

Small Business Roundtable

MARKETING 101: Advertising & Websites

PRESENTED BY:



BLOSSOM
DIGITAL MARKETING

Importance of Website Presence

Why is having a website presence important?

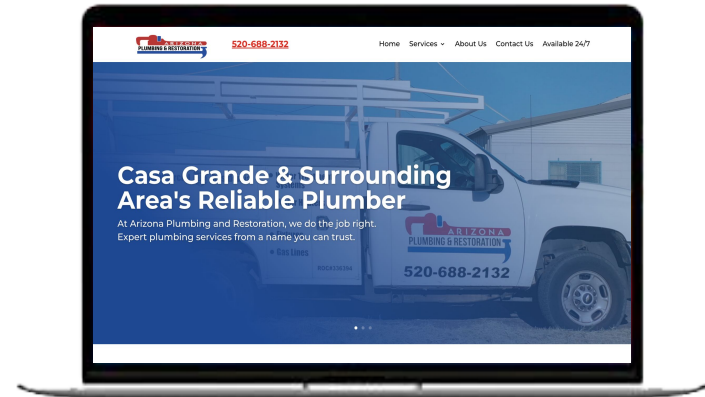
- Digital Storefront
- Shows you're open for business



Service-based business websites

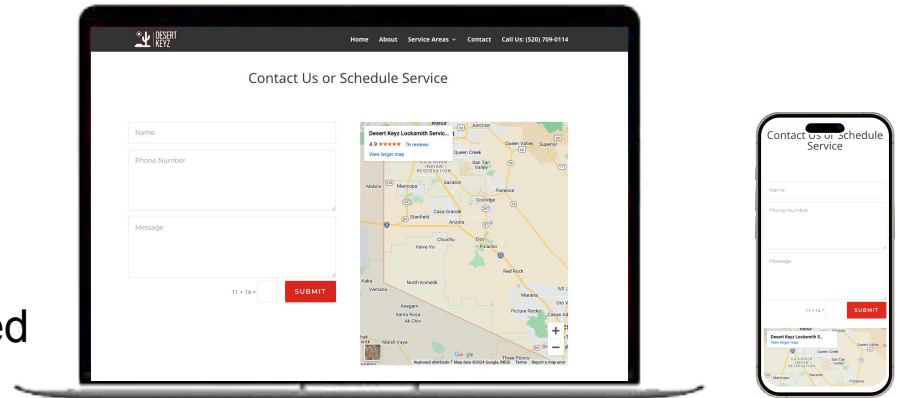
What kind of website should service-based businesses have?

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



Service-based business websites, cont.

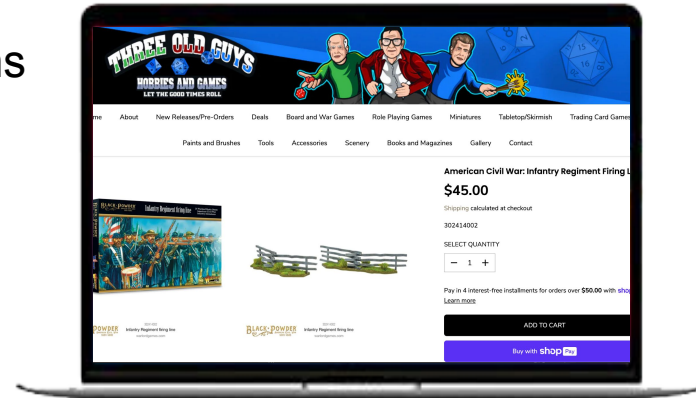
- Lead gen forms on all pages
- Content management system options:
 - WordPress
 - Squarespace
 - Wix
 - GoDaddy website builder
- All websites MUST be mobile-optimized



E-Commerce businesses

E-Commerce businesses:

