

SE One Media

The Online Marketing Guide for Small Business

WHAT YOU SHOULD
REALLY KNOW ABOUT

VIDEO
MARKETING
IN 2017

**GROWING
YOUR BUSINESS?**

HERE'S HOW TO RANK FOR
MORE THAN ONE
LOCATION ON

GOOGLE



WAYS TO GET MORE
POSITIVE ONLINE
REVIEWS OF YOUR
BUSINESS

**HOW TO PROMOTE YOUR
LOCAL BUSINESS WITH**

Instagram

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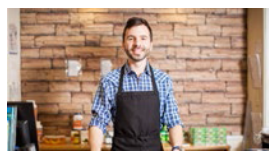
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If you're not using video marketing, you need to ask yourself why. It's not just a question of videos being popular – although they are. The facts support the urgency. There's really no excuse not to be using video to market your business.

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Welcome To SE One Magazine

Thanks for checking out our 30th issue of SE One, your online marketing resource guide for small business. Each month we will be covering topics that resonate with local businesses just like yours.

Our goal is simple. We want to enable you to do big things online, and it all starts by breaking down the complexities of marketing your business online.

It doesn't matter if you're just starting out, or an established business owner in your local community, you can always benefit from increasing your brand's visibility online.

To your Success,

J.D. Bundy
SEOneMedia.com

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SE One Media is the leading small business and professionals marketing service in NC for over 15 years. We help you connect with more people searching for your services online.

If you want to build your business, you need to market, it's that simple. But you can lose thousands of dollars if you don't know what you are doing. So we urge you to take action with some of the strategies we recommend.

For a more "hands off" approach, we offer affordable solutions and can deliver results. We hope you enjoy this issue of SE One and feel free to reach out to us anytime.

WHAT YOU SHOULD REALLY KNOW ABOUT VIDEO MARKETING IN 2017



By now you might be sick of reading articles about video marketing and why it's a must for your business. That doesn't matter, though, because it's time for another one.

If you're not using video marketing, you need to ask yourself why. It's not just a question of videos being popular – although they are. The facts support the urgency. There's really no excuse not to be using video to market your business.

Key Video Statistics for 2017

If you're not convinced that video marketing is a must for your business, here are some statistics from WyzOwl that might help change your mind. Let's start with how many people use video as a marketing strategy:

- » 63% of all business say that they make marketing videos, up from 61% last year
- » Of the 37% of businesses that have not used video in the past, 34% say they intend to start in 2017

While those numbers are significant, what's impressive is the return these companies get from their investment in video. For example, 83% of companies who use video marketing say it earns them a good ROI.

The positive results of video marketing are clear when we look at the way consumers react to explainer videos that teach them about a product or service. For example:



Most consumers (91%) say they have watched at least one explainer video to learn about a product or service.



79% of consumers say they would rather watch a video to learn about a product than read about it.



Even more impressive is the fact that 84% of consumers have decided to buy a product after watching an explainer video.

The popularity of explainer videos translates into increased sales. In fact, 82% of businesses who have an explainer video on their website say that the video has helped them increase sales.

The takeaway here is that video marketing works. Having an explainer video isn't going to convert 100% of your visitors – nothing can do that – but it can certainly help people understand what you are selling and convince them to buy it.



Elements of a Successful Explainer Video

All explainer videos are not created equal. If you want to kick off your video marketing efforts with an explainer video, the research reveals certain things that can help you get the ROI you need.

VIDEO LENGTH

First, consider the overall length of your video. The study cited above shows that 50% of consumers said that the best length for an explainer video is one minute. 33% said they preferred videos between one and two minutes long, while a minority of 17% preferred videos under one minute in length.

Of course, some products and services might require longer than a minute to explain. It is perfectly acceptable to go over a minute, but avoid going over two minutes unless you want to lose a significant percentage of your audience.

VOICEOVER

Another element of your explainer video to consider is the voiceover. Some companies opt for a very formal voiceover style, but there is evidence to suggest that consumers prefer something more approachable than that.

When asked, 83% of all consumers said they preferred in informal voiceover style where the speaker talked as if addressing a friend or family member. Almost as many, 75%, said that a speaker who irritated or alienated them might ultimately dissuade them from buying the product discussed.

