

# How To Use The Internet

To Slash Your Advertising  
Budget While Getting More  
Leads and Customers

**Stop Paying for Ads That Don't Work!**



## Internet Marketing for Local Businesses

Dear Business Owner,

I know you get calls from all sorts of media outlets and organizations looking to get a piece of your advertising budget.

Today I am not pitching you anything. I would just like to tell you why businesses like yours are changing their advertising strategy. Actually, “why” they are making these changes is perfectly clear. Simply put, the return on investment is much higher.

More customers. More leads. **For less cost.**

Google’s mission has provided the opportunity for every type of businesses to flourish in ways that were impossible before.

When people want to find something, buy something, research a purchase, they jump on the Internet – at home or on their phone and do a search. If they don’t see your business in the results, they won’t know you exist; won’t buy from you. It’s that simple.

Whatever you are paying for newspaper, radio or other such traditional advertising – your dollars will go much further online. However, getting online traffic into your business can be very confusing.

Web designers will say you need a new website.

Search engine optimization experts will argue that the problem lies in your low ranking.

Copywriters will say that it’s your marketing message.

Social networking experts will say you need to be Tweeting, and Facebooking, etc.

Yellow Pages reps will say you *must have* an ad in the Online Yellow Pages.

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Branding experts will say, yes, you guessed it, the branding and positioning of your company is the problem.

And then there are the larger advertising agencies that take care of all of the above. They'll say *everything* is the problem.

I wonder. Who is really on your side? Who is looking at the big picture?

Unlike any other type of traditional advertising (newspaper, magazines, radio, tv),...

- Internet marketing can be tracked for results: number of searches, clicks, page views etc. So, you'll know right away whether your online presence is bringing in business.
  
- Search engine rankings are self-evident. Higher rankings = more traffic coming into your business than lower rankings (your competitors).
  
- Internet marketing can be optimized over time to ratchet up traffic coming into the business. With analytics installed, it's easy to see where the weak links are and optimize them for ever more traffic and conversion.

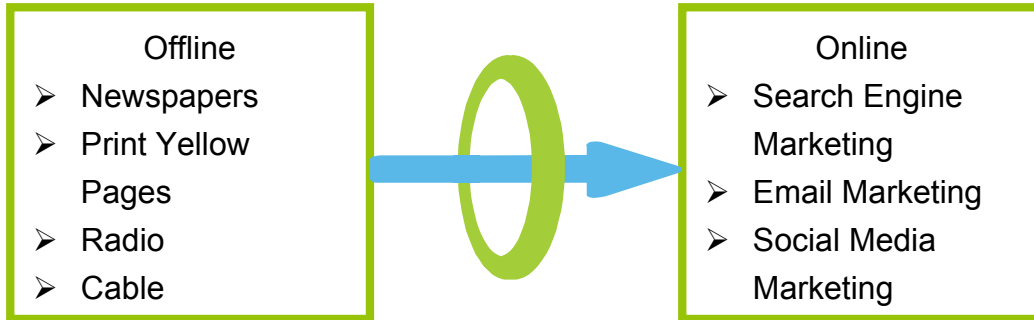
There's nothing pie-in-the-sky about marketing online. It's safe, trackable and is by far the highest return on investment compared to any other advertising outlet.

I understand that what you really need is someone to take care of your online marketing that you can trust. The first step you'll want to take is for that person to show you exactly where you rank online and where your competitors rank. This data is freely available to anyone with an Internet connection.

Now, let's dig a little deeper...

