About Me.

• 19+ years’ digital marketing experience
• Launched ecommerce business in 1998
• Public Speaker
• Specialties:
  • Search Engine Optimization (SEO)
  • Reputation Marketing
  • Content Marketing
  • Social Media Marketing
  • Video Marketing
Featured In…

Search Engine Land
SEJ Search Engine Journal
SCORE
Social Media Examiner
GeoMarketing
DUCT TAPE MARKETING
SEO for GROWTH
Marketing Land
SEMrush
CORRIDOR CBJ BUSINESS
Digital Marketing Basics Agenda

- What is digital marketing?
- Mobile-friendly website
- Types of Digital Marketing
  - Online Business Directories/Citations
  - Search Engine Optimization (SEO)
  - Social Media
- Content Marketing
- Reputation Marketing
- Search Engine Marketing (SEM)/Paid Ads
- Targeted Display Ads
- Video Marketing
- Email Marketing
What Is Digital Marketing and Why Should You Care?

Digital Marketing is the use of digital channels to promote or market products and services to consumers and businesses.

- Digital Marketing Institute

Digital Marketing can be through a variety of Internet channels like Websites, Social Media, Content Marketing, E-mails, Videos, Ads, etc.
Use Digital Marketing to Help Build a Following, Get Leads, Acquire More Customers and Increase Revenue!
Websites
WITH A MOBILE-FRIENDLY WEBSITE!

Small business owners who want to build a website have lots of options that make it easier than ever:

- WordPress
- Hire a web designer
- Wix.com
- SquareSpace.com
- Weebly.com

• If you do it yourself: It's cheap. It's easy to do. And it can take less than 20 minutes to set up. **Yet more than half of all small businesses still don't have a website.**

• Entrepreneurs that have jumped to the digital side say their websites have boosted sales, cut down on time-consuming phone calls and brought more people into their stores.

If Your Business Already Has a Website, Make Sure It’s Mobile Friendly….

Most small- and medium-sized businesses do not have a mobile-optimized website. Only 6% of SMBs have a mobile site. Source: Hibu

- **Half of the entire population of the US is checking their smartphones up to 150 times a day.** (ExactTarget 2014 Mobile Behavior Support)

- **Consumers choose search as their No. 1 in-store resource** for helping them make purchase decisions. (ThriveAnalytics, April 2014)

- **78% of local-mobile searches result in offline purchases in a business.** (comScore, Neustar Localeze, 15 miles, Local Search Study, April 2014)
Google WANTS You to Have a Mobile-Friendly Website

Check to see if your site is mobile-friendly: search.google.com/test/mobile-friendly

Is your web page mobile-friendly?

Enter a URL to test
Page is mobile-friendly

This page is easy to use on a mobile device

Submit to Google

Additional resources

- Open site-wide mobile usability report
- Learn more about mobile-friendly pages
- Post comments or questions to our discussion group
Page is not mobile friendly
This page can be difficult to use on a mobile device

Fix the following 3 issues

- Clickable elements too close together
- Viewport not set
- Text too small to read
Online Business Directories/Citations
Online Directory Results Show Up In Search Engine Results

1. ✔ Best Haircut for men in iowa City, IA - Yelp
   www.yelp.com/search
   Reviews on Haircut for men in iowa City, IA - Buzz Salon, Hairart, Michael Tschantz Salon, G Spot Hair Design, Stan's Barber Stylists, Cynthia ... Hair Salons.
   
2. ✔ Best Hair cut in iowa City, IA - Yelp
   www.yelp.com/search
   Reviews on Hair cut in iowa City, IA - Buzz Salon, Hair Art, HABA Salon, G Spot Hair Design, Michael Tschantz Salon, Salon La Di Da, Cynthia ... Hair Salons.
   
3. ✔ The Best 10 Hair Salons in iowa City, IA - Yelp
   www.yelp.com/search
   Top Hair Salons in iowa City, IA - HABA Salon, Buzz Salon, Thompson & Co Salon Parlor, Hair Art, Michael Tschantz Salon, G Spot Hair Design, Cynthia Rai's ... 
   
4. ✔ The 10 Best Men's Haircuts near iowa City, IA - Locality
   https://nicacity.com/haicut-iowa-city
   Best Men's Haircuts near iowa City, IA. Price Range: $15.00 - $45.00. Hours: open until 8:00pm. Compare 24 Places Nearby: HABA Salon, Transformations ...
Some of the Top Online Business Directories
The company’s name, address & phone number (NAP) should be exactly the same on as many directories as possible.

