THINK GLOBAL MARKET LOCAL ONLINE

ASBDC Annual Conference

Orlando, FL September 11, 2013

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Social Media Marketing All-in-One for Dummies
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What We'll Discuss Today

- Optimizing search terms for local markets (SEO)
- Appearing in mobile search results
- Getting a business on search maps
- Taking advantage of local business directories, review sites, & calendars
- Using other specialized local online media

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After the Break….

- Interactive marketing exercise
- Optimizing PPC ads for local audiences
- Developing mobile sites for local businesses
- Assessing results with analytics

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Suggested Process

- Decide whether client is a good fit for local social media:
  - brick & mortar presence
  - wants to reach local/regional target markets
  - may want to target tourists
- Use the Local Social Media Marketing plan to establish goals & objectives
- Use the Local Resources list as a source of ideas for possible services
- Local marketing is only part of online marketing
- Online marketing is only part of total marketing

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Be A Guerrilla Marketer

- Don’t have clients try everything at once
- Review where they currently appear
- Try one service per category
- Evaluate results
- Expand within category
- Expand to new category

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SEO Points to Remember

- Right click to VIEW SOURCE to see keywords, title, and description tags
- Get better results by using a phrase with a location instead of separate terms
- Personalized search has benefits & risks for marketing
- Them that has, gets

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Location Targeted SEO

lgartgallery.com

view-source:lgartgallery.com

Social Media and W... | + clipboard | socialbusiness.hoots... | Sign in | Webinars - HootSuit... | Do free press release... | Free Press Release Di... | Welcome to SPC Ca...

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artist gallery, orlando art galleries, Orlando Modern art gallery, Orlando Op art, Orlando Optical illusion art,
Orlando Abstract art, Orlando Contemporary art, Orlando Impression art, Orlando art gallery, Orlando Florida art gallery,
Orlando Paintings for sale, Orlando Oil Paintings, Orlando Original fine art, Orlando Acrylic art, central florida contemporary artist
gallery, central florida art galleries, central florida Modern art gallery, central florida Op art, central florida Optical illusion
art, central florida Abstract art, central florida Contemporary art, central florida Impression art, central florida art gallery,
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<script src="AC_RunActiveContent.js" language="javascript"></script>
</head>
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What Search Engines Look For

- Relevance
- Title & page description tags
- Inbound link quality & traffic
- Social media & press release presence
- Recency & frequency
- Site traffic

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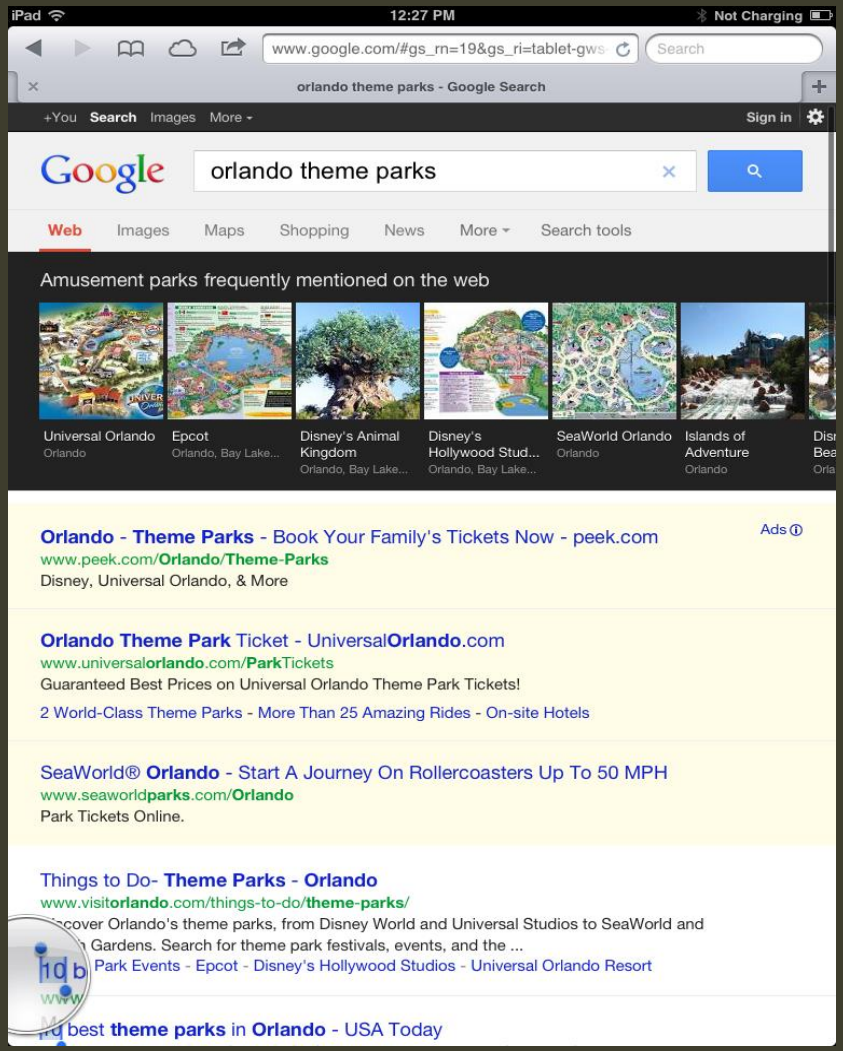
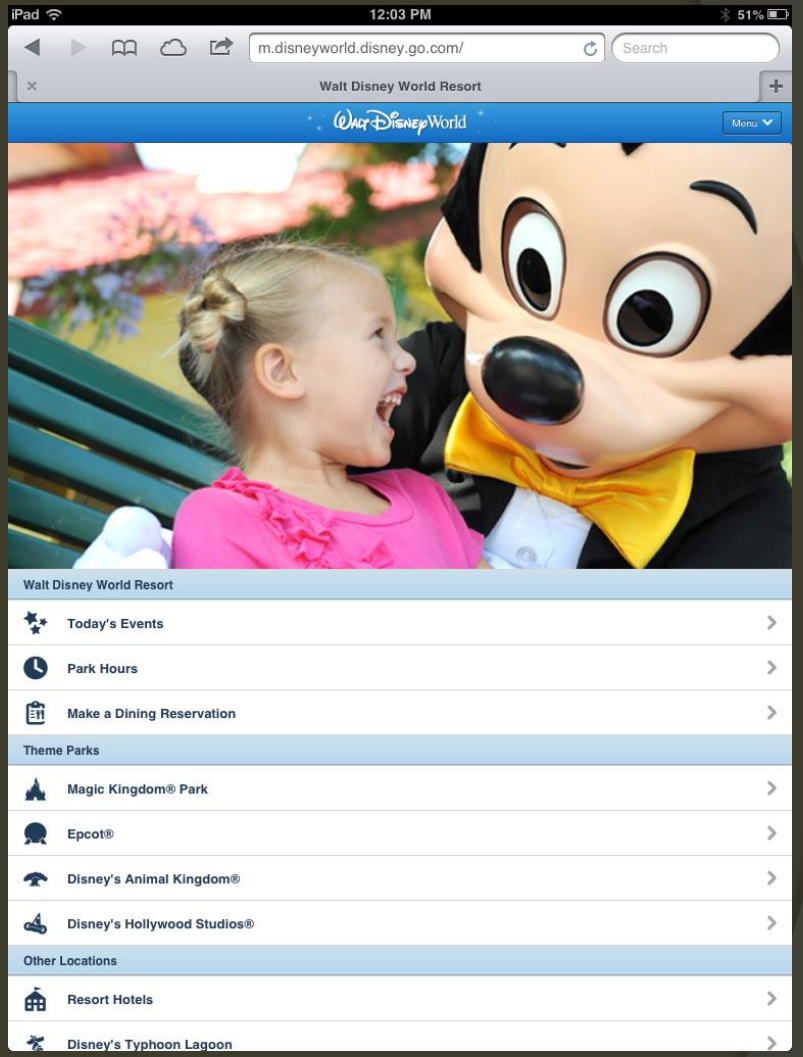
Mobile Search is Challenging





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Why Maps Matter

- They are FREE!
- Can include offers and ad content
- Easy for users to understand
- Used for mobile search

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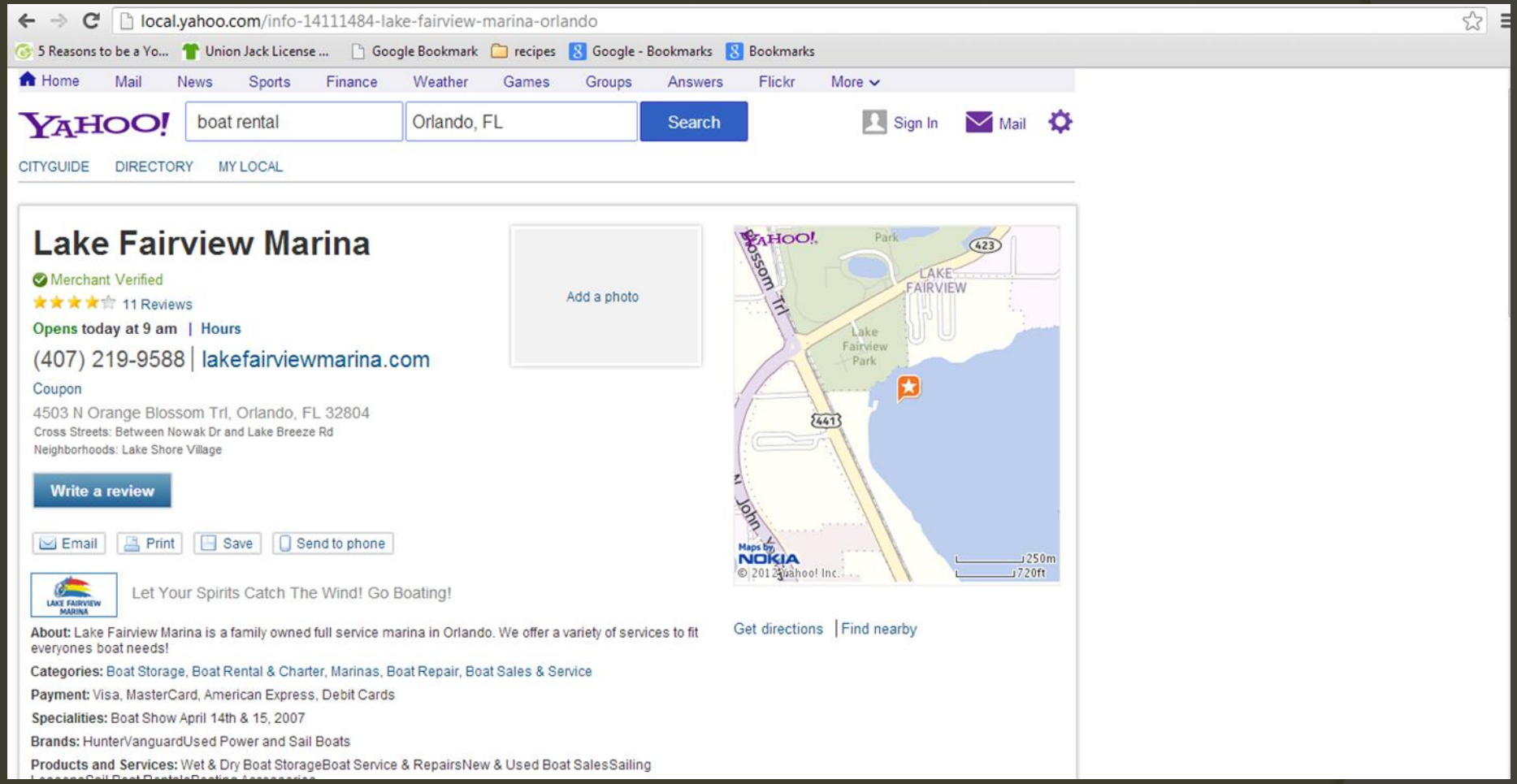
Yahoo! Local

listings.local.yahoo.com



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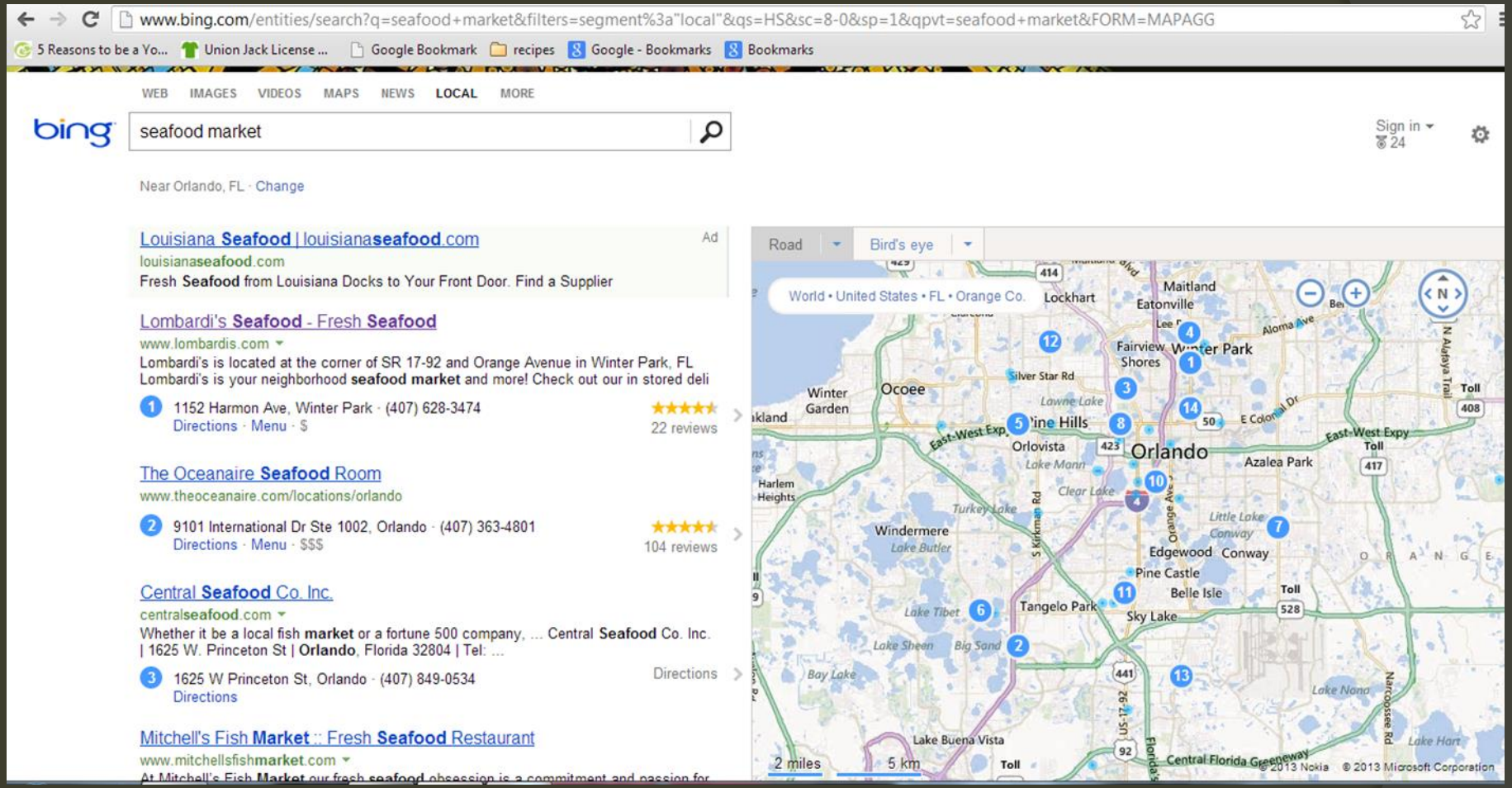
Bing Local

