



LOCAL MARKETING SOLUTIONS

THE BEGINNERS GUIDE TO
LOCAL MARKETING

SUPERIOR
MARKETING

LOCAL MARKETING SOLUTIONS

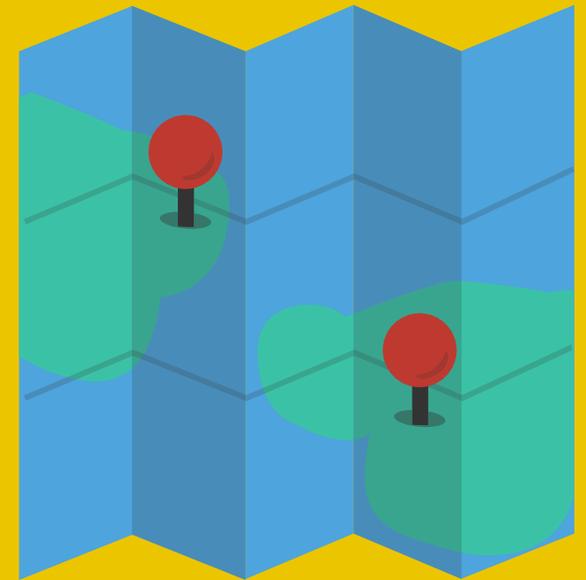
Local marketing (Local SEO) is a marketing strategy that targets customers by a finely grained location such as a city or neighborhood. It is used by small local businesses to conserve resources and develop unique advantages by reaching the customers closest to them.

Recall the last time you were on travel, you likely arrived into town, got settled in to your hotel and wondered what there was to do in that particular city.

Chances are you went to Google and typed in, "Best Pizza in (City, State)"

This likely dished up a wide range of results, from Google Ads, Google Maps, and website results (in addition to Yelp options).

This is Local Marketing, and those results are targeting you and your mobile device or PC based on the geolocation function.





HOW DOES IT WORK?

Through a 10-point checklist, Local Marketing can be accomplished with optimizing some of your business listings.

Google My Business is the cornerstone for establishing a strong local presence and ensuring your appearing in results above the competition.

When you optimize your Google My Business listing, you find yourself in what is called the Local 3-Pack or the "Google Snack Pack."

This position opens the door to generating more calls, clicks and customers.

THE KEY ELEMENTS



SEO-Friendly Website

A simple informational website with your basic information about the products and service which you offer your customers, your Google Map embedded, images, content, articles, YouTube video, and, of course, your Name, Address, Phone Number, and Website URL.



Ranking Map

The Google Map is a byproduct of your Google My Business (GMB) console. Once you verify your GMB listing and optimize with the proper information, and category, you're now in a prime position to get your map ranked in the 3-pack, where the majority of calls and clicks come from in a local market.



YouTube Video

YouTube is owned by Google, therefore, allowing priority of YouTube videos to be part of the search results. In most cases, we can rank a YouTube video in as little as 2 days, depending on the competition and difficulty of the keywords with which we want to rank your listing.

SECONDARY ELEMENTS



Citations

Citations are just a fancy word for saying, "Proof." Citations are proof to Google that you exist and should be considered a valid business to show potential customers searching for your products and services offered. We target the Top 50 most popular citations and have them prove to Google you exist.



Google Reviews

Part of Google's job is to show users of their platform the most relevant search results. They use Google Reviews (5-star ratings, and number of ratings) as a signal for a relevant search result to show users the top rated businesses. The more positive reviews you have, the more like you will show.



Press Releases

A bonus and massive boost to your local results is to be mentioned in 300+ major media outlets for your business. Typically, we write a newsworthy press release about your business and utilize our syndication network to run your press release and boost your website URL and Google Map.

STATISTICS & DATA

Google Ads --- 5%

Google Adwords account for just 5% of clicks and calls from local search results. Google Ads have a tendency to work great for national ad campaigns, whereas someone is seeking for a particular product or service they can find from a company anywhere in the world whereas price is the primary concern.

Website Results -- 27%

Just 27% of clicks and calls come from companies focused heavily with ranking websites. While websites are part of the user experience and process of decision making, this still isn't the major deciding factor while conducting local searches.

Google Maps -- 68%

Google Maps is responsible for delivering 68% of calls and clicks for local businesses using Local Marketing. This is an indication that Google users are trusting the results Google dishes up to them in a Google search for a local product and/or service.

FILLING THE SALES PIPELINE



1. Local Presence

Presence is the what most businesses strive for and most do accomplish local rankings to generate clicks and calls. Next, you want to educate your prospects and generate interest.

2. Interest

Potential customers click on your GMB listing, map, or website to learn more. On average, potential customers conduct 73% of their research before making a buying decision. Your website should do just that, educate prospects on the features, advantages and benefits of doing business with you.

3. Lead Capture

People love freebies, free PDF download, free access, free trail, free books.... free. Give them what they want, and provide a freebie in lieu of their information.

FILLING THE SALES PIPELINE



4. Lead Nurture

This is the area of business often most neglected, when a prospect hits your website and offers their information for a freebie, what are you doing next? Offer a demo, sample, strategy call or something of massive value to help facilitate a buying decision. Case studies, reports, content and demos are helpful in educating prospects of your unique value proposition.

5. Convert and Close

Leads properly developed and qualified can be converted through a proper sequence of questions and commitments. A sound qualification process ensures the potential customer wants what you offer, can afford it, and the product or service can solve their biggest challenges. Close the deal.

6. Reviews & Referrals

Once closed, request a review in Google through a unique link and ask for names of associates that would love to receive the same types of results you generated for your client.

FINAL THOUGHTS

Who needs Local Marketing?

Entrepreneurs and local businesses looking to conserve resources and develop unique advantages by reaching the customers closest to them. If you're running ads, this is a great addition to your advertising strategy and produce a massive return-on-investment by lowering your ad budget over time while maintaining results.



Why Local Marketing

Local Marketing targets a radius within your local market and displays your Google Map, SEO-friendly Website, YouTube Videos, Images, and Articles.

Local Marketing is cost-effective, more efficient, and leverages the power of local.

Let's show your friends, neighbors, relatives and local buyers what you can do through you digital marketing tools we have through our Local Marketing bundle.



FINAL THOUGHTS

Want to see the power of Local Marketing?



Click Here

