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Your Online Presence: Who's Seeing It & How Can You Grow It

SUREFIRE LOCAL MARKETING SOFTWARE

Make Online Marketing Easier & Get More Leads

- 34% Average Increase in SEO Traffic
- 82% More Online Reviews
- 385% Return on Investment

Sent a review request

Added a new offer to their Google My Business profile

Scheduled a social post on Facebook and Instagram

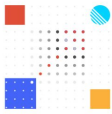Checked their local search ranking against competitors

Ami Feller ★★★★★ 1 Day Ago
I've used Surefire Social since I opened up my own branch and needed my own website in 2016. I would never use anyone else....
SHOW MORE

Warren Johnson ★★★★★ 1 Day Ago
Since I began with Surefire just a few months ago not only has my web presence grown but so has the number of quality leads I g...
SHOW MORE

Tami Waters ★★★★★ 5 Days Ago
I would just like to take a moment to say I give 5 stars to Sarah Shelley @ surefirelocal. Not only has she been...
SHOW MORE

Scott Patnode ★★★★★ 5 Days Ago
Surefire has been an amazing asset to our company. Sarah Shelley always delivers. Highly recommend if you are wanting...
SHOW MORE

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Google Review
4.4 ★★★★☆ (100 REVIEWS)

A Few Quick Reminders

You will receive a recording of this webinar. Please check your spam folder for emails from Surefirelocal.com.

You can ask questions at any point by using the questions/chat box or emailing marketing@surefirelocal.com

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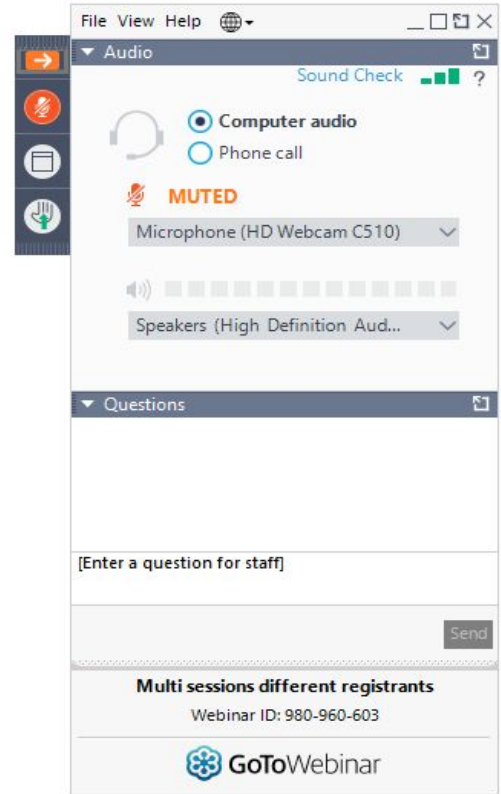
Hi, I'm Gabe!

Gabe Brunk

Senior Customer Success Manager

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Agenda

1 5-minute visibility check

2 Build your presence

3 Innovate & adapt

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Part 1
5-Minute Visibility Check

Step 1

Search for your business name on Google and Bing

✓   Does your business appear?

✓   Where does your website rank?

✓   Which listings are prominent?

Google

Bing

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Step 2

Check your local business listings

✓   Have you claimed your business everywhere?

✓   What information is found? Is that information accurate?

✓   Is your information accurate across all your listings?
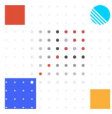
Google My Business

yelp

nextdoor

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Step 3

Check your social media profiles

✓ Have you claimed your business everywhere?

✓ What information is found? Is that information accurate?

✓ Is your brand (name, logo, info) consistent across all profile?
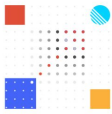
What's Your Visibility Grade?

A
B
C
D
F

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What's Your Visibility Grade?

