

# SE One Media

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The Online Marketing Guide for Small Business

**6 WAYS TO  
GET A (VIRTUAL)  
LEG UP ON YOUR  
COMPETITORS**

HOW TO  
CURATE GREAT  
CONTENT FOR  
**facebook**

HAS YOUR  
BUSINESS HIT A  
**PLATEAU?**

***HERE'S HOW TO GET THINGS  
MOVING AGAIN***

**ONLINE  
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**TRENDS TO GIVE  
YOUR BUSINESS AN  
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to best take advantage of these trends will get a huge leg up over their competitors. To give your business an edge (and to make this coming year more profitable for you) read on to learn more about these five important online marketing trends for 2018.

## Welcome To SE One Magazine

Thanks for checking out our 38th 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

### SE ONE IS BROUGHT TO YOU BY

SE One Media is the leading small business marketing service in the NC area for over 15 years. We help small businesses connect with more customers 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.





# HOW TO GET A (VIRTUAL) LEG UP ON YOUR COMPETITORS

Marketing your business is easier than ever thanks to the internet. Right?

Wrong.

Well, not totally wrong – but there's no denying that in some ways, digital marketing complicates things for small business owners.

What do I mean by that? Well, before the internet, most

companies were competing with only a few rivals. There were exceptions, of course – mail order companies like LL Bean are a good example. But for the most part, business competition was a local affair. With the internet, that all changed. Suddenly the marketplace (and the competition) became global. While some companies (those who provide in-person services, for example) still compete on an

exclusively local level, many others find that they're competing with companies across the planet.

Does that mean you should give up? Absolutely not. The key to being seen online is understanding what you can do to separate yourself from your key competitors.

Here are six ways to accomplish that goal.



# #1

## FOCUS ON THE OUTCOME YOU PROVIDE

Forget about what you're selling. What are you doing for people?

When people research a product or service online, they're looking for a solution. It makes sense, then, that your online marketing should specify that you provide one.

For example, say you run a meal delivery company. That

means you'll be competing against local companies as well as big national brands.

If all you say is that you deliver meals, you won't have done anything to explain what people can expect if they choose your company over your competitors.

Now, let's say that your specialty is family-friendly meals

that kids love. The result that your target audience wants is no-fuss weekday dinners they can get on the table in a hurry.

There's your outcome: Stress-free weeknight dinners for busy parents. You can see how approaching your marketing from that angle would be appealing to your customers.



# #2

## FIND WHAT MAKES YOUR PRODUCT OR SERVICE UNIQUE

What makes your product special? There must be something, or you won't be able to differentiate yourself from your key competitors.

Imagine that you're marketing a hair salon. There are probably several others in your area – so what makes yours special?

If you have tablets with a selection of kids' movies to keep kids from wiggling around and getting bored while their hair is being cut, that's something that sets you apart from the other options available.

In other words, your marketing should focus on why a potential customer should choose you.

What do you offer that nobody else does?

Keep in mind that your unique sales proposition doesn't have to be complicated. You might simply have the lowest prices or the longest business hours. Whatever it is, though, make sure to highlight it in your digital marketing.



# #3

## DEVELOP AN UNFORGETTABLE BRAND

What happens when you combine the first two items on this list with memorable graphics and a unique voice?

You have an unforgettable brand – something that defines your company and its products and imprints them indelibly in your target audience's minds.

It's common for small businesses to make the mistake of thinking that their brand is just their logo. But let's face it, Nike's brand is about much more than that distinctive swoosh.

If you take a minute to look at Nike's website or Facebook page – or any of their marketing – what you'll notice is that they have a consistent brand that's associated with:

- ✓ Athleticism
- ✓ Confidence
- ✓ Challenging yourself
- ✓ Overcoming obstacles
- ✓ Positivity



These things are exemplified by their slogan, "Just Do It." The written content, photographs, and videos that Nike uses for marketing all adhere to their overall brand.

The more consistently and memorably you identify and market your brand, the more likely it is that your target audience will know you, remember you, and buy from you.

# #4

## BE AN EXPERT IN YOUR FIELD

If you expect people to become loyal customers, you need to give them a reason to keep coming back to your business for what they need. One way to do that is to know your industry inside and out.

