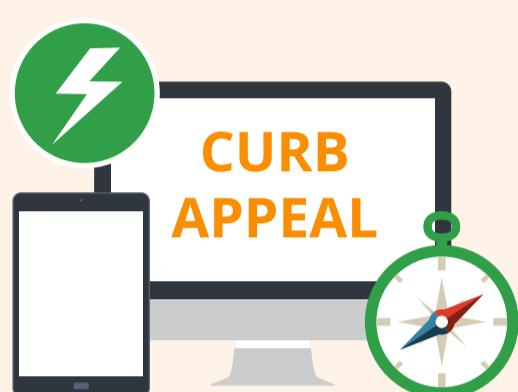


THE 3 MOST IMPORTANT AREAS TO CONSIDER WHEN MARKETING YOUR BUSINESS

Online

01 YOUR ONLINE APPEARANCE

What do your ideal prospects see when they find you online? Remember: Your business is being judged by your website.



CURB APPEAL

Is your site modern, mobile friendly, fast, and easy to navigate? Does it instill a sense of trust with visitors and highlight your expertise accordingly?



SECURITY

Is your site using https:// and using a valid SSL? Is your site hosted with a reputable provider?



CONVERSION FOCUSED

How likely are your key pages to turn a visitor into a customer? Is your site more compelling than your competitors?



PROPER STRUCTURE

Is your site organized to promote good SEO? Is it easy to navigate and find key information?



REPUTATION

Does your site promote trust and confidence? How many client reviews/testimonials are you showcasing? Would YOU choose your business over your competition based on your website experience?

02 YOUR TRAFFIC STREAMS

How many of these methods are you using to capture more of the *limited search inventory* each month?



BRAND TARGETING

Show up top of page any time someone searches specifically for your brand or company name.



COMPETITOR TARGETING

Show up when people are searching for your competition.



RETARGETING

(also known as remarketing) - Stay top of mind for people that have demonstrated an interest in your business.



SEARCH CAMPAIGNS

Getting top of page for buyer intent keywords.



DISPLAY CAMPAIGNS

Show up on relevant pages across the internet where prospects are displaying buyer intent.



SOCIAL MEDIA

Show up where your ideal prospects are spending the majority of their time.



SEO

(Search Engine Optimization) - Be prominent in the organic listings on page one.

* The actual blueprint for each business might be unique - but the tools that drive 95% of the results for all businesses fall within this list.

03 TRACKING AND REPORTING

Do you know what's working (and what's not)? You Should. Every marketing campaign should include the following:



CALL TRACKING

Clarity on where your best calls are coming from allows you to ramp up those efforts and grow your business.



WEB FORM TRACKING

Knowing which pages are bringing you quality interest can help you improve all aspects of your marketing campaigns.



REPORTING DASHBOARD

Getting intelligent data from your marketing campaigns should be quick and easy - if it's not, it's time for a change.

Marketing should be an investment - not an expense.



Helping small businesses grow through **smart online marketing** is our passion - you'll know it as soon as you talk to us for **5-minutes**. We hope to talk with you about growing your business very soon.