

Small Business Roundtable

MARKETING 101: Advertising & Websites

PRESENTED BY:



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DIGITAL MARKETING

Importance of Website Presence

Why is having a website presence important?

- Digital Storefront
- Shows you're open for business

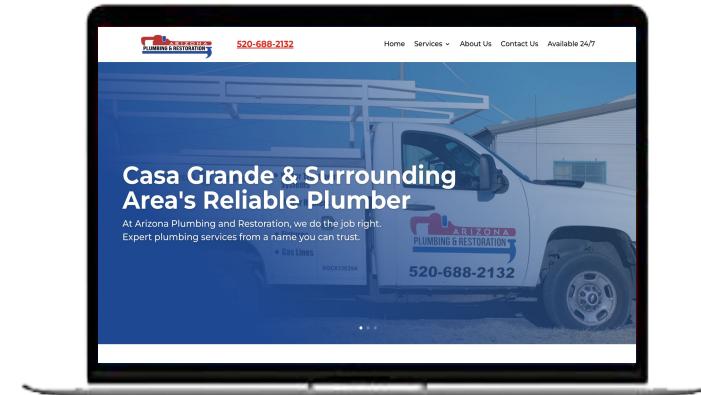


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Service-based business websites

What kind of website should service-based businesses have?

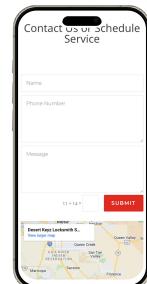
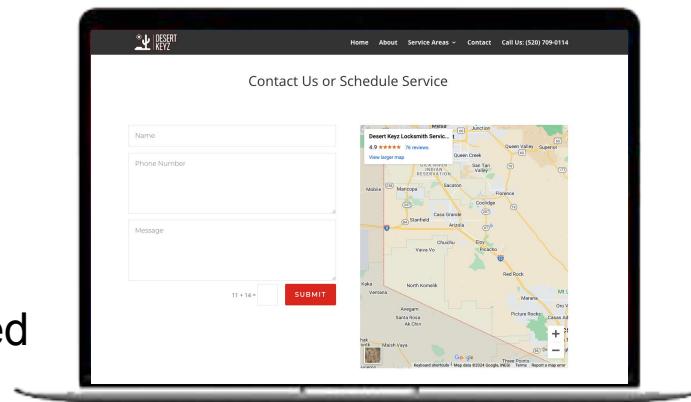
- Simple website that tells who they are and what they do
- What sets them apart
- Copy written for user experience & for search presence



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Service-based business websites, cont.

- Lead gen forms on all pages
- Content management system options:
 - WordPress
 - Squarespace
 - Wix
 - GoDaddy website builder
- All websites MUST be mobile-optimized

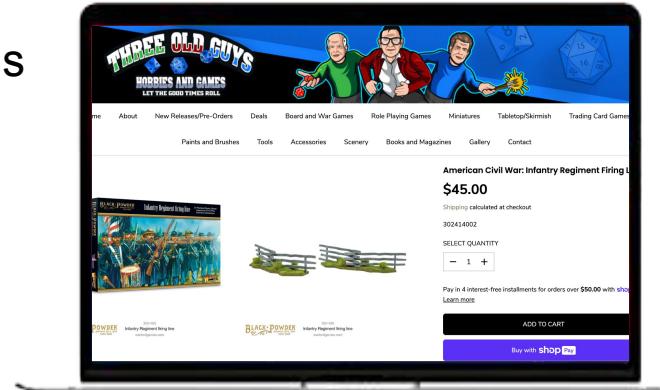


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E-Commerce businesses

E-Commerce businesses:

- Robust website with easy path for prospective customers to transact
- Ideal platform: Shopify, WordPress for design-centric layouts
- Survey attendees about e-commerce business plans