What can you do to be an expert? You can:

- » Read industry publications and stay abreast of new developments
- » Leverage your experience to gain insight to your customers

- » Learn about other topics relevant to your customers

For example, if you own a sporting goods store, you might educate yourself about sports medicine, nutrition, training, and related topics to help you relate to your customers and make recommendations to them.

Once your customers view you as an authority, they'll be willing to trust you with future purchases – and to recommend you to their friends.



# #5

## GUARANTEE THE RESULTS OF YOUR PRODUCT OR SERVICE

Any new customer who comes to you is likely to have questions and concerns about your product or service. Will you deliver on your promises?

Any marketing you do must focus on overcoming potential customer objections. One way to do that is to offer a

guarantee based on the results of the customer's purchase – and make it a better guarantee than what your competitors are offering.

For example, imagine you're selling HVAC systems. If research reveals that your competitors are offering a five-year

guarantee of their work, you might consider offering seven years or ten years.

A simple guarantee – provided you can back it up – can do a great deal to alleviate customer concerns and convince your audience to choose your company over your competitors.



# #6

## BREAK THE RULES

Marketing rules are rules, right? Well, maybe not. As the saying goes, rules are made to be broken.

In the end, any marketing advice you hear should be taken with a grain of salt. The things we've outlined here are universal, but they're not clad in stone.

Do you have a brash marketing idea, the kind of thing that none of your competitors is doing? Give it a try! There's no reason you can't take a chance with your marketing.

The main thing to remember if you venture off the beaten path is that you shouldn't do anything to devalue your prod-

uct or service. Be bold but not foolhardy. The risks you take should be calculated ones.

### **Marketing is a science...**

But it's also an art. And every artist knows that they've got to take chances some of the time. In the end, your marketing should make your business successful and profitable.





# HAS YOUR BUSINESS HIT A PLATEAU?

## HERE'S HOW TO GET THINGS MOVING AGAIN

Your marketing is ticking along, delivering results and earning a solid ROI.

Then, suddenly, it isn't.

What went wrong? How can you get back on track?

The simple explanation is that you've hit a plateau. You were climbing, and now you're on the flat. If you want your business to grow, you must find a new path to follow.

The good news is that once you identify where your business has plateaued, you can take simple steps to correct the situation.

# MAPPING YOUR PLATEAU

You know your business isn't growing, but do you know why? That's the first step to determining the way forward (and off that plateau.)

Businesses can plateau in several ways. Here are some of the most common:

- » Audience Engagement
- » Web Traffic
- » New Customer Acquisition
- » Lead Generation
- » Conversion
- » Overall Marketing

If you're already tracking your marketing results you probably know where your performance is falling short. If you're not, now is the time to start.

You may want to use a marketing platform to set up tracked links. Alternatively, you can use Google Analytics and some social tracking, like a Facebook pixel, to evaluate your current marketing efforts.

Try to narrow down the results and home in on your problem areas. If your website traffic is strong but social engagement is down, you can focus your attention on that area to improve your results.

# AUDIENCE ENGAGEMENT

If you're getting fewer blog comments, social media shares, and phone calls, then your audience engagement could use a boost. Here are some suggestions.

1. Make use of your email list by sending a monthly newsletter or a new series of emails. By sharing valuable information and tips with your audience, you can increase engagement and establish yourself as an authority.
2. Share content regularly on social media. For example, you might share your blog posts, curate relevant articles from industry publications, and post special offers for your followers.
3. Always include relevant hashtags and a call to action to encourage audience participation. It might sound obvious, but your followers won't know what you want them to do unless you ask them to do it.

Regular posting is the key to increasing engagement. You can't ignore your social media and expect people to click, comment, and share.





## WEBSITE TRAFFIC

Your evaluation of your marketing stats reveals that traffic to your website has taken a dip. What can you do to get things moving again?

1. Do a full audit of your website and identify areas for improvement. For example, you might want to do an SEO refresh and make sure that each page is optimized for one keyword.
2. Speaking of keywords, make sure to use them in your page titles, headlines, and subheadings, as well as in image tags for the best results.
3. Increase your blogging frequency and promote your blog posts on social media.
4. Double check your information for accuracy and relevancy.

