Other things to consider include good use of colour, text that is easy to read, and quality pictures and graphics.

A good looking website that provides your potential customers with all the information or services they require will become the base from which you can push your business to further success.

Tips to Make Sure Your Website is Visitor-Ready

- Clean Professional Design
- Loads Quickly
- Simple, Easy Navigation
- Intuitive Functionality
- Mobile Responsive
- On-Site Search Engine Optimisation
- Keyword-Optimised Content
- Social Media Profiles Integration
- Social Media Sharing Built-In
- Convert Website Traffic Into Leads
 - Good Website Copy
 - Email Opt-In Form
 - Informative and Engaging Content
 - Videos
 - Testimonials and Reviews
 - Local Contact Information on Every Page
 - Clear Call-to-Action on Every Page
 - Contact us page that also details how your audience can get in touch
 - About us page to tell your audience more about your company
- Competitive Advantages and Disadvantages
- Identify Potential Partnerships for Cross-Promotion

Step #2: Consistently Post Fresh, Relevant Content



As mentioned above, an effective website is one that offers great content; this begins with developing a serious content creation plan that is composed of relevant, useful, and engaging content that your audience craves.

An important aspect of this is to ensure you use the same keywords in your website copy or blog that your prospective customers are most likely to use when searching for your type of product or service online.

Providing the answers and information that a website visitor is looking for is the first step to establishing a relationship with your current and future customers.

The key to attracting visitors and user engagement is fresh, regularly updated content that informs your customers about your industry, business, and the products or services you provide.

Once your visitors, including prospective local customers searching for nearby services, establish that your website is a trusted source of the information they need, they will become regular visitors, and likely, regular customers.

Becoming a leading authority in your industry means that when your audience requires a service or product you offer, they will come to you first.

Other ways you can use your content to boost your business include publishing your information in other places online such as using social

media platforms, guest publishing your articles on related sites, and press releases.

The above will help attract visitors to your website through links from relevant sites and increase the exposure your brand will receive online. Providing your current and prospective customers with what they need in a timely manner will therefore ensure your business stays ahead and is on its way to success.

Tips to Get Started with Content

- Analyse Your Current Content Marketing Efforts
- Identify the Needs and Wants of Your Target Audience
- Set Your Objectives and Goals
- Choose Channels and Content Strategy
- Allocate Roles and Resources
- Research Your Competition
- Start a blog
- Create a List of Blog Post and Article Topics
 - Answer questions often received by your customers
 - Provide tips, how-tos, and other relevant content to engage them
 - Provide industry news
 - Address misconceptions related to your industry
 - Include images with posts
 - Optimise posts with relative keywords
 - Include a call to action
 - Integrate Social Media Sharing
- Decide When and Where Each Article or Blog Post will be Published
 - Website/blog

- Social Media
- Press Releases
- Roles and Resources
- Integrate Social Media Sharing
- Competitive Advantages and Disadvantages
- Identify Potential Partnerships for Cross-Promotion
 - Guest Blogging & Other Social Media

Step #3: Implement Local SEO



Once you have established your website and are keeping it regularly updated with quality content, you should then focus on ways to get more visitors to it.

Since you are likely targeting local consumers, you will want to focus on SEO methods that are geo-targeted to your area. One of the first and most important steps to achieve this, as well as add legitimacy to your business, is by claiming your local directory listings.

Ensuring that your business location and optimised information is available on services such as the following will mean your local target audience will be able to find and contact you easily.

- Google My Business / Google Maps
- Yelp
- CitySearch

- Yahoo Local
- Bing Local
- Yellow Pages
- Other Local Directories
- Related Industry Directories

These services are instrumental in targeting and reaching your desired audience without spending massive amounts of money. In fact, they're free to use (unless you go with the paid options that some of them offer for more exposure).

When prospective customers search for your services, your company listing on these platforms is likely to show up in the search results whether you claim and optimise them or not.

The problem is: Your listing information could be incorrect or outdated, and your listing is not likely to show up high in the results if you have not claimed or optimised it.

So by taking control of your listings and making sure the information and media you place on these platforms is correct, your chances of tapping into these powerful sources of leads increases tremendously.

As mentioned earlier, the same principle also applies to the content on your website. To get the best out of your local SEO, your site's content should also be optimised towards your target location for better placement in organic search results.

Your strategy should include a list of good local keyword terms that consumers use to search for your type of business, as well as on-page optimisation, NAP business citations, and local review sites.