A — Found everywhere with correct & accurate information

B — Found in some places with correct & accurate information

C — Found in some places with a mix of correct & incorrect information

D — Found barely anywhere and have incorrect information

F — I feel like I'm playing a game of "Where's Waldo" right now

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Your online presence is

Business Name

Phone Numbers

Location

Website

Reviews

Maps

Listings

Ads

Content

Photos

Videos

Social Media

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Today's Customer Journey

73%

of customer
engagement
happens off your
website

ON THEIR TERM

ANY ORDER

ON THEIR TIME

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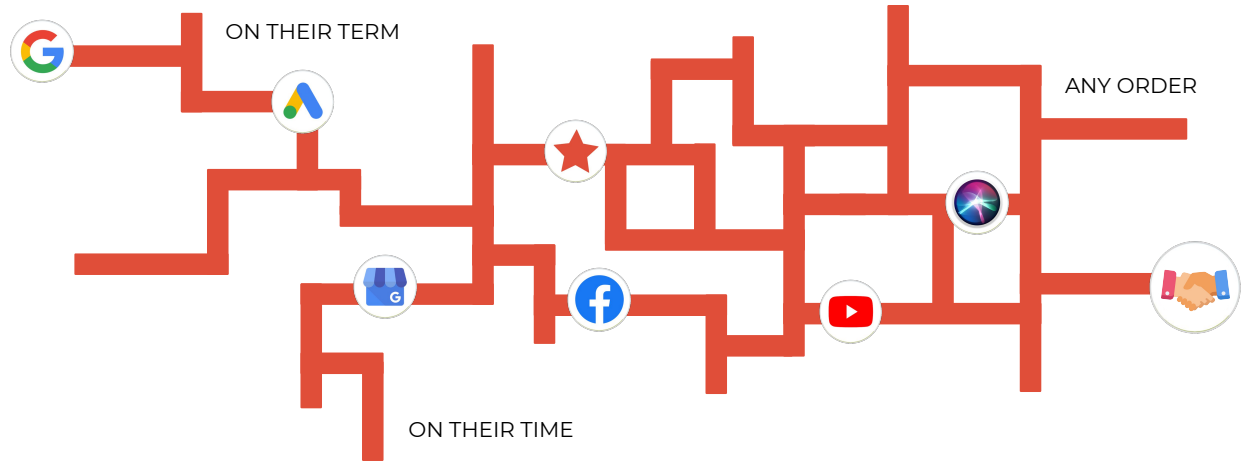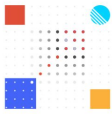
Your online presence is more important now than ever

Internet usage is at an all-time high

People are searching for local businesses online

Consumers want to connect with local businesses

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Top Ranking Factors

Local Pack

- Google My Business (33%)
- Reviews (16%)
- On-page (15%)
- Links (15%)
- Behavioral (8%)
- Citations (7%)
- Personalization (6%)

Local Organic

- On-page (32%)
- Links (31%)
- Behavioral (10%)
- Personalization (7%)
- Google My Business (7%)
- Citations (6%)
- Reviews (6%)

*BrightLocal

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Part 2
Build Your Presence

14 Tactics to Help Grow Your Online Presence

1. Content
2. Google My Business - Service Area
3. Google My Business - Posts
4. Google My Business - Questions & Answers
5. Google My Business - Photos & Videos
6. Reviews
7. Website

8. Business Listings
9. Social Media
10. Email
11. Google & Microsoft Ads
12. Facebook Ads
13. Mobile Speed
14. Automation

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TACTIC 1

Create content that connects

DIFFICULTY

Moderate

IMPACT

Moderate

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Create content that connects

- The more conversational the better

- Focus on relevancy -- need to have a strong understanding of who your customer is

- Structure & readability is key

- Create content at all stages of the customer journey (awareness, consideration, decision, purchase, referral)

- Different people respond better to different types of content

46%

of marketing budgets is on content creation

(HubSpot)

73%

admit to skimming blog posts; 27% consume them thoroughly

(HubSpot)

22%

of content created is for the middle-of-the-funnel, 14% for late stage, and 11% for post-sale

(B2B Content Marketing 2020 Report)

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Establish your online service area with Google My Business

DIFFICULTY

Easy

IMPACT

High

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Establish your online service area with Google My Business

Getting search engines to recognize your entire service area online is one of the top challenges local service-area businesses face

- Ability to define your online service area on Google to increase local visibility

- Add up to 20 zip codes, cities, towns, or states

- Do not overlap but build as wide a coverage as you can

56%
of local businesses have not claimed their Google My Business listing

82%
of consumers use a "near me" or local search with their smartphone before deciding on a business

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Create Google Posts

DIFFICULTY

Easy

IMPACT

Moderate

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Create Google Posts

- Gain more control of what searchers see about your business on Google

- Help your profile on Google stand out with eye-catching Posts

- Share offers, updates, photos, testimonials, and your team

40%

of local businesses have never created a Google Post

17%

of local businesses post once a week

(Moz)

