

ONLINE  
BUSINESS STRATEGY

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# Online Strategies for Local Businesses



# So, who am I?





# Handout

BUSINESS STRATEGY

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## 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:

What are the 3 areas you want to focus on in the next 6 months?

1

\_\_\_\_\_

2

\_\_\_\_\_

#### NOTES



# 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 the 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!





# 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 FREE DISCOVERY CALL**

**[bit.ly/tagercall](https://bit.ly/tagercall)**