



55 Marketing Tips for Small Businesses

Effective and Proven Ways to Help You
GROW Your Small Business!

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Why This Book Can Help Your Business

Who is Circle Marketing, and Why Does it Matter?

You will learn many ideas in this eBook about how to get your business going and growing for 2013. This is our gift to you. Our mission when we started back in 2010, in the middle of the deepest recession since The Great Depression, was to give Small Business Owners the marketing help they needed.

Small Businesses are the back bone of the United States, and our economy. We want to help Small Businesses understand that effective marketing doesn't have to be something you need millions of dollars to get. These days, **modern marketing strategies have leveled the playing field** and when used correctly can be an effective and cost efficient way to gain leads, increase conversions, and grow revenue. This stuff works. Enjoy!

Meet Your Circle Marketing Team:



Only **25%** of
Small Businesses
Starting Today Will Still
Be Around in 5 Years.

Be One of Them!

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“There are only **3 Ways**
to grow your business:

1. Get more customers.
2. Charge more.
3. Customers buy more often.”

- Jay Abraham, Business Advisor

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1

Improve Your Marketing Materials

Everything People See Represents You.

You never know where your potential customers are going to learn about your business. Many Small Business Owners cut corners on “the small things,” because they aren’t an expensive, major purchase. However, you aren’t sure if a potential customer will learn about you from only that “throw away” piece.

Every single piece of Marketing you do, Online, off-line, or on-air, should be created with this one frame of thinking: **Imagine every piece of Marketing is the ONLY information about your company customers will ever see.** Do your Marketing Materials hold up now?

Are your materials jam-packed and full of the benefits your company can provide to them? Great marketing executions don’t just talk about your company’s awesomeness. They speak to benefits you provide to your customers.

Combining Marketing Collateral with other marketing activities increases campaign effectiveness by **20%!**



1

75% of Small Businesses state their ideal marketing mix is a **Combination of Print and Digital** communications.



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Improve Your Marketing Materials

GET STARTED RIGHT NOW:

- Make sure your Marketing Collateral speaks to the **benefits your customer will experience**, not just talk about your business only.
- Have your **Website address** and **telephone number** on all materials.
- Use pictures. The world is becoming more and more visual. **People respond more to pictures**. People also respond well to pictures of other people.
- Your **Slogan should be about results**. It should be inspirational or aspirational, and not a plain generic line.

2

Search Engine Optimization (SEO)

Get Discovered Before Your Competitors!

Search Engine Optimization is where you want to focus a great deal of your efforts. The reason why is you are seen as an authority by Google, Bing, and other Search Engines by being listed at the top of search results. **Consumers trust Search Engine rankings**, and if you're listed above your competitors, that gives you the edge in getting more leads.

35% of your potential customers click on one of the Top 3 positions, and 75% of people never go past the first page. Improve your position on Search Engines so you can get more leads, and be seen as a leader for the search phrases your customers are searching for!

It will take a lot of work and a little time to get the results you want, but once you get there the results will pay for your efforts many times over.

93% of Consumers
use Search Engines
for purchase decisions!



2

Search Engine Optimization (SEO)

GET STARTED RIGHT NOW:

- Discover the most **relevant Keywords** and phrases your customers are typing into search engines to find your type of business.
- Place those Keywords **throughout your website**, and in all relevant content you post.
- Do not have those Keywords/phrases exceed **7% of total content** on a page, or you could be graded negatively for “Keyword stuffing.”
- Use those Keywords in your **Image File Names, ALT tags**, and in the **Headers** and **Titles** of all pages.
- **Link to other content** within your own site.

75% of Searchers never go past the first page of Search Results.



3

Great Publicity
grows awareness
by **54%** on average



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Power of Publicity

Great Stories Provide Free Advertisements

Any press is good press, right? Well, good press is great press, then! These days, news outlets, newspapers, Online Bloggers, and Journalists in general are always looking for fresh new original material. Most of them would love to help get you press about your business. However, there's a trick:

You're more likely to gain traction with your publicity efforts by telling a great story. How awesome you think your business is pales in comparison to the story of how you helped a certain customer out of dire situations, or how you boot-strapped your way to a seven figure income. Find your most amazing achievements, and use those.

Whatever your business is, and whatever your service, there is a great story there. Get that story out there to all the media outlets and Bloggers in your industry, and public awareness of your company will grow!

3

Online PR yields
a **275% ROI**,
on average.