One thing to keep in mind is that Google and the other search engines often change their algorithms, which means there's sometimes a shift in the way pages are ranked. Therefore, it is important that you stay on top of these changes and make any necessary adjustments going forward.

With internet use and local search becoming more ubiquitous, targeting the top of search results and presenting your company in a professional and transparent way will lead to your business generating new local customers and getting more local traffic through the doors.

Tips to Get Started with Local SEO

- Analyse Your Current Local SEO Rankings
- Identify Good Local Keyword Terms to Incorporate
- Set Your Objectives and Goals to Improve
- Choose Channels and Content Strategy
- Allocate Roles and Resources
- Research Your Competition
- Claim and Optimise Online Directory Listings & Review Sites
 - Google My Business / Maps
 - Yelp
 - Yahoo Local
 - Bing Local
 - Yellow Pages
 - Related Industry Directories
 - Fill Out Listing Profiles Completely – Add as Much Info as Possible
 - Hours of Operation
 - Local Phone Number
 - Physical Address
 - Photos

- Videos
- Detailed Description of Products and Services
- Check for Any Duplicate Listings – Delete Them
- Encourage Customers to Leave Reviews
- Local SEO
 - Onsite Optimisation
 - Build High-Quality Links Back to Your Website
 - Business Citations / NAP (Name, Local Address, Local Phone#)
- Plan How You will Monitor and Track Results
- Competitive Advantages and Disadvantages

Step #4: Use Photos and Graphics



The remit of your content also applies to the photos and graphics you choose to use on your website. Visual presentations such as pictures, images, graphics, infographics, presentations, and videos are an increasingly popular way through which people consume their information.

It probably goes without saying how important it is to include photos and graphics on your website. As such, just like your written content, the key to capturing the attention of your local audience is through high quality, engaging visual content.

If your business relies heavily on visual aspects when it comes to selling your products, the internet is the perfect place to “Show and Tell.”

It is also important to pay attention to the small details, such as naming your images correctly and using your target keywords in descriptions.

Your website's pictures should be of interest to your visitors and convey your brand's message at a glance. This brings us to utilising social media platforms as well as your blog to further your message.

Knowing your target market and their online social habits will help you strategise on which platforms and the type of content you need to be concentrating on. This means your web visitors will come to rely on you for updates, industry news, and the services they need both online and offline.

Your local listings, blog and social media accounts are an easy and inexpensive way to get closer to your customers and gain their trust. Adding an image or video to them will shine more attention on them and could improve their engagement and sharing by a mile.

You can also utilise photos and graphics to show your customers behind the scenes and how your staff works for a more transparent relationship. With the internet, visual content is gaining fast popularity, so it's important to incorporate this into your marketing strategies.

Tips to Start Using Visual Content

- Allocate Roles and Resources
- Research Your Competition
- Photos of Business / Staff / Establishment
- Decide Where to Get Relevant Images and Graphics
- Create and Publish Videos
- Create and Publish Presentations
- Create and Post Infographics
- Integrate Social Media Sharing

- Competitive Advantages and Disadvantages

Step #5: Get Social



Social media has grown to become a common way in which people communicate, keep abreast with their topics of interest, and consume their information. Since platforms such as Facebook, Pinterest, Twitter and others are where your target audience is spending a wealth of time, it makes sense to have a presence there.

Furthermore, social signals have become a very key factor in the SEO (search engine optimisation) world. Search engines such as Google, Bing, and Yahoo are now using social media data as an additional determining factor for how high to rank your website.

Although a good social media strategy will require your input in terms of time and resources, it is still a cost effective way to compete on a level playing field.

Once you have identified your ideal social media audience you can then choose which channels to target, your content strategy, and set your business's goals and objectives.

Social media platforms give you access to a highly targeted local audience for a fraction of the cost of using traditional media such as TV ads.

A strong social media marketing campaign is composed of building a targeted following (potential and current customers), with whom you engage with via social media.

This engagement includes a variety of relationship-building activities, including:

- Status updates
- Posting and sharing helpful content, textual and visual
- Promotional sales, discounts, and coupons
- Generating feedback
- Answering questions, comments, and concerns... and more

Great content is shared a lot on social media, so it also gives your business the opportunity to gain additional exposure to your followers' social networks (even more potential customers).

Be sure to integrate social media sharing buttons with your content to make it immediately and easy for your audience to pass it along.

The importance of your business getting social cannot be underestimated, and ideally, you should allocate roles within your company to cater to content curation and distribution.

