



# GETTING FOUND

small business guide to online marketing

hatchback

You wake up at 6:30. Scratch that, 5:30. You grab a quick bite and are emailing by 6:00.

You spend your day managing employees, helping customers, fulfilling jobs, putting out fires, just to wake up and do it again tomorrow. (Oh, and did someone mention that there was a life outside of your business?) Being an entrepreneur is a full-time job to which few can relate.

The problem is, being pulled in every direction means you don't have the time or resources to be effectively marketing yourself and driving new business.

Read on for simple, cost effective strategies to get your business found online and to turn up the dial on your lead generation and inbound marketing efforts.

# INBOUND

## ATTRACT VISITORS LIKE A MAGNET

Maybe you have tried outbound marketing methods such as cold calling, direct mail or advertising to reach prospective customers and all you are getting is x@%!

While these methods have their place, they are becoming less effective as a stand-alone strategy.

Voltier Digital recently reported that, on average:

- **86% of people skip through television commercials**
- **44% of direct mail is never opened**
- **200 million Americans have registered their phone numbers on the FTC's "Do Not Call List"**

Why? First, people don't want to be interrupted in the middle of their busy day with pushy sales and marketing tactics from a business they don't know or trust.

Secondly, the growth of the internet has changed the game, forever. Did you know that **9 out of 10 people research online prior to making any significant buying decision?** In their research they will visit your website, your competitor's site, industry portals, social media and online review sites. People want to buy; they don't want to be sold.

So with all the static and noise your prospects hear every day and their ability to tune you out so easily, what is a busy small business like you to do?

It's time to turn up the dial on **Inbound Marketing**.

Inbound marketing or "Permission Marketing", as best-selling author and marketing guru Seth Godin has coined, has quickly become one of the most effective ways for small business to drive new business.

Inbound Marketing is based on attracting prospective customers to your website by having a strong presence on search engines (like Google), your blog, and social media. Inbound marketing is about making it easy for prospective customers to find you online and the value your products or services offer them. Contrast this to outbound marketing, which is about pushing your products and services to a mass audience and interrupting them to sell them.

*"Selling to people who actually want to hear from you is more effective than interrupting strangers who don't."*

- Seth Godin

## The Bottom Line:

Inbound leads are often more qualified and the most inexpensive cost per lead because they found you based on their own research and buying path. Inbound Marketing costs on average 62% less than traditional outbound marketing (Source: Voltier Digital Infographic).

Here are the 3 ways to get found and drive more leads:

### WEBSITE



### BLOGGING



### SOCIAL



## WEBSITE

The only goal of your website is to drive leads for your business. Sure, it should inform visitors about you and your products and services, blah, blah, blah....but none of it matters if no one visits your site and if your visitors don't convert into meaningful conversations and customers.

*Inbound Marketing costs on average 62% less than traditional outbound marketing.*

You need to give visitors a reason to come to your site and provide them with valuable content at every stage of the buying cycle. Remember approximately 96% of visitors to your site are not ready to buy right now, they are in research mode (Source: Kiss Metrics).

## WEBSITE QUICK TIPS

- **Optimize your site** - If your site isn't coming up in keyword searches when your prospective buyers are searching online, you are missing out on potential leads. Know the basics of Search Engine Optimization (SEO) and implement them on your site. For a simple explanation and SEO checklist, visit <http://mz.cm/WIGRzg>.
- **Give value** - Offer something of value like a case study, newsletter, whitepaper, video or industry report that your prospect will find valuable. Offer it in exchange for their lead info. People don't mind sharing their information as long as they are receiving value in return.
- **Be Clear** - Sites that have clear messaging and call to action have higher lead conversion rates. For example, if you engage prospects who are "just shopping" to sign up for your newsletter on your site,

*96% of visitors to your site are not ready to buy right now, they are in research mode.*

make it easy to find and complete the sign-up form. Use a call to action that is compelling by showing/describing what is in it for them.

- **Go Local** - If your customers are local, register your business with Google Places and build out your business profile. Google will display local results first, giving your company an edge when prospects are searching. 20% of Google searches are done locally.