Power of Publicity

GET STARTED RIGHT NOW:

- **Craft your story.** Find that appealing story focal point and create a press release around that.
- Do **charitable work** in your local community, and/or **become a booster** for your local schools.
- **Contact Writers, Bloggers, and TV/Radio News Segment Producers** when you have that compelling story to tell.
- **Offer to write** free content, **give free advice** to Media Outlets for their Viewers to gain information, or when there's a large news topic trending for your type of business, contact the Media with offers to **give your expert insight** on that news trend.

4

Search Engines
have seen PPC Ad
Clicks increase **46%**
over the past year!



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Online Advertising

Use An Effective Ad Strategy to Gain Leads & Sales

An Advertisement is a promise. When a potential customer sees your Ad, the words and images need to address a need and/or desire they have. You're promising to fulfill that need, or at least give more information, if they click. Once your potential customer clicks an Ad, you should send them to a page (called a "Landing Page") which specifically delivers on that promise.

Each Landing Page should contain one main Call-To-Action encouraging the Visitor to take the next step. The Landing Page should not be distracting, be mostly about what your Ad was promising, and have the ability for your potential customer to either give their information (gain a Lead) or make a purchase (gain a Sale). Use multiple Ads and Landing Pages, and see which ones work best!

Place Google Analytics code on each of your Landing Pages to track the effectiveness of each Ad and Landing Page.

4

Online Advertising

GET STARTED RIGHT NOW:

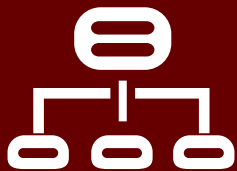
- Create a **Headline that's different**, catchy and interesting, but not misleading.
- Have **visuals which are attention-getting**, but not misleading or inappropriate (unless that's your brand).
- Create a **Landing Page for each Ad Campaign**, and put Google Analytics code on each of those Landing Pages.
- Landing Pages should have **one specific Call-To-Action** and not contain anything confusing. Your sole purpose for placing the Ads is to get results. Confusion diminishes results. Give the potential Client one clear Action to take.

Online Advertising will
overtake Television
Advertising by 2016.



5

A well-designed
Website can help your
Business Increase
10% or more!



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Improve Your Website

Your Most Important Tool In Marketing!

Your Website is everything to your business these days. **Your Website is your Online Brochure, Online Storefront, Online Business Card, Online Sales Person, and the hub of all your expertise and information.**

Without a great Website, you can't improve your Search Engine Optimization (SEO), Lead Generation becomes more difficult, and it's less likely for you to be seen as a leader in your industry.

Your Website should be able to immediately track what your Visitors are doing, where they come from, capture their information quickly and easily, educate them on what you can do for them, tell them why you're the best choice for their business, and help them refer you to others.

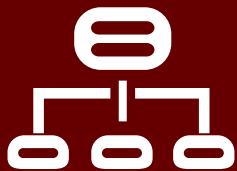
5

Improve Your Website

GET STARTED RIGHT NOW:

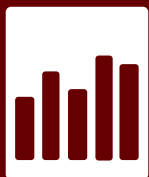
- Add **Google Analytics**, **Facebook OG Tags**, **XML Site Map**, and an **SEO Plugin** (all easy if you're using WordPress).
- Have a main **Call-To-Action** on every page.
- Increase lead generation by having an **incentivized E-Mail sign-up** on almost every page.
- Every **Page Title** should contain **Keywords** relevant to both the page's content, and the Keywords in that content you would like to rank highly for in Search Engines.
- Have a **Blog on your Website** so you can create more potential entry points from Search Engine to your Site.

A whopping 58% of Small Businesses haven't **updated their Website** in a month...or longer!



6

Google Analytics can help you increase your **Website's Conversion Rate by 25%** on average.



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Learn How to Use Google Analytics

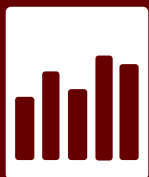
Learn How Your Website Performs to Help You Grow

Google Analytics is Free. Google Analytics will tell you how many Visitors you are getting to your Website and Landing Pages, as well as where they came from, how long they stayed, how many pages they viewed, what page they left on, and a host of other valuable information. So, an amazing tool that is absolutely Free? It's literally a no-brainer. You must have an analytics tracker on your Website, and Google Analytics leads the industry by far.

The **power of being able to analyze this core and key information about the Visitors to your Website is invaluable**, because you can hone and tweak the weak areas, while monitoring your increasing Conversion Rates and Lead Generation. Place Google Analytics on every single page of your Website, and start learning how to better your Website's effectiveness today!

6

Google Analytics has an **81.5% market share** over all other website analytics tools.