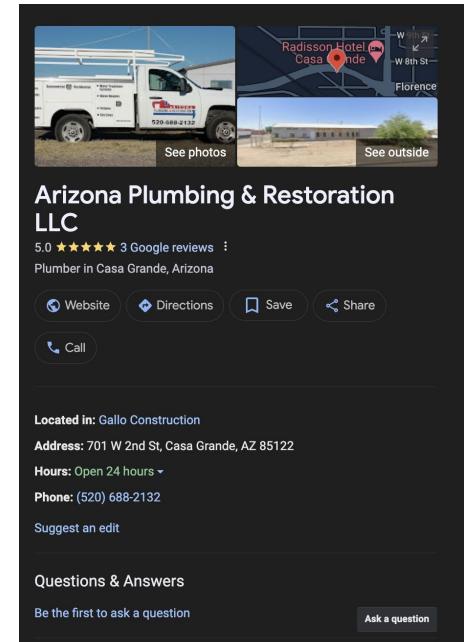


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Google My Business (GMB)

What is GMB and why is it important

- Google profile
- List your business on Google Maps & local search
- 60% of small businesses haven't claimed GMB page



Arizona Plumbing & Restoration LLC

5.0 ★★★★★ 3 Google reviews

Plumber in Casa Grande, Arizona

Website Directions Save Share

Call

Located in: Gallo Construction

Address: 701 W 2nd St, Casa Grande, AZ 85122

Hours: Open 24 hours

Phone: (520) 688-2132

Suggest an edit

Questions & Answers

Be the first to ask a question

Ask a question

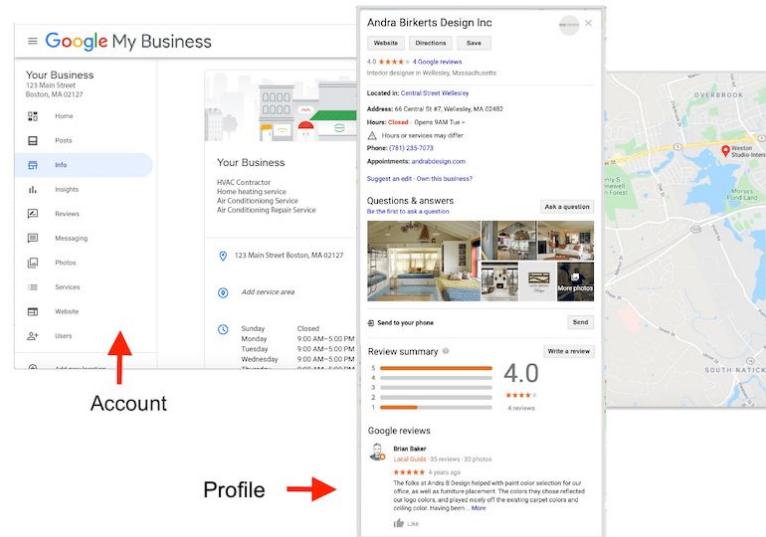


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Google My Business (GMB), cont.

What to do with GMB page?

- Claim and optimize your listing
- Edit Profile, Products, Services
- Use keywords about business and location
- Link and encourage customer reviews



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Social Media Advertising

Social media advertising is usually highest ROI digital advertising you can do:

- Know your customer and their platform
- Tailor conversation and tonality to the platform



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Know your value proposition

What sets you apart from others in your industry?

- Why should prospective customers buy from you?
- Work that statement into your marketing

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EPIC

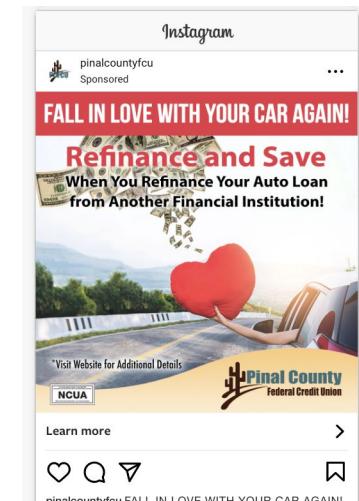
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Social Media Advertising for Lead Generation

Much of the lead-gen conversation is taking place now on social media:

- Service-based business: Invest most of your time on social if not selling products online
- Basic website with a GMB page is still necessary



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Search Engine Marketing (SEM)

