



NetBlaze, LLC

# Online Marketing for

# Small Business Owners - 2013

## The evolution of online marketing for small business owners

15 years ago, or as we like to call it: BG (before Google), the complexities of marketing your small business to your local community were quite manageable. There was the yearly decision regarding the placement and ad type for your Yellow Pages listing, the budget and creatives for the local newspaper and other periodicals, and the potential inclusion in the neighborhood Value Pack. And, Well, that was about it. Not a huge amount of diversity and certainly not very complex. It was reasonable to assume that a small business owner could handle this marketing effort themselves.

### Times have changed.

Google came along and quickly became the replacement for the Yellow Pages. Great for consumers, of course. This was a huge improvement over a book that was delivered once a year and out of date the second it was created. However, it started us down the path of diversity and complexity of advertising options that the small business owner had to navigate. How do you “show up” in Google when people are looking for your products or services? Can you pay for an ad like you did with the Yellow Pages? Should you do that or focus on search engine optimization to show up for free? Or should you do both? Or neither? and what the heck is search engine optimization anyway? Suddenly small business owners had to become experts in new technology simply to compete.



### It was only going to get worse.

Several years ago, Google implemented local listings (they named it local, places, and plus over the years) with small businesses shown on a map right in the search listings. This represented yet another way to show up (or not!) when someone was looking for you. How do you show up there? Is it the same as the “normal” search engine optimization? (it's not).

The bottom line? When someone types in a search phrase today that should result in you showing up, there are at least three different paths you need to understand and plan for: paid ads, Google local listings, and the “regular” organic listings. Each requires completely separate knowledge, techniques, and resources to have any meaningful impact at all. And, of course, we haven't even touched on the search phrase(s) your targeting. Is it better to target Mayberry hair salon or the plural Mayberry hair salons? Google considers these completely separate search phrases, and trying to figure out which is better requires tools unavailable to most small business owners.

### And then there's this:



Did you know that small business owners have one of THE most powerful marketing tools ever developed at their disposal? It's called re-marketing, and it's one of the best examples of the amazing power that is simply unprecedented in today's small business marketplace. The concept is simple. It's always been known that consumers often need to see a message several times before acting on it. Wouldn't it be great if Google could allow you to target those potential customers that visit your web site and then (assuming that they went away without becoming a customer their first visit) keep showing your ads to them as they surf around the web to all sorts of other pages that they're interested in having nothing to do with your company or service? You can. This capability exists today. Try looking for it as you visit web site s and then start seeing ads for those sites begin to appear all over the web.

## The evolution of online marketing for small business owners

### Enough about Google, let's get social.

After the Google revolution came the social networking craze with the amazing popularity of FaceBook. Small business owners knew they needed to “get on FaceBook” or risk being left out in the cold! But, what does that really mean? Is FaceBook an effective means of getting new customers? Is simply having a FaceBook page enough? What should you do with it exactly? Facebook can represent a whole new and exciting way to engage with your customers, but it also represents yet another marketing medium that must be learned and mastered.



Of course, in the recent past, we've seen a whole new set of sites and services that are considered social networking. In addition to FaceBook, Pinterest, Four Square, Yelp, Angie's list, Twitter etc. have all come online.

There is likely no stopping this trend, and today's darling will be tomorrow's “MySpace”. Forget about how the confusion of how to actually use each of these very different sites and services, how about the simple question of which ones should I even worry about?

### What about good old email?

Many businesses have found that an up to date and accurate email list of their customers can be a huge asset. They spend a lot of resources developing newsletters and other materials that are sent out on a regular basis. The dirty little secret though, is that most of those emails go undelivered, unopened and unread. Even when the technology is easy to understand (everyone pretty much gets how to use email!), the usage of it for small business marketing gets complex. There are tools and data tracking that must be employed to use email effectively. To say nothing of the actual preparation of the newsletter and other materials. And, of course, that other big question : where the heck does this fit into the priority of all that you are or could be doing to market your business ? If you're on FaceBook do you need an email list ? Are you better off pursuing twitter than email ?