Learn How to Use Google Analytics

GET STARTED RIGHT NOW:

- Install Google Analytics in the **Header of every one of your pages**, especially the entire Shopping Cart process.
- Analyze **where your Traffic is coming from**, so you know what's working.
- Tie in Google Analytics with your **PPC Ad Campaign**, so you can track which Ads are working best.
- Study Bounce Rates and what pages Visitors are exiting your Site on, to **adjust Content and pages accordingly** and keep Visitors on your Website longer.

7

Blogging once per week gives a **60% Likelihood** you will acquire a customer through your Blog.



Write More Blogs

Content Generation is the Beginning of it All

These days, the top Search Engines like Google and Bing want to give their users (aka your potential customers) the best results which are relevant to their search queries. For Search Engines to rank you highly, you must have a constant and consistent stream of new fresh content, which contains some of the search terms your Customers are most likely to use.

The more you Blog, the more you will be seen as an authority. The more you Blog, the more chance you have of someone sharing that Blog with another potential Customer. The more you Blog, the more pages you have for Search Engines to see that your Website is active and pushing out valuable content on a regular basis. It's "alive."

The more you Blog, the more likely it is that you will get a customer through your Blog, because your potential Customers are reading your posts, learning more about you, becoming familiar and friendly with your business, and starting to trust you more. All which lead to more Customers!

7

Websites which
have Blogs get
55% more traffic
than websites
without a Blog.



Write More Blogs

GET STARTED RIGHT NOW:

- Write Blogs about the most **Frequently Asked Questions** you hear from your potential customers.
- **Use Video** in your Blogs for greater impact & connection.
- Have **Social Media sharing buttons**, so Visitors who find your Blog posts interesting and informative can share easily with their networks.
- **“How To” Blogs** are great, because they establish your expertise and build credibility while being helpful.
- The **best Blogs** are either 2-3 paragraphs, or bulleted points, or “Top” lists (ie “Top 3 Business Mistakes”).

8

25% of Small Business Owners say just one extra hour a day is worth an extra **\$500**.

That's over **\$115,000** a year!



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Time Management

Are You Wasting Too Much of Your Precious Time?

When polled “What is the one thing you wish you had more of?” Most Business Owners responded, “Time.” You might think it would be money, but time and time again (no pun intended), it’s your time that’s the most important asset you have...or don’t have enough of.

Why? Because it’s the one thing that all people share a limited amount of. Whether you’re rich or poor, C-Level Executive or have an entry level position, or have a high level degree or not, we ALL have only 24 hours in a day to get everything done. You and I know that’s just not enough!

Analyze what you truly spend your work time on. Ask yourself, “Is this furthering my efforts in my business? **Is this the best opportunity for me to get the most ROI out of the time I’m spending?**” If not, then move on and go do something else that has a better chance to grow your business.

8

80% of the average work day is spent on “Low Value” activities with little ROI at best.



Time Management

GET STARTED RIGHT NOW:

- Check E-Mail only a **few times** during the day.
- Check Social Media at even **fewer times** of the day.
- Every evening, plan the next day and your “Top 3” items to do the next day. **Do these Top 3 items FIRST**, before checking E-Mail or moving on to something else.
- **Delegate** tasks you don’t need to be doing (if at all possible) to your staff, assistants, or paid experts. Your time is better served doing things to move your business forward, making connections, networking, etc; not figuring out why the E-Mail form on your website isn’t working, or trying to design every flyer on your own.

9

2012 saw **73 Million**
Mobile Shoppers.

38 Million of them
made purchases on
their Mobile Devices.



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Learn How Mobile Can Work for You

Mobile Customers Are Increasing by Millions!

Mobile technology is more than just building iPhone and/or Android Apps. Consumer Mobile usage is increasing by the millions every year. To ignore this fact means that your competitors have the chance at getting these Customers instead of your business. Don't let that happen!

Make sure your Website is Mobile-friendly. Make sure it works perfectly on Mobile Phones and Tablets. There's not much worse than a Customer clicking to your Website and not being able to give you their business because your Website won't work correctly on their device.

At the very least, make sure your Website is usable on Mobile Devices. One way is to use a "Responsive Design" to automatically format to any Browser.

9

60%
of Consumers
search for
local businesses
on their SmartPhone.



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Learn How Mobile Can Work for You

GET STARTED RIGHT NOW:

- Make sure your **Website is compatible** with the hundreds of millions of Mobile Devices out in the market right now.
- **Don't use Flash** on your Website, because it's not 100% compatible with Mobile Devices.
- Mobile Shopping is increasing quickly, so discover ways you can create a more **friendly User Experience** for Mobile Customers.
- **Make sure your business is listed** on Yelp, Google Local (aka Google Places), Bing Local, FourSquare, and your Facebook is listed as a "Place." Encourage and incentivize customers to "Check In" and post reviews.