Your website can do a lot to attract traffic, but you'll need to update it periodically to maintain a high level of visibility.

## NEW CUSTOMER ACQUISITION

Perhaps the issue you've identified is that your new customer acquisition has slowed down. If that's the case, try doing these things to attract new customers:

1. Review your online listings and make sure they're identical. Many local businesses have more listings than they realize and if they're not standardized, it can dilute your online profile.
2. Add your location to your Facebook profile to help customers search for you.
3. Start a customer referral program to incentivize your current customers to bring in their friends and family.
4. Partner with other local businesses to host local events – and create unique local hashtags to use on social media to promote it.

Each one of these things can help new people find your website and social media pages, as well as coming into your store.





## LEAD GENERATION

Does your business rely on having a steady stream of qualified leads? If so, then having your lead generation hit a plateau can be a real problem. Here are some suggestions to help you counter the slowdown:

1. Create an irresistible lead magnet to entice people to give you their email addresses. For example, you might create a cheat sheet, a template, or a short eBook to give away to new leads. Make sure to create a dedicated landing page for your offer.

2. Use targeted campaigns and personal interaction to engage people on social media. The more targeted you are with your social media marketing, the more leads you will be able to attract.
3. Put a call to action on every page of your website – not just on the pages that you use to promote offers. You should always ask visitors to fill out a contact form or sign up for a mailing list.

The key here is to attract leads who are interested in what you have to offer. Once they're on your mailing list, you can work your magic to convert them into paying customers.

# CONVERSION

Maybe you have plenty of leads and clicks, but the traffic you attract isn't converting. How can you fix it? Here are some tips.

1. Add customer testimonials (video testimonials are especially effective) to your website.
2. Encourage customers to leave reviews on sites like Yelp, Google, and Facebook – and make sure to be responsive to positive and negative reviews.
3. Update the wording, images, and calls to action on your ads and landing pages.

4. If you haven't already done so, create special landing pages for each of your offers.

These suggestions can help you overcome potential objections and increase your conversion rate.

## **Don't Let Your Plateau Stop You...**

Even professional marketers get it wrong sometimes. That's to be expected – so you shouldn't be discouraged if you hit a plateau. Take a step back, evaluate your results, and then take practical steps like the ones suggested here to get your business moving again.

A large, semi-circular graphic with a thick gold border frames the bottom half of the page. Inside the frame, a person wearing a dark suit, white shirt, and dark tie is shown from the chest up, holding a silver laptop. The laptop screen is black with the words "NEW CUSTOMERS" in white, bold, sans-serif capital letters. The laptop keyboard is visible at the bottom of the frame. The background of the entire page is a light blue gradient with a subtle pattern of overlapping circles and lines.





# HOW TO CURATE GREAT CONTENT FOR **facebook**

Does hearing the words “Facebook content” immediately tire you out mentally? Do you cringe at the thought of having to drum up original posts every single day?

Let’s be honest. Nobody really wants to do that. And there is an easier approach to Facebook content curation. It’s what we call the 70-30 approach: posting 70% original content and 30 curated content.

