

Online Strategies for Local Businesses



So, who am I?











Handout

elyse tager

From Chaos to Clarity

WANT TO GROW YOUR BUSINESS IN 2018?

As go-getter entrepreneurs, we spend tons of time prospecting, generating new leads, and growing our businesses. But we tend to do a less than stellar job of making sure that our current strategy is taking us in the right direction. Spend a few minutes filling out the activities below and really give some thought to it. Your business will thrive!

Activities:	NOTES
What are the 3 areas you want to focus on in the next 6 months?	
1	
2	



Why Are We Here?

- Don't waste any more time, energy or money.
- Focus on what will move the needle.
- Strategize to move your biz to the next level.





The Risk of NOT Having a Strategy





What about the Small Biz?

 How do you leverage online marketing strategies for a local business?

- Doesn't it take a team of lots of people?
- Doesn't it take a LOT of time?
- I've tried all this stuff, but I just can't keep it up.



We Will Touch On

- The most important online practices
- Time efficient social media strategies
- Paid advertising is it worth he money?
- When and how to take advantage of sites like Google and Yelp



Let Your Personality Shine

You be you!

 Lead with your personality – this is where small biz has an advantage over major brands



Be Findable

- "Claim your page" with local business directories like them on Yelp, White pages, Google Business.
- Optimize your website with your best keywords



Social Media

- Why bother?
- Which ones?
- How much time should I spend?
- Use tools to help you



Video and Audio

- Importance of video in the online world
- The rising surge of podcasts.
- Use that cell phone!



Email – Always be Building

 The best way to stay top of mind with your customers is email.

 Always be building your list with lots of ways and reasons for people to sign up



Local Testimonials

 Get local testimonials, publish on your site and your FB Page and all over!



Localize Your Ads

- Is advertising worth the money?
- Can you localize any online ads by zip code or geography to make them more productive?



Reach out locally online

 Target/reach out to local publications who have an online presence



Final Word

- Back to you be you
- Don't compare your marketing activities to large brands.
 - You don't have the \$
 - You don't have the staff
 - Learn what you can from them



Keys to Online Success

- Creating more authentic interactions
 and engagement with your audience
- Speaking their language no corporate/fancy speech.
- Meeting them in a place that's most convenient for them — on social media, at local events and even in the local publications they read.



Homework!

4.1	have faith	Level	22	Paretta.	treas	2000	The Contact	Second a	deper-	The same	april on money party	Clean Links Links	Jalysein	3.5
ac	NIA.	Asstron orang	powerle powerle	JAN. Jamiely	any.	12.5	the Res	Day Fore	200	1111	7	to the	-Ho Lendon Labelan	A.
5					G"	San Projection of the Party of		語	ion A lemping	Tast.	-		1	1
PE	Pray	Burg retardary for consult in conti	Escali A Bank	PAUL	UAD A SPECIAL AND A	-	Stuti	Brown Name	for BACK	the goals	DOSPT A CHILD	ponent :	Section	100
	May unit Mits	Ptey come sare		1.00	1	100 ton	Beke		IA	4	7.00	0.52-1,04.3	Signal.	100
rv .	4	生				6		M		4	-06	(mill)	(a)	5
は	CALL		LIST	WORK	BUY		SMOK TO	Se to thistory	Atter	1	Euters	EDMONDAY.	CATT THE CATT	V5 #4
er onces	TRU STARTS Annual Status	TEMPEL	CEAK MAD WALK	TALE	EAST MARKETS	TRELL PROUSE FRONT YE	VEST	GALK 10 TO SOME	(AT HEAT	CAT THE PARK	EAT BAXB	EAT	GPTD LIEBLE SPECIES	201
		Street or Streeting in	John B. John B. John B. John B.	de a James Justinal	They a	est that not by	SMET A Makeus		G W		Manhor 2 Joseph.	Total Control	Gata a. (tax) Victober	i de
	60	and a	CHA								Dist.	10100	2.00	



Can I Help You?

Schedule

your private one-to-one 30 minute session

Let's dive deep

into your biz to identify what is and isn't working.

BOOK YOUR <u>FREE</u> DISCOVERY CALL bit.ly/tagercall