### The smartphone and its impact.

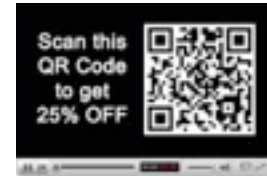
More than half the people in the United States have smartphones now, and this is increasing every year. In a short period of time, the “landline” will be totally replaced. Not only will traditional home phones be displaced, but it's clear that some large percentage of desktop computer usage will be move to smartphones. What does this mean to small businesses? It represents yet another way that customers will be finding you (or not!). They will be searching on smartphones for your business and services. This means that even if you've done your job well in helping them to find you (Google plus optimization, Search Engine Optimization etc), they may be looking at your traditional web site which looks horrible on the smaller screen of a smartphone. Wouldn't it be so much better to have a mobile version of your site that looks great on a smartphone and has a nice big push to call button? How do you get that site developed? How do you ensure that site shows up when people search on their phones, rather than your traditional one?



## The evolution of online marketing for small business owners

### And then there's text message marketing, and QR codes!

What are those crazy ink blot looking things you're starting to see on posters, print ads, TV ads, coupons and other marketing material? (They're QR codes). Do you need to be using them? What about text message marketing? The statistics surrounding the effectiveness of text marketing are staggering. Over 90% of texts are read within minutes. Imagine you're the owner of a restaurant and it's a slow evening due to the rain. You walk over to your computer and in less than 5 minutes, you send a text out to 1000's of your previous customers telling them of a rainy night free appetizer special. I think it's clear that the evening would pick up! This is the kind of power that small businesses have today. Power, but unfortunately, a heavy dose of complexity.



## This seems hopelessly overwhelming. What the heck should you be doing for your small business?

Clearly there's some good news, bad news here. The bad news is that deciding the best way to leverage the power of online marketing for your small business is practically impossible unless you're willing to become an expert in technology and marketing. The good news though, is very good indeed. The amount of power that a small business has to promote itself online is simply staggering and unprecedented. At your fingertips and for a relatively low entry price, you can have access to techniques, technologies and tools that people could only have dreamed of just a few short years ago. The other piece of good news is that you can get help, from people like NetBlaze.

### The bad news

- There are too many options available to small businesses. Paralysis by analysis is a common issue.
- You **MUST** effectively prioritize your focus and resources on the different strategies that will make the most impact on your business. Most can't do everything, so deciding which to do is critical. Unfortunately, deciding which to do requires a good understanding of **ALL** you **COULD** be doing.
- Many of the techniques and tools are very technical and complex. They require a large learning curve and discipline to track and use them effectively.
- New sites, services, and opportunities become available **ALL** the time. How can you stay on top of these trends ?



### The good news

- With small investments, you can have an enormous impact on your business.
- Mastering (or finding a expert partner) online marketing opportunities can catapult you past your competition.
- The tools available to understand and evaluate your marketing spend are incredibly mature and useful. You can have a great understanding on the return on investment equation for all of your efforts.
- Small businesses can truly be the masters of their own destinies now. The online world is really **THE** spot to make your stand (and it's only getting more and more important) and if you invest in the knowledge and understanding of the options available to you, you can "win".

### So what should you do next?

We've created this report to give you a solid understanding of the options that are available to you, the reasons you may use them, and the tactics and tools behind implementing them. It is our hope that you'll be able to , at the very least, "know what you don't know" after reading this material. Armed with that information, you should be able to decide if you want to go it alone or engage the help of experts.

It's easy to get caught up in the technology; to worry about implementing every new thing and doing it all. That strategy almost never works. At NetBlaze, we always like to have the technology take a back seat. We encourage you to focus on the things that will help:

**Get** you new customers. **Keep** existing customers. **Increase** the revenue from each sale.

## Search Engine Optimization

Search engine optimization consists of all the tactics, strategies and efforts to ensure that your website will show up in the top of Google when searchers look for one of your target phrases (and the research to determine exactly what the target phrases should be). It also refers to the same efforts to ensure this with Yahoo/bing (however, most people focus on Google given that it accounts for approximately 70% of all searches.)