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## The Big Advertising Shift



Consider the following consumer behavior:

- "70% of US household now use the Internet as an information source when shopping locally for products and services" (Kelsey Group)
- 31% of all business buyers turn to a Search Engine first when looking for a locally based product or service
- Product Research and Comparison shopping happens online, but 67% of those purchases happen **offline** (Accenture)
- 90% of purchases are made within 50 miles of a person's home (Kelsey)

### Got Mobile Internet?

*"There are an estimated 4 billion mobile phones worldwide. 130 million web enabled phones just in the U.S. This number is rapidly increasing and will exponentially increase local search."*

Consider the following local search data:

- 43% of all searches on the Google network included a geographical identifier.
  - 86% of those people followed up with a phone call
  - 61% of those people ended up making a purchase offline

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- 25% of all commercial Internet Searches are conducted by users looking for Local Merchants (*Kelsey*)
- 35% of all Searches are 'local' (*DM News*)
- 84% of U.S. based Internet users performed local searches, or 129 million people, and were looking for a local business
- Advertising spent for local search
  - \$3 Billion in 2008 (*Kelsey*)
  - \$13 Billion by 2010 (*Forbes*)

### The Internet Has Changed the Game

- ⇒ The global markets of the world are now at our doorsteps.
- ⇒ Competition is no longer the business next door but it is the one in another city or even another country.
- ⇒ You now have to contend with the online behemoths like Amazon, Ebay, Overstock, Newegg, and all the giant brick and mortar stores that have online shopping such as Walmart.
- ⇒ **Online – It is where your customers are.**

\*The asked William Sutton in the 1930's we he robbed banks. He responded, "that is where the money is at." Why should you advertise and market online? That is where your customers are and the money is in their pockets.

### Consider This

- ⇒ 94 million American adults use the internet everyday.
  - ⇒ 63% of them access search sites.
  - ⇒ 64% use the internet as their primary way they search for local businesses.
  - ⇒ 26% of all web traffic now flows across Facebook
  - ⇒ The average person spends 55 minutes a day on Facebook.
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**Important: If consumers are looking for local products and services and your not there, they will give it to your competitor. That customer could have been yours.**

The SBA says that only 44% of businesses use a webpage of any sort to promote products and services. When you remove the top ten metropolitan areas that number drops considerably.

\*The reason most business owners are sitting sidelined is because they are afraid and they think internet marketing is too complicated. Well, it can be but we are hear to take the fear out and show you strategies to uncomplicated things for you.

**The Secret Is:**

You must break it in to smaller more digestible chunks, put it to work and suddenly it isn't all that complicated anymore.

## Big Demand + Tiny Supply = Pay Dirt

- ⇒ In 2008, 82% of consumers used search engines to find local services. That is up 74% in 2007.
- ⇒ 64% go to the internet as their primary means of finding a local merchant. Only 26% of local businesses have invested anytime and effort in advertising online.
- ⇒ Americans consume 35% of their media online (news and entertainment) but only 7% of total national ad dollars are spent online.

There is a tremendous opportunity gap here.

Consumers believe and know that the internet will give them much more information on a local company than any other resource. A full page ad in the yellow pages cannot give all the information that can be found on the internet about that business.

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### **Don't Let Your Competition Take Your Customers**

- If your competition maintains a marketing presence online and you don't, it means one of 2 things:
  1. You don't know their online
  2. You know but don't particularly care

To find out if they are online just search google.

If you know their online and don't care that means 1 of 2 things:

1. You think this whole internet thing is a fad.
2. You want to get into web marketing but don't have the time or expertise.

It is hard to track traditional media. However, you can track online media and that trackability is important to you and your ROI.

**Simply Put** – If you don't have a web presence and an internet marketing plan, you are losing customers and therefore losing profits.

There are many internet marketing strategies and techniques. The key is putting to work the ones that will work for your business. It is implementing the right tactics that will help you dominate your market and get ahead of your competitors.

### ***White and Black Hat Online Marketing***

In the days of old western movies, the good guys wore the white hats and the bad guys wore the black hats.

This is no different in our current world of online marketing.

We have all heard of spam email. Something that is spam comes from someone who is black hat.

Another example of black hat online marketing is using techniques that are disapproved of by the search engines in order to increase your rankings.

Basically, you're trying to fool the search engines.

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White hat is where we play.

This is the more difficult route to win online in the short-term; however, it is the most sustainable and ultimately conforms to the guidelines set forth by the online community who represent paying customers to any local business.