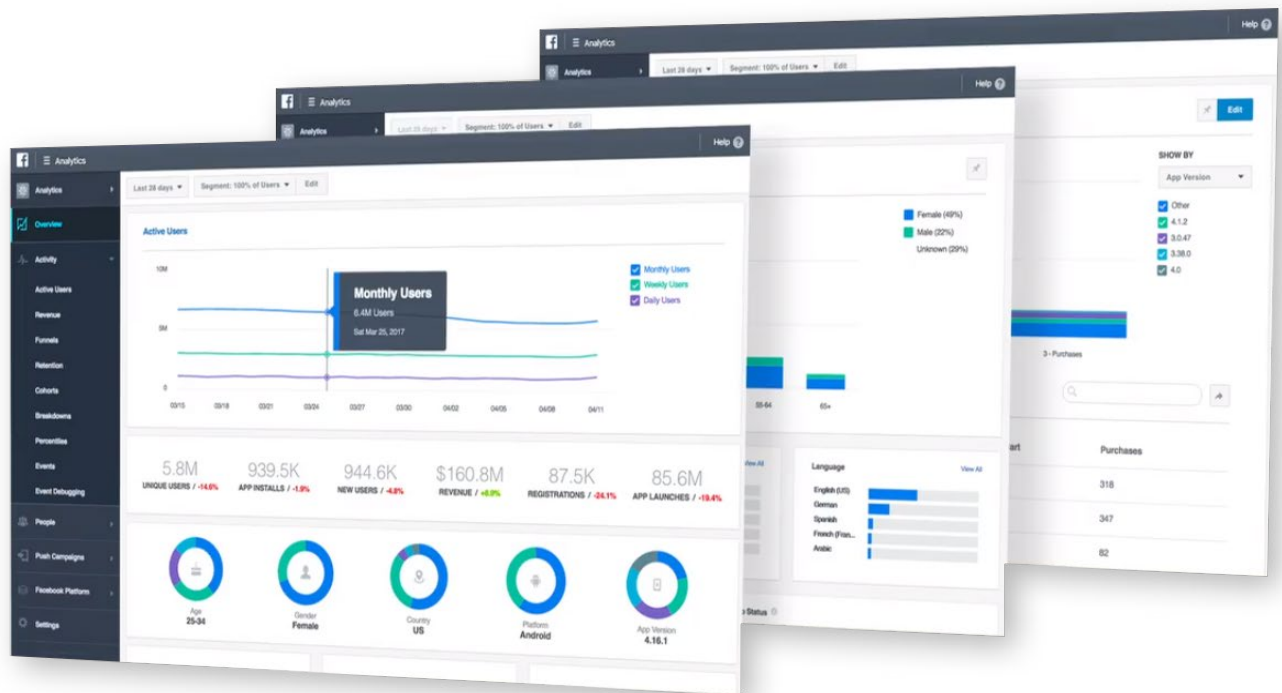
Social media content curation in Facebook is cost-effective and easier than having to create new posts every time, so it has fast become a part of content marketers’ content mix.

Here, we will share four of the best practices in curating great content for Facebook:



## Use facebook analytics.

Any social media content curation strategy needs to be monitored for performance. Use Facebook's "Pages Insights" and "Audience Insights" to give you details about your audience that will help you tailor appropriate content for them, such as age, location, gender, income, careers, and more.



Pages Insights will also show you important details such as which content posted on your page has performed well and what time of the day your audience usually goes online. These analytics pages can be quite confusing if you're not used to using tools like this, so there's definitely going to be a learning curve.

## Go big on visuals.

The Facebook news feed prioritizes posts accompanied with images and videos, so post photos and videos frequently. Interesting videos also receive more reach than a plain text, so curating videos is part of most marketers' Facebook content marketing strategy.

One thing to be careful about is using photos that are legal to use or repost. This will keep you from

having copyright issues. The best thing to do is to take the photos yourself, but this is not always possible, so what you can do is to look for royalty free or stock photos on stock image websites like Pixabay.com. You can also use Canva.com for free.

Another way to find publicly reusable photos is to go to Google Images, click on "Settings"

which you can find just below the toolbar, then select "Advanced search".

What you're looking for is "Usage rights". Click on the dropdown box and there you will see options according to the license of the images. The safest bet is to select is "free to use, share, or modify, even commercially", but choose according to your needs.



## Create a schedule and stick to it.

Regularly posting content on social media and your blog is sure to result in more engagement and visibility than just posting sporadically.

So you need to plan your content ahead of time. Create a schedule based on what you learn from the Facebook's Insights, and stick to this schedule.

## Use a content curation platform.

Rome wasn't built in a week, and doing all of the tasks involved in curating great content for Facebook (and other platforms) does take time and effort.