### GOALS:

- Find the best search phrases to target
- Ensure that your website shows up at the top of Google when the search phrases you're targeting are searched for

### HOW DOES IT WORK?:

Finding the correct search phrases to target is normally done through proprietary software. The goal is to examine historical search volume and trends to determine what search phrases are searched for the most, have the most commercial intent, and are the easiest to impact using search engine optimization techniques. The perfect search phrase has lots of people typing it into Google, results in great leads or purchases, and has little competition from others trying to perform search engine optimization for the same phrase. Without some ability to do this research, it is very difficult (impossible) to determine whether “raleigh nail salon”, “raleigh nail salons”, or “raleigh manicure” is the best search phrase to target. Choosing the wrong one could result in a waste of time and resources



After the search phrases are decided on (normally 1-3 are picked as targets), the actual search engine optimization process can be started. The easiest way to describe it is as a popularity contest where the “votes” are links from other sites. So, at its simplest form, the site that has the most links from other sites will be highest in the search engine rankings. There is more to it in that not all links are equally counted, and HOW you create the links impacts the search phrases you rank for, however, a popularity contest is a good way to think of it.

The ability to get the best links from other sites in the best way is what determines success in search engine optimization.

### RETURN ON INVESTMENT:

- New customers - Search engine optimization is typically a great way to attract new customers as people search for products and services that they're interested in and will come across your site
- Keep existing customers - Not normally as powerful here, however, many people use Google as their yellow pages/ address book. For example, a searcher (in Raleigh North Carolina) may be an existing customer of Nancy's nail salon who wants to make her next appointment. Instead of having the salon's number handy, she searches for “raleigh nail salon” assuming Nancy's will pop right up. If it does, everything is great for Nancy. Otherwise, if some other place shows up, she may be tempted to try elsewhere.
- Increase revenue from each sale - There is usually not much of an impact here from search engine optimization.

## Google+ Optimization

When certain search phrases are used, Google can infer that people are looking for local businesses by understanding the business type and geographic location. For example, someone searching for “Raleigh nail salon” is clearly looking for

a hair / nail salon to visit in Raleigh, North Carolina. Google can come to the same conclusion when someone who is sitting in the Raleigh area (Google has a pretty decent idea of your physical location when you perform a search) types in “nail salon” without specifying a geographic location. When these certain phrases are searched on, they trigger a Google+ listing. this listing is typically just below the paid ads and just above the normal “organic” search engine listings. It consists of a map and push pin type markers that identify the businesses and where they are. These can be VERY powerful listings as they look like enhanced yellow page ads with the phone number prominently displayed.



Google+ optimization consists of all the tactics, strategies and efforts to ensure that your company will show up in the top of Google+ when it is triggered by certain search phrases (and the research to determine exactly what the target phrases should be).

### GOALS:

- Find the best search phrases to target
- Ensure that your company shows up at the top of Google+ when the search phrases you're targeting are searched for

### HOW DOES IT WORK?:

Finding the correct search phrases to target is normally done through proprietary software. The goal is to examine historical search volume and trends to determine what search phrases are searched for the most that trigger a Google+ listing.

After the search phrases are decided on (normally 1-3 are picked as targets), the actual Google+ optimization process can be started. There are two components to the optimization process, the business listing itself and citation building. The business listing must be “claimed” and set up properly in order to target the search phrases you’ve identified. This will ensure that your site is “considered” for that search phrase. Once your site is under consideration for the targeted phrases, we must ensure that it shows up near the top. This process is very similar to search engine optimization in that it can be thought of as a popularity contest. The big difference however, is that instead of backlinks from other sites being the “votes”; Google+ optimization uses citations. Citations are simply reviews and mentions from other business directory sites such as Yelp, Citysearch, Yahoo local, Angie's list etc.