### Don't try and fool the search engines!

Since it all comes down to the search engines, you must understand their role.

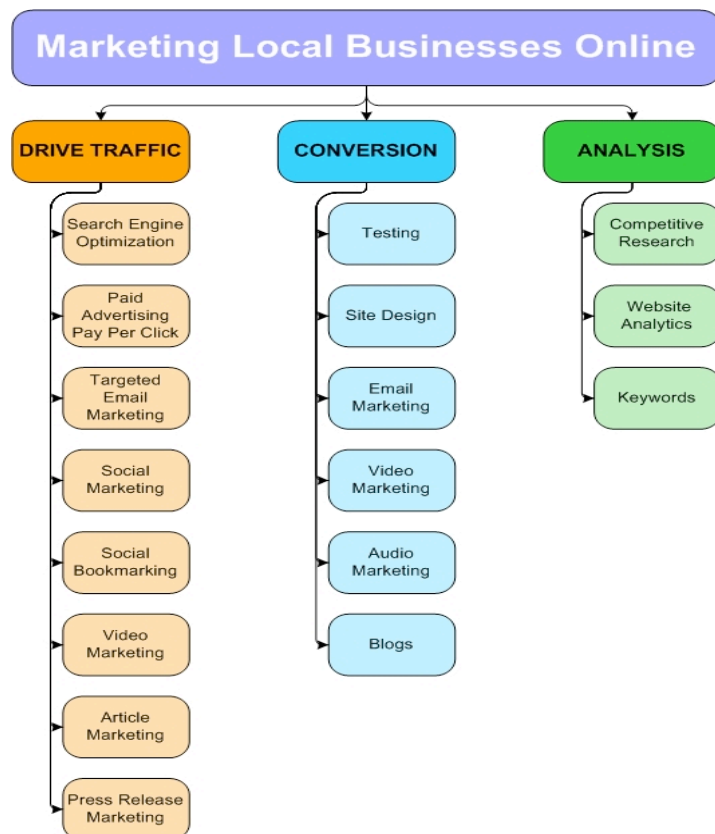
A search engine's job is to provide the most relevant results to a web surfer for the search query requested. Period.

Back in 1998 when Google was founded they gained tremendous market share for one main reason.

It wasn't their marketing. It was their algorithm.

An algorithm is a mathematical function (equation) the search engines use to determine the ranking of a webpage (notice I said webpage, not website!).

Google's algorithm is so good that by 2002 both MSN (now Bing) and Yahoo! had followed Google's style of ranking.



Since the search engines' role is to provide relevant results, the way they determine if a webpage is relevant is very important.

But their algorithm is constantly changing, thereby making it very difficult to completely understand what is needed to rank in the top spots.

I don't like this cat and mouse game.

I'd rather be proactive rather than reactive.

It's about quality efforts, folks!

Quality of inbound links, *not* quantity. Quality of social sites you're on, *not* volume. Quality of your web pages, *not* quantity

of pages.

I don't expect this to change or ever go obsolete.

We may add a new strategy, or change a couple of our processes or measurements, but for the most part, the system will remain the same.

## **MARKETING TOOLBOX**

You have probably been in business for several years marketing yourself to the local community through traditional means such as word of mouth, radio, television, newspapers, yellow pages, conventions, trade shows and charity events, among many others.

While taking an offline business online is exciting, there are many, many ways you can spin your tires and never gain any traction.

There are many ways to spend time and money in areas that simply don't work.

Marketing online is merely positioning your website in front of those people when they are researching a specific service or product and compelling them to action.

## **MARKETING ASSESSMENT**

Our no cost website assessment is a not a sales pitch. We know exactly why you're website is not performing and we'll tell you.

We'll tell you how strong the competition is.

We promise we'll never put pressure to buy our services, that goes against all of our philosophies. It's simple, that if you ever purchase online marketing services, we want the chance to earn the right to your business.

Call us at 337-303-2841 to book an assessment

Or

Visit us online at [[www.jwreddoch.com](http://www.jwreddoch.com)]

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