bing.com/businessportal



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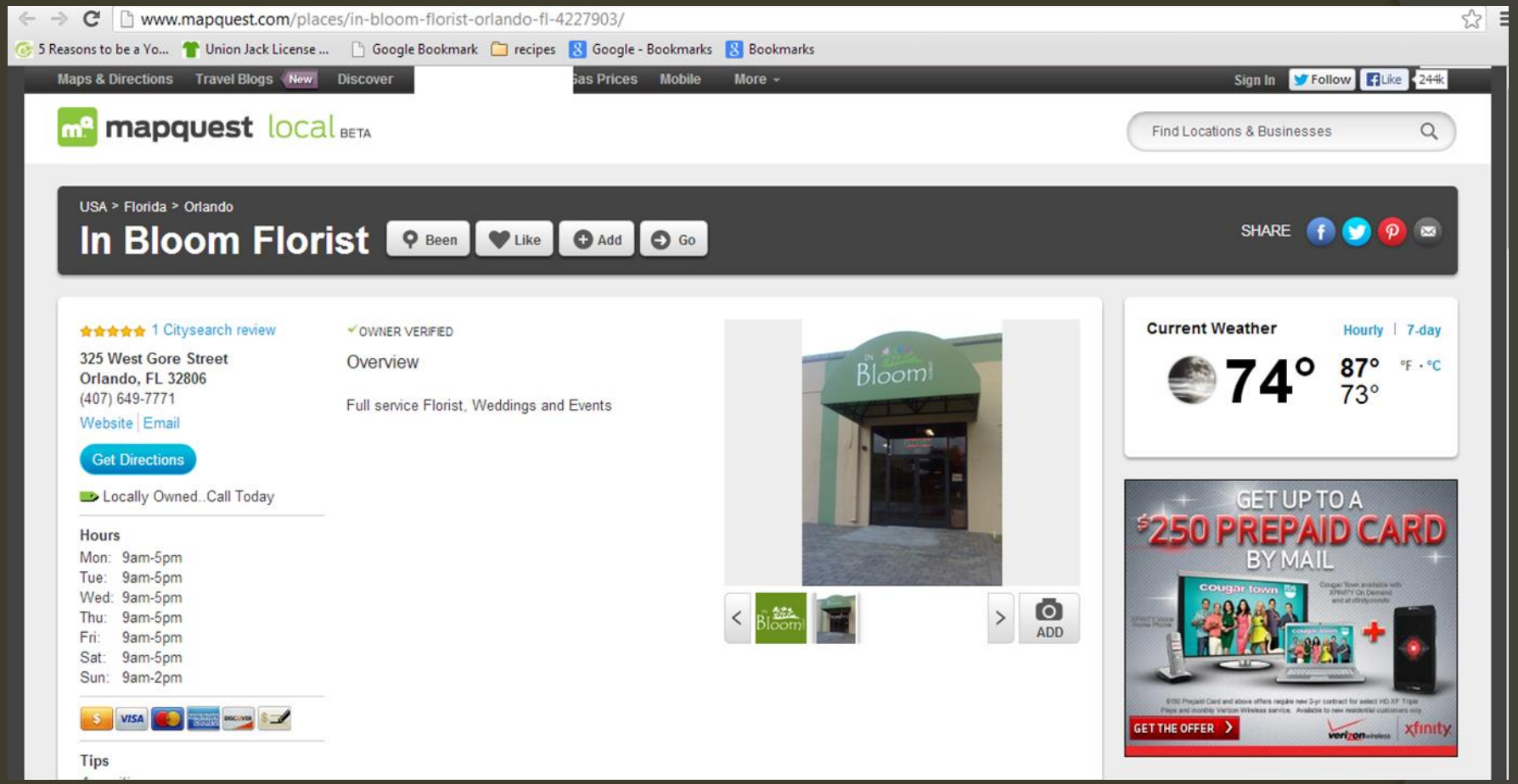
MapQuest Local Business Center

listings.mapquest.com/apps/listing



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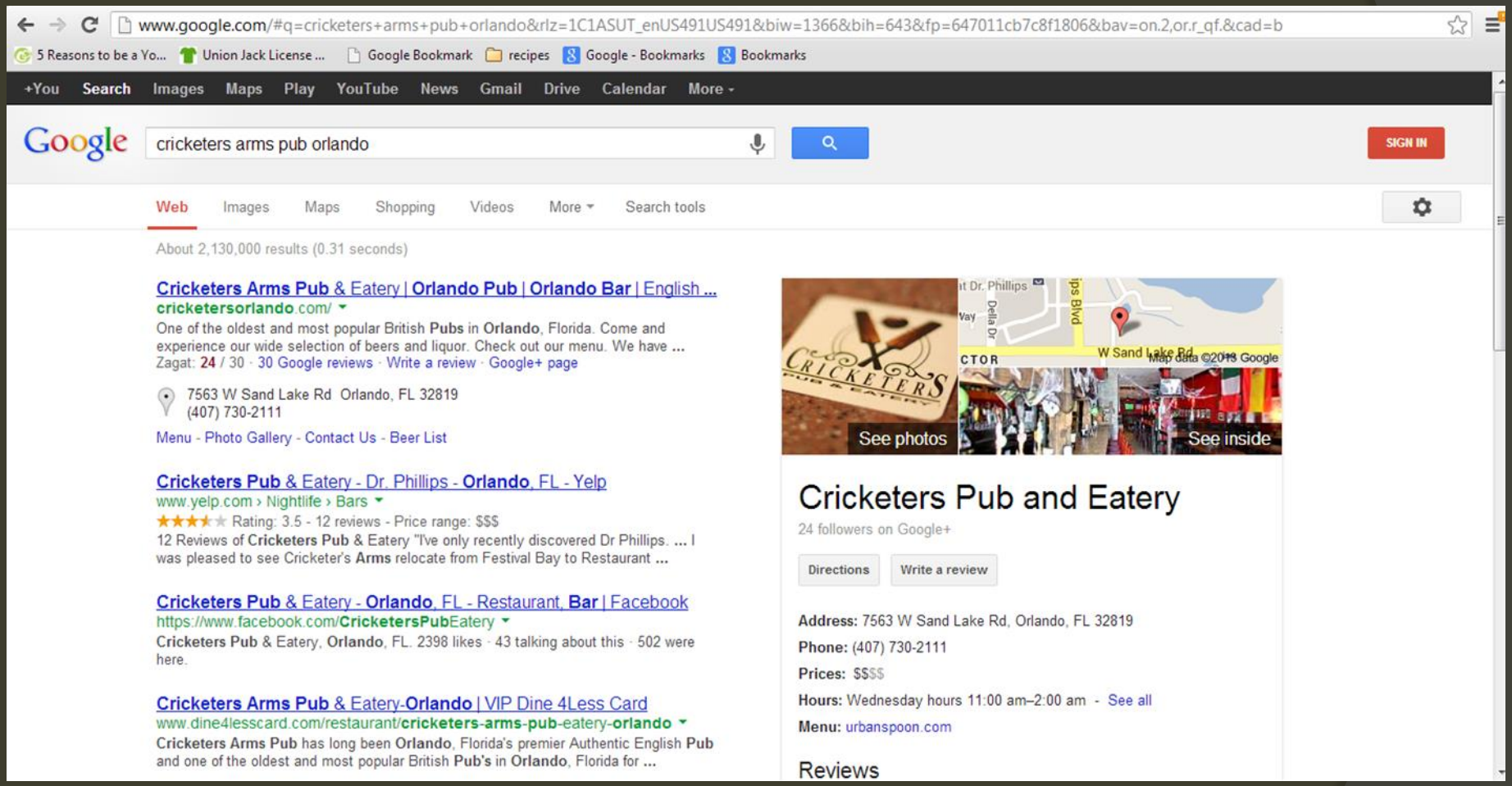
Google Places
google.com/places



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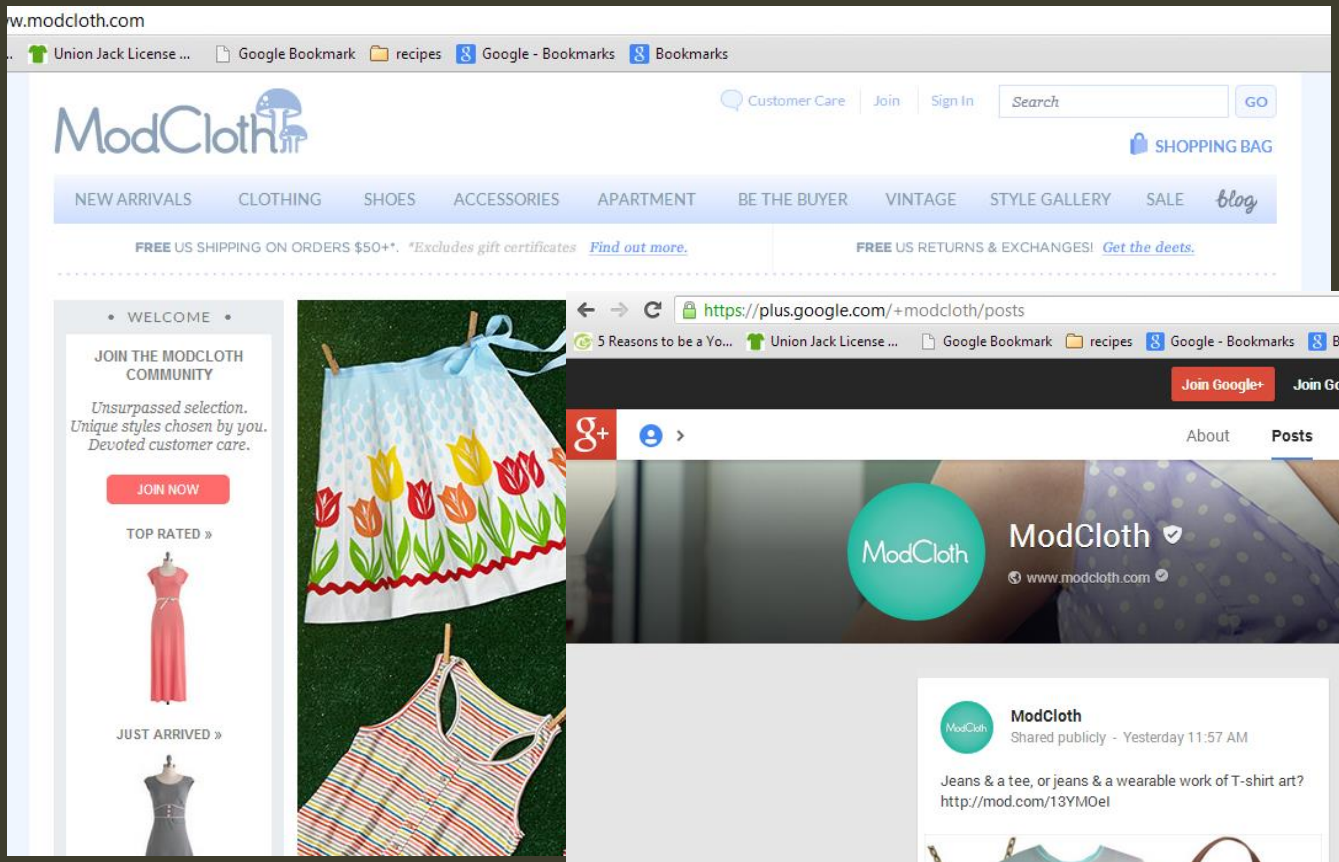
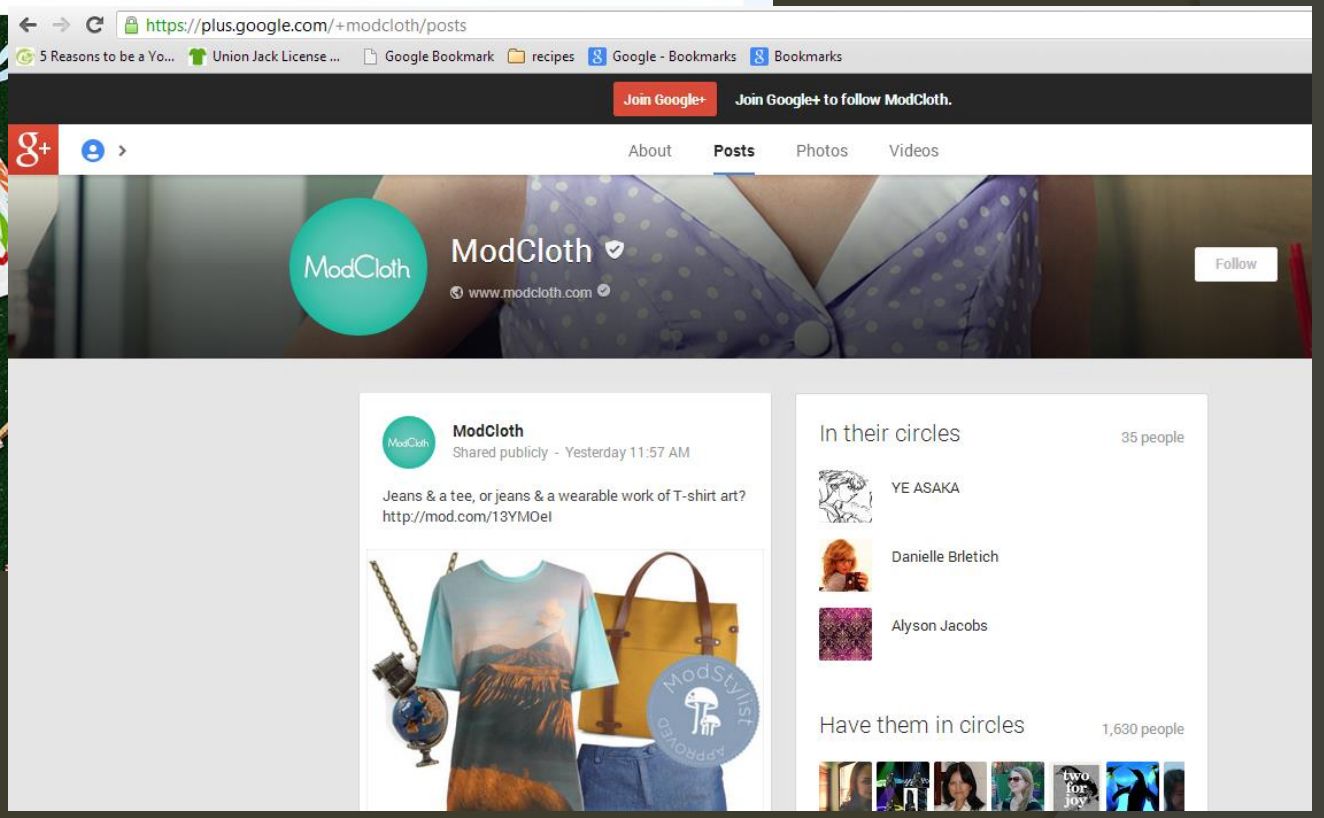
Google Plus

google.com/+/business





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Local Online Marketing Tools

- Business Directory Sites
- Review & Recommendation Sites
- Local Events Calendars
- Social Group Buying Sites
- Location-Based Social Networks