## Google+ Optimization

### RETURN ON INVESTMENT:

- New customers - Google+ optimization is typically a great way to attract new customers as people search for products and services that they're interested in and will come across your site. In addition, Google+ optimization is critical in order to be found through searchers using smartphones.
- Keep existing customers - Not normally as powerful here, however, many people use Google as their yellow pages/ address book. For example, a searcher (in Raleigh North Carolina) may be an existing customer of Nancy's nail salon who wants to make her next appointment. Instead of having the salon's number handy, she searches for "raleigh nail salon" assuming Nancy's will pop right up. If it does, everything is great for Nancy. Otherwise, if some other place shows up, she may be tempted to try elsewhere.
- Increase revenue from each sale - There is usually not much of an impact here from Google+ optimization.



## Pay Per Click Management

Pay per click advertising management is the process of determining what search terms we want to have our ads show up for, writing and testing ads that have the most impact, and managing the bidding process (paid advertising rates are determined by real time auctions). Effective ad and bid management ensures that you're getting the most beneficial "clicks" (ones that result in sales or leads), the most "clicks", and the cheapest "clicks" (each "click" is a visitor to your site).



### GOALS:

- Find the best search phrases to target for ads
- Determine the absolute best ads to run for each search phrase
- Determine the correct target cost per click
- Manage the bidding process to ensure the highest value clicks, the most of them, and at the cheapest cost per click
- Establish re-marketing to ensure you're getting the best value for your investment
- Effectively track and manage the ROI

### HOW DOES IT WORK?:

Determining a cost per click goal is the most important part of this process. The best way to describe it is with an example. Typically, some of the variables necessary are educated guesses, and some are from actual data. There is always an opportunity to re-assess once the campaign goes live.

Let's say we have a real estate agent who is targeting out of town buyers:

- He knows from experience that a lead that becomes a buyer usually results in an average commission of \$4,500
- He knows from experience that 1 in 10 leads becomes a buyer, so each lead is worth \$450
- The pay per click management company knows from experience that 10% of "clicks" become leads
- So, if each click cost \$45, we would break even. For \$450, we'd get 10 clicks and 1 lead. Therefore, our cost per click target should be lower than \$45. Typically we would look for a 50-100% ROI, so our target would be \$22.50 per click
- Please note that normally, clicks are in the .20 - 2.00 range, so this is an extreme example (and one reason real estate agents do so well with pay per click!)

Finding the correct search phrases to target is normally done through proprietary software. The goal is to examine historical search volume and trends to determine what search phrases are searched for the most, have the most commercial intent, and are the cheapest cost per click. The perfect search phrase has lots of people typing it into Google, results in great leads or purchases, and has the potential for the lowest cost per click.

## Pay Per Click Management

After the search phrases are decided on (normally 10-500 are picked as targets), they are segmented into ad groups so that keywords that are similar can have the same ads written for them. Ads are written for all the ad groups (usually 2 for each) and starting bids are determined. The campaign is now ready to turn on, and the ads will begin to show immediately.



Now, the constant management process can begin. Normally pay per click campaigns must be monitored several times per week. Ad performance, bids, search phrases, ad groups, and conversion rates must all be examined and adjusted. Only in this way will the “sweet spot” of clicks and cost be reached to meet the cost per click goal.

As this is all being established, graphical banner ads are being developed for the re-marketing campaign. The system is set up so that it tracks every visitor to your company’s website. As this person leaves your site, the ad serving platform is smart enough to start showing the graphical banners on all the websites that person goes to afterwards. The idea is that consumers will see the message multiple times and then become a customer or lead. It’s a unique and VERY powerful way to ensure that you get the most out of every dollar you spend on pay per click advertising. For an example, let’s say that Joan visits the Raleigh Nail Salon site to check out the packages and pricing. She thinks about making an appointment, but moves on. She surfs the web over to her favorite blog, or a forum she hangs out on, and all of a sudden no matter where she goes and what kind of site it is that she’s visiting, she begins to see graphical ads for Raleigh Nail Salon. This works on almost a subconscious level to increase the conversion rate of your pay per click traffic.