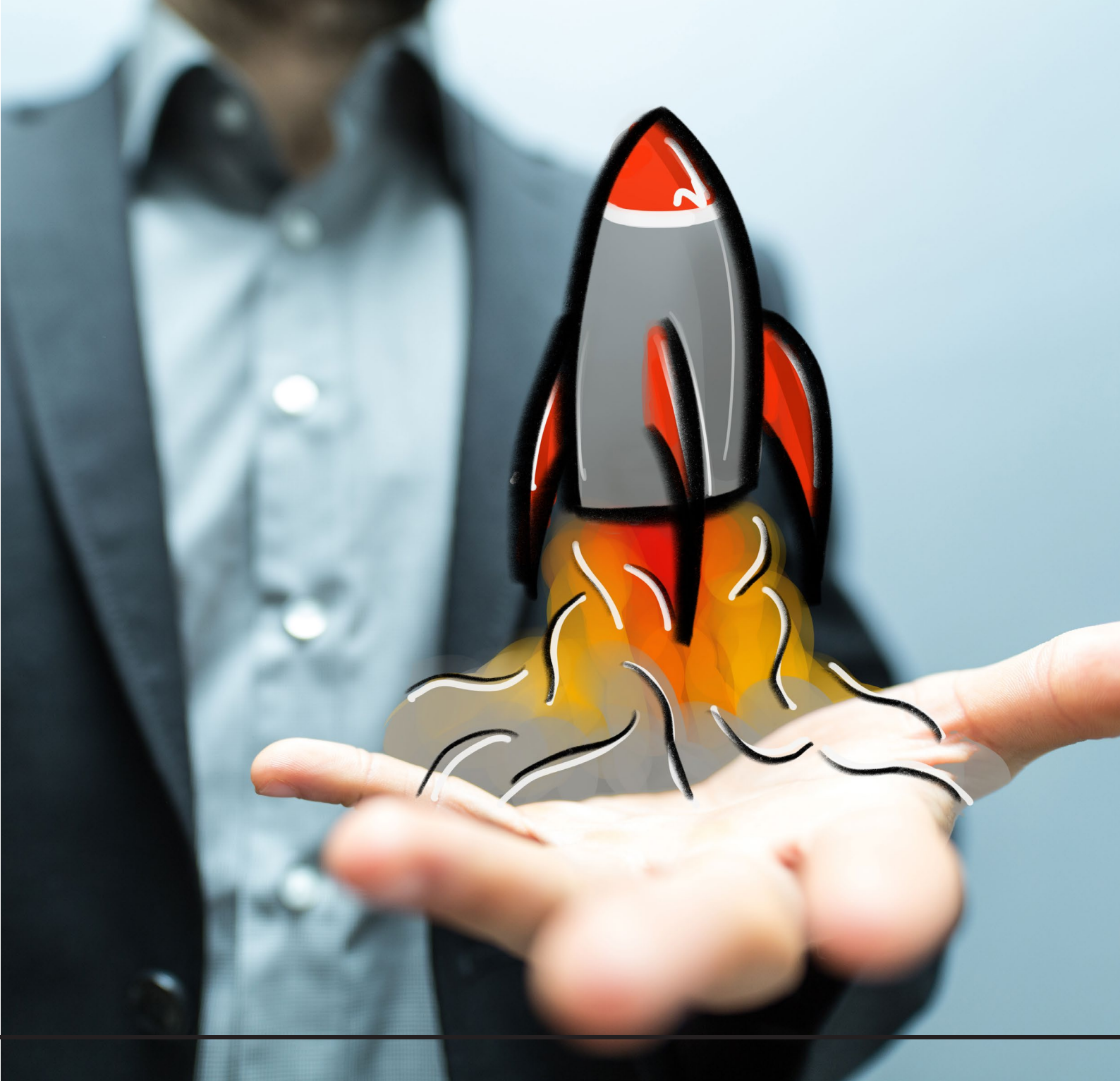
To take some of the burden off of you, consider using a content curation platform that is designed with small businesses in mind or a digital marketing service to take care of that on your behalf.

## "Content Is Exactly Why Your Audience Comes Back"

Producing a steady stream of quality social media content is vital these days, and it's the driving force behind more engagement on your Facebook page, and more traffic to your website. Just remember, all you need is 70% original and 30% curated content and you're good to go.







