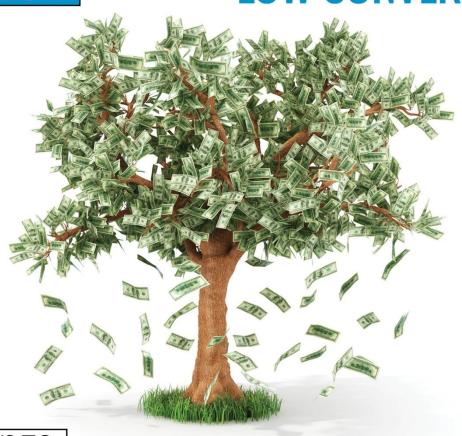


5 FACTORS TO A SUCCESSFUL

LOGAL MARKETING

STRATEGY

WHY YOUR
WEBSITE HAS
LOW CONVERSIONS



21 FREE WAYS TO

PROMOTE YOUR BUSINESS (THAT WORK)

DIRECT MAIL

Is Still So Effective

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Want to succeed in today's internet age? As consumers are king in the retail world and content is king in the online world, you must ensure your web content promotes your

business locally and attracts your target audience. We'll go over five steps you can take to promote your business locally online!

Why Your Website Has Low Conversions

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Why do I have a low conversion rate despite a high amount of traffic? Honestly, there are several reasons why your website may have a low conversion rate, but the good news

is many of them are pretty simple fixes. Let's cover 7 of the most common reasons below

Why Direct Mail is Still So Effective

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One reason Direct mail is still significant because it allows businesses to reach consumers who would otherwise be difficult to reach otherwise. That could add up

to be quite a lot of profits left on the table. If you're a customer-focused business looking to build a strong relationship with your customers, direct mail should undoubtedly be a part of your marketing strategy.

21 Free Ways to Promote Your Business (that Work)

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If you ask a business owner what they could use more of right now, they'll likely say more customers. In fact, 61% of marketers say their biggest challenge is generating

traffic and leads. Today, there are countless ways to attract traffic to your website, and in this article, I'll discuss a whopping 21 of them, virtually all of which are free if you have the time.

Welcome To LocalWerx Magazine

Thanks for checking out our online marketing resource guide for small business. Each month we cover topics that resonate with local businesses just like yours.

Our goal is simple. We want to enable you to do big things online, and it all starts by breaking down the complexities of marketing your business online.

It doesn't matter if you're just starting out, or an established business owner in your local community, you can always benefit from increasing your brand's visibility online.

To your success,

Karen Estrin LocalWerx

BROUGHT TO YOU BY

LocalWerx is a leading small business marketing service in the Phoenix area. We help small businesses build "marketing machines" to connect with more customers online.

If you want to build your business, you need to market, it's that simple. But you can lose thousands of dollars if you don't know what you are doing. So we urge you to take action with some of the strategies we recommend.

For a more "hands off" approach, we offer affordable solutions that can deliver results. We hope you enjoy this issue of LocalWerx Magazine and feel free to reach out to us anytime.



Any local business that wants to succeed in today's web-first world must implement a local marketing strategy. As consumers are king in the retail world and content is king in the online world, you must ensure your web content promotes your business locally and attracts your target audience. We'll go over five steps you can take to promote your business locally online!



Before visiting your location, 76% of customers look you up online.

They'll most likely visit your Google My Business page before visiting your website.

Your Google My Business profile is the first opportunity to build trust with the visitor. Your profile includes information such as your company's name, address, hours of operation, phone number, customer reviews, and more.

Google My Business is free; you must sign up online and upload some photos as well as any other information you want your customers to know. After you sign up, you may be asked to confirm your physical address - Google will send you an email with a postcard containing a verification code before publishing your page.

Remember to double-check to see if you already have a profile! Your company may already be listed, in which case you must click "Claim this business."



Setup Your Local Listings

Local listings, also referred to as "citations" help you build a trustworthy online brand and make it easier for customers to find you.

Why do you need citations?

- They provide customers with helpful info about your business
- They Improve your business's visibility in local searches..
- Attract quality inbound backlinks to your site.
- Allow customers to provide feedback about your business
- Boost the credibility of your brand and cultivate trust with your audience.

The more online proof there is that your company is real, has a physical location, and is operating, the more likely it is that your website will appear higher in search results.



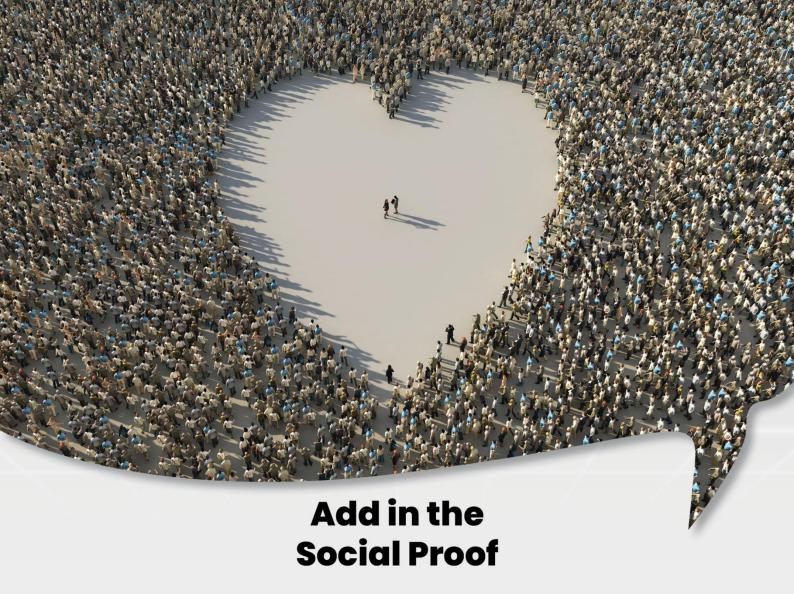
Did you know that the content in your reviews can help you rank locally?