By monitoring, engaging, and listening to your social media audience, many of them will look at you as the trusted source in their industry. Naturally, many of them will become loyal customers as well.

You can also look at the accounts of your competitors in your industry to see how they are utilising social media to generate business. You can then implement what works to your own strategy, as well as tweaking and honing the rest of your content to offer a better experience and get ahead.

Despite the "social" relevance to Social Media Marketing, anything you post or share with your social followers should be 100% professionally-

related content. Sharing your personal feelings on topics not related to your industry could result in turning off potential customers.

Getting active on social media is an easy way to establish a more personal relationship with your prospective and current customers as well as promote your business's values and services. Best of all, it will allow you to remain "top of mind" so your followers think of your business first when they need your product or service.

Tips to Get Started on Social Media

- Identify Your Ideal Social Users
- Set Your Objectives and Goals
- Choose Channels and Content Strategy
- Allocate Roles and Resources
- Research Your Competition
- Create Social Media Accounts (choose 2 or 3 to start)
 - Facebook Business Page
 - Twitter Account
 - LinkedIn Account and Company Page
 - Google+ Account
 - Pinterest Account
 - YouTube Account
- Create a Blog
 - Create a Content Publishing Plan
 - What to post (promos, news, helpful, etc.)
 - When to post and how often
 - Create a List of Post Topics
 - Answer questions often received by your customers

- Provide tips, how-tos, and other relevant content to engage them
- Provide industry news
- Address misconceptions related to your industry
- Include images with posts
- Optimise posts with relative keywords
- Include a call to action
- Share other people's posts and content
- Create a Social Media Monitoring Response Plan
 - Who will monitor
 - How often
 - Who will respond to comments and discussions
 - Plan of action for negativity
- Integrate Social Media with Website and Blog
- Decide on Automation Tools
- Plan How You will Monitor and Track Results
- Competitive Advantages and Disadvantages
- Identify Potential Partnerships for Cross-Promotion

Step #6: Use Video Marketing



Simply put, videos motivate viewers to take action. Due to the fact that the online world is somewhat addicted to watching videos, every business should implement videos into their marketing plans.

Online videos will keep visitors on your website longer and convert more of them into customers; however, they pack a much more powerful punch than that. Video Marketing is another simple, but effective, method you can use to attract new visitors by posting videos on video-sharing sites, such as YouTube.

You can provide informative videos, news updates, lists, or how-to guides which your regular and prospective visitors can engage with and utilise.

The best part is that creating and publishing videos is not as time-consuming as you may be thinking. First, videos that get the best results tend to be short (three minutes or less).

Therefore, use these short tidbits of video to give your audience tips and other helpful information related to your industry. While you can do some promotional and sales videos, videos that your target audience find useful and helpful tend to get the best conversions.

Thanks to Smartphone's, tablets, and faster internet speeds, a growing number of users prefer to consume their media in video and photo formats.

Your goal will be to meet this need through a well-researched and executed video marketing plan.

An easy way to spread your message and reach is to utilise established platforms to publish your videos. Video sites such as YouTube and Vimeo have a large and established user base that will include those interested in your niche.

Including these sites and others in your video marketing strategy will ensure your brand has a better chance of reaching your target audience.

Tips to Get Started with Video Marketing

- Identify Your Ideal Video Audience
- Set Your Objectives and Goals
- Choose Channels and Content Strategy
- Allocate Roles and Resources
- Research Your Competition
- Decide Where You Will Publish Videos
 - Website
 - YouTube
 - Vimeo
 - Social Media
- Decide on the Types of Videos You Will Publish
 - Promotional
 - News Updates
 - Informative Videos
 - Lists
 - Product Demos
 - How-To Guides
 - Customer Testimonials and Reviews
 - Industry Related Entertainment
 - Address Frequent Asked Questions
 - Showcase Your Expertise
 - Do a "Behind-the-Scenes" Sneak Peek
- Integrate Social Media Sharing
- Plan How You will Monitor and Track Results
- Competitive Advantages and Disadvantages
- Identify Potential Partnerships for Cross-Promotion

Step #7: Build a Great Online Reputation



either:

Your company's online reputation is an important asset that can mean the difference between success and failure. Whether you are new to your industry or have been established for many years, what people say about your products, services, and business online can

- Seriously HURT your ability to generate new leads and customers
- Help perpetuate your business to new levels

Not only do consumers go online to leave reviews and comments about companies they've had a purchase experience with; they also go online to see what others have to say about local businesses before making a decision.