10

E-Mail Marketing

Still Highly Effective Marketing Tool!

Every business wants to generate leads. You can only grow your business by either getting more customers, increasing prices, selling more products and/or services, and getting more repeat and referral business. E-Mail Marketing helps you accomplish and improve each of those needs.

These days, your E-Mail Subscribers have to go through a double opt-in process and confirm signing up for your list. Once someone does that, you know **they are seriously interested in what you have to offer**. So give them what they're looking for, and help them make the great decision to become one of your Customers!

Use E-Mails to send out Newsletters, let your list know about your latest Blog posts and special sales, and also help give some tips and advice they're looking for. These types of E-Mails will help you stay in their minds, and be helpful at the same time! Just spread them out every couple of weeks or so.

Effective E-Mail
Campaigns **increase**
Website Traffic 71%
on average



10

77% of Consumers
**prefer E-Mail
Promotions** over other
marketing channels.



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E-Mail Marketing

GET STARTED RIGHT NOW:

- Use an **E-mail Marketing Service** like MailChimp, Aweber, or Constant Contact (just to name a few).
- **Subject Lines** should be eye-catching but not misleading.
- Body of E-Mails should always have a clear, main **Call-To-Action** so as to not confuse or overwhelm the Visitor.
- Tie in **Google Analytics** to your E-Mail service to properly track the success of each Campaign on your Website.
- Analyze **Open Rates** and **Click-Through Rates** to make sure you're getting the best results from your Campaigns.

11

Video increases
your Marketing
Effectiveness
300% on average!



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Videos

2013 is Said to be the Year of Video!

Video is the most shared medium Online. Your Video, however, doesn't just have to be of your cat flushing a toilet over and over. You can use Video more effectively than ever to beat your competition, win your customers' trust, and grow your business. How? We're glad you asked!

You can record a Video for your Blog, YouTube Channel, Website, or all of the above. When a potential Customer sees a Video of you or your staff, they immediately feel more familiar with that business. **A better connection is made through Video than through Blogs or photos.** Use this opportunity to smile and show your services, products, and personality. Smiles and stories sell, so start practicing smiling comfortably while talking.

Keep Videos short, under 2 minutes, and quick-paced enough so there is no long dead space or pauses. You can create "How To" Videos, Intro Videos, Tips & Tricks Videos; you name it! Just don't forget to smile! 😊

11

86% of Consumers
**watch informational
Videos** on brands they're
interested in.



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Videos

GET STARTED RIGHT NOW:

- Use an **External Microphone** to get better sound, and **use Lights** for a better image (or at least don't stand in front of a window or the sun, or you'll be back-lit).
- Keep Videos **under 2 minutes**, and keep them fast-paced.
- **Talk to the Viewer** (and potential Customer), who's going to be watching the Video later on; not the camera lens.
- **Optimize YouTube Videos** just like you would a Web Page on your Website with Tags, Keywords, and Links.
- Frame shots so you look like you're having a "**normal conversation.**" Don't be too far away, nor too close.
- Have a **Call-To-Action** at the end of your Video.

12

40% of Companies
using Social Media have
acquired a Customer
from Social Media.



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Finally Understand Social Media

Social Media Works...But is it Working for You?

If you do anything on Social Media, you're going to fall into one of two camps. Either you love it, or hate it. Which camp you are in is usually determined by the degree of your success with Social Media.

The first step is understanding that **Social Media is for Leads, Publicity, and Customer Relationship building**. Think of Social Media as the beginning of the relationship, and starting a conversation with your customers, not the end where you try to "close" them.

Next step, is understanding how each Social Network requires a different approach. LinkedIn is more B2B, while Facebook is more B2C, Twitter is for PR, while Pinterest is great for E-Commerce and highly visual brands. Use the right tone on the right Social Network, and you'll start getting better results.

12

80% of Facebook users connect to and follow Brands on Facebook.



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Finally Understand Social Media

GET STARTED RIGHT NOW:

- Each Social Network has a different “personality.” **Speak to that personality** to communicate more effectively.
- Social Media is **mostly for building relationships**, not making direct and immediate sales.
- Use Facebook Ads to **gain more followers**, and use Custom Facebook Apps as your Landing Pages.
- Merge your Google Plus Brand Page with your Google Places Page to create a more robust **Google Local Page**, and post all your Blog Links there.
- A few **targeted followers are better** than many followers.

13

100% of Small Business Owners who have taken Circle Marketing's Online Classes have been 100% Satisfied!