Perhaps not surprisingly, the research also reveals a gender divide when it comes to a product's in-

tended audience. 69% of the respondents said they believed that a female speaker would be more persuasive to a female audience. By contrast, only 53% of consumers thought a male voice would help sell a product aimed at a male audience.

The takeaway here is that an informal voiceover is far more likely to be successful than a formal one. While the survey didn't ask this question, it seems likely that this preference might tie in to the general public's desire for social proof. A casual voiceover might seem as if it comes from a peer rather than a marketer.

FORMAT

There's no single correct format for an explainer video, but here are a few to consider:

- » Whiteboard or doodle videos are easy to make and provide an entertaining way to visually explain your product that's more interesting than having someone talk directly to the camera.
- » Similarly, animation can be an effective and entertaining to illustrate what your product can do for your target audience.
- » Live action product demos may also be a good choice for some products.
- » Slide shows with a voiceover may work in some instances, but it's best to use original drawings or photos rather than stock images.

As long as your explainer video is short, to the point, and uses a persuasive voice and images, it can do a great deal to increase conversions and drive sales.





Video Marketing Options

The final statistics to consider are those having to do with new and innovative types of video marketing. In the past, most companies hosted videos on their websites or on YouTube. You can still do that, of course, but there are other options that have increased in popularity in the past year.

- » In 2016, 19% of businesses used Facebook Live as part of their video marketing strategy, but that number is expected to increase to 49% in 2017.
- » Snapchat and Instagram videos for marketing purposes are on the rise too. Snapchat is expected to increase from 8% to 27% this year, while Instagram videos are projected to rise from 26% to 42%.
- » Other video options to consider include webinars, interactive video, 360 video, and virtual reality, all of which are expected to grow in the coming year.

The bottom line is that using video as part of your marketing strategy in 2017 is a must. Consumers prefer video content to written content – and as you know, the customer is always right. With so many options available, there's no excuse to hold off on making video marketing your go-to option for explaining your product and increasing your sales.

**Want to know more about
how video can make a big
impact in your business?**

Connect with us today!



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WAYS TO GET MORE POSITIVE ONLINE REVIEWS OF YOUR BUSINESS

At this point, you probably know all of the statistics about online reviews. More than 80% of all consumers say that they read online reviews before making a purchase or visiting a business.

In fact, as a savvy business owner, you've undoubtedly heeded the advice about claiming your listings, optimizing your profiles on review sites, and using negative reviews to your advantage. That's good – but is it enough?

Claiming your profiles is only a small part of the game when it comes to using online reviews to grow your business. If you rest on your laurels and don't take action to attract new and positive reviews, you risk having people view your business as outdated or unpopular.

With that in mind, here are some ways that you can get more positive online reviews of your business to increase your visibility and attract customers.



ADD REVIEW OPTIONS TO YOUR WEBSITE

When was the last time you made a purchase from Amazon? Every product they list on their site has a review option so you can enter a review. They distinguish between verified purchases and stand-alone reviews. There's no question that the accessibility of reviews helps Amazon's customers to make informed buying decisions.

Consider adding review forms to your website. You can encourage customers who have tried your products and services to rate them using a star system (or whatever symbol you like) and leave a written review as well. It's an easy and relatively low-key way to accumulate reviews.



EMAIL CUSTOMERS WHO MAKE A PURCHASE

Another way to encourage reviews is to send an automated email to customers after they make a purchase from you. The email can include a link to a review form on your website.

If you decide to use this option, make sure not to send the email until after the customer has the product. That means if you're emailing people who made an online purchase, you'll need to wait until several days have passed to send the email.

You have two options. One is to embed the review form in the email itself, and the other is to link back to the review form on your website. Whichever option you choose, make sure that the review is just as easy to complete on a mobile device as it is on a computer.





INCENTIVIZE REVIEWS (KINDA)

Let's start off by clarifying It's not a good idea to pay for reviews (or to order reviews from people who have never tried your products or services), but you can find subtle ways to incentivize customers to write reviews.

One thing that a lot of companies do is offer a points system. You might have a points program that rewards points for purchases made. Then, you can award bonus points each time a customer reviews a product that they bought.