## BLOG

Another great way for entrepreneurs to drive inbound traffic and leads is through blogging. I know what you are thinking right now..."does blogging really pay off?" The answer is yes; small businesses that blog get 126% more lead growth than small businesses that do not (Source: @ThinkCreative).

Why? Prospective buyers trust non-promotional content on blogs unlike the self-promotional advertising done by most businesses. Second, the content on your blog can be found by search engines like Google and it is often times easier to keep your blog updated with the relevant content that search engines love.

*Small businesses that blog get 126% more lead growth than small businesses that do not.*

## BLOGGING QUICK TIPS

- **Content is King** - Keep your blog updated with the right message, to the right audience, at the right time. Take some time to understand your ideal buyer and think about the content they might need to do their jobs better.
- **Know Your Customer Base** - You have great customers, what do they have in common? Are there topics/challenges that always seem to pop up? Check out our [Customer Personas guide](#) for help with identifying with your audience.
- **Know Your Story** - Think about your unique background and experience, how can you leverage your past and current success to help your prospects be more productive, save time, and make more money?
- **Generate New Ideas** - Use tools like Google Adwords and Wordtracker to research what keywords your prospective buyers are searching on relative to your products and services.



- **Be Trustworthy** - When creating content, always remember to put yourself in your prospective customers' shoes and write about what interests them, not you. **TRUST = Empathy + Credibility**. If you don't come across as a credible resource and can't empathize with their current situation you have NO TRUST and no shot at ever earning their business!
- **Make it shareable** - Ask yourself this simple question: If you were a prospect would you share your business' blog post with friends, family, colleagues? If it isn't share-able don't post it!

## GO SOCIAL

Stats show that people who follow your business online through social media are more likely to buy and recommend your brand to their friends.

Social media is an inexpensive and effective way for entrepreneurs to reach potential customers when used correctly. Networks like LinkedIn, Twitter, Facebook, and Pinterest, are good ways to distribute your message, understand what prospective customers are sharing, and engage with current customers.

## SOCIAL MEDIA QUICK TIPS

- **Make it Easy** - Make your website and blog social media friendly. Make it easy for your visitors to share and like your content and follow you. 79% of US Twitter users are more likely to recommend the brands they follow (Source: Twitter).
- **Narrow your focus** - Start small and focus on one or two networks at a time. Know which social networks are a better fit for your target audience. For example, 97% of Pinterest fans are women and Pinterest drives more website traffic than Google & LinkedIn combined (Source: Media bistro). So if your business is a retail boutique, Pinterest may be a great social media lead generation channel for you. Spend just a few minutes per day periodically checking out the latest news and sharing what's important to your community.
- **Target** - Use the network's search tool to find your ideal customer. Once you've done this, observe what that audience is sharing and responding to; it's a good way to understand their interests. If you are selling to businesses, or B2B, LinkedIn can be a great social lead channel for you with over 200 million Members and opportunities to connect to potential buyers. Use LinkedIn groups to specifically target your ideal buyer and engage in meaningful discussions by adding value as a thought leader.

*79% of US Twitter users are more likely to recommend the brands they follow*

- **Promote** - It's ok to promote yourself or your business...but not too much. Spend time sharing and engaging with your audience first. Distribute value added resources like whitepapers, how-to guides and videos that drive followers and fans back to your website. Then periodically position an offer via social media.

Starting and running a business is challenging, rewarding and exciting. By turning up the dial on inbound marketing, you will get found online, consistently drive visitors and bring more cash in the door. Spending a little time implementing these tips can provide you with that work/life balance you desire and you might just be able to hit that snooze button every once in a while...

# MEET HATCHBUCK

Simple, yet elegantly intelligent, Hatchback is sales & marketing software that automates your sales and marketing efforts overnight. To learn how you can turn emails into conversations, website visitors into handshakes, and customers into raving fans, visit [www.hatchback.com](http://www.hatchback.com) or call us at (314) 288-0399 x 1.