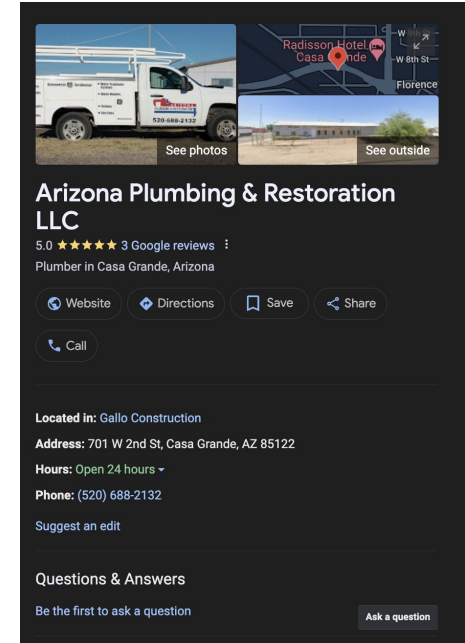
- Robust website with easy path for prospective customers to transact
- Ideal platform: Shopify, WordPress for design-centric layouts
- Survey attendees about e-commerce business plans



Google My Business (GMB)

What is GMB and why is it important

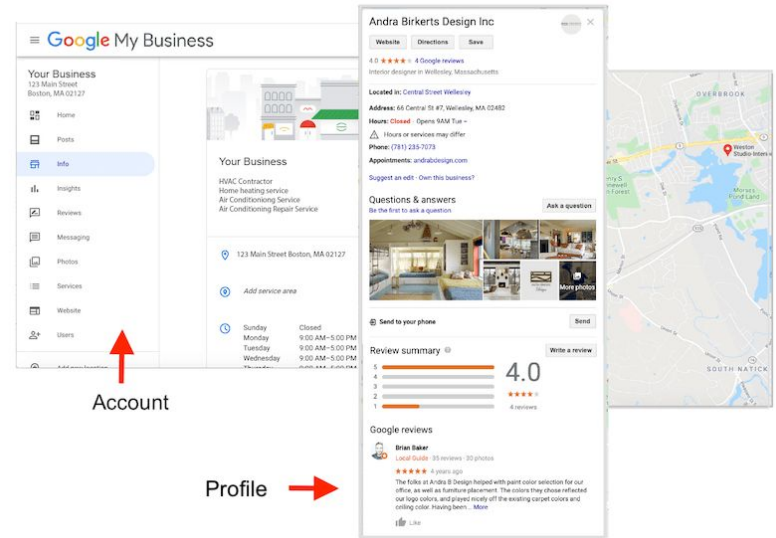
- Google profile
- List your business on Google Maps & local search
- 60% of small businesses haven't claimed GMB page



Google My Business (GMB), cont.

What to do with GMB page?

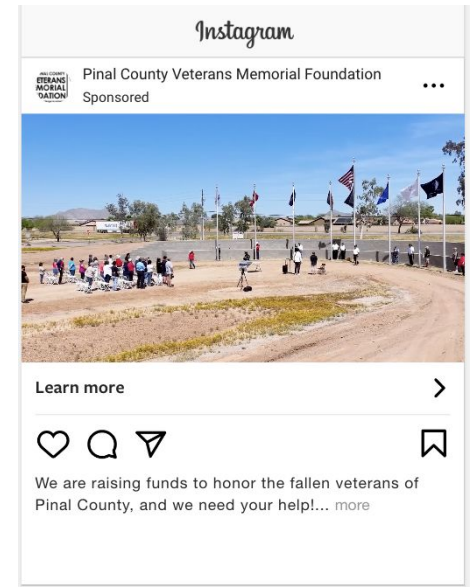
- Claim and optimize your listing
- Edit Profile, Products, Services
- Use keywords about business and location
- Link and encourage customer reviews