Examples:
Blairsferry Rd. vs. Blairsferry Road
1st Street vs. First St.
Google and Bing Give You a Listing for FREE!
Does Your Business Have a Google My Business Page?

www.GYBO.com/business
Google My Business Results
Google My Business Is Becoming MORE Important Than EVER

Google Is Adding MORE Features for Businesses
It's Important To OPTIMIZE Your Google My Business Listing

Wired Production Group
2637 N Towne Ln NE, Cedar Rapids, IA

I have a nephew that would like to talk with someone about your company and how to get into the industry. Is there anyone that I can have him reach out to? I know this is asking a lot, but I do love my nephew;

Helpful? Answer

Does your company record corporate events?

Yes, we do record corporate events — we can produce a video for you or provide audio only production.

Helpful? Answer
Mellow Mushroom
1451 Coral Ridge Ave, Coralville, IA

4.5 ★★★★★  117 reviews

Kiersten McCallum
14 reviews · 6 photos

Amazing pizza and phenomenal customer service! The whole atmosphere is fun, energetic, and a blast from the past! One of the things I appreciate the most is how clean it is. We will be coming back every time we are in the area!

Tim Kollasch
Local Guide · 20 reviews · 66 photos

Stopped in for a pizza, simply amazing!!! Great atmosphere & very fast & friendly service. Definitely have to check the place out if your in the mall. 😊

Response from the owner a month ago
Thank you Tim for your visit and your 5 Star!!! We truly appreciate it and so glad you had a great time at Mellow Mushroom!! Please tell your friends and we look forward to seeing you again soon!

Christopher Urban
Local Guide · 16 reviews · 3 photos

Funky, art-filled chain pizzeria featuring craft beer, calzones & creative stone-baked pizzas.

Located in: Coral Ridge Mall
Address: 1451 Coral Ridge Ave, Coralville, IA 52241
Hours: Open - Closes 10PM - See more hours
Menu: mellowmushroom.com
Order: seamless.com, alohaorderonline.com, grubhub.com
Phone: (319) 629-2031
Suggest an edit

Know this place? Answer quick questions

Questions & answers
See all questions (2)

Reviews from the web
Facebook  4.6/5  391 votes
Groupon  96%  524 reviews
OpenTable  92%  213 votes

Popular times
Mondays

11 AM: Usually not too busy
Wait: Up to 15 min
What About Bing Places for Business?

www.bingplaces.com
Search Engine Optimization (SEO)
SEO Helps Sites Rank Higher

- Content Counts – 1,500 words on home page; 1,000+ words on other pages
- Use keywords people are searching for – avoid jargon
- Code placed on the site that only search engines see
- Images must have “Alt” tags
- Title & Description Meta Data
- Special markup code (schema) that helps search engines understand what’s on the page
- Quality and frequent content (i.e. Blogs, new pages, update pages, etc.)
Title and Description Tags

Title: Approx. 70 characters

Check Your Title Tag:
https://moz.com/learn/seo/title-tag

Descriptions: Approx. up to 320 characters
Social Media
GETTIN’’ SOCIAL

Not Every Social Media Channel Is Right for Every Business
Pick the Social Media Channels that are right for your business and make them ROCK!
Optimize Your Profile
Google+ is a social platform EVERY business should be on. (It’s Google after all.)

Facebook is good for almost ANY business. Should be the first social media channel your business sets up.
  - Mid 30’s and up

LinkedIn is perfect for B2B companies
  - Every age
  - Lots of people in different job positions
  - LinkedIn Groups

Twitter is second most popular. Good for businesses that have quick news or info to send out.
  - Every age

Pinterest is good for any visual business (crafts, cars, homes, architecture, baby products, etc.)
  - Every age --Lots of women

Instagram is good for anything visual – only downside is you have to make ALL of your Instagram posts on your smartphone or tablet
  - Younger audience
• Created when you claim your Google My Business Page
• Complete your profile
• Great photos and videos
• Engaging content
• Google “Circles”
• Follow others and get followers, too
FACEBOOK

- Complete your profile
- Great photos and videos (Anyone like Pie?)
- Engaging content
- Not all “Likes” are the same
- Follow others and get followers, too
Facebook users turn to their friends and family for product and service recommendations.
Facebook rolls out recommendation feature that lets your friends tell you what to do
LinkedIn = Business and Personal Opportunities

