How are you bringing new customers to your business?

• Difficult to track ROI
• Very small audience reach
• High use of resources (time and money)
On the other hand

- Trackable ROI
- Vast, targeting audience
- Efficient and continuous
Digital Advertising

1. Local SEO
2. Content Marketing
3. Social Media
4. Paid Advertising (PPC)
5. Email Marketing
Why Search Engine Optimization?

How many people move past the first page of listings?
Aspects of local SEO

Consistent Name, Address, Phone Number (NAP)
On-Page Optimizations (Meta Title, Meta Descriptions, H1, Content, Alt Images), Reviews
Google My Business
Create, Claim, Optimize

Local Reviews
Online Reputation
Each REPUTABLE listing you can optimize is another signal for Google to find out more about you.
Why Content Marketing?

Content Marketing = Creating and using relevant content to increase:

- Brand Awareness
- Social Engagement
- Website Traffic
- SEO

Client Trust
Creating & Sharing Engaging Content

- Establishes you as a person rather than just a service.
- Gives you engaging material to connect with clients outside of your own website.
- Adds content to your blog to drive traffic and boost SEO.
- Gives you something to share on social media.
Social = Visibility
In a local market, visibility is key.

Organic Social Posting: Only goes to 11% of people who already like your page!
That % increases when people engage (click, like, share) with your content.

Drive “likes” and “shares” by posting things they care about.
Social Media Tips

- Use your blogs. *(Get more engagement)*
- Targeting *(Rich Demographics)*
- Mix it up *(Apple vs Android Commercial)* - *(Employee spotlights, micrographics, contests)*
- Consistency *(1/day on FB, 1-4/day on Twitter, Instagram and Pinterest are both great options)*
- Consider promotions
- Drive reviews
Why Paid Advertising?

In a local market, visibility is key.

If you want to be the first result people see, you may have to pay for it!
Paid Advertising

There are a lot of factors that will increase the likelihood that your ads will be shown to your perfect prospective client.

- Mobile Friendliness (Call Ads)
- Conversion set-up
- Keywords
- Strategic Positioning
- Ad copy
- Timing
To maintain a constant presence with your potential clients, you’ll want to have remarketing and retargeting set up on Twitter, Facebook, and AdWords.
Why Email?

- Keep current clients engaged
- Offer promotions and increase referrals
- Encourage reviews
- Add value
- Helps build a personal relationship with your clients
- Drive Reviews
Getting Started

The key to executing a successful marketing campaign is doing all we can to learn about who our client is and what they really do. Planning is a huge part of the process, efficient planning allows us to ensure everything is completed to perfection, and in a timely manner for each campaign that we create for your business.

Meli’s Six Steps to Client Success:

- Learn
- Plan
- Create
- Promote
- Measure
- Optimize
Our Process

1. Setup, Analyze & Optimize
2. Create Engaging Content
3. Promote Content to Buyer Personas
4. Leverage Content to Generate Leads
5. Nurture Leads with Additional Content
6. Produce the Most Sales-Ready Leads
Thank you!

Please contact your Meli Marketing Team with any questions.