Social Media Advertising

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

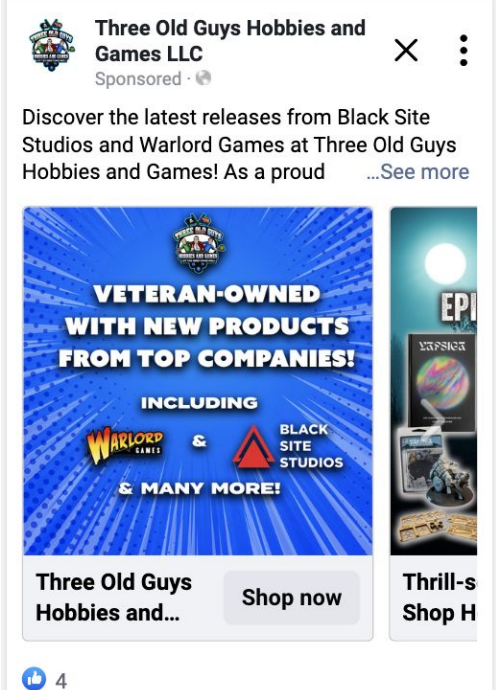
- Know your customer and their platform
- Tailor conversation and tonality to the platform



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



The image shows a Facebook advertisement for Three Old Guys Hobbies and Games LLC. The ad features a blue background with a grid pattern and text that reads: "VETERAN-OWNED WITH NEW PRODUCTS FROM TOP COMPANIES! INCLUDING WARLORD GAMES & BLACK SITE STUDIOS & MANY MORE!". Below the text are logos for Warlord Games and Black Site Studios. The ad also includes a "Shop now" button and a "Thrill-s Shop H" button. The ad is sponsored by Three Old Guys Hobbies and Games LLC, as indicated by the profile picture and name at the top.

Three Old Guys Hobbies and Games LLC
Sponsored · 🌐

Discover the latest releases from Black Site Studios and Warlord Games at Three Old Guys Hobbies and Games! As a proud ...See more

**VETERAN-OWNED
WITH NEW PRODUCTS
FROM TOP COMPANIES!**

INCLUDING

WARLORD GAMES & **BLACK SITE STUDIOS**
& MANY MORE!

Three Old Guys Hobbies and... [Shop now](#)

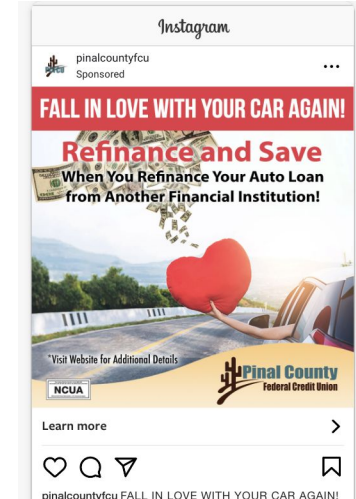
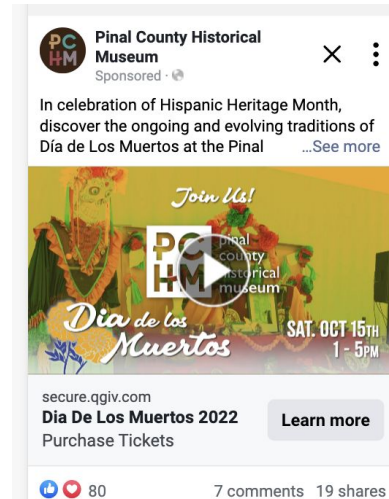
Thrill-s Shop H

👍 4

Social Media Advertising for Lead Generation

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

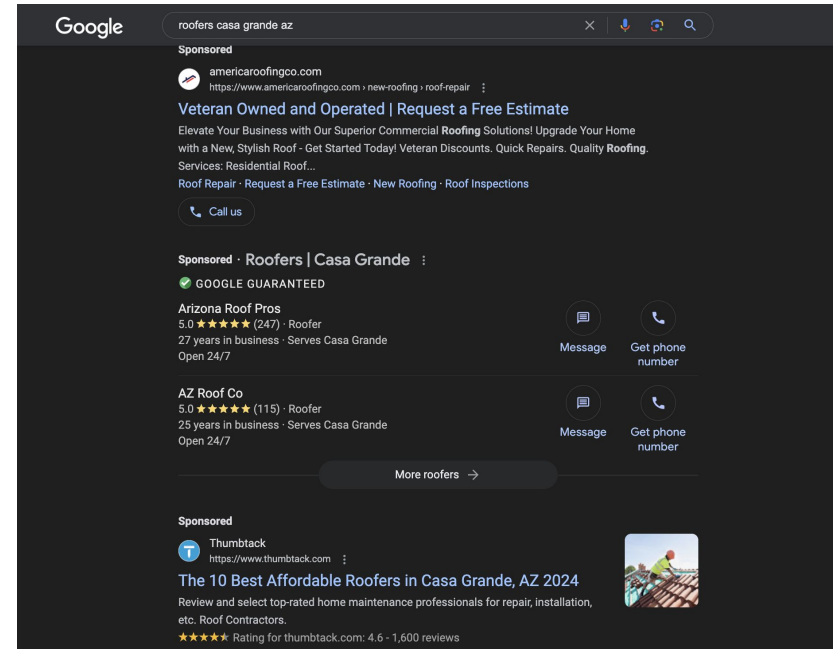
- Service-based business: Invest most of your time on social if not selling products online
- Basic website with a GMB page is still necessary