- It all starts with a SOLID profile
- Make sure your bio is well thought out
- Must connect your business account to your personal account
Build an All-Star Profile

Join Groups and Be Active In Those Groups

Write Posts/Articles
• Be a thought leader
• Follow others & promote other’s info/products
• Give credit to others
• Connect with and listen to your customers and prospects
• Use the email associated with your Twitter account to set up your Pinterest profile
• Interesting photos
• Ask fans to pin pictures of themselves with their favorite product of yours and tag you
INSTAGRAM

• Shoot SQUARE Photos
• Great for photos and videos
• Plan your posts in advance
• Need to use editing apps
• Use Instagram’s Explore feature to find posts related to trending hashtags
USE YOUR SOCIAL COVER WISELY
FREE Social Cover: Visit www.SocialMediaCoverAds.com
SOCIAL MEDIA TOOLS

There are a lot of social media management software that makes it easier to manage your social media channels.
Manage all your social media marketing in one place

From finding prospects to serving customers, Hootsuite helps you do more with your social media marketing.

Compare All Business Plans OR Get Started—Free
Save time managing your social media
Schedule, publish and analyze all your posts in one place

Sign up for Free
Powerful Social Media Software
Social Media Management Made Easy

START YOUR FREE TRIAL
No credit card required, no software to install.

Small Business
Our powerful tool lets you manage your social engagement, publishing, and analytics.

Agency
Manage all clients in one platform and show measurable results that deepen relationships.

Enterprise
Empower teams to communicate, collaborate, and provide exceptional customer experiences.
Content Marketing
CONTENT COUNTS…

Search Engines Are Looking for Content

• New and regular content on your website
• Ebooks, White Papers, Articles
• Blog posts
• Contribute to LinkedIn Groups
• Write posts on LinkedIn
• Social Media “Signals” – Contribute to the conversation
• Get in on discussions on industry websites
• And More!
• Identify your audience/customer and write for that person
• Create Google Alerts to see what your audience is interested in
• Let your audience know about new content on your site (i.e. via email, social media or “push” notifications)
• Repurpose content
Reputation Marketing
YOUR REPUTATION IS YOUR #1 ASSET – PROTECT IT!
7 out of 10 people will leave a review if asked by a business - BrightLocal

84% of people trust reviews as much as a personal recommendation

Our friend Google Even Shows Reviews in Search Engine Results.

You must stand out...

Thrasher Service Corporation
www.thrasherservicecorpdesmoines.com
4.1 ★★★★★ 13 Google reviews - Google+ page

Kriens Plumbing and Mechanical Corporation
www.desmoinesplumbingcompany.org
Google+ page

Golden Rule
www.goldenrulephc.com
4.6 ★★★★★ 14 Google reviews

Wayne Rhiner Plumbing & Repair
plus.google.com
4 Google reviews

Richardson Plumbing Co Inc
plus.google.com
4.7 ★★★★★ 16 Google reviews - Google+ page
97% of consumers aged 18-34 read online reviews to judge a local business.

92% OF CONSUMERS NOW READ ONLINE REVIEWS FOR LOCAL BUSINESSES!

SOURCE - 2015 LOCAL CONSUMER REVIEW SURVEY
Figure 1 highlights the majority (87%) of respondents searched online to find information on a company after they were referred to it by a friend or family member.
After Being Referred A Business, What Do You Do Next?

Among the respondents who searched online:
- 52% of them said they looked for Reviews/Ratings.
- 35% stated that they looked for website & Contact information of the company.
- 13% looked for Website & Contact Info.
ASK FOR A REVIEW!

“We’d appreciate your feedback. Please visit facebook.com/earlybirddigitalmarketing to leave a review. Thanks!”

CLICK TO WIN A FREE COPY!
Reputation Marketing Software

Reputation Marketing Software or Hire a Digital Marketing Agency to Help Manage Your Reputation
Let Us Know How We Did... Leave Us A Review

Full Name
First and Last Name

Email
My@mail.com

We'd love for you to tell us how we did. Please leave us a review...

Leave Us a Review

Please Rate Your Experience:

Please Leave Us A Review:
Please describe your experience.