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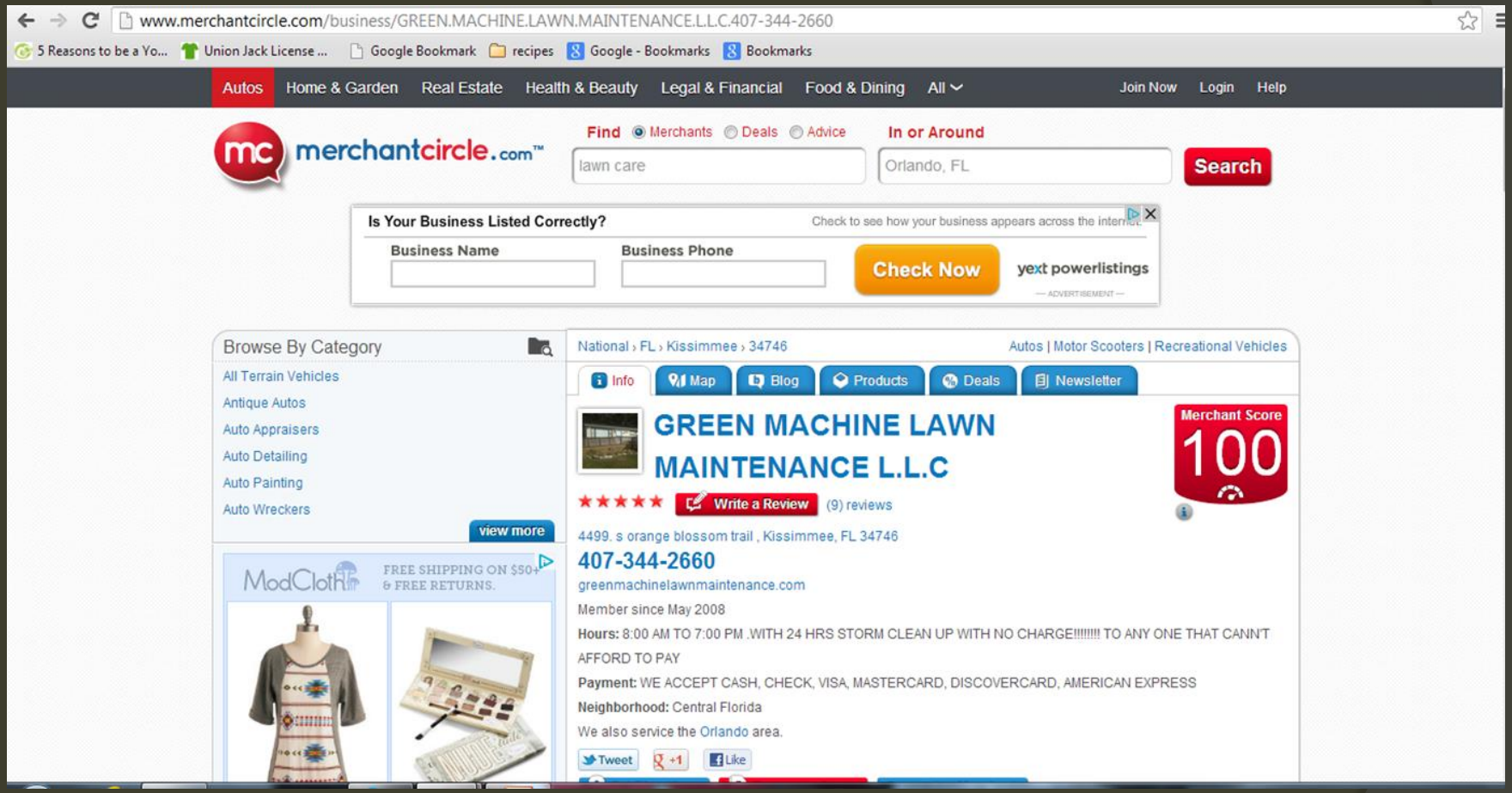
Local Business Directories: Merchant Circle

merchantcircle.com/corporate/landing/signup.html



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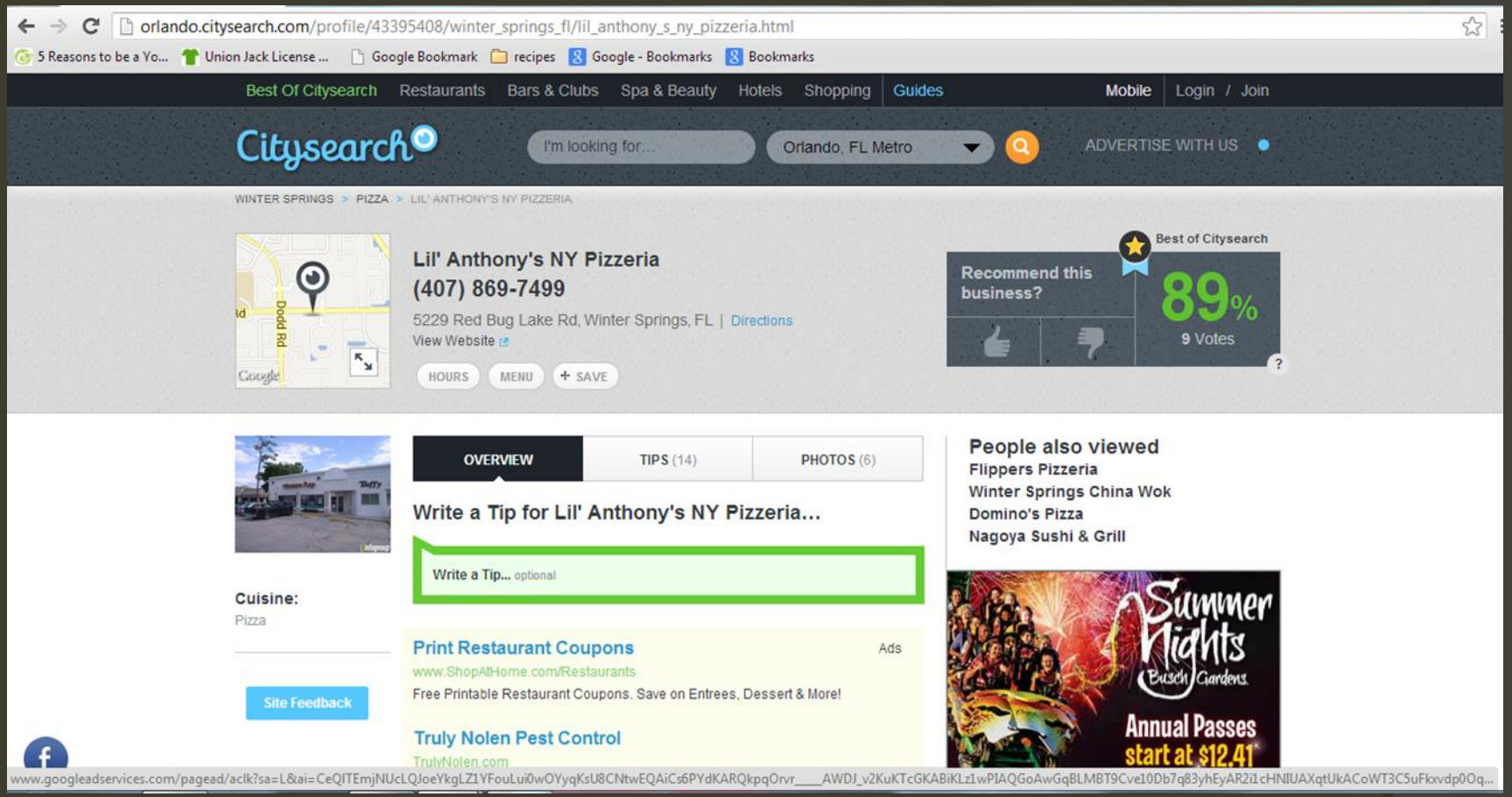
Local Business Directories: CitySearch

citysearch.com/members/start?refers=engage



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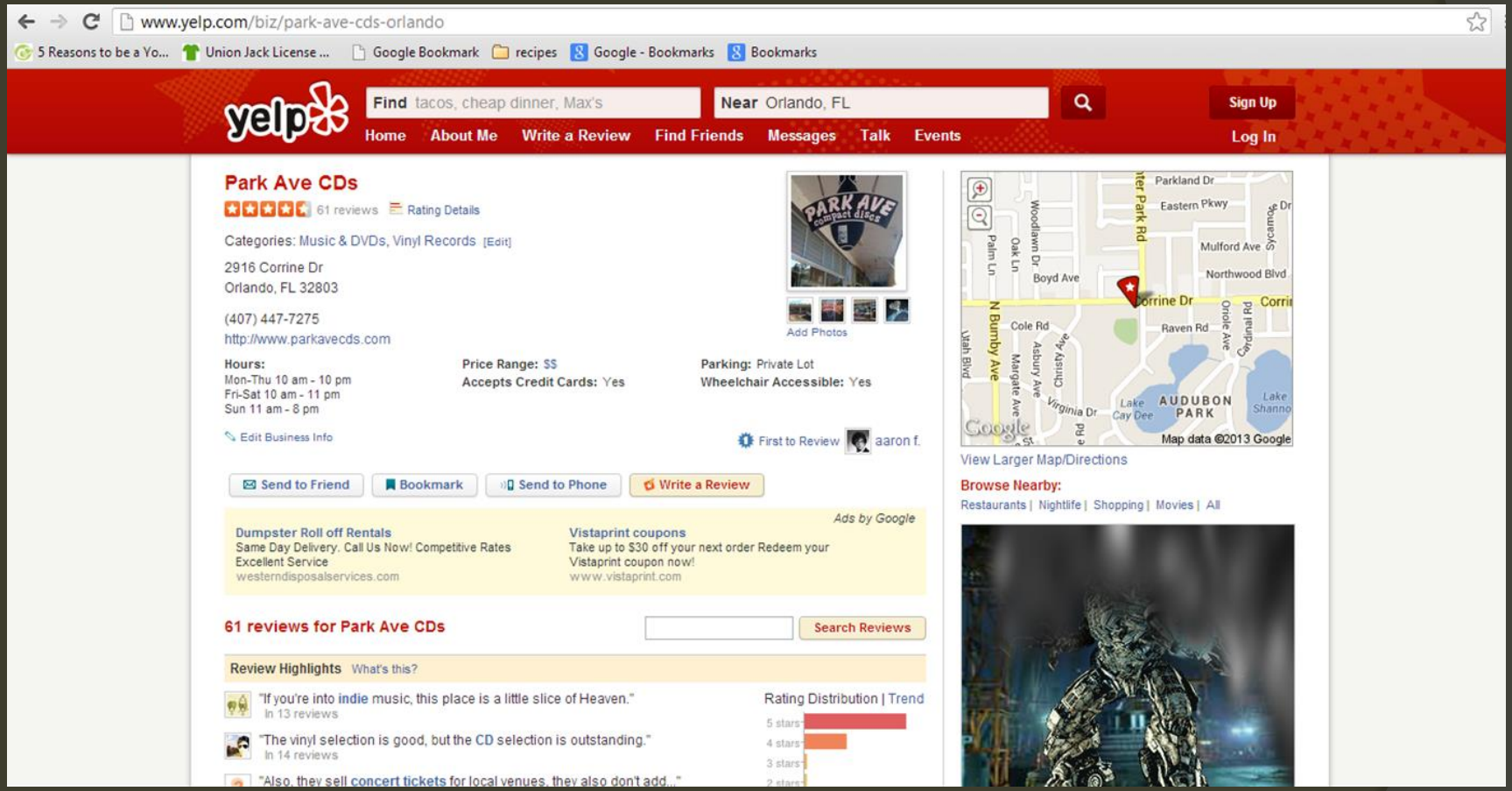
Social Review & Recommendation: Yelp

biz.yelp.com



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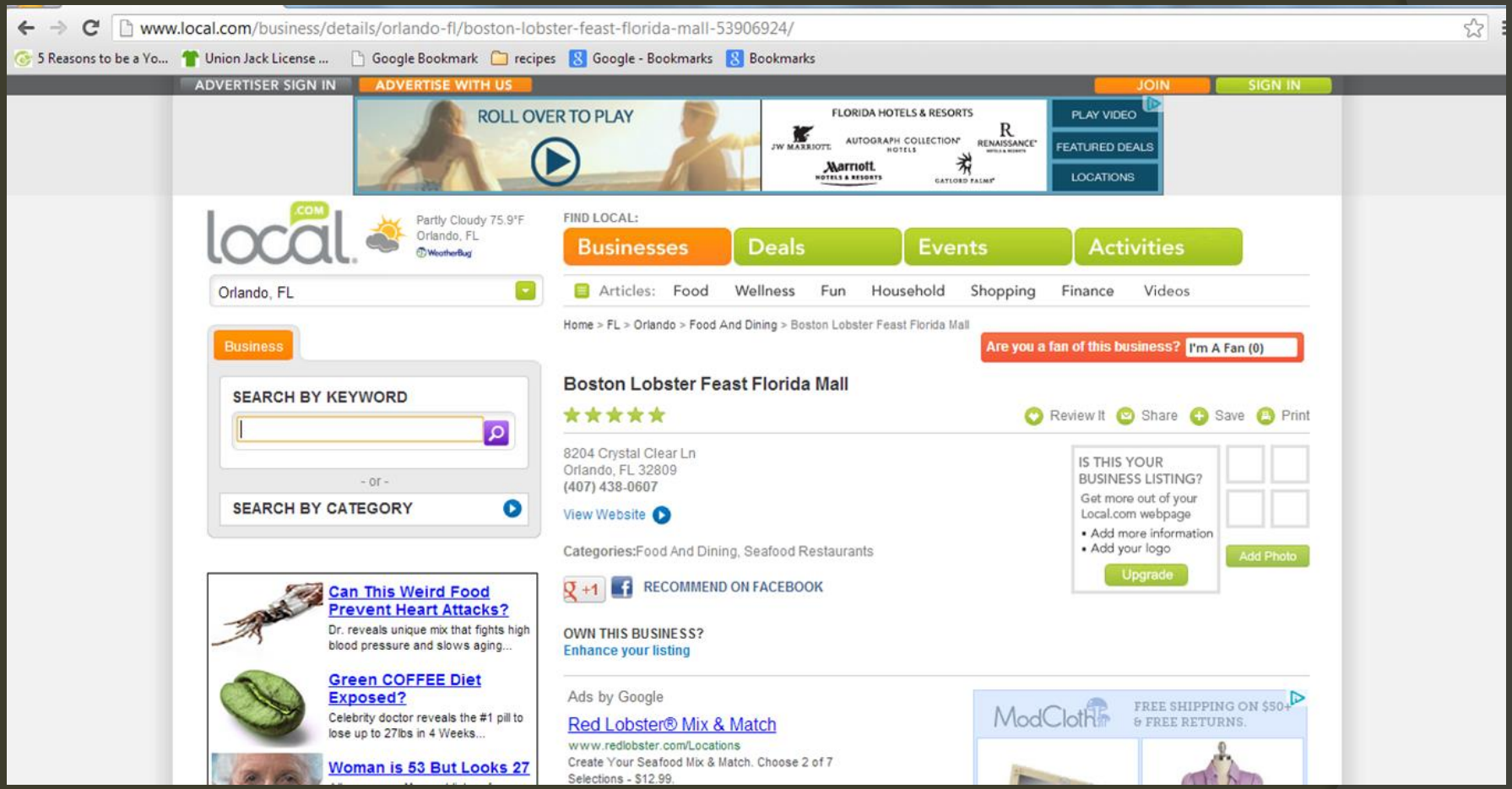
Social Review & Recommendation: Local.com