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



The screenshot shows a Google search for "roofers casa grande az". The search results are displayed on a dark background. At the top, there is a sponsored result from "americanoofingco.com" with the headline "Veteran Owned and Operated | Request a Free Estimate". Below this, there are two local business listings for "Arizona Roof Pros" and "AZ Roof Co", both with 5.0 star ratings and "Open 24/7". At the bottom, there is another sponsored result from "Thumbtack" titled "The 10 Best Affordable Roofers in Casa Grande, AZ 2024".

Google

roofers casa grande az

Sponsored

americanoofingco.com
https://www.americanoofingco.com › new-roofing › roof-repair

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

Call us

Sponsored · Roofers | Casa Grande

GOOGLE GUARANTEED

Arizona Roof Pros
5.0 ★★★★★ (247) · Roofer
27 years in business · Serves Casa Grande
Open 24/7

Message Get phone number

AZ Roof Co
5.0 ★★★★★ (115) · Roofer
25 years in business · Serves Casa Grande
Open 24/7

Message Get phone number

More roofers →

Sponsored

Thumbtack
https://www.thumbtack.com

The 10 Best Affordable Roofers in Casa Grande, AZ 2024

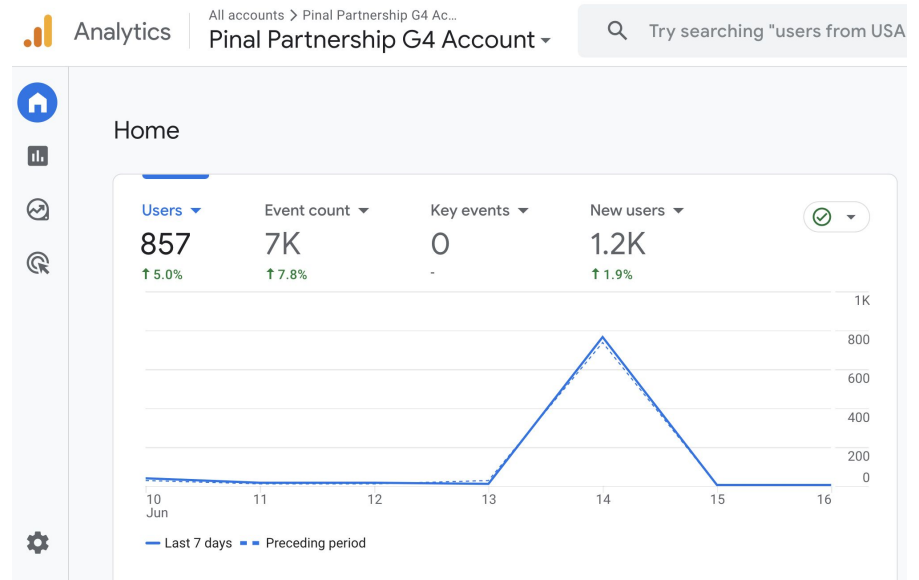
Review and select top-rated home maintenance professionals for repair, installation, etc. Roof Contractors.

★★★★★ Rating for thumbtack.com: 4.6 - 1,600 reviews

Google Analytics

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

- Geographic and device insights
- Referral source insights



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:



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.

- 106075801765807
Page ID
- July 21, 2021
Creation date
- 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

Questions?

Thank you!

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