Go To Next Step

- I am authorizing you to post my testimonial anywhere online.
- I verify that I have done business with this company and that my testimonial is accurate and true.
- I verify that I was not paid to leave this review or testimonial.
- I verify that I have read and agree to the terms of service.
- By clicking submit I agree to these terms of services
Search Engine Marketing (SEM)/Paid
SEM is Paid Listings
Pay-Per-Click or PPC
Facebook Sponsored Ads

You Know How Challenging Facebook Marketing Can Be. Learn How We Use The One Post Per Day Method To Grow Our Business With Facebook.

Our response is keep it simple... and register for our free web class: https://goo.gl/io8i5x

In this free training session, NY Times Best Selling Author and Facebook Marketing Millionaire Ron Douglas will show you a simple system he's using to generate recurring Income from Facebook with just one post a day. ... See More

BUILD EVERY TYPE OF MARKETING FUNNEL YOUR BUSINESS NEEDS TO GROW

ClickFunnels - Marketing Funnels in Minutes
clickfunnels.com
High converting funnels, landing pages, & more!

Free trial on our site!
www.tapclicks.com
Stop wasting your day creating ad reports -- get automated reports in half the time!
Targeted Display Ads
Targeted Display Ads

97% of People Leave Your Site Without Taking Action

Targeted Display Ads is the Only Way for You to Reach These Potential Customers!!
What Are Digital Display Ads?

The Ads You See When You Go Online...

- Amazon.com
- The Weather Channel
- CNN
- About.com
- Yahoo!
- Forbes
- Mayo Clinic
- TechCrunch
- WebMD
- Cosmopolitan
- ESPN
- Discovery Channel
- BusinessWeek
- TripAdvisor
- Reader's Digest
- Pandora
- The New York Times
PPC Pay Per Click vs. Digital Display Ads

PPC Marketing is based on someone searching online and Google displaying ads based on the intent of the search term.

- You only pay for clicks and they can range from $20.00 - $80.00 for 1 click.
- No branding or ability to follow up with people that click on your ad.

Display Ad Marketing is the ability to place ads on an unlimited amount websites based on the content that your target market is interested in.

- You usually pay based on cost of impressions, not clicks. Range from $20 - $30 per 1k impressions [CPM].
- Long term branding and the ability to follow up with visitors based on their engagement level.
Two Types Of Display Ad Marketing

**RETARGETING AD TRAFFIC**
1. Someone Visits Your Website
2. Capture 100% Visitors Drop A Browser Pixel
3. Market Only Your Website Visitors On Any Other Site
4. Follow Them 1-6 Months Until They Are Ready To Buy

**COLD AD TRAFFIC**
1. Place Ads On Sites That Interest Your Target Market
2. Market To Everyone That Visits Those Site Or Only Those From A City That Visits
3. Market Your Offers, Reputation, & Brands
Planned Parenthood president is exploiting Ivanka meeting to sell books
Within the display umbrella, advertisers will invest the most on “banners and other,” a category that includes many types of native ads and ads on popular social sites like Facebook and Twitter.

Specifically, Facebook’s U.S. digital display ad revenues will reach $6.82 billion in 2015, accounting for ONLY 25.2 percent of the overall market.
Digital Ad Spend Continues to Grow Rapidly

In 2016
Digital advertising will surpass TV advertising

Digital Ad Spend (Billions USD)

12.1% growth

Source: “Internet advertising: Key insights at a glance,” PWC, 2015
Here’s The **HUGE Problem** ...

100’s Of Different Ad Networks That Represent Different Sites To Place Ads

And There Are Millions Of Websites, Apps & Software

**And They All Use Different Size Ads**

Every Business Needs 15 – 20 Different Sizes Ads For Each Design Set

And That Can Be Expensive Costing $600 - $800 Per Ad Set
Still Have Questions About Targeted Display Ads and the Benefits? See Me After Workshop…

97% OF THE PEOPLE LEAVE YOUR WEBSITE WITHOUT TAKING ACTION
Video Marketing
B2B Video on a Budget: Essential Tools, Equipment, and Free Resources

ANYONE can do a Facebook Live Video
Get an Expert Video Created – Positions YOU As the Expert!
Email Marketing
72% of consumers say email is their preferred method of communication.

Email marketing has 3x the conversion rate of social media.
Many people think that email marketing is “dead” – it’s not! Email is STILL one of the best ways to stay in touch.

SCORE has partnered with Constant Contact which offers an affordable and robust and easy-to-use email marketing platform.
What can Constant Contact do for you?
YOU CAN’T BURY YOUR HEAD IN THE SAND ANY MORE!

Resistance [to Digital Marketing] is Futile!