Ask Questions, Answer Questions with Google My Business

DIFFICULTY

Moderate

IMPACT

Moderate

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Ask questions, answer questions with Google My Business

- Create relevant content that answers specific questions

- Engage prospective customers in the moments they're considering you

- Increase visibility in the "People also ask" section in Google's local search results pages

90%

of people say user-generated content (UGC) is more impactful than promotional emails or search results

(TurnTo)

60%

of consumers believe UGC is the most authentic marketing content

(Stackla)

4x

Ads with UGC receive 4x higher click-through rates; 50% drop in cost-per-click

(Shopify)

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Upload photos and videos to Google My Business

DIFFICULTY

IMPACT

Easy

High

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Upload photos and videos to Google My Business

- Post photos from your office & projects

- Showcase your team and company culture

- Create customer video testimonials

- Increase visibility in visual search results

- Anything more than 3 weeks is considered "no longer recent"

35%

more clicks to your website by uploading photos and videos to Google My Business

62%

of Millennials prefer visual search over other search types

72%

of consumers search for visual content before making a purchase

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Get more online reviews

DIFFICULTY

Moderate

IMPACT

High

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Get more reviews

- Easy & powerful way to maintain your recency online

- Focus on trusted sites that'll have the biggest influence on your online visibility

- Utilize both 1st party reviews on your website and 3rd party reviews on business listings

4-star

Google filters local results for "best" to display only 4-star and higher results

94%

of people have said an online review has convinced them to avoid a business

5-9%

increase in revenue can be attributed to a +1 star increase in rating

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Audience Poll!

When did you receive your last review?

- Within the past week
- Within the past month
- Within the past 3 months
- Longer than 3 months ago

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TACTIC 7

Regularly update your website

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High

IMPACT

High

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Regularly update your website

- Publish blog posts

- Add 1st party reviews

- Create location-based content

- Continuously check and optimize according to Google Search Console insights

46%

of people expect a website page to load in 2 seconds or less

82%

of people won't browse unsecured websites (HTTP)

29%

increase in conversions by featuring user-generated content

(Digital Information World)

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Regularly update your business listings

- Add a new featured message once a month

- Promote new offers

- Share photos

- Ask for your customers for reviews

- Make seasonal changes to your information
  (like hours of operation)

73%

of customer engagement
happens off your website

(Yext)

80%

of consumers lose trust in local
businesses if they see incorrect
or inconsistent information

(BrightLocal)

68%

of consumers would not use a
local business if they found
incorrect information in listings

(BrightLocal)

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Maintain an active social media presence

Improved traffic, lead generation, and growing customer loyalty are among the top reasons why small businesses see value in social media

- Share helpful information to raise awareness: How-to's, common myths, etc.

- Share personal stories about your business, yourself, and your team to differentiate yourself from the competition

- Engage in conversations and respond to all comments

96%
of Facebook users access the platform on mobile

(Statista)

500 million

daily views of Facebook Stories

(TechCrunch)

3 to 4

posts per week is the most common publishing cadence

(HubSpot)

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Build an email list

DIFFICULTY

Moderate

IMPACT

Moderate

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Build an email list

- Engage and nurture leads with targeted email campaigns

- Send automated responses to new leads for immediate follow-up

- Nurture leads to become lifetime customers with automated campaigns

- Engage past customers to drive repeat business and referrals

- Stay top of mind by sharing relevant, personalized messages

- Spread awareness around a special promotion

32x

For every $1 spent, email marketing generates $32 in ROI

(Oberlo)

59%

of local marketers cite email as their number one source of ROI

(Emma)

81%

of businesses say that email drives customer acquisition; 80% of retention

(Emarsys)

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Start (and optimize) Google and Microsoft Ads

DIFFICULTY

High

IMPACT

High

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Start (and optimize) Google & Microsoft Ads

Google is the most used search engine; Bing demographics tend to be older & higher income searchers

- Utilize a mix of exact match, phrase match and negative keywords

- Optimize landing pages for conversions; highly-relevant CTA, no distractions, branding

- Choose bidding and budget strategically

75%

of people say paid ads make it easier to find what they need.

