

DIGITAL MARKETING

TIPS FOR SMALL BUSINESS

BRAND U MEDIA
digital | content | strategy

GET YOUR WEBSITE BASICS RIGHT

Online users are becoming increasingly demanding in terms of the experience they expect from a website. They want a fast loading website as a minimum requirement. As a local business, you may not have the budget of the bigger, national or international firms, but you can at the very least get the basics right. Make sure your website is optimized for mobile

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FOCUS ON A PRIMARY SOCIAL MEDIA CHANNEL

Focus on the 1-2 social media platform(s) most relevant to your business and where your customers are most active.

- If the nature of your product/service offering is B2B then LinkedIn and/or Twitter are natural choices.
- For B2C businesses, Facebook and/or Instagram might be better choices.
- Create a posting schedule and post regularly. Use the 80/20 Rule: 80% educational and informative/20% promoting your business

CLAIM YOUR GOOGLE MY BUSINESS LISTING

Your online reputation as a small business owner could be the deciding factor when a prospective customer is searching for your product/service. Luckily, with Google My Business, you have a level of control when it comes to managing how people perceive your business. **Some of the common mistakes to avoid include:**

- Duplicate listings
- Setting up unnecessary new listings after a change of address
- Business name misuse e.g. adding unnecessary promotional messages

FOCUS ON GETTING REAL CUSTOMER REVIEWS

Customer reviews aren't anything new, but you would be surprised as to how often this is overlooked. 30% of people said reviews were key when judging local businesses so I would ensure this as a top priority as part of your digital marketing strategy. Don't count on customers visiting your review channels on their own. Include direct links on your website, in your emails, etc.

IMPROVE YOUR ORGANIC & LOCAL SEO

Local SEO is important if you are primarily a local business. Link building as always is equally important. This is where local business partners, groups, clubs or events create a link on their website that links back to yours. Google sees it as a sign of validation and credibility for your business. Each one of your website pages should have a specific theme or topic featuring in-depth, quality content of at least 1500-2000 words.

EFFECTIVE EMAIL MARKETING

Email marketing is still one of the most effective forms of marketing, because just like your website, it is the one channel you have complete control over. Your Email list should be simple both to join and to unsubscribe from. Otherwise, people will become frustrated with negative consequences for you. Segment your lists into different stages of the buying process so that your message is always on point. Clean out your list regularly - less is more!