Another option is to offer additional points for customers who leave a review and then share it on social media. This technique provides you with a way to amplify the effec-

tiveness of each review you get by introducing it to new people.

If a points system doesn't appeal to you, then you could try offering a free download to people who review a product on your site. The freebie could be a short eBook, or even just a list of resources your customers will find helpful. For example, a clothing boutique might offer a downloadable infographic that shows ways to tie a scarf, or how to accessorize a plain white blouse.

Whichever option you choose, the goal is to provide some customer appreciation for the people who take the time to leave reviews of your products.



ADD REVIEW OPTIONS TO YOUR WEBSITE

How can you get customers to leave reviews if you don't have an online store? It might not be as easy as emailing them a link, but here are some things you can try to get more reviews:

- » Include a link to your product review page on your printed receipts and invoices.
- » Print excerpts from some of your reviews on your menu or display them in your store.
- » Ask customers to review you on Facebook or other review sites by printing the request on a menu or on your comment cards.

These ideas won't work with everybody, but they can help you increase the percentage of customers who take the time to write a review.



EMAIL CUSTOMERS WHO MAKE A PURCHASE

The final thing you can do is to take your existing reviews and leverage them into more reviews. When a customer completes a review on your site, send them a thank you email. In the email, you may want to:

- » Upsell them on additional products (which you can then ask them to review); or
- » Ask them to review other purchases they have made

Customers want to feel that you appreciate them. Even the act of sending a thank you email can be enough to incentivize them to review additional products.

It's not as difficult to get more positive online reviews from your customers, but you can't expect them to do it without a bit of encouragement from you. They're just waiting for you to ask.

GROWING YOUR BUSINESS?

HERE'S HOW TO RANK FOR MORE THAN ONE LOCATION ON GOOGLE



There are few things more rewarding for a business owner than expanding to one or more new locations. Expansion means that your business is growing. Sales are probably up and the possibilities are endless.

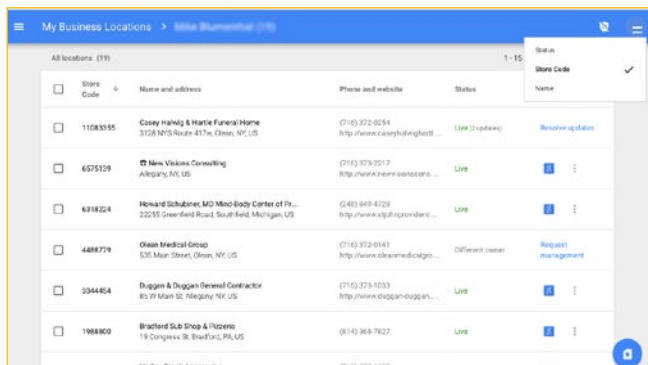
The downside of expansion – particularly if you're using one website for multiple locations – is figuring out how to make sure that

your SEO is keeping up with your company. As Google's algorithms grow increasingly sophisticated, it's become essential for businesses to rank for local keywords to keep up with the competition.

Fortunately, there are some things you can do to make sure that your SEO doesn't suffer when you branch out.



CREATE PAGES FOR EACH LOCATION



Store Code	Name and address	Phone and website	Status
11083555	Cossey Hainley & Hainley Funeral Home 3128 N75 Route 417e, Glen, NY, US	(716) 372-0284 http://www.cosseyhainley.com	Low (1 updates) Resolve updates
6525129	Elm-Victoria Consulting Albany, NY, US	(716) 379-0217 http://www.elm-victoria.com	Live
4318224	Howard Schubert, MD Mind Body Center of Ph... 22255 Greenfield Road, Southfield, Michigan, US	(248) 949-4228 http://www.howardshubert.com	Live
4488779	Cham Medical Group 535 Main Street, Cham, NY, US	(716) 372-0141 http://www.chammedicalgroup.com	Different owner Request management
3344654	Duggan & Duggan General Contractor 85 W Main St, Hagerstown, NY, US	(716) 379-1033 http://www.duggan-duggan.com	Live
1988800	Brachford Sub Shop & Pizzeria 19 Congress St, Brachford, PA, US	(814) 969-7927	Live
	Healey Brook Agency, Inc.	(716) 372-1122	

There's more than one way to skin a cat, but let's talk about the best practices to list multiple business locations online.