Review sites perform well in local search results, so a good rating on these platforms will further reinforce your customers trust in your business.

A full Online Reputation Management strategy involves a complete plan that focuses on monitoring, managing, and building a positive online opinion of your brand.

For example, are you currently monitoring review sites to see what your customers are saying?

Have you checked for any false or inaccurate information about your company posted online?

Are you monitoring social media for mentions of your brand?

Have you responded to any negativity that is posted about you online?

Are you publishing positive content on your website, blog, and social media?

Are you encouraging your customers to share their opinions of your company online?

Unfortunately, there may even be information about your company online that is untrue and inaccurate. Whether it's as serious as an angry customer complaint on RipOff.com, or as simple as an incorrect phone number on one of your local listings, they can change a potential customers' mind about doing business with you.

There are services such as Google alerts which can keep you updated on keywords and mentions related to your business to help you manage and maintain your reputation.

Increasing awareness and influencing prospective customers to choose you over your competitors can be difficult without a solid reputation plan to protect your online image.

Your potential customers must know, like, and trust you before even doing business with you in most cases.

Here are some ways you can improve the "know, like, and trust" factor for your company:

- Social Media
- Blog Posts
- Video Marketing
- Email Marketing / Newsletters
- Articles
- Press Releases

- Customer surveys
- Educational Content

In the coming months and years, experts predict that consumers will go online even more to check out companies before making purchase decisions.

Therefore, if you are not currently focused on this critical piece of the puzzle, it's time to start now.

Tips to Get Started with Online Reputation Management

- Assess Your Current Online Reputation
- Set Your Objectives and Goals
- Allocate Roles and Resources
- Research Your Competition
- Implement a Plan to Encourage Customer Reviews
- Implement a Content Publishing Plan
 - SEO Website Content
 - Social Media Content
 - Press Releases
- Create a Reputation Monitoring & Management Strategy
 - Who will monitor
 - How often
 - Decide on automation tools
 - Set up Google Alerts
 - Use other Social Monitoring tools
- Create a Critical Response Plan
 - Who will respond
 - Determine potentially critical scenarios
 - Plan of action for response
- Competitive Advantages and Disadvantages

Step #8: Use Email Marketing



Another profitable asset for your business to own is an email list. Building an email list is an inexpensive way to keep your message in front of people who are interested in your business. As with your website, your email list is something that YOU own and control; so it pays to get started on the right track so you can have a smooth journey going forward.

The low cost alone is enough to utilise this simple, yet effective marketing method that can literally produce sales in a very short amount of time.

Email Marketing is a permission-based method of contacting your email list with valuable information related to your products, services, or other types of company related information.

Make it easy to subscribe. You can add an email opt-in on your website and offer regular news updates and offers from your store through a free email newsletter (in exchange for their name and email address) to start off your list. Better yet, depending on your type of business, it's an even better idea to offer something such as a report that gives them some valuable information related to something they may be interested in or struggling with.

You can also set up funnels that get your social media followers to subscribe to your email list.

There are several great free and low-cost email software providers to help you set up and manage an on-going email marketing campaign:

- MailChimp (free)
- Constant Contact

- iContact
- Aweber

Building an email list is an effective way to acquire a highly targeted and engaged audience that is willing to hear your message.

By following up with regular emails and offering your subscribers added value and incentives, you will be able to grow a loyal customer base and enhance your business's credibility as an industry authority.

However, there are a few important points to help:

- Be personal, yet professional
- Make sure your content topics are relevant to your audience
- Make it easy to opt-out from your list
- Design your newsletters to fit your audience
- Keep emails short and concise
- Use good subject lines
- Email consistently (do not spam, but do not wait too long)
- Do not purchase an email list
- Test emails before sending

One of the best ways to quickly grow your list is to encourage your email list members to forward your messages on to others they think will be interested in your offerings.

You can also use contests and giveaways, sponsoring local events where you can ask for sign ups, and coupon codes to attract like-minded people to join your list.

Tips for Getting Started with Email Marketing

- Identify Your Target Email Users
- Set Your Objectives and Goals

- Choose Channels and Content Strategy
- Allocate Roles and Resources
- Research Your Competition
- Build an Email List
- Decide on an Email Software
 - Mail Chimp
 - Constant Contact
 - iContact
 - Aweber
- Decide on Email Topics
- Create an Email Marketing Plan
 - Types of Emails to Send
 - Autoresponder series / Newsletter
 - Contests and Giveaways
 - Using Coupon Codes
 - Live Events
 - New Product Announcements
 - Creating Exclusive Lists
 - Asking For Referrals
 - Decide How Often to Send Broadcast Messages
- Integrate Social Media Sharing
- Plan How You will Test, Monitor and Track Results
- Competitive Advantages and Disadvantages
- Identify Potential Partnerships for Cross-Promotion

Step #9: Be Mobile-Friendly



Internet usage on smartphones, tablets, and other mobile devices is now more popular than on desktop computers, and while your main site should still work on a PC, it is doubly important to optimise your site for mobile users.