local.com/business/details/orlando-fl



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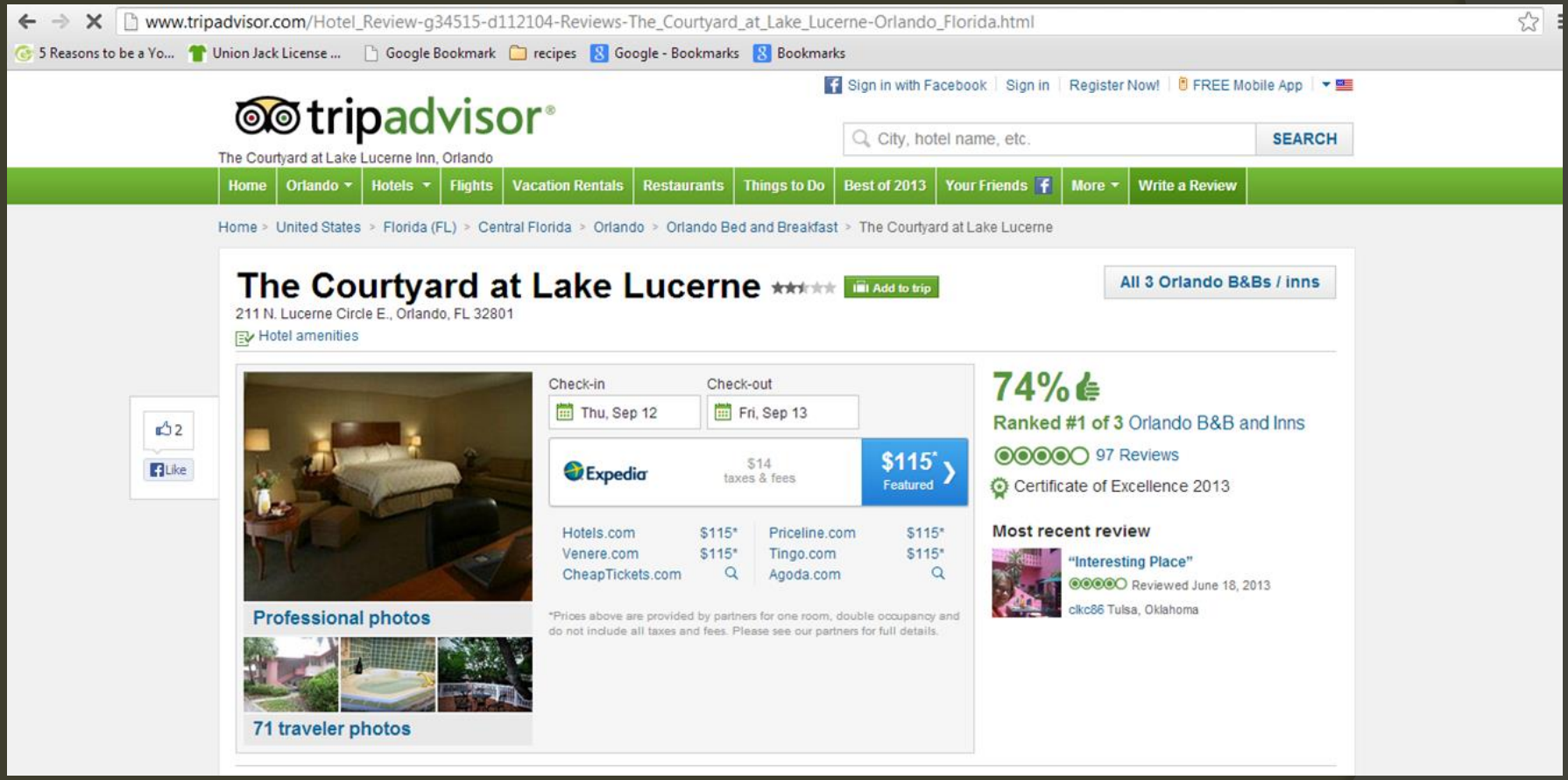
Social Review & Recommendation: TripAdvisor

tripadvisor.com/Owners-t2

tripadvisor.com/BusinessListings



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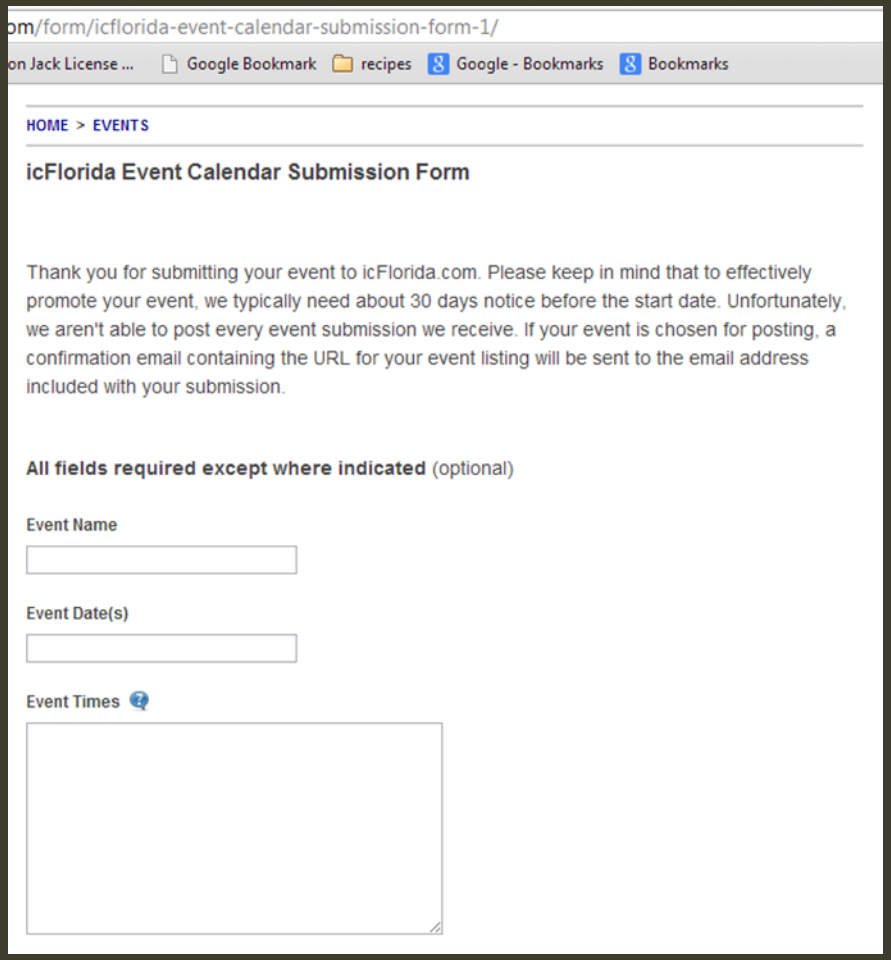
Local Events Calendars: ICFlorida Calendar

wftv.com/form/icflorida-event-calendar-submission-form-1



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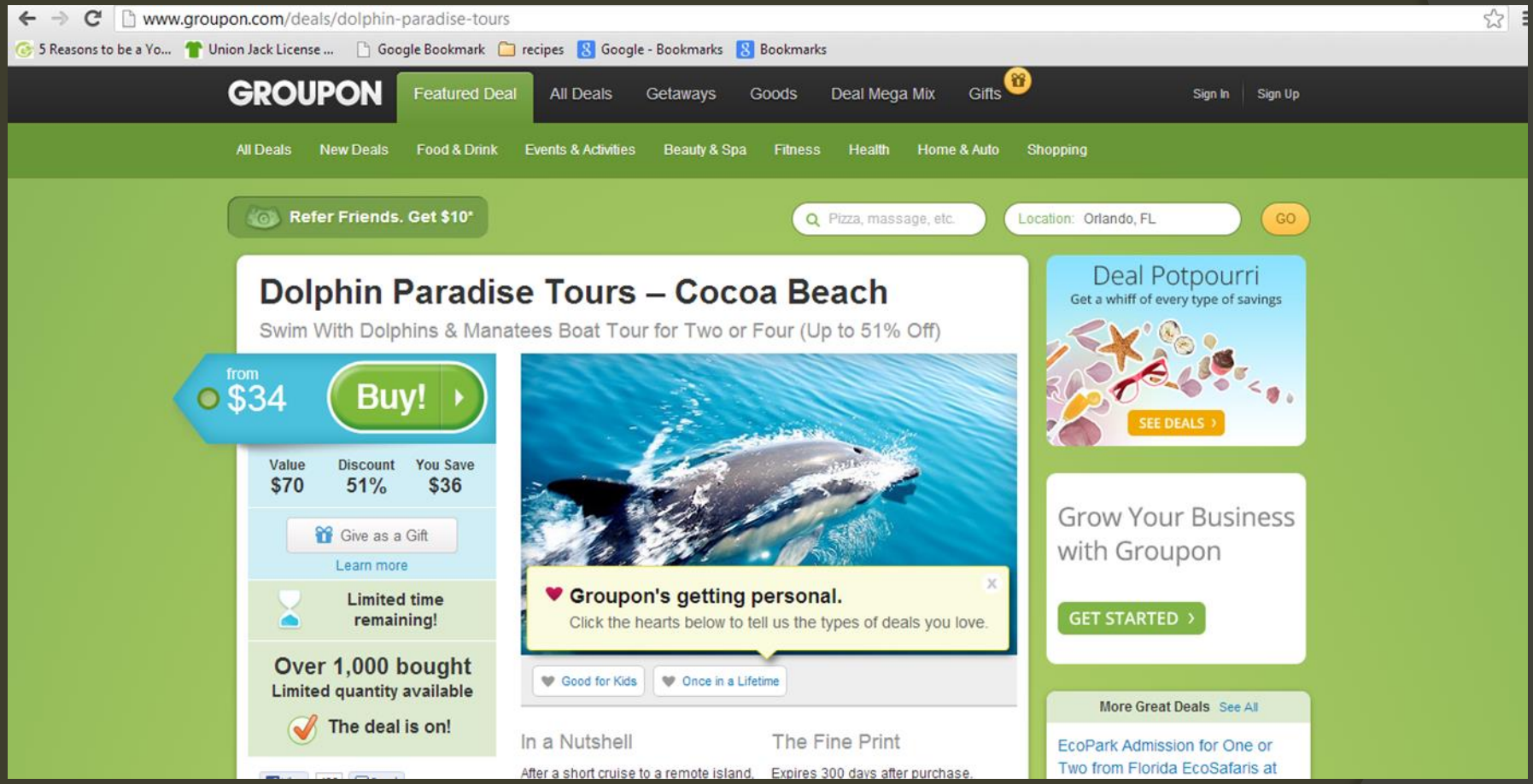
Social Group Buying Sites: Groupon

grouponworks.com/get-featured



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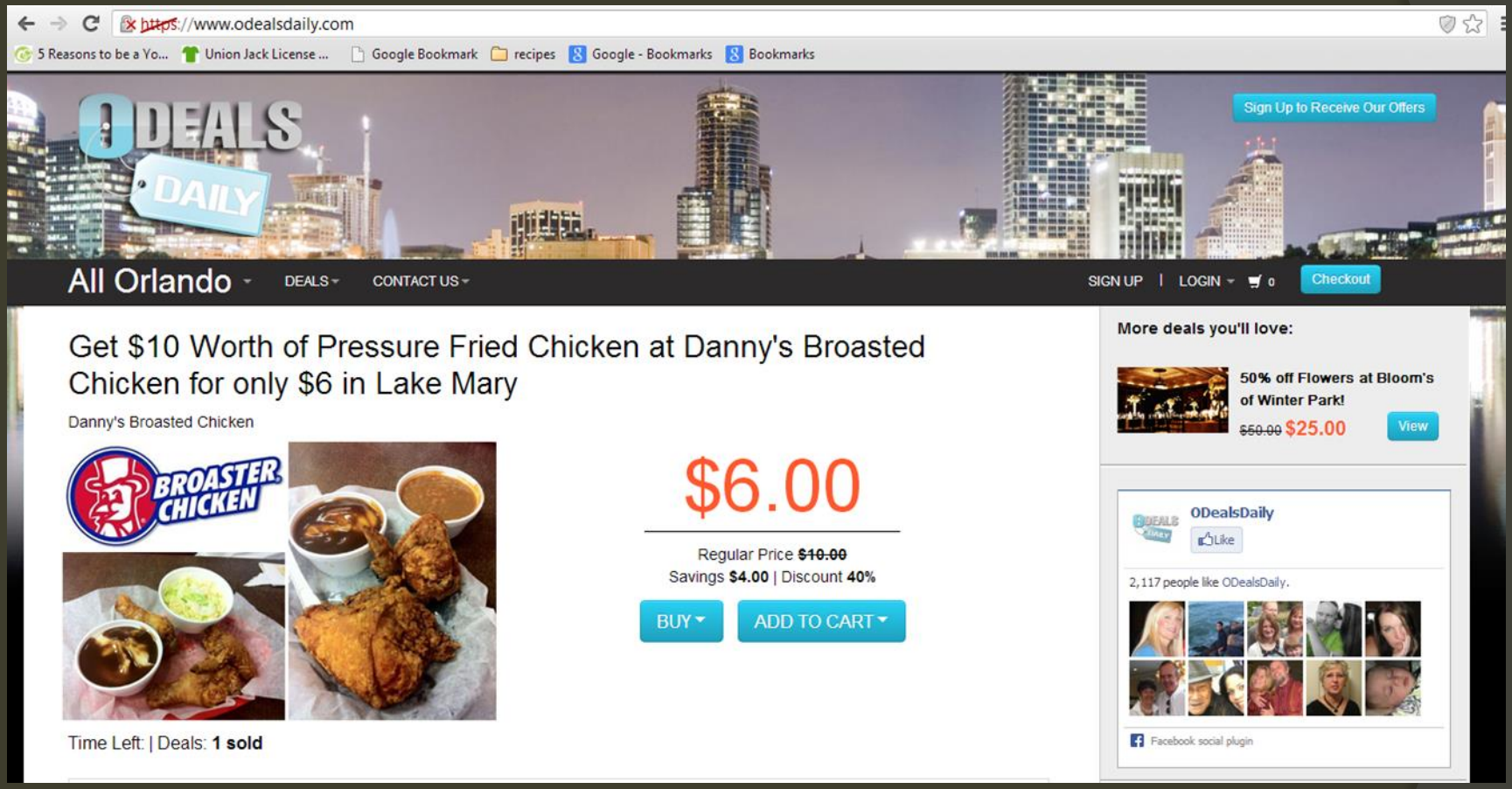
Daily Deal Sites

odealsdaily.com



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Warning: Group Deal Sites

- Be very careful about pricing and number of offers
- Try to negotiate for a better percentage (usually only getting 25%)