You may have noticed that huge companies often have a store finder tool on their website. Unless you're dealing with thousands of locations like Target or Walmart, your best bet is to do the following.

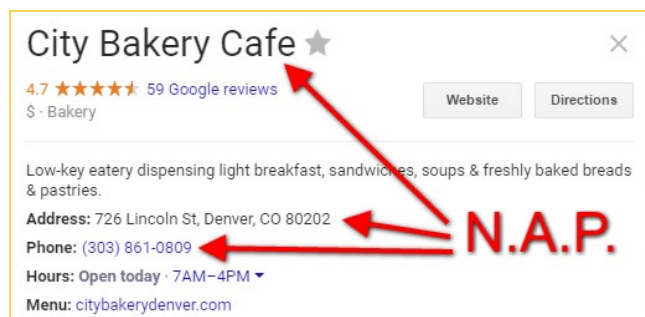
1. Create a "Locations" page on your website that includes a list of all your locations.
2. Next, hyperlink each location listing to a dedicated page for that location. For example, you might create URLs like this: <http://www.yourcompany.com/locations/service-city-state>. This structure ensures that your site will be easy to map and easy to navigate.
3. On each page that you create, make sure to list the location's name, street address, and telephone number. You should also include the location's hours and any other pertinent information. The more useful the page is, the better it will rank on Google.

The benefit of keeping one domain name is that it's less expensive than registering multiple domains. It's also clear and easy for potential cus-

tomers to understand if they want to frequent more than one location.

For each location page, you should make sure to include your city and state in the URL, the title tags, the H1 tags, and the alt image tags. This information will help Google crawl and index your site and ensure that it gets the search juice it deserves.

STANDARDIZE YOUR NAP LISTINGS



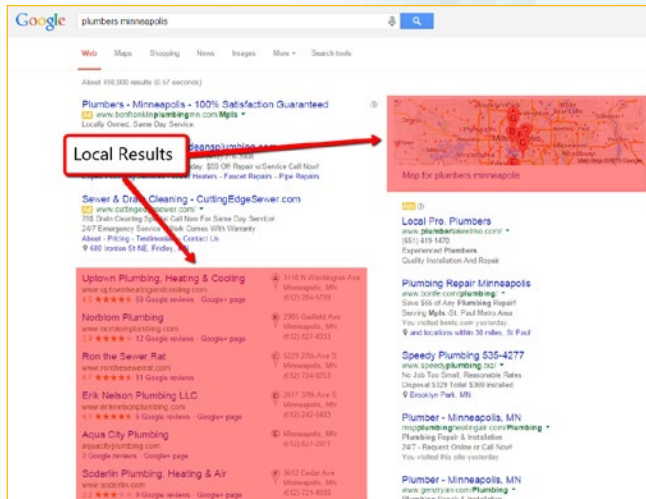
The next step is to standardize your NAP listings. NAP stands for "Name, Address, and Phone Number" and having consistent listings is an essential component of local SEO.

When Google prioritizes search results, they want to make sure that the information they are providing is accurate and useful. If the NAP listings for your company vary from one another in any way, it confuses Google's algorithms and dilutes your online presence.

For example, imagine that you have a location with 10 NAP listings. If you have two company name variations, three address variations, and a telephone number error, you have a total of seven pieces of competing information for that one location. It's easy to see why that would be a problem.

Each time you add a location, take the time to list the name, address, and phone number as you want it. Then review all existing NAP locations and make sure that the information matches exactly.

OPTIMIZE GOOGLE MY BUSINESS FOR EACH LOCATION



The next step you need to take involves listing each one of your company's locations on Google My Business and optimizing it accordingly. That means:

1. Check your business name to make sure it is correct and matches what you have on your site.
2. Do the same for your NAP listing for each location, and make sure that Google hasn't abbreviated anything that you have spelled out elsewhere.
3. Choose up to five relevant categories for your business.
4. Upload as many as ten images, making sure they are unique to the specific location being listed.
5. Write a unique introduction to your business. Here again, the content should be unique. Do not lift content from your website or other listings. You can and should list services and link to the relevant, location-specific pages on your site.