# ONLINE MARKETING TRENDS

TO GIVE YOUR BUSINESS AN EDGE IN 2018

In 2018, you need a sales and marketing plan that makes the best use of digital marketing to create more visibility and drive revenue. We've identified five major trends that should get your focus in 2018. The businesses that are able to best take advantage of these trends will get a huge leg up over their competitors. To help you get you started — and to make this coming year more profitable for you — read about the five important digital marketing trends for 2018 below.



# CONTENT MARKETING TO ATTRACT AND ENGAGE PROSPECTS

Content marketing is nothing new, but it is definitely evolving. Small business owners have gone from simple blogging to more complicated strategies involving infographics, ebooks and more. You don't have to go all out like that, but you should be providing your audience some sort of value through the content you post.

People want to be educated. They want answers to burning questions. They also want to learn more about the things they already do so they can do them better.

Satisfy their need with content, and you will win their attention.

Hold their attention with consistently awesome content, and you can win their repeat business.

70% of people say they would rather learn about a company through articles than ads. For this reason, around 90% of businesses that advertise online use content marketing currently. Most are interested in shifting dollars from traditional ads to content, where they can find better returns.

You should create engaging, in-depth content with a strong visual element to attract prospects. Reach more people by learning about the content they want to

consume and giving them more of it.

If you stay in front of your prospects through regular content posting, you'll increase the odds of being first-in-mind anytime someone requires your services.

When you can balance your services & expertise with things your audience wants to learn about, you can hit a marketing sweet spot. You'll find bigger returns on web traffic, social media engagement and lead generation.

## VIDEO CONTINUES TO DOMINATE

You might not be into Facebook Live yet, but you probably should be! Recent data from Facebook shows that people are 10x more likely to comment on a Facebook Live video than otherwise.

Even if Facebook Live does not work for your business, incorporating video into your marketing is key. Consider that 45% of people watch more than an hour of Facebook or YouTube videos each week, on average.

Now, keep in mind that there are over 2 billion active Facebook users in the world. A little bit of number crunching reveals that approximately 1 billion people watch one hour of video a week. That's a huge embedded audience to explore!

Video holds much more attention and communicates messages more effectively than text or still images alone.

Recognizing this, small businesses have been using video and finding huge returns. Whether as a type of content or a paid ad, video drives huge amounts of engagement.





Research from Wyzowl indicates that 79% percent of consumers surveyed would rather watch a video to learn about a new product then read about it.

Also, "64% of customers are more likely to buy a product online after watching a video about it."

So, people are not only watching video but also remembering what they see and actually buying things afterwards!

Small business owners can start working on their video strategy easily by answering common questions customers have —

either Live or as a prerecorded release.

From there, consider repurposing some of your existing content into short, informative videos and uploading them directly to social media.

## FACEBOOK ADVERTISING TO REACH PROSPECTS

Facebook ads have become quite sophisticated in the past couple of years. They're finally at a point where even marketers for small businesses can target effectively while gain valuable audience insights.

Facebook has 1.3 billion active daily users, and they made \$7.6 billion in ad revenue in Q1 of 2017 alone. So, you know for a fact that audiences are there and that others are in on the game.

Without your own Facebook ad presence, your competitors are staying in front of your customers when you are not looking.

The average cost-per-click on Facebook is just \$1.72, which means you it is a cost effective way to reach your prospects where they spend their time.

You can put your message about your business in front of high value prospects, even among very specific demographics.

When you combine video and Facebook Ads you really start to multiply the impact. Recent data highlights the fact that social video (basically any kind of branded video or advertisement) generates 1200% more shares than text and images combined.





# INSTAGRAM & INFLUENCERS DRIVE ENGAGEMENT

When it comes to consistent engagement, Instagram is the number one social channel out there. That's the conclusion of a study done by Yopto, which found engagement rate on Instagram to be 45% greater than on Facebook and 40% greater than Twitter.

What exactly does 'engagement' mean? It means this: over 75% of users will take action on an advertisement post in their feed. The key here is to let your customers do the posting as much as you do.