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Take A Class from A Marketing Expert

You Don't Know What You Don't Know...You Know?

You have seen many ideas in this E-Book about how to get your business going for 2013. Even though this E-Book has a ton of points to get you started, we obviously can't teach you everything in just one E-Book. This is why Circle Marketing has created two Online courses for Small Business owners!

One course is for **Small Business Marketing** concepts like E-Mail Marketing, SEO, and Online Advertising, just to name a few subjects, while the other course is strictly **Social Media Marketing**, where you can learn the most effective communication and marketing strategies and techniques to get the most out of Social Media.

Both courses are perfect for the Small Business Owner looking to learn how to grow their revenue in 2013!

13

Ordering both
Circle Marketing Courses
together **will save you**
25% over just ordering
one course alone!



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Take A Class from A Marketing Expert

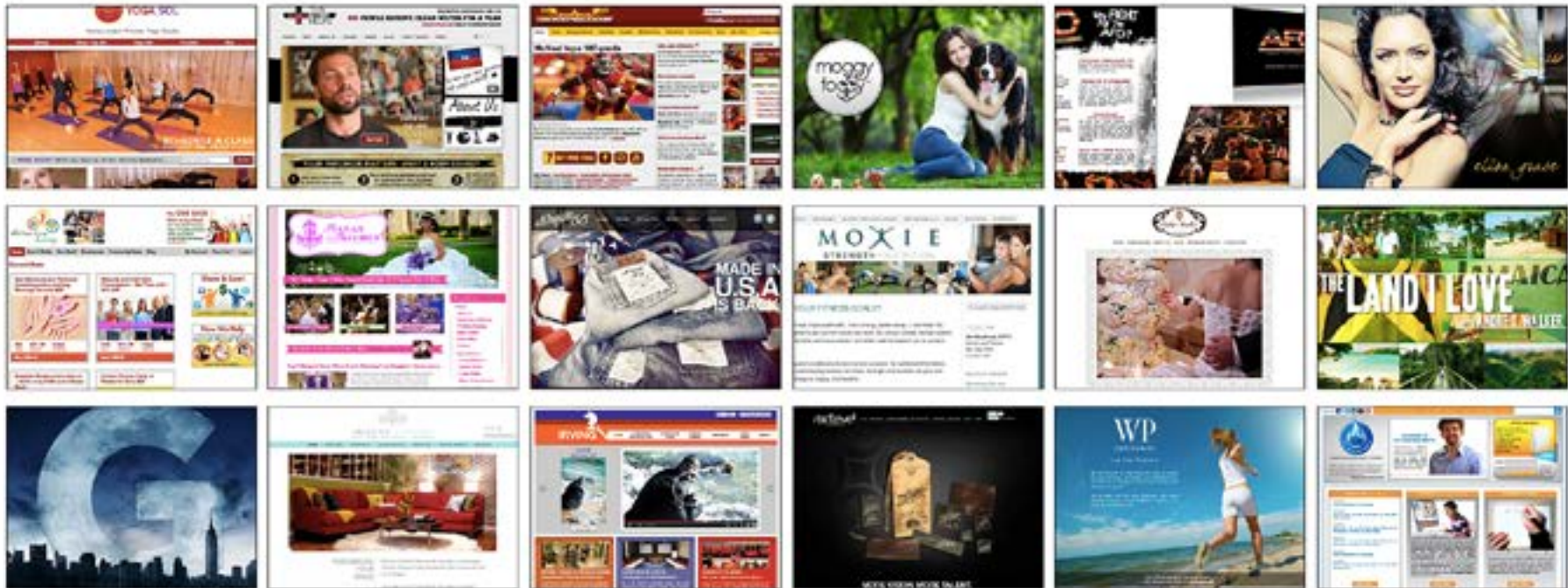
GET STARTED RIGHT NOW:

- Sign up for Circle Marketing's Online Marketing Courses:
<http://www.CircleMarketing.com/course>
- **SMALL BUSINESS MARKETING:**
 - Learn how to create effective E-Mail Campaigns
 - Understand how effective Online Ads work
 - Expert Search Engine Optimization (SEO) Tips & Tricks
 - Much much more!
- **SOCIAL MEDIA MARKETING:**
 - Grow your followers and gain new Leads
 - Communicate effectively on each Social Network
 - Learn how to transition your followers to Paying Clients
 - Much much more!



View Our Work & Read Our Case Studies

www.CircleMarketing.com/our-work



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GET STARTED TODAY:

Business Phone: **323-639-3406**

E-Mail Address: **Hello@CircleMarketing.com**

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