A mobile-optimised website is likely to rank higher when a prospect searches for your services on a mobile device, improves your users' experience, and gives you an edge over your competition.

An added advantage of mobile and responsive websites is that they offer faster speeds and increased average browsing times for mobile visitors, which will result in a positive impact on your business.

Did you know that most people never return to a website that did not show up or function correctly on their mobile devices? If this is your business, you're turning away hot, targeted leads.

With a limited time to capture your audience's attention, a mobile-friendly site is an important pillar in establishing your online presence.

With your website fully optimised for mobile, you can take advantage of other types of modern mobile technology that can take your mobile efforts to new levels.

For instance, QR codes to bridge the gap between the online and offline worlds or service offerings. Users can use their device to scan your QR code and be taken to a mobile page (just about any online destination you choose) where they can engage with your content.

Because of widespread Smartphone usage, you can also implement Text Message Marketing if it fits your business and target audience. Using this

method, you can develop creative promotional text messages to send out to your mobile subscribers.

Since most people open and read text messages within just a few minutes, most of your marketing messages will be received. As a result, you can generally see an increased amount of business from the promo.

You can also opt to have your very own mobile application created for your business. Get creative with it; think of a way that you can make things more convenient or more exciting for your customers and prospects. Then, create an app built around that. As a result, your app users will always be connected with you and are likely to do business with you when in need of your product or service.

Mobile marketing is expected to be even more of a necessity for small business in the coming months and years. To make sure your business is ahead of the curve, be sure to explore potential opportunities for you to connect with this massive audience.

Tips for Getting Started with Mobile Marketing

- Identify Your Mobile Target Audience
- Set Your Objectives and Goals
- Choose Channels and Content Strategy
- Allocate Roles and Resources
- Research Your Competition
- Create a Mobile-Optimised Website
- Implement SMS Text Message Marketing
- Get Your Own Mobile App
- Plan How You Will Monitor and Track Results
- Competitive Advantages and Disadvantages

Step #10: Advertise Online



The same way you use print media to advertise your business products and services, you can also advertise your website online. Once again, utilising established platforms like Google or

Facebook means you can have access to a huge number of prospective customers to direct your advertising to.

Facebook and Google services provide you with analytics and information to create highly targeted online adverts to promote your message. Based on targeted selected keywords and demographics that you choose, your ads will show up on relevant pages.

The good news is that you can set budget limits and will only be charged for visitors who click through to your website or social media profile, meaning you only pay for qualified leads.

With options to advertise locally, set your spending limits, and choose your audience, online advertising can grow to become an indispensable member of your sales team.

The amount of money you spend on an online advertising campaign can produce a greater amount of qualified leads than that same budget would produce with traditional advertising methods; therefore, making it a cost-effective way to achieve tangible results and a great ROI (return on investment) for your small business.

Tips for Getting Started with Online Paid Advertising

- Identify Your Online Advertising Budget
- Set Your Objectives and Goals
- Choose Keyword Terms
- Choose Advertising Platforms
 - Pay Per Click (Google, Yahoo, Bing,)
 - Facebook Advertising
 - Twitter Marketing
 - Yelp
 - Yellow Pages
- Allocate Roles and Resources
- Research Your Competition
- Monitor and Track Results
- Competitive Advantages and Disadvantages

Conclusion

Today, more than ever, establishing, growing, and nurturing an online presence is a critical piece of any company's marketing strategy.

The internet provides a highly targeted and engaged audience for you to promote your message to, as well as tools to show you what parts of your online strategy are working best.

It is a relatively affordable and simple way to promote your business, build customer relationships, and ultimately increase sales and profits.

A solid online presence will put your business in front of millions of prospective customers globally and locally, helping you to increase your overall exposure and grow your business beyond the boundaries set by traditional advertising methods.

As technology continues to evolve, do not be left behind. Contact me at **hello@localboost.co.uk** if you're ready to get and stay ahead of your competitors by establishing and consolidating a revenue-boosting online presence.

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