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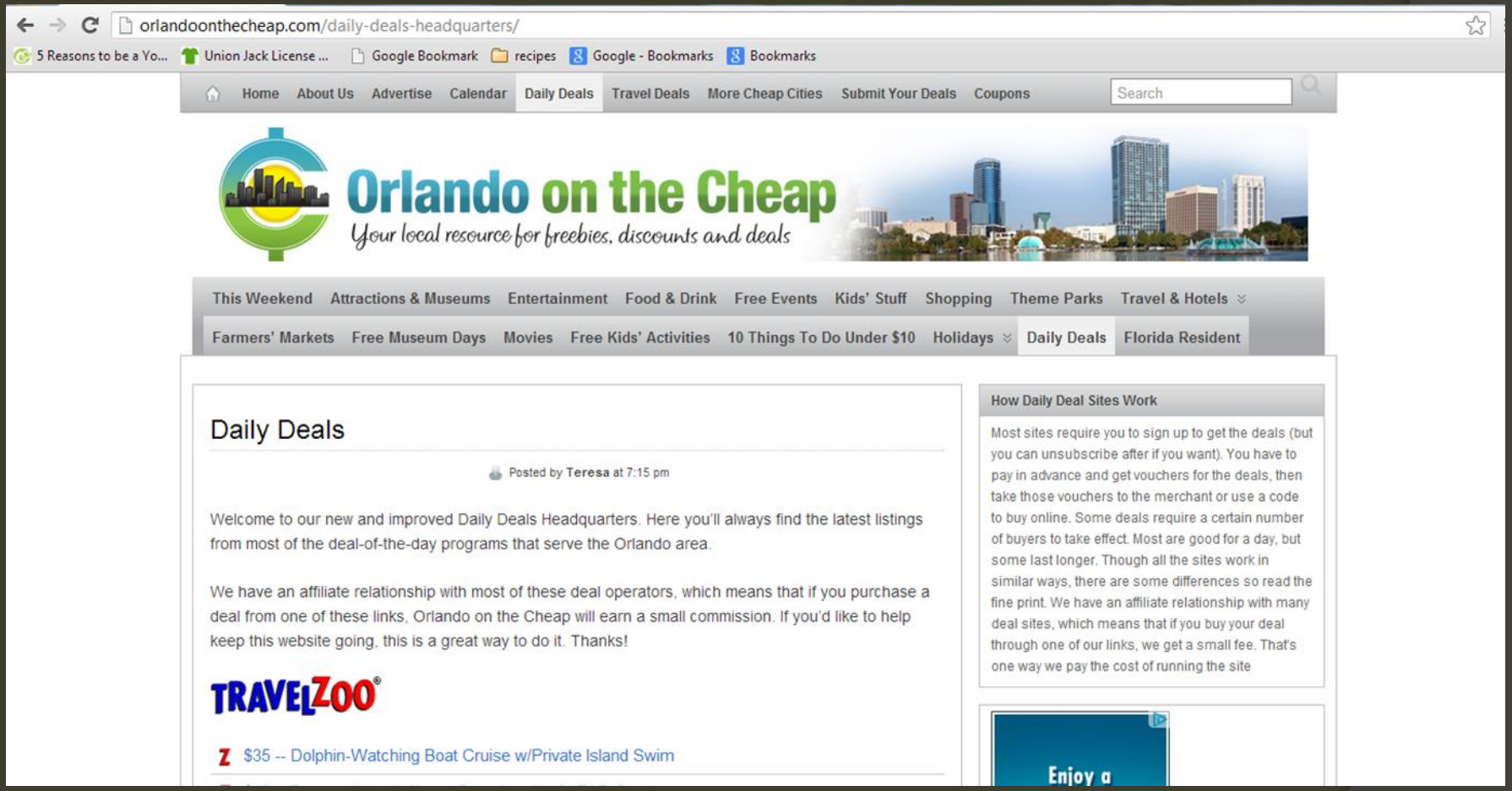
Orlando on the Cheap

orlandoonthecheap.com/submit-your-deals



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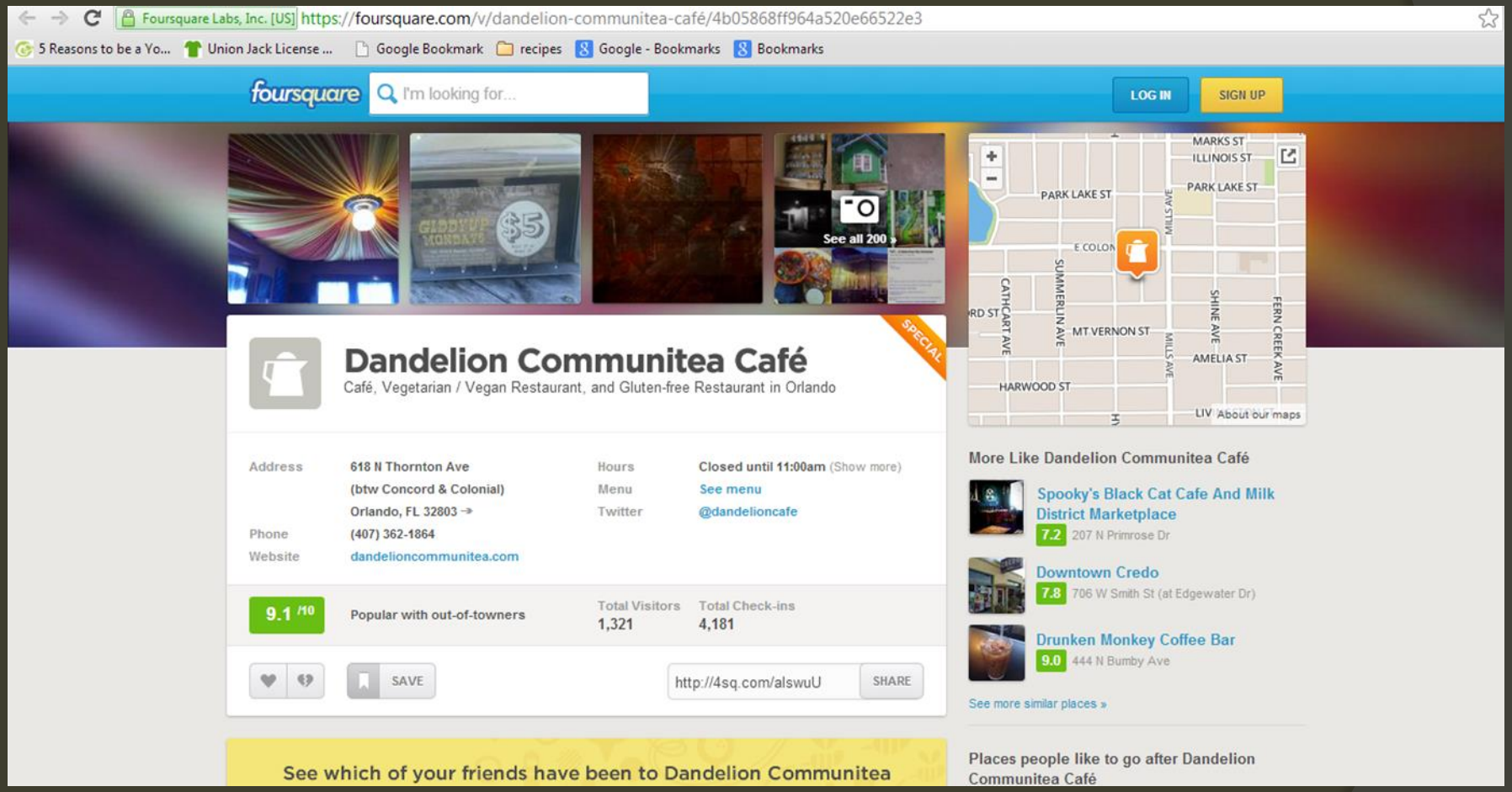
Location Based Social Network: Foursquare

foursquare.com/business



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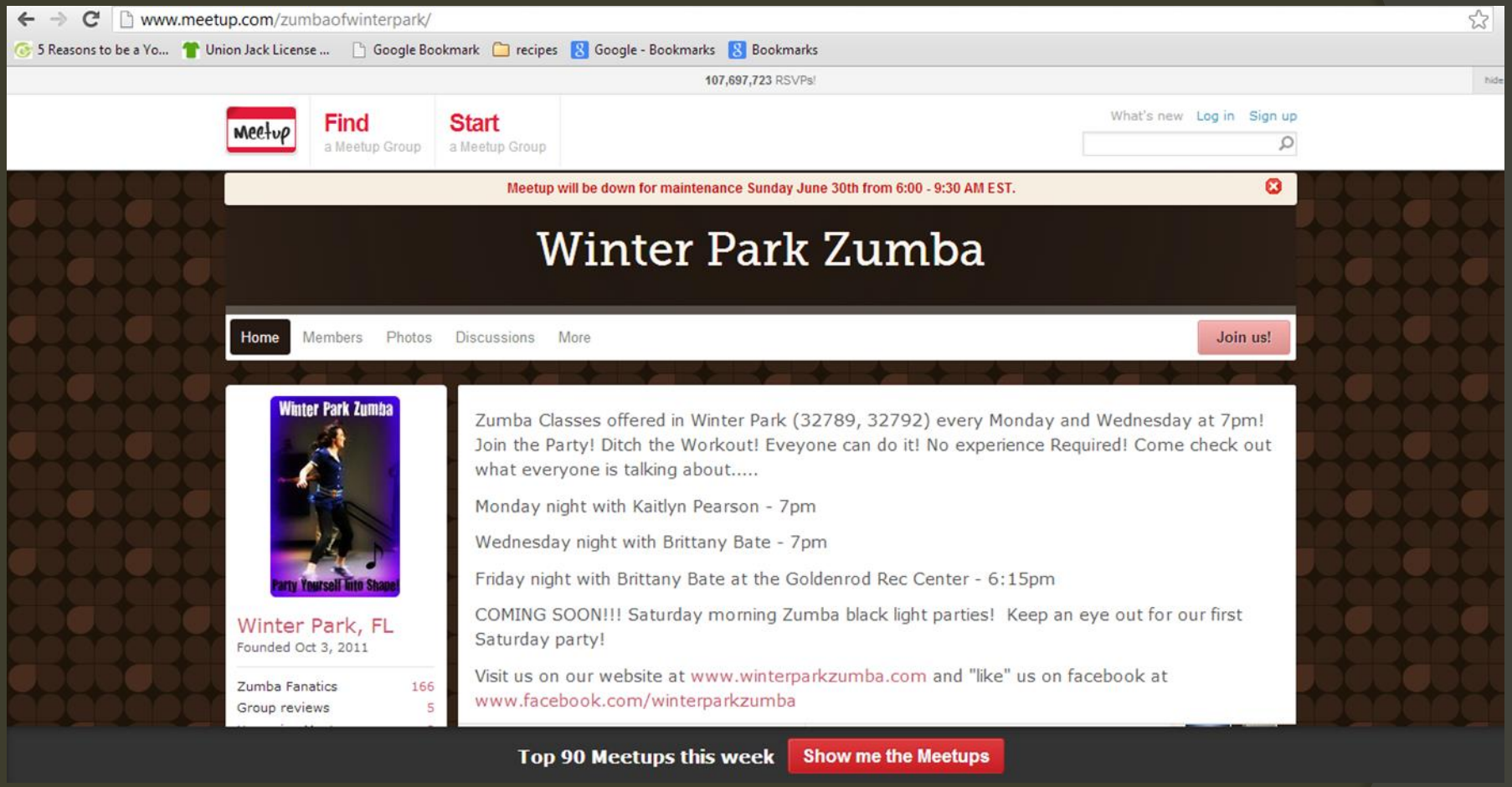
Location Specific: MeetUp

secure.meetup.com/register



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Let's Take a Break

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Local Online Marketing Exercise

- Gather into groups
- Review the marketing problem in your packets
- Among yourselves, select the methods that you think are most likely to succeed in solving the problem (15 minutes)
- Several groups will be asked to report on their problem and solution afterwards

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Targeted PPC Ads

- PPC ads work by allowing advertisers to bid on certain keywords with a daily cap for how much will be spent
- Choose keywords relevant to the product or service you are promoting
- Decide how much you are willing to spend on each keyword per day
- Bring visitors to a specific landing page

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Benefits of Pay-Per-Click Ads

- People who look at ads are already shopping
- Can save money & target audiences by localizing ads on any site
- Don’t need to run ads 24/7
- Use ads to drive traffic to brick & mortar store, to website, or to social media

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Important Things to Remember

- CTR Rates
  - Studies show much higher click through rates across all ad venues when ads are localized
  - mediapost.com/publications/article/171106
- Conversion codes
  - Place on thank you page to assess how well ads or other marketing efforts are doing
  - Most advertising services will supply the code, or clients can create their own

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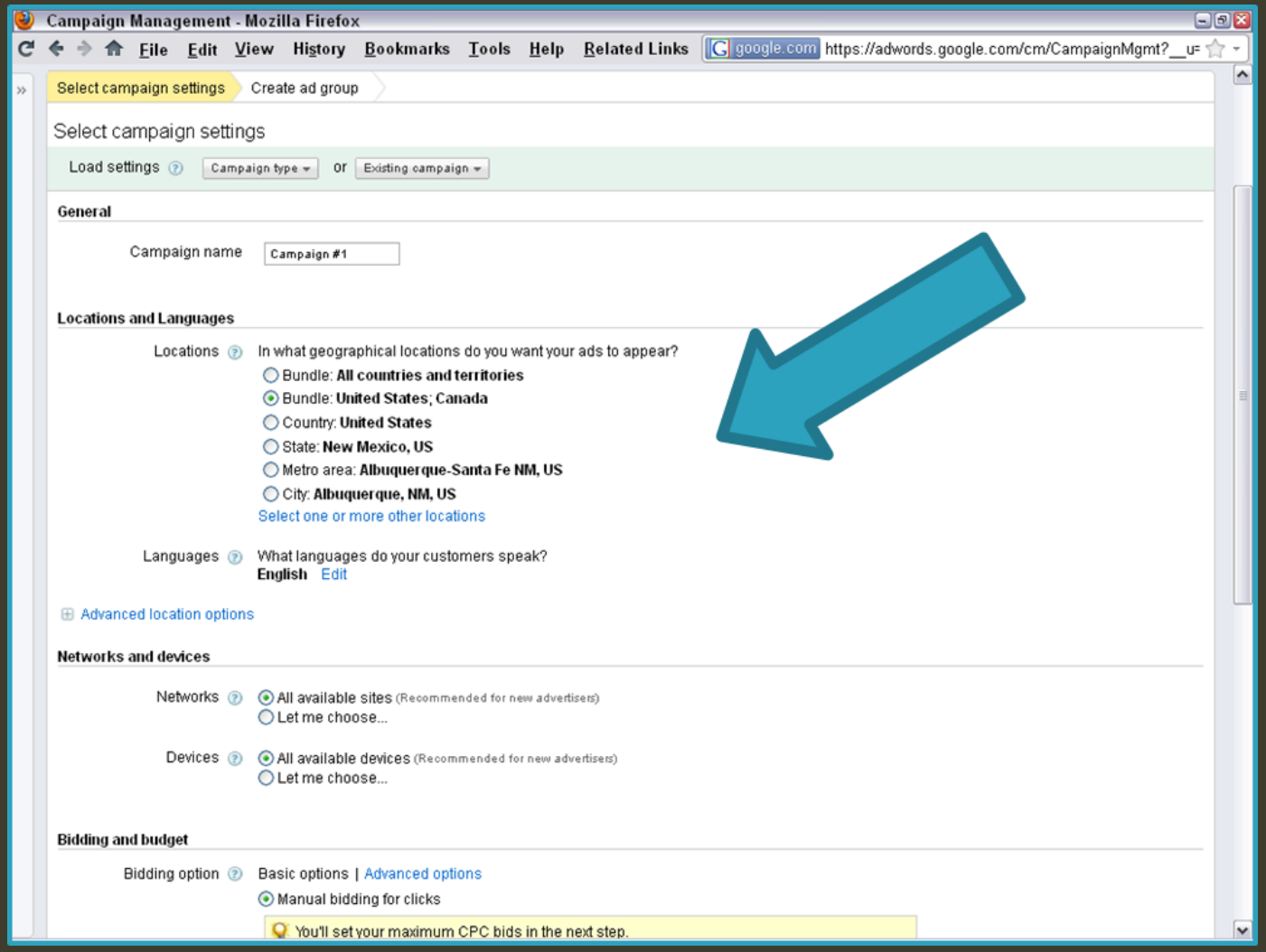
Targeting Play Per Click Ads