### RETURN ON INVESTMENT:

- New customers - Pay per click advertising is typically a great way to attract new customers as people search for products and services that they’re interested in and will come across your site. It can be more powerful in some ways than search engine optimization (even though only 30% of the available clicks go to the paid ads) because you are unlimited in the number of search phrases you can target (unlike search engine optimization where you can only reasonably target a small handful of search phrases). With re-marketing added into the mix, pay per click marketing becomes one of the quickest and most effective ways to get new customers.
- Keep existing customers - Not normally as powerful here, however, many people use Google as their yellow pages/ address book. See the search engine optimization return on investment section for an example.
- Increase revenue from each sale - There is usually not much of an impact on this with pay per click.

## Social Media Management

Social media management is currently focused mainly on FaceBook and Twitter due to the amazing amount of market share these two properties enjoy. The idea behind this effort is to make sure you get as many of your existing or potential customers as possible to “follow” or “like” you, thereby joining your “club”. This essentially gives you permission to engage them on a regular basis through tweets and showing up in their FaceBook newsfeed. This engagement is often not “direct sales”, but the objective is to remain on the mind of your customers so that when they need a product or service you provide, you’re already the vendor of choice. It’s the MUCH more sophisticated and powerful version of giving away a calendar or refrigerator magnet.



### GOALS:

- Develop a plan to build your following on Twitter and FaceBook
- Develop regular content (1-2x per week) that will be posted on your FaceBook and Twitter feeds so that your customers and potential customers will keep you company on their mind.
- Use innovative methods to periodically (1x per month or so) engage your following in actual direct sales through promotions, coupons, special offers etc.

### HOW DOES IT WORK?:

A plan must be developed to get your customer base (and potential customer base) to follow your Twitter feed and/or “like” your FaceBook page. This allows for the development of this ongoing relationship where you can interact with them all on a regular basis.

In parallel, a communication plan and schedule needs to be created and then executed. 1-2 x per week, little bits of content, or images, or news etc. that would be of interest to your customer base is sent out. In addition, comments and other interactions are responded to and questions are answered. You develop and interact with an online/virtual community.

The best way to understand what we mean is by “liking” a company’s FaceBook page that you use or perhaps even a competitor’s. This way, you’ll be able to see how they interact on a regular basis.

### RETURN ON INVESTMENT:

- New customers - Despite all the hype, social media management efforts have not resulted in a large ROI with regard to getting NEW customers. It does a lot better in the other two categories and always has an opportunity for things to go a bit “viral” resulting in new customers, but that should be considered a bonus.
- Keep existing customers - This is an area where social media management excels. The strategy here is to get people to be in your “club” or group. Consequently, your business, products and services are often on their minds. When it does come time for them to be a buyer again, they’re more likely to stay with your company.
- Increase revenue from each sale - This is another area where social media can shine. You have excellent access to your customer base to promote sales, coupons, and other news that will increase revenue.

## eMail Marketing Management

Developing an ever growing email list of customers and potential customers can be a gold mine for a small business. It can play a role in two ways.



An automated, but personalized set of emails can be sent to potential leads that convert them into actual leads on auto pilot. For example, if you're a home remodeler you could create a campaign where you offer people a free report on the different home upgrades you could make and how much they could potentially increase the value of their home.

Potential leads would get this report by signing up to your mailing list. The software that controls the list, can automatically send out personalized emails over any period of time further communicating and selling to that potential lead until they actually call in to get make an appointment.

In addition, eMail marketing can be used in a similar way as social media management. You can send out regular communications, newsletters and promotions to keep existing customers and to bring in more revenue.

