

Marketing Strategies

for Contractors & Small Businesses

Thursday, Nov. 17, 2022 @ 12pm

SESSION NOTES

- Websites:
 - The Plan Room: <https://www.theplanrrom.org>
 - OneWest, Inc.: <http://www.onewest.org>
 - SCORE Louisville: <http://www.louisville.score.org>
- **Build a Brand & Online Presence for your Business:**
 - Establish a brand image for your business, which may include a business logo, artwork, color scheme, etc.
 - Establish a business website and update periodically (monthly, quarterly, annually).
 - Establish business social media accounts and post (i.e., 2-4 posts/week).
 - Identify your target audience/customers, which may include researching competitors target audience/customers. Work to understand and incorporate customer personality traits.
 - List core services and/or products.
 - Establish procedures, policies, and processes for service and/or product delivery.
 - Warehouse and file for safekeeping the login name/information, passwords, and security information for website, social media accounts, emails, etc.
- **How to Play the Google Game:**
 - 85% of Google activity is local searches for shopping, activities, information, etc.
 - "Best" search results identify businesses or entities having 4 or more star ratings and that "best" in their reviews.
 - Relevance - Google defines relevance by how well a local Business Profile matches a search query – for instance, whether a particular business sells or has the attributes a searcher is looking for. To create a relevant listing, a business must carefully consider the following: (1) Local listing categories and attributes; (2) Local page signals; and (3) Social posts and online review responses.
 - To increase and maintain online relevance, it is recommended that a business make 3 to 4 posts per week or at least 13 per month.

- Business/Account Profile:
 - Category Selection - Be specific to narrow down the number of businesses you'll compete against. Describe your business, not your services or amenities. For example, if you own a salon, "manicures" is a service, not a business description.
 - Attribute Selection - Select attributes linked to your GMB category. Attributes are features of your business that people may search for, such as free Wi-Fi, delivery, kids' menu, and so on.
 - Local Page Signals - Another important aspect of your local digital presence is a website or webpage. If you have a multi-location business, it is critical to create separate, localized pages for each location with all the details customers need to find and contact you.
 - Online Review and Social Signals - Google does look at reviews when determining relevance, so the more reviews you can secure on the products and services you are known the better.
 - To increase and maintain online relevance: (1) encourage customers to submit reviews, and (2) respond to reviews both good and bad.
 - Social media posts are factored into the Google relevance. Therefore, social media activity improves an entity's Google relevance.

- **Revlocal** asserts itself as a trusted industry leader in local search marketing. RevLocal provides personalized digital marketing solutions to many thriving local businesses and multi-location brands across the U.S. RevLocal experts support clients in a variety of ways and to connect with small business owners.
 - Revlocal is a member of the **Google Premier Partner Program** - Online ad program recognizing businesses for maximizing campaign success for clients, driving client growth by maintaining clients' campaigns, and demonstrating Google Ads skills and expertise with certifications.
 - To be eligible to become a Google Partner one must be in the top 3% of participating companies within a given country (determined annually) to become a Premier Partner.