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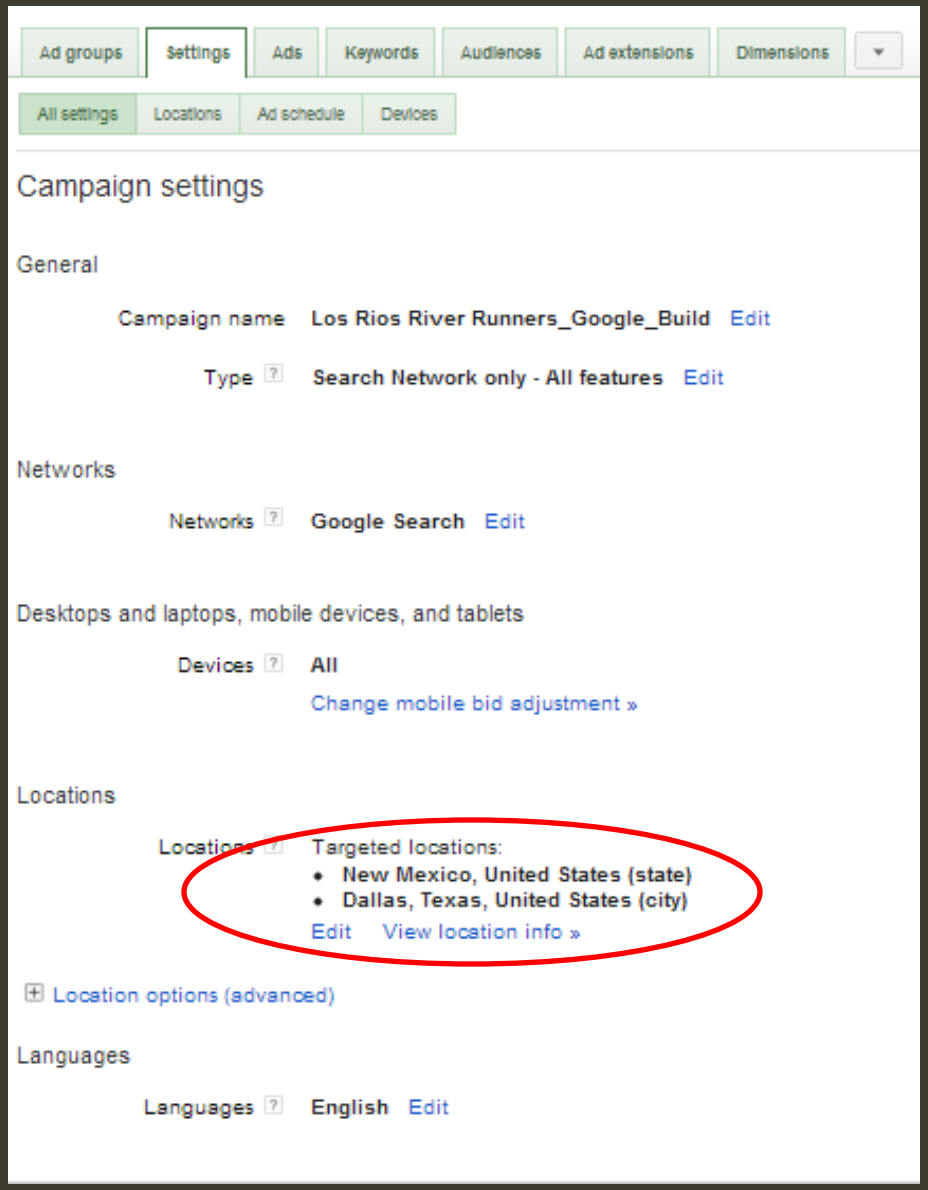
Google Adwords- Locally Targeted



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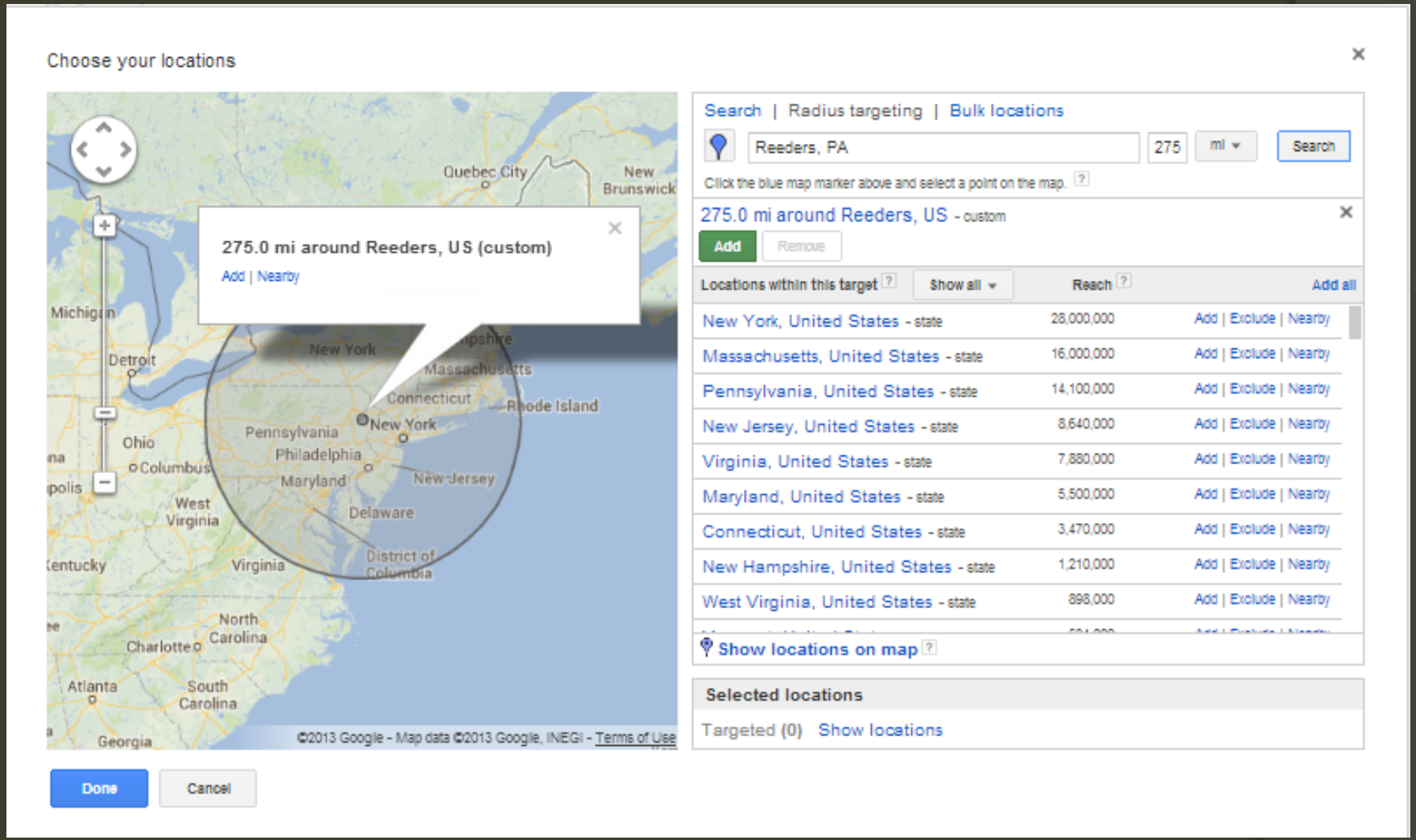
Google Adwords- by Radius



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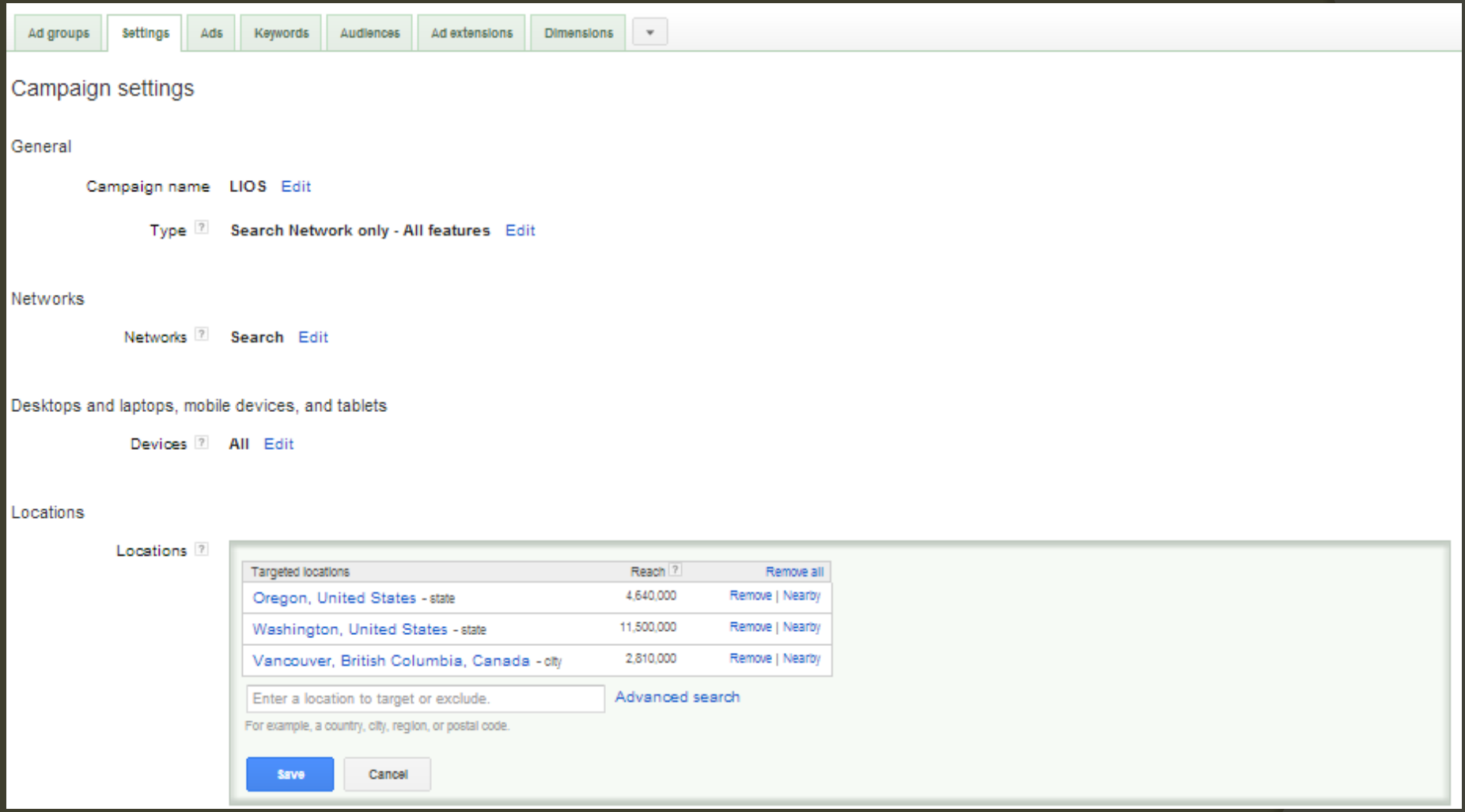
Google Adwords – by Region



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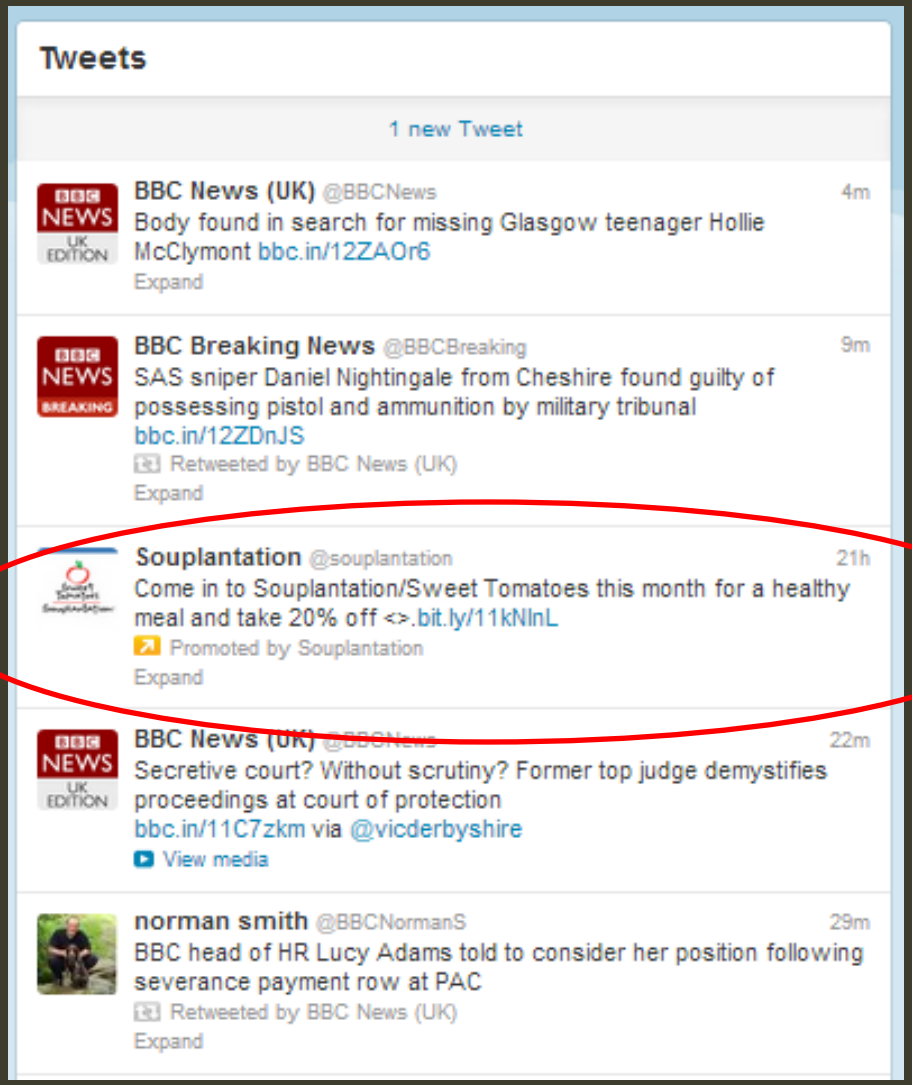
Twitter: Promoted Tweets



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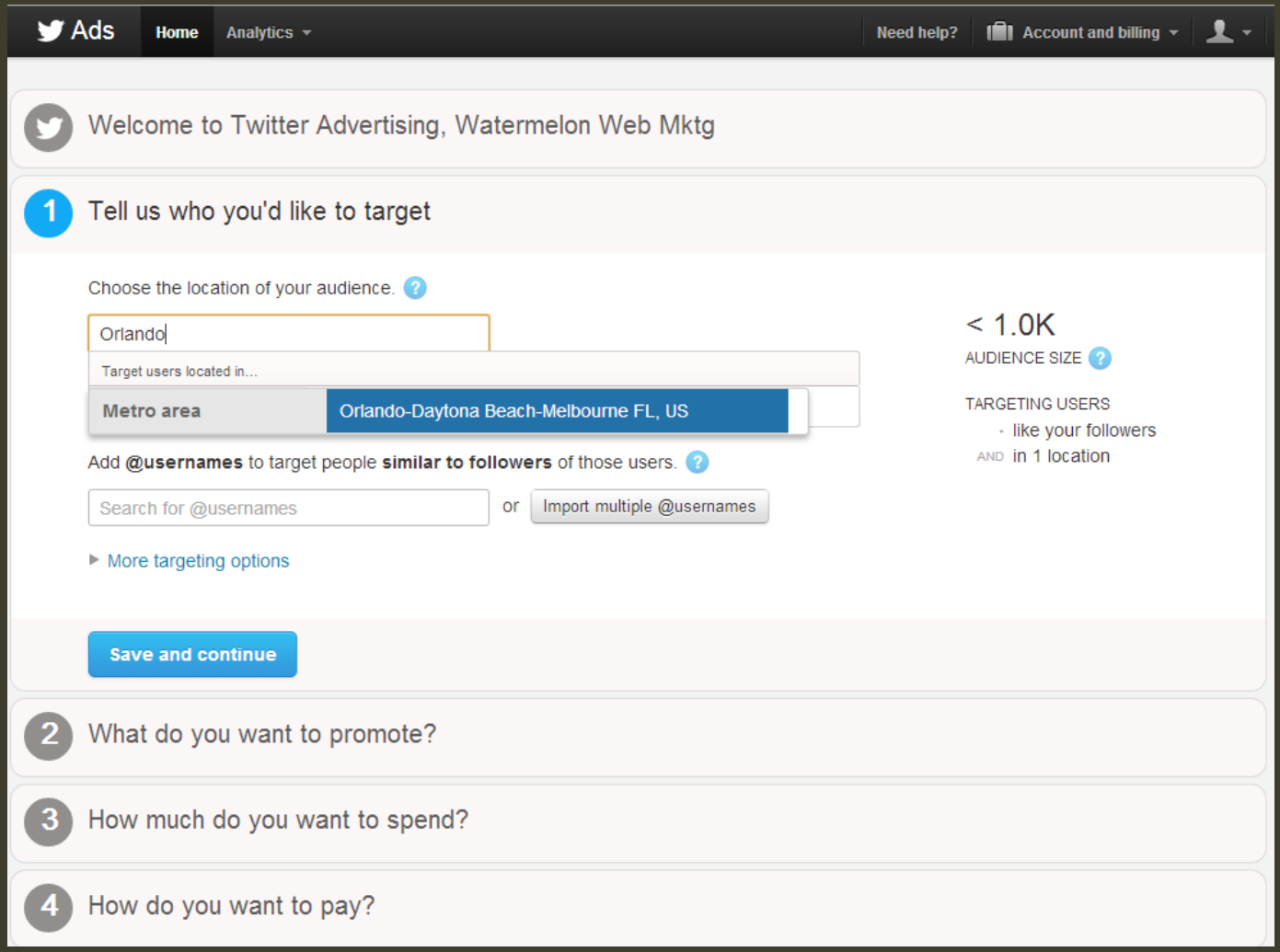
Localizing Promoted Tweets