### GOALS:

- Develop a plan on how best to use an email list for your business
- Develop a plan to get people to sign up for your list
- Develop a sales funnel of eMail communications that will convert potential leads to leads (if appropriate for your business)
- Develop regular content (1-2x per week) that will be sent out monthly to your eMail list - a monthly newsletter
- Use innovative methods to periodically (1x per month or so) engage your list in actual direct sales through promotions, coupons, special offers etc.

### HOW DOES IT WORK?:

The first thing to be decided on must be the usage of eMail marketing. Typically only certain types of businesses lend themselves to lead generation through eMail marketing. For example, a real estate agent may get a lead from someone out of state who was interested in a school report of the local area that they're considering moving to. A potential lead like that is perfect for the follow up/automated type of eMail marketing that converts potential leads into actual ones. Conversely, a restaurant would probably not be a good candidate for this type of marketing. Of course, ANY type of business can benefit from the other method of eMail marketing.

A plan must be developed to get your customer base (and potential customer base) to sign up for your email list. Usually two different plans are needed for each of the ways you may end up using that list

Software and services need to be set up to automate the process of signing people up on the email list, sending out the automated emails (even for just the "communication" option, the first newsletter or a welcome email needs to automatically be sent) and managing the compliance and other legal issues to watch out for when eMail marketing

## eMail Marketing Management

In parallel, a communication plan and schedule needs to be created and then executed. The automated emails for lead generation (if appropriate) need to be developed and tested, and a process for creating a monthly newsletter needs to be developed. In addition, a plan to send out promotions, coupons, sales etc. 1-2x per month needs to be established.

### **RETURN ON INVESTMENT:**

- New customers - Certainly, using eMail marketing as a tool to convert potential leads to actual ones can be a key strategy to getting new customers for certain small businesses
- Keep existing customers - Like social media marketing, this is a strong suit of eMail marketing. The strategy here is to get people to be in your “club” or group. Consequently, your business, products and services are often on their minds. When it does come time for them to be a buyer again, they’re more likely to stay with your company.
- Increase revenue from each sale - You have excellent access to your customer base to promote sales, coupons, and other news that will increase revenue.

## Text Message Marketing and Mobile Website Development

The adoption rate of smartphones and the transformative role that they are playing in almost everyone's lives will drive significant changes in the marketing approach for small businesses. People are using their phones to search for local businesses while they're on the road and at home. In addition, texting has become a fact of life not unlike email's adoption. The local business owner needs to be able to be found on mobile searches (discussed with Google+ optimization), have a mobile website that people on smartphones can visit (so that it looks MUCH better on those devices than your traditional site), and consider participating in text message marketing.



### GOALS:

- Build a website that's highly optimized for smartphone viewing. This site is typically much less complex than your traditional site, and is designed for quick lead generation (i.e. a push to call button to get people to contact you right away as they find you)
- Development of a plan to enroll existing and potential customers in your text message "club"
- Development of a plan to best utilize the marketing opportunities you have with your text message "club"

### HOW DOES IT WORK?:

Mobile websites are normally stripped down versions of a more traditional site. Usually the focus is on initiating contact with a "push to call" button, and directions with a map etc. Also, the most important interactions like (for a restaurant example) menus, hours, make a reservation etc are prominent and set up to be easy to use. The builders of a mobile site can set things up so that when a person searches from their desktop, the normal site will show up, and when they search from their smartphone the mobile site is displayed.



For text message marketing, you need access to a mobile marketing platform and a plan on how to use it to get people on a text message marketing list and to regularly market to those people. The best way to explain how this works is with an example:

As a pizza parlor owner, we wish to get into text message marketing. We decide that we'll entice people to get on our list by offering them 10% off their next order. We get posters, table cards, and signage at checkout all made up that say "text pizza to 72727 to get 10% off your next order!". In addition, any print advertising we do would include that text and a QR code that, when scanned with a smartphone, does the texting automatically. We set up the mobile marketing platform to deliver a 10% off coupon whenever anyone texts pizza to us, and it automatically adds them to our list.

