

5

WAYS TO GET MORE
CUSTOMERS
TO YOUR LOCAL BUSINESS

MARKETING THAT *works*



LANEWAY MEDIA

5 WAYS TO GET MORE CUSTOMERS



marketing that works

Prospective customers are searching for
your products & services.... ***are you being found?***

Get the EXACT steps to ***proven marketing strategies*** & campaigns that work to
DRIVE store traffic and get you MORE customers.



1. Local SEO & Marketing
2. Website that Works
3. Social Media Marketing
4. Review Economy
5. Consistent Marketing



LOCAL SEO & MARKETING

Prospective customers are searching for your products & services.... *are you being found?*



STEP #1: Business Audit

- Google search your **business name**, see where you rank and list business' ranking above you.
- Google search **keywords** to see which page you land on and list all business' above your listing
- List the business' that appear in the **Google Pack** for each keyword.
- Analyze your competition. How to they appear on Google, how is their website, can you improve your Google listing and possibly your website?

 **WATCH how to video!**

www.lanewaymedia.ca/local-seo-marketing



STEP #2: Optimize **Google My Business**

- Populate and claim your **Google My Business** profile at www.google.com/business.
- Verify your profile via postcard, phone call, or email from Google.
- Upload your logo, images, populate products & services collection, menus (if applicable).
- Manage Google Reviews and ask your customers to review your business.
- Post weekly to Google My Business about your products, services, sale events & promotions.



WEBSITE THAT WORKS

Transform your website into a 24/7 lead generating machine, one that gets you MORE customers.



STEP #1: Website & SEO Audit

- Visit [Google Analytics](#) or ask your webmaster to provide this information:
- [Page Speed](#) - how long does it take for your website to load?
- [Dwell Time](#) - how long does a prospective customer spend on your website?
- [Page Views](#) - how many webpages do prospective customers browse?
- [SEO](#) - optimized for search and keywords within each page title and meta description.

24/7 Lead Generating Machine

Check out the websites we have transformed at www.lanewaymedia.ca.



STEP #2: Website that Works

- Ensure your homepage [clearly states](#) what your business does and the problem it solves.
- Does your website have a [call-to-action](#) that solves your customers' problem?
- Content for prospective customers to access? (i.e.) downloadable PDF, sign-up for offer, videos.
- Is your website [mobile friendly](#)? Does it look good on all devices?
- Embed your [Google My Business map](#) onto your contact page.



SOCIAL MEDIA MARKETING

Your customers are scrolling through social media feeds 2-3x/day... are they seeing your business?



STEP #1: Social Media Audit

- List all the **social media platforms** where your business is active.
- Populate **descriptions** with content that clearly states what your business offers.
- Upload consistent images across all platforms and ensure the **images are tagged**.
- Determine which platform your ideal customer spends most of their time. (i.e.) Facebook
- Master one platform**, before expanding your efforts. You don't need to be on all of them!

Know your Customer - understanding your customers' needs is a driving factor of your success.

STEP #2: Social Media Success

- Plan and schedule your social media posts using a monthly **campaign calendar**.
- Post content that grabs attention, solves a problem, or inspires action.
- Consider using **video** when posting to social media, it will improve your engagement.
- Don't post for the sake of posting... only post valuable content that **matters to your customer**.
- Respond to all comments, questions, and reviews in a timely manner.





REVIEW ECONOMY

Customers rely on peer reviews on social media, review platforms, and Google.



Review Economy - reviews have the power to influence customer decisions to shop with you.



STEP #1: Review Audit

- Search your **business name + reviews**, list customer reviews from the various platforms.
- Review platforms your business should be on: Google, Yelp, Yellow Pages, BBB, Facebook.
- Industry specific** review platforms: Amazon, Homestars, Trip Advisor, Foursquare, AirBnB.
- List review websites your competitors are appearing on, note if the reviews are managed.
- Make a list of **review websites** your business appears on and which ones it should be on.

STEP #2: Reviews get MORE Customers

- Ask your customers to **review your business** on Google, Yelp, and/or Facebook regularly.
- Manage reviews** in a timely manner; respond to them and address any problems immediately.
- Add **testimonials** to your website. Prospective customers read reviews!
- Reviews are a testament to your business, take them seriously. Address any internal issues that are reflected in your customer reviews.
- Start today! Ask for **authentic reviews** and add a review strategy to your marketing efforts.



CONSISTENT MARKETING

Consistent activity makes business easier. Commit to your marketing strategy to get MORE customers.



STEP #1: Marketing Plan

- Your marketing should **solve a problem** your customer may experience.
- Update your website** regularly with current promotions, and relevant solutions.
- Promote your problem solving solution with **digital (video) ads** on applicable platforms.
- Use **direct mail** to reach target customers via postal code with an irresistible offer.
- Ask your customers to **review your business** on Google, Yelp, and Facebook regularly.

Marketing that Works - get the EXACT steps to campaigns that have worked! www.lanewaymedia.ca

Consistent activity makes business easier.
Build your marketing plan, and get started today - *you've got this!*



MARKETING THAT WORKS!

Learn how to take control of marketing your business. Use the strategies & tools to get more customers and grow your business.

www.lanewaymedia.ca