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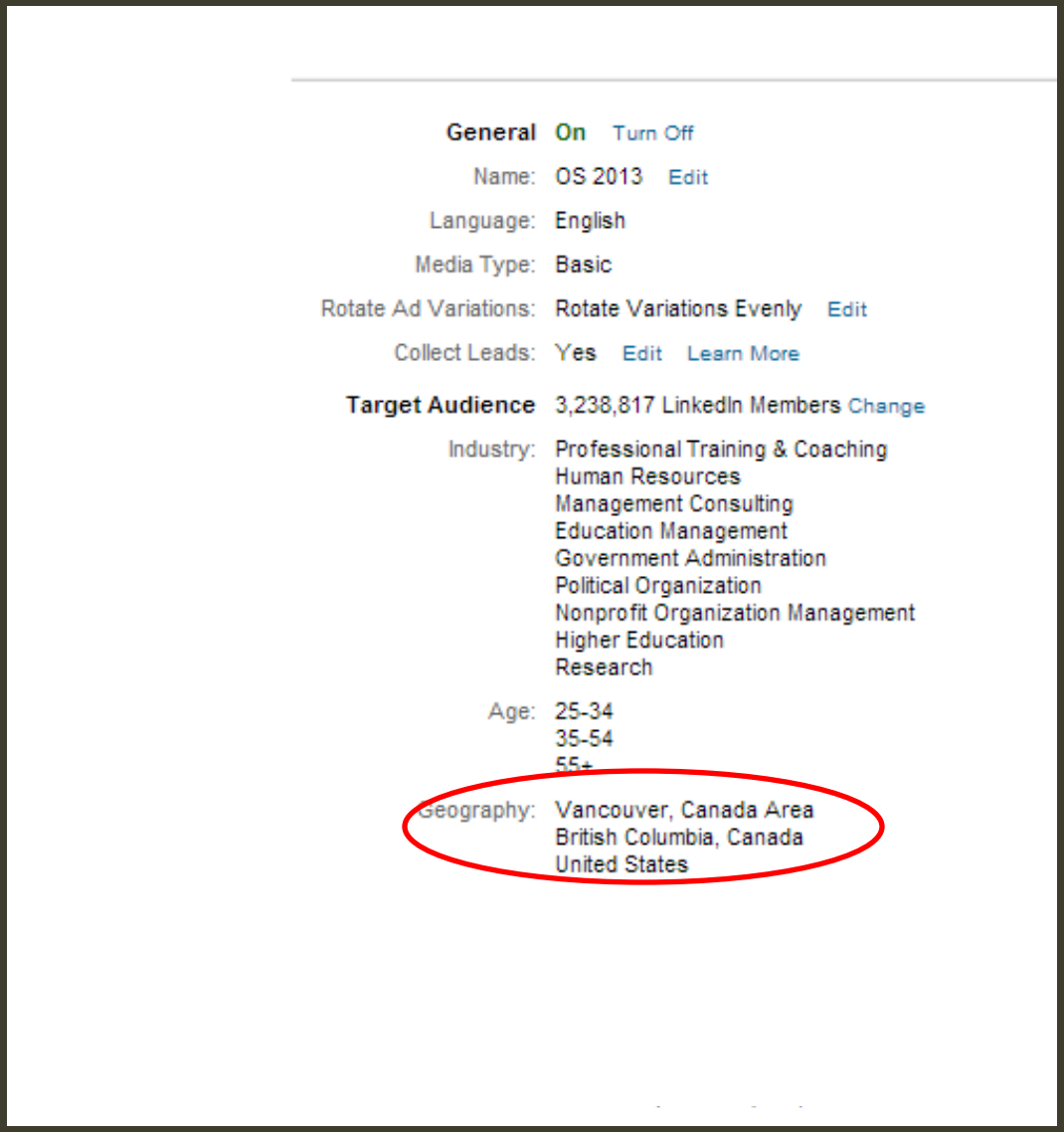
Localized LinkedIn Ads



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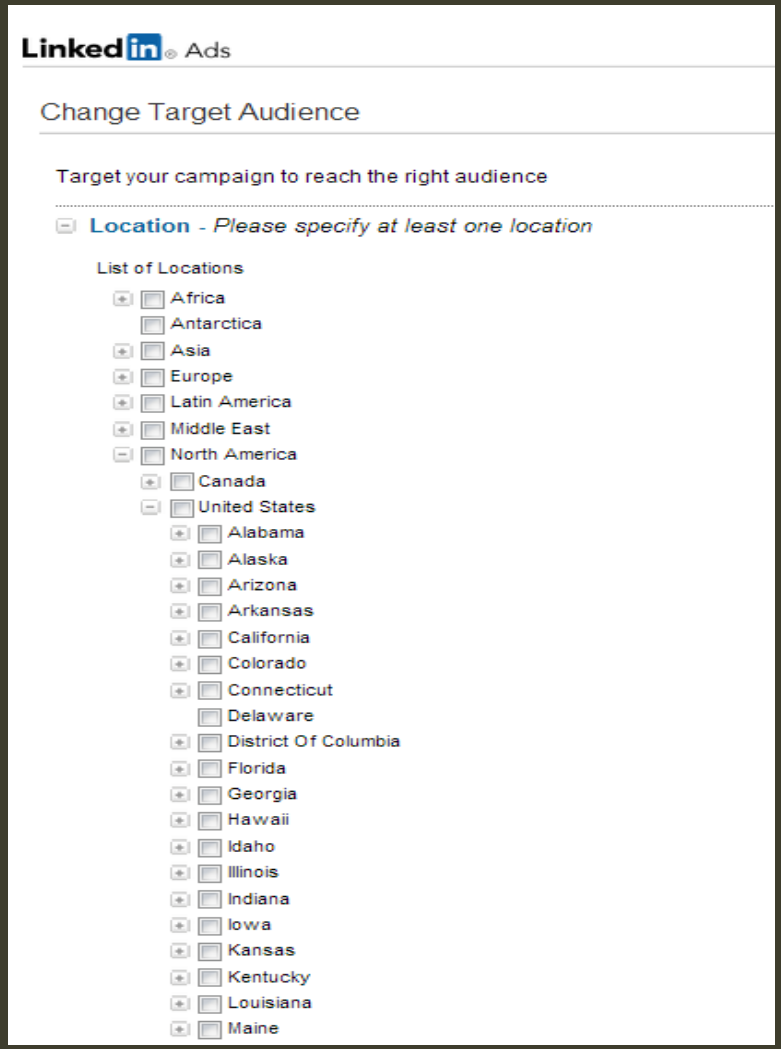
Localizing LinkedIn Ads

- Country
- State
- City/Metropolitan Area
- Limited to 10 options



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Why Mobile Matters

- Smartphone and tablet penetration are increasing rapidly
- Shoppers are comparing prices online
- Mobile searchers are often opportunists, looking for convenience
- May need to build a quick & easy mobile-based site

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Local Mobile Sites

- Having a mobile site puts clients higher in search rankings exactly when people are looking for them
- Many inexpensive ways to get mobile, e.g.
  - GoMo – Google Mobile Sites; free but limited templates; no need to use Google regular sites
  - GoMobi – Easy to use, offered by many hosting companies; from $3 per month

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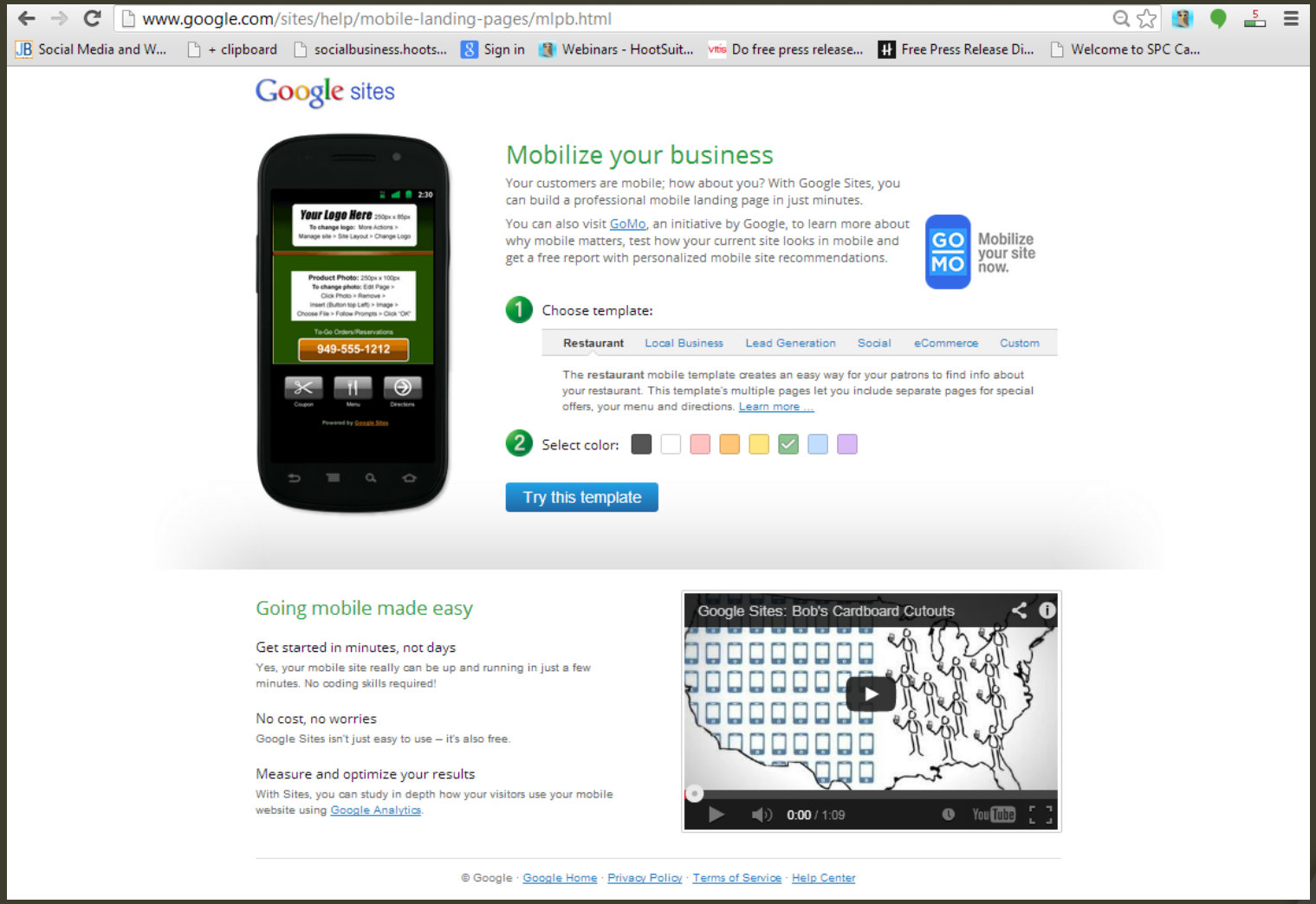
GoMo: Google Mobile Sites

google.com/sites/help/mobile-landing-pages/mlpb.html



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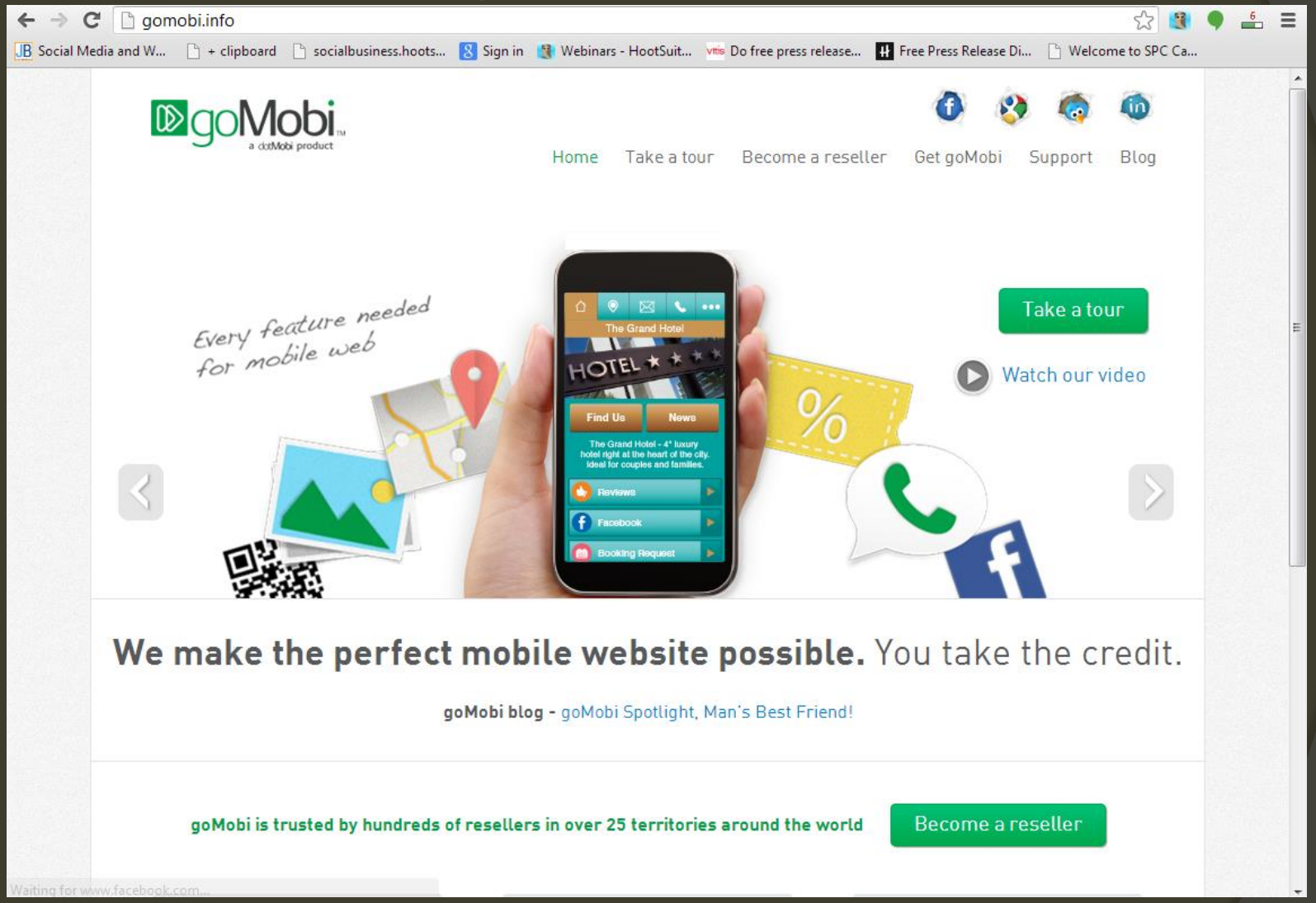
GoMobi

gomobi.info



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How to Assess Success

- Setting up Google Analytics to include local and social media
- Assessing mobile analytics