(WebFX)

74%

of small business owners say PPC is a huge driver for their business

(State of PPC 2019/2020)

70%

increase in conversions by utilizing remarketing

(Marketing Expertus)

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Start (and optimize) Facebook Ads

DIFFICULTY

High

IMPACT

High

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Start (and optimize) Facebook Ads

- More videos & images; less words

- Create custom Lookalike audiences based on your customer database

- Match ad type to your goals
    - Brand Awareness vs Traffic vs Lead Generation vs Conversions

- Have a strong CTA

- Set up conversion tracking with Facebook Pixel

74%

of high-income earners are on Facebook

(Sprout Social)

6%

decrease in average cost of Facebook Ads

(Facebook)

11

An average Facebook user clicks on 11 ads per month

(Hootsuite)

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Optimize your website speed for mobile

Fast websites rank better in search engines and increase conversions

- Adapt your design and keep your website lightweight

- Optimize images and utilize image compression

- Load "above-the-fold" first

- Reduce the number of redirects in place

- And so many more things!

900%+

growth in mobile searches for "___ near me today/tonight" over the past two years

(Think with Google)

15.3

seconds the average mobile website page takes to load

(Google)

5

First 5 seconds of page-load time has the highest impact on conversation rates

(Portent)

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TACTIC 14

Automate your processes

DIFFICULTY

High

IMPACT

High

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Automate your processes

- Become more productive and save time

- Improve lead response times and conversion rates

- Maintain a consistent online presence across all channels

- Reduce CPL

- Discover new insights

- Visualize your marketing ROI

56%

of small business owners say its difficult to implement and roll out new technologies

(Salesforce)

76%

of local marketers see a positive ROI within a year after adding automation

(Marketo)

20%

productivity boost by leveraging marketing automation

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Part 3
Innovate & Adapt

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4 Principles to Stay Ahead of Your Competitors

Embrace new technology

Bet on what's working for others
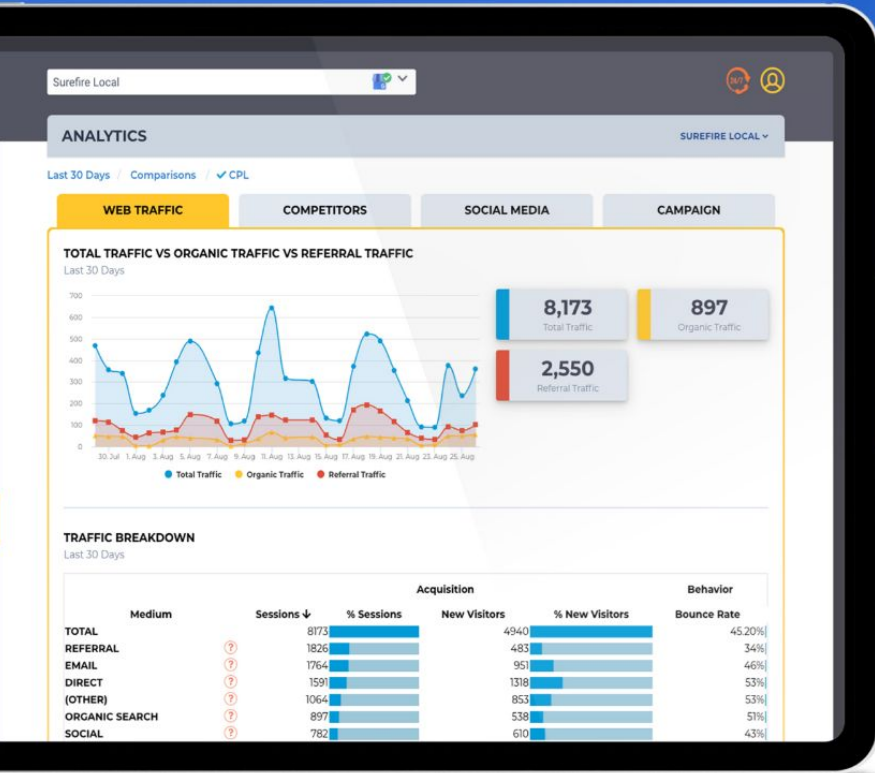
Don't neglect what is already working

Use data to...

- Optimize your presence
- Refine your strategy
- Identify the best channels to reach prospective customers

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GET A DEMO

See how we make online marketing easy for small businesses.

- SEO
- Reviews
- Social Media
- Business Listings
- Online Advertising
- Content
- Lead Generation
- Competitive Insights
- Analytics

Join Over 3,000 Small Businesses Using Surefire Local

surefire local™

Inc. 5000

Google Partner

yext Certified Partner

GAF

Carrier

American Dental Partners

Thank you!

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