Want to show up higher on Google Searches? SEM may be the solution

- Text ads that appear on Google searches
- Served on a Pay-Per-Click (PPC) basis

Google search results for "roofers casa grande az". The results show three sponsored ads:

- americanroofingco.com**
Veteran Owned and Operated | Request a Free Estimate
Elevate Your Business with Our Superior Commercial Roofing Solutions! Upgrade Your Home with a New, Stylish Roof - Get Started Today! Veteran Discounts, Quick Repairs, Quality Roofing Services: Residential Roof...
Roof Repair - Request a Free Estimate - New Roofing - Roof Inspections
- Sponsored · Roofers | Casa Grande**
GOOGLE GUARANTEED
Arizona Roof Pros
5.0 ★★★★★ (247) - Roofer
27 years in business - Serves Casa Grande
Open 24/7
- AZ Roof Co**
5.0 ★★★★★ (115) - Roofer
25 years in business - Serves Casa Grande
Open 24/7

More roofers →

Sponsored
Thumbtack
The 10 Best Affordable Roofers in Casa Grande, AZ 2024
Review and select top-rated home maintenance professionals for repair, installation, etc. Roof Contractors.
★★★★ Rating for thumbtack.com: 4.6 - 1,600 reviews

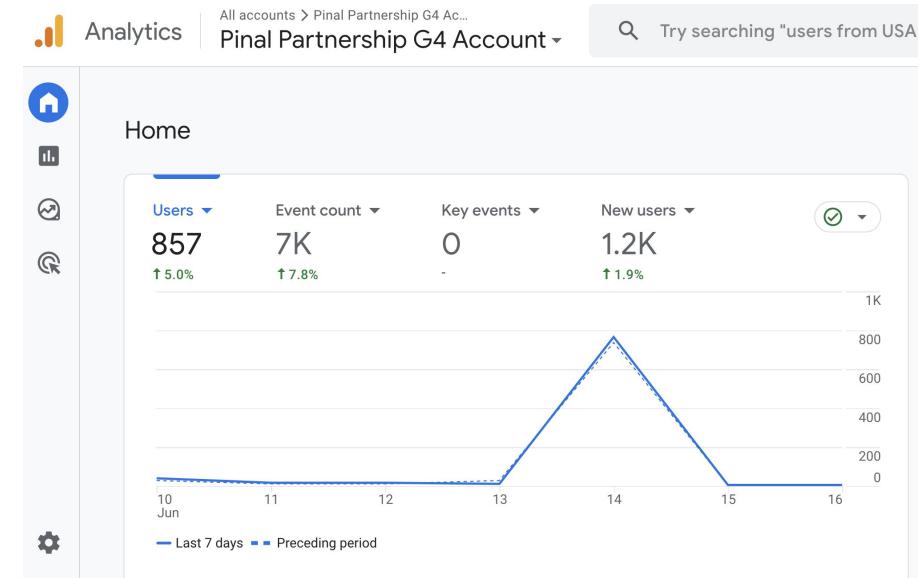


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Google Analytics

Free tool to help you monitor and understand your website traffic.

- Geographic and device insights
- Referral source insights



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Competitive Analysis

Want to know what advertising your competitors are doing?

- Check if your competitor is running Google Ads:
<https://adstransparency.google.com>

OR scan code here:



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Competitive Analysis, cont.

Want to know what advertising your competitors are doing?

- Check if your competitor is running Facebook Ads: Page – About – Transparency – See All



COMMUNITY HEALTH CENTER
Quality, Local, Affordable Health Care for All

Desert Senita Community Health Center
547 likes · 666 followers

Message Like Search

Posts About Mentions Reviews Followers Photos More

About Contact and basic info Privacy and legal info Page transparency

Page transparency Facebook is showing information to help you understand the purpose of this Page.

10607801765907 Page ID July 21, 2021 Last post

Admin info This Page can have multiple admins. They may have permission to post content, comment or send messages as the Page.

This Page is currently running ads.

Page manager location is United States

See all



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Questions?

Thank you!

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