The same Yopto study found that 77% of people are more convinced by user-generated photos of a product rather than professional photos. Crowdsource your own content by asking loyal customers for pictures of them using your product. People love the attention, and you save on professional photography, so it's a win-win for all.

Another key thing to know about Instagram is how powerful Instagram Influencers are.

"Influencers" refers to people with lots of followers and tons of engagement from fans. There are all types of influencers, including subject matter experts who post videos and photos related to their expertise.

Small businesses can tap into these influencers at a relatively low cost. Case studies have shown that niche experts in your industry will drive direct sales traffic without costing your company an arm and a leg.

Take the example of RESCUE, for instance. RESCUE wanted to push their range of natural products, and asked a number of micro-influencers and bloggers to share their personal stories and include a "buy one, get one free" coupon with their post.

The results?

A 258% increase in Instagram followers — not to mention over 6,000 clicks to the coupon site.

Because of success stories like these, there is no question that leveraging micro-influencers to drive conversion rates will be a major trend in social media marketing going forward.





# BUSINESSES NOT OPTIMIZED FOR MOBILE WILL BE LEFT BEHIND

**Digital devices have completely changed how your customers search for and buy things.**



2/3 of the world's population is connected by mobile devices, and people now spend more time browsing on mobile compared to desktop.

According to data collected by SimilarWeb.com, 36.46% of Google searches come from a desktop in 2017, while 63.54% come from mobile. It is expected that mobile use will continue to grow in 2018, likely surpassing the 70% mark by the end of the year.

The only conclusion you can draw from this: You must optimize for mobile. Otherwise, you'll hurt the experience for mobile viewers, causing them to seek out other businesses that can offer a better one.

What does being "mobile optimized" mean in 2018? Looking

at your search results appearance, for one.

Get found online by researching how your page appears on mobile search. Mobile searches tend to bring up locally focused information, so reviews and accurate information about your business matter.

For instance, 50% of local mobile searches lead to store visits, so having accurate information on your hours is critical.

The continued transition to mobile means people are searching for what they want in the moment at which they want it. Let's say a tourist is walking in downtown Chicago and searches for 'best pizza'. How will they compare the quality of competing restaurants within walking distance?

want it. Let's say a tourist is walking in downtown Chicago and searches for 'best pizza'. How will they compare the quality of competing restaurants within walking distance?

Usually, they will look to reviews. Research from BrightLocal points out that 90% of people search for reviews of a business before visiting. That's nothing to sneeze at!

The quality and frequency of reviews matters, so make sure to ask customers for reviews as part of your regular business routine.

Also, ensure the information available on your business from Google is plentiful and accurate. You can start by using Schema markup on your contacts page.



accurate. You can start by using Schema markup on your contacts page. At the same time, make sure you have accurate, updated directions to your business listed and your hours of operation updated.

All of these informative features need to be monitored and optimized for mobile use in order for you to keep getting business — rather than scaring business away.

## **TAKE ADVANTAGE OF THESE FIVE DIGITAL MARKETING TRENDS FOR 2018 TO FIND SUCCESS GROWING YOUR BUSINESS**

In 2018, competing online is no longer an option.

It's a must in order for your business to survive.

To grow your business you must apply a complete digital marketing strategy.

One that gets more Leads &

Sales and takes advantage of the shifts in Mobile, Social, Video, Reputation Search and other digital marketing trends

One that connects all the dots, so that people can find you on any channel but still have a consistent experience.

One that gives the information

people need to make a buying decision through helpful content and a mobile-optimized experience.

This is the only way for your business to not be left behind. If you take advantage of these trends, you will have a distinct advantage in growing your business over your competition.





# **DO YOU HAVE BIG GOALS FOR YOUR BUSINESS IN 2018?**

— YOU SHOULD —



Because there's never  
been a better time to boost  
your visibility online.  
Whether you need:

- » Social Media Marketing
- » Search Engine Optimization
- » Reputation Repair & Management
- » Responsive Web Design
- » Mobile Marketing

Our team has the passion and expertise to  
help you meet your online goals. No matter what they may be.  
Connect with us today for a complimentary strategy session (Valued at \$149)  
and get the conversation started.

## **YOUR CUSTOMERS ARE WAITING!**

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