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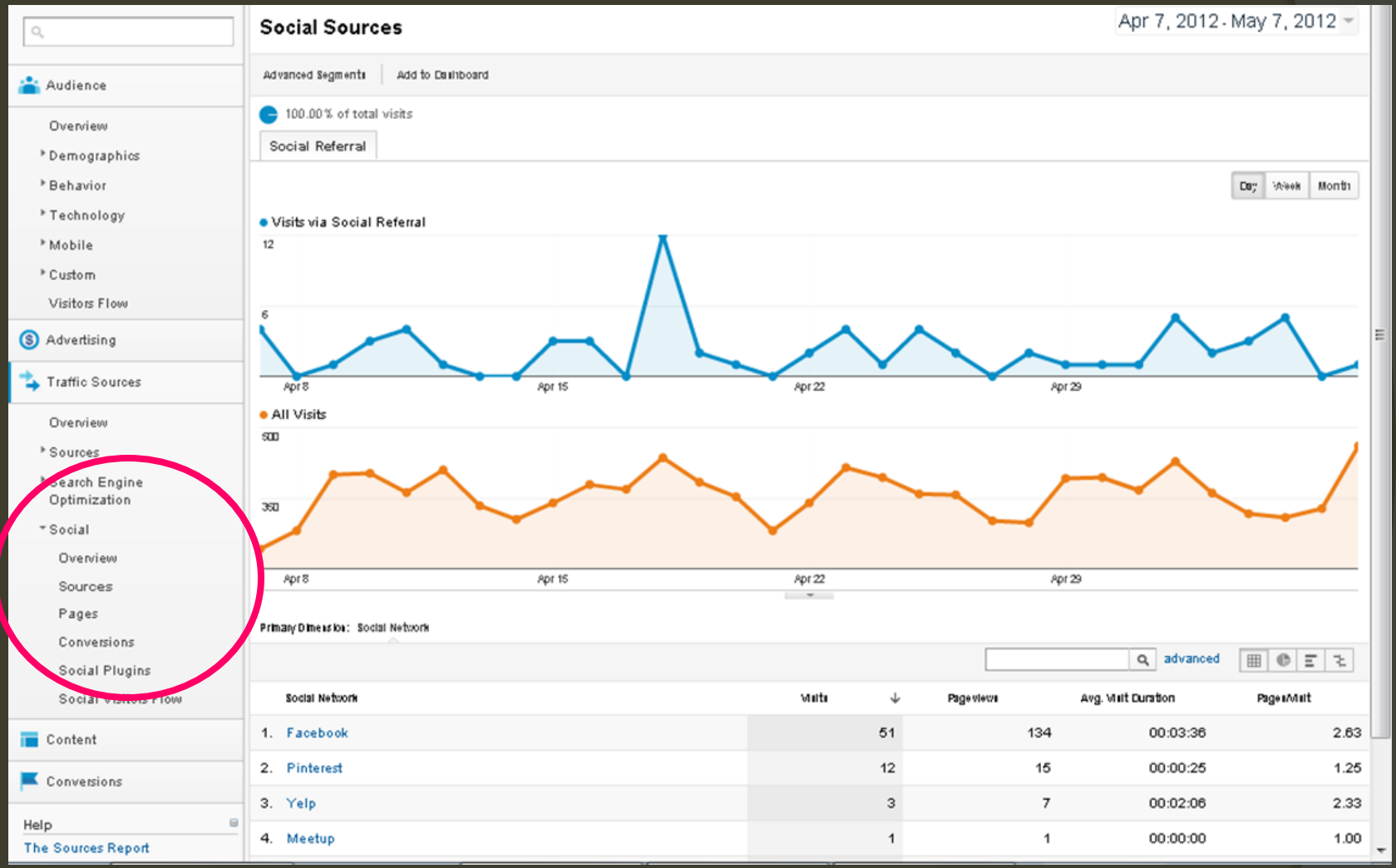
Social Analytics



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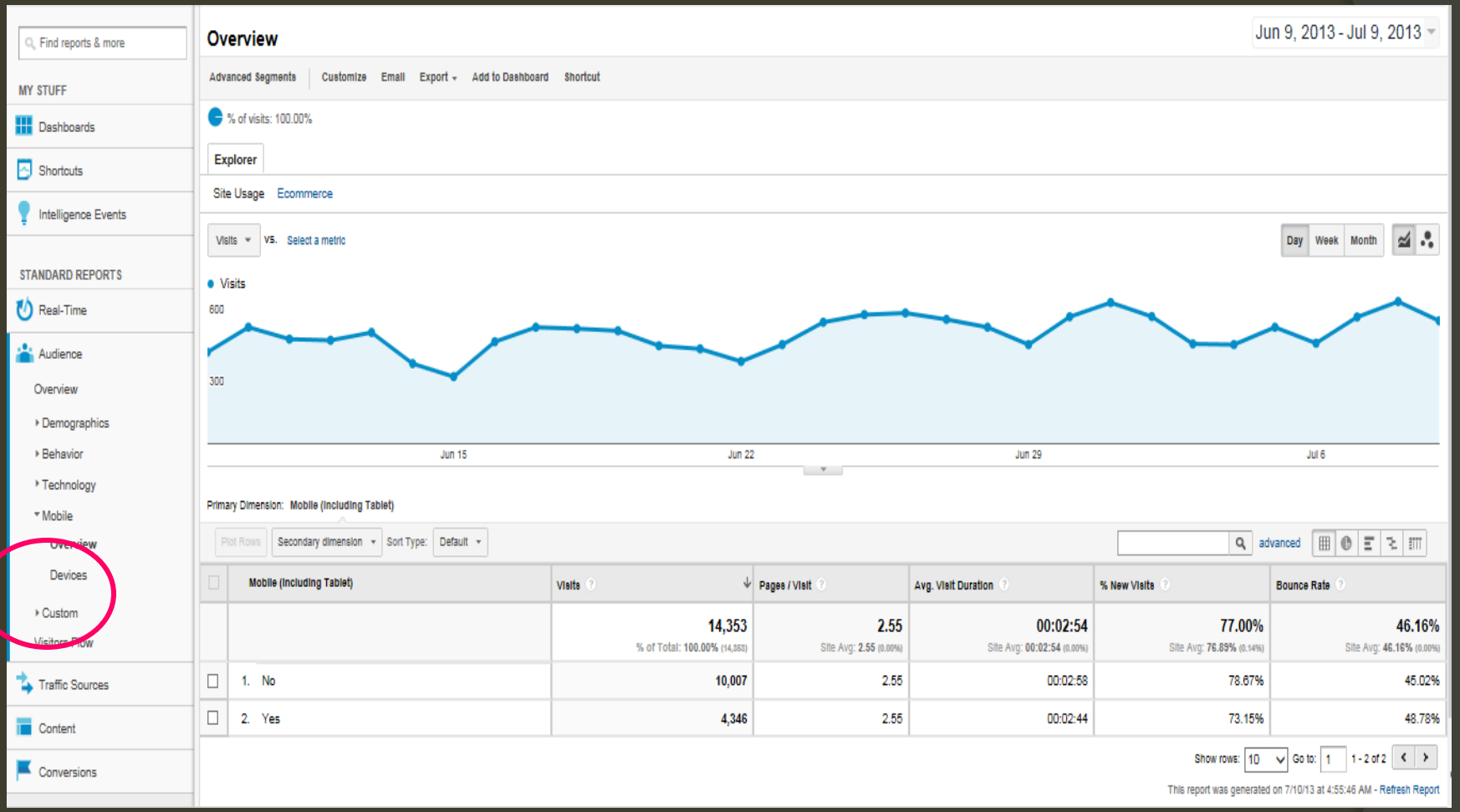
Mobile Analytics



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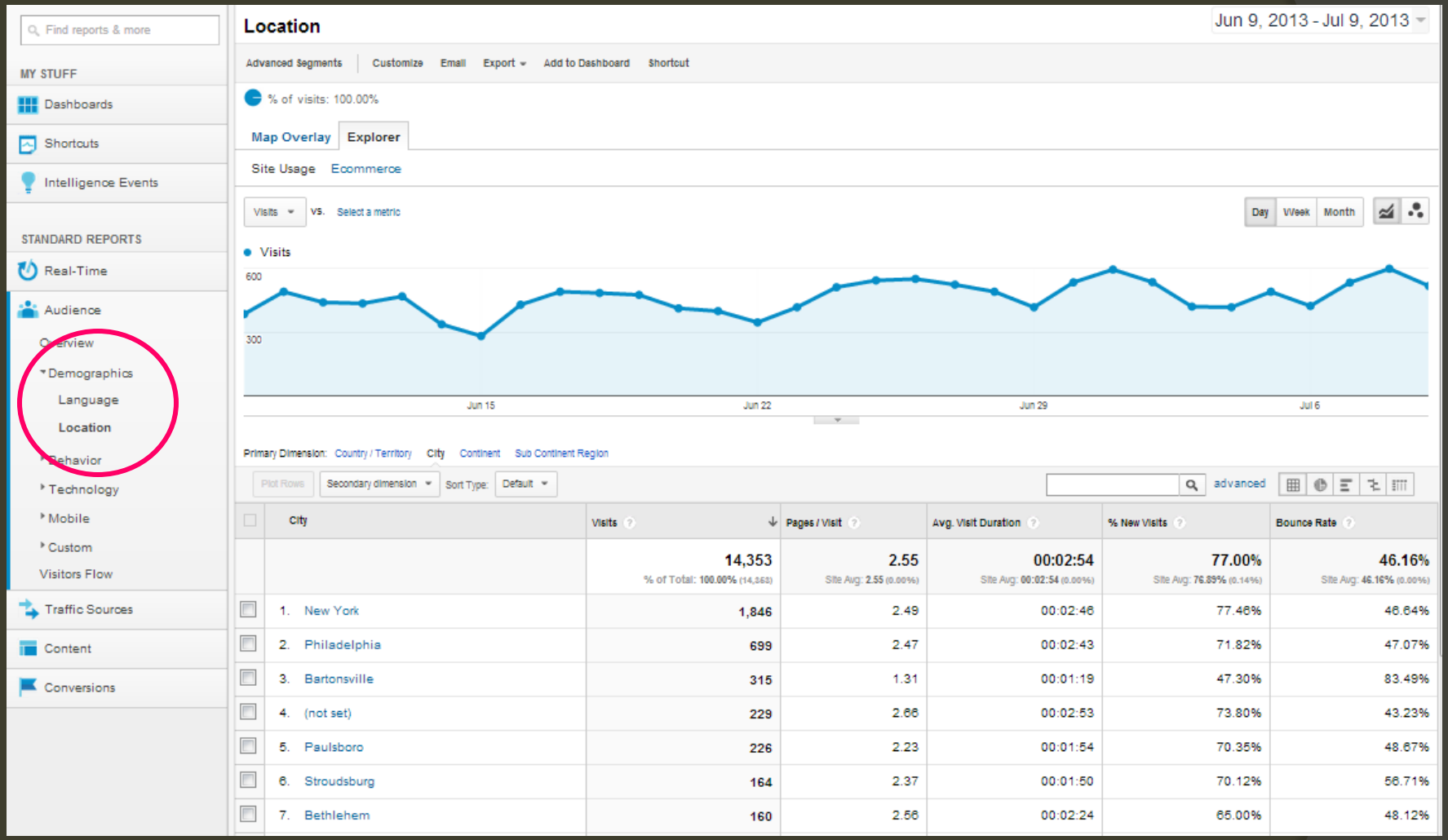
Local Analytics



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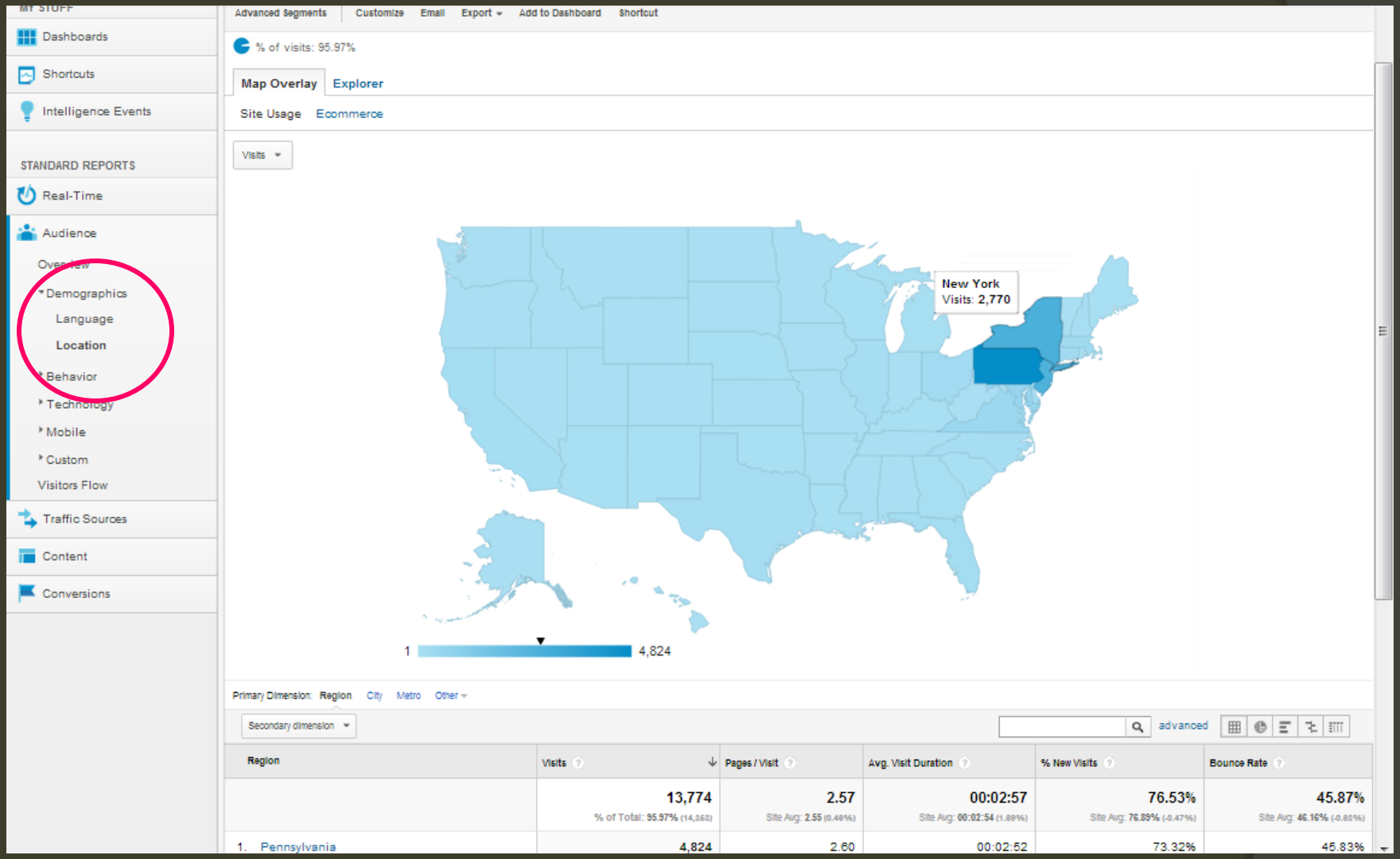
Local Analytics



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Resources

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watermelonweb.com/marketingresources.htm

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