These steps will help ensure that your GMB presence is doing everything it can to help each location of your business rank in its own right.

BUILD BACKLINKS AND CITATIONS

Potential Citations (163)

Citation Source	A	B	C	D	E	Citation Authority	Citation Value	Free/Paid Listing	Notes	Actions
yellowpages.com	Y	Y	Y	Y	Y	92 / 100	Very High	Free Listing		Get Citation
whitepages.com			Y		Y	88 / 100	Very High	Free Listing		Get Citation
theusaexplorer.com				Y		45 / 100	Very High	Free Listing		Get Citation
youtube.com	Y	Y	Y		Y	100 / 100	High	Other		Get Citation
mercurynews.com	Y	Y	Y			92 / 100	High	Free Listing		Get Citation
city-data.com		Y				88 / 100	High	Free Listing		Get Citation
ocregister.com		Y	Y	Y		88 / 100	High	Paid Listing		Get Citation

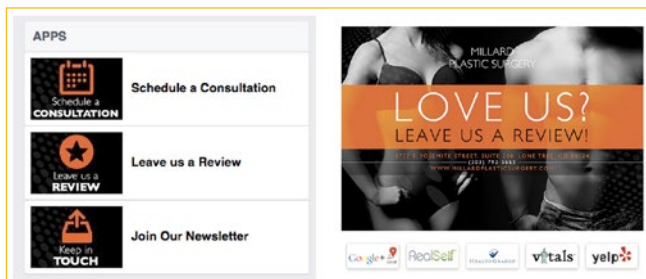
Building links is an essential component of SEO. The best links are those that develop organically over time, but you can encourage links by:

- » Connecting with people in your industry
- » Connecting with other business in your area
- » Claiming listings on Yelp, CitySearch, and other sites

It's especially important to claim listings for each location because it can help you get reviews. The more reviews you have for a location, the more authoritative your web presence will be.



OPTIMIZE GOOGLE MY BUSINESS FOR EACH LOCATION



When you have multiple locations for your business, it's not enough to rely on reviews for your main location to provide an SEO boost and give potential customers the social proof they need.

You may want to have the managers at each of your locations work to encourage customers to leave reviews. There are company-wide policies you can try, such as setting up a points program to incentivize customers to leave reviews. You can print links to your review pages on customer receipts, too.

Reviews help to raise your company's online profile and make it easier for local customers to find you.

ADD FRESH CONTENT

Add Content to Your Sites



Finally, keep in mind that Google's algorithms prioritize fresh content. If your pages for individual locations are stagnant, they won't get as much authority as pages that are updated on a regular basis.

For that reason, you may want to consider adding location blogs or, at the very least, making a habit of periodically adding pictures, videos, and other new content to your website on a regular basis.

The goal is to make sure that your page is always relevant, updated, and useful to your customers.

The prospect of trying to get each location of your business to rank on Google might seem like a daunting one. However, the key is to use a site structure that allows each location to shine. Then, standardize your presence across the web, build links, and add fresh content to make sure that your site is relevant. If you do that, it will be reflected in your Google rank.



How to Promote Your Local Business with Instagram

If you're tempted to dismiss Instagram as a marketing tool because it got its start as an app for sharing mobile photos, don't. The truth is that Instagram marketing is on the rise, and the companies who use it reap significant benefits from their efforts there.



Instagram Statistics for Business



To begin, it may help to understand how big the potential rewards are for using Instagram as part of your marketing mix.

- » As of the end of 2016/early 2017, Instagram has over 600,000 actively monthly users. 400,000 of those visit the site daily.
- » As of 2016, 48.8% of all businesses were using Instagram for marketing purposes, a number that is expected to increase by nearly 50% by the end of 2017.
- » Brands that use Instagram for marketing post an average of 4.9 times every week.
- » 75% of all Instagram users take action – such as visiting a website, clicking a link, or making a purchase – after viewing Instagram marketing posts.
- » Posts that include at least one hashtag perform 12.6% better than posts with no hashtags.

There is no question that marketing with Instagram offers a way for businesses to connect with existing and potential customers. The high level of engagement makes Instagram particularly effective for businesses to reach consumers directly.

Getting Started on Instagram



Do you want to get started on Instagram? Here's a quick checklist to get you going.