Now that we have them on our list, we can market to them whenever we like. This is where the plan to use the list comes into play. You may use it dynamically, when business is slow (rainy day) or have a scheduled set of promotions you'll do. Maybe Wednesdays are slow, so you schedule a message to go out every other Wednesday (you don't want to text people more than 2-3x per month) with a promotion designed to get people in the door, perhaps 1/2 priced wine night!

## Text Message Marketing and Mobile Website Development

There is a LOT more that can be accomplished with a mobile platform, such as appointment reminders. Some businesses rely heavily on scheduled customers (chiropractor as an example). These businesses are hurt by last minute cancellations and no shows. Using a text message based reminder system can decrease this lost revenue substantially. The rest of the capabilities of a mobile marketing platform are outside the scope of this document. In summary, though, a good text marketing platform can put a TREMENDOUS amount of power and control into the hands of the small business owner (all the things I've discussed here can be done by the business owner with a small amount of training) at a VERY reasonable price.

### **RETURN ON INVESTMENT:**

- New customers - Mobile web sites can certainly bring new customers in from smartphone searches. Text message marketing platforms may have a small impact here depending on your offline advertising budget. For example, your campaign to get people on your list with an incentive of some kind in the local paper could attract new customers.
- Keep existing customers - This is where text marketing can really shine. By engaging with your customers regularly, it will be much easier to keep them coming back.
- Increase revenue from each sale - Another area where text marketing can have a large impact. Using promotions can bring in larger sales on slow days and appointment reminders could dramatically increase the overall revenue per sale/customer.

## Conclusion - Where Do You Go From Here?

Local businesses have three choices. They can decide not to get involved in any serious way in online marketing, they can go it alone and become an expert in all these different disciplines, or they can partner with a company that focuses ONLY on online marketing for small businesses to help them through it all.

Certainly, most small business owners will agree that online marketing is an absolute must these days. It's hard to imagine a business being successful that doesn't have some kind of meaningful online presence.

If a small business wants to try doing this all themselves they really need to spend a lot of time and effort. At a minimum, they must:

- Completely understand the options available with online marketing for small businesses. Ensure that you know the concepts, the way it works, and why you might choose to focus on that opportunity.
- Examining the needs and current business situation for your particular company, you must pick which methods you are going to employ. It's rare that a company would or should immediately jump into all of these different marketing methods. It's critical to pick the right ones and prioritize your efforts on what will get you the best results in the shortest time.
- For each of the methods selected, you must become an expert on the strategies, tactics and tools necessary to get the most out of them and to ensure that your return on investment makes sense. This can be very challenging, there are books 3 inches thick written on pay per click advertising alone!
- Develop a plan to implement the different marketing methods selected. This would include research, buying and learning how to use new tools, setting up budgets, doing market research, writing ad copy, and likely includes even learning how to do all these things.
- Develop a tracking mechanism to ensure that each of the marketing methods you've selected are working properly and giving you an appropriate return on investment. In addition, you must regularly examine the total marketing effort to determine if the mix of methods you've selected is giving your business the desired results.
- Small business owners must find a way to stay on top of new developments (which happen VERY often) in online marketing. Something new may cause a re-think of the overall strategy and the prioritization of where to invest your marketing dollars.

It's an overwhelming effort for small business owners, even if it were able to be a full time job. But, of course, most small business owners have to spend time actually running their own business!





## Conclusion - Where Do You Go From Here?

This is why we founded NetBlaze. We want to be your partner. We want to be the ones that you can simply turn this over to completely and not have to worry about being an expert in all of these disparate areas.



NetBlaze is already an expert in all these marketing disciplines. We simply need to understand your business's unique sets of needs and challenges and put together a comprehensive marketing plan for you. Then, you let us run with and manage the whole process while regularly reporting back to you.

We hope you'll consider letting us help you **Get** new customers, **Keep** your existing customers, and **Increase** your revenue! Call us today (866-335-1874) or visit us on the web ([www.NetBlaze.com](http://www.NetBlaze.com)) for a free consultation.