1. Download the Instagram app onto a mobile device. While you can view Instagram on a computer, you need a mobile device to upload content. You can download it from the Apple app store, Google Play, or the Windows App Store.
2. Tap "Sign Up" to enter your email address, or else use Facebook to sign in.
3. Choose a profile picture. Make sure to choose a clean and striking image that looks good as a thumbnail.
4. Complete your bio. You have only 150 characters, so you may want to avail yourself of the vertical formatting option and use bullet points (or emoji) to describe who you are and what you do. Make sure to include the URL of your website since this is the only place you can include a clickable link.

Once you have completed these four simple steps, you'll be set up and ready to start marketing with Instagram.





Building a Following



The next step is to build a following. Here are a few ideas to help you do that.

- » Add an Instagram follow button to your website and blog
- » Share a link to your Instagram feed on Facebook, Twitter, and any other social media sites you use for marketing
- » Comment on Instagram posts shared by influencers in your industry or even by your fans
- » Host a contest or promotion and make sharing your post a criterion for entry
- » Share your Instagram posts on Facebook
- » Comment on posts shared by other local businesses

The main thing you need to do to build a following is to increase your visibility. People might not know that you're on Instagram. But if you share content regularly, keep it relevant, and comment wherever it's appropriate, people will find you.

How to Use Hashtags Effectively



Like Twitter, Instagram allows the use of hashtags to help users find relevant content. Hashtag use is

really an art form and it's important for businesses who market on Instagram to use hashtags wisely. Here are some pointers that can help you.

Join in on community events such as #ThrowbackThursday or #ManicMonday to make yourself part of the Instagram community. An example of a business throwback might be an early prototype of one of your signature products or a shot of your grand opening.

Create a brand hashtag to use on all of your posts. Some companies simply use the name of their brand as a hashtag, but don't be afraid to get creative with it. One example comes from candy company Kit Kat, who uses the #HaveABreak hashtag on all of their posts.

You can highlight photos and content that's especially important to you by tagging it with #PicOfTheDay or #PhotoOfTheDay hashtags.

It's also a good idea to create campaign-specific hashtags for special promotions and contests. For example, if you wanted to sponsor a contest that asked your followers to take photos of themselves using your products, you might create a special hashtag to allow you to track entries – and to allow your fans to view all the entries easily.

One final note: you may want to check out trending hashtags and use them, but be cautious. It's easy to come off as callous if you attempt to use certain hashtags as a way of promoting your products. For example, you can certainly post a patriotic photo with the #NeverForget hashtag on September 11th, but it would be a mistake to try to make such a post about your product.



Instagram Stories for Marketing



In late summer of 2016, Instagram added a new feature that's ideal for marketing: Instagram Stories. It's similar to a feature on Snapchat that allows users to add content (in this case, images or videos) that last for only 24 hours. The content doesn't appear on your regular Instagram feed, but creating a story can be an effective way to connect with your followers.

- » At present, stories appear to get priority, allowing companies a way to "beat" Instagram's algorithms and connect with a significant percentage of their followers.
- » Stories can be used to show the development of a product, give your followers a peek behind the scenes of your business, or provide coverage of a live event.
- » Stories don't allow regular commenting, but you can encourage the people who view your story to send you a direct message to ask a question or encourage them to visit the link in

your bio.

- » You can pick a single image from your story and post it on your regular feed to attract traffic to your story.

Instagram stories provide a fun and unique way to engage followers and drive traffic to your website. Many businesses have yet to adopt Instagram Story as part of their marketing strategy, but you can be an early adopter and reap the benefits right now.

Instagram might have started as a fun mobile app, but it has turned into an extremely valuable and powerful marketing tool for companies that know how to use it. If you create a compelling profile, use hashtags appropriately, and take advantage of new options like Instagram Stories, you can use Instagram to build brand awareness and attract new customers.

POSITIONING YOUR BUSINESS IN FRONT OF YOUR CUSTOMERS DOESN'T HAVE TO BE A HEADACHE!



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**BOOSTING YOUR
ONLINE VISIBILITY WILL
RESULT IN MORE TRAFFIC,
PHONE CALLS, AND
EMAILS**

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