You know you provide top quality products and services – And your customers are always telling you so.

So don't be afraid to ask your customers for a review.

The more locals who leave you a review, the better. Local reviews attract flies like.... Honey. And the more reviews you get, the more you expand your audience.

But please don't try to cut corners. Customers as well as online review platforms can smell fake reviews from a mile away and you don't want to risk your business's reputation over something so trivial like writing your own reviews.



Social proof, the psychology of making decisions based on the opinions of others, often affects your customers' buying decisions.

Social proof works because it gives real customers the chance to share your story. And if your story is that you've made your customers happy

and satisfied, that's pretty convincing.

Often, we don't even realize how our decisions are affected by social proof. It's something we seemingly gloss over. But that's why it can be a powerful conversion tool in your marketing strategy.

Use Social Media Marketing

Social media marketing (SMM) is an excellent way to reach out to new audiences who are unfamiliar with your brand.

Facebook was one of the first and best options for local promotion. Begin by creating a Facebook page. You can promote your company by offering special deals and discounts to your audience. In turn, they may share your content with their Facebook friends, who are most likely also locals in your area.

The biggest advantage of Social Media Marketing is that you don't have to sit around and wait

for customers. Once you've created your social media profiles you can start advertising.

Platforms such as Facebook (now Meta), Instagram, Snapchat, even TikTok now make it simple to advertise locally by setting up an ad campaign.

Do you want to expand your social media presence even further? Consider looking for local influencers who can help your business gain exposure. Today, no matter where you are or how small your niche is, you can find an influencer in almost any industry.



Have you tried everything you can and still not getting results? To attract more walk-in and online customers, consider hiring a local SEO services agency. Local SEO Agencies are well-versed in all best practices for all types of local businesses. Working with an expert can help you create a successful local marketing strategy without the need for endless testing.

IN CONCLUSION

Local marketing strategies are critical to success in today's world. You're more likely to fall behind if you don't position yourself online. Spending some time optimizing your local profiles, directory listings, social media accounts, and reviews will result in an increase in customers visiting your website and storefront.





Why It's Important to Increase Conversion Rate

Before we dig into the reasons why your conversion rate is low, let's define what it is and why it's important.

The conversion rate of a website is the percentage of visitors that take the desired action. This could range from subscribing to a newsletter to downloading an eBook and making a purchase.

Conversion rates matter because they reveal how well your website is at meeting its objectives. If your conversion rate is low, it means that the majority of visitors to your website leave without taking some kind of action.



Let's say you are looking for small business phone solutions for your business. You search for "small business phone solutions" and select the first result. Once you're on the site, it's evident that finding what you're looking for will be challenging to find. The primary navigation menu is missing, the body text is small and hurts your eyes to read. After a few minutes of some irritated clicking around, you give up and return to Google to try again.

This is a common issue that can be easily solved

by making sure your website is user friendly and easy to find what you're looking for.

Here are some suggestions for making your website more user-friendly:

- Include a primary navigation menu.
- Use text that is clear and easy for the eye to follow.
- Use visual cues to guide users.
- · Add a search bar.

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2. Your Website Isn't Made for Mobile Devices



In today's world, having a mobile-friendly website is more essential than ever. Statista estimates that there are approximately 7.26 billion active mobile users! And the numbers are only anticipated to grow.

So, if you want to stay competitive, your website must be optimized for mobile devices. If it isn't, you're going to lose a substantial portion of your prospective audience.

Make your website more mobile-friendly by do-

ing the following:

- Upgrade to a mobile responsive design.
- Use Google Fonts that are large and easy to read.
- Use big buttons.
- Integrate mobile navigation.

Depending on your website's age and platform, it could be as easy as installing a simple plugin, or as complex as starting over, using a more modern and updated design approach.





3. Your Website Loading Times are Too Long.



A slow-loading website is another reason for low conversions. Users expect websites to load virtually instantaneously in today 's hyper-paced society. If it takes more than a few seconds for your site to load, you're probably losing visitors - and potential customers.

If a website takes longer than three seconds to load, 40 percent of users will simply give up and go elsewhere. Yes, you read that correctly: 50% of your visitors could be gone in 3 seconds, and you may never see them again.

There are several ways to increase the speed of your website. This includes:

- Making use of a Content Delivery Network (CDN).
- Image optimization.
- Reduce HTTP requests.
- less redirects
- Turning on browser caching.



4. You Still Aren't Using Popups



Pop-ups are one of the most successful ways to convert website traffic into leads and sales, with an 11.09% conversion rate.

The key to success using pop-ups is to make sure they are targeted and relevant to your audience. Assume you're offering an automated phone system to small businesses. In that situation, your pop-up could offer a free consultation to assist businesses in determining the best phone solution for their needs.

If you're selling women's clothing, your pop-up might give 25% off their first purchase. Popups play a huge role in getting the right content in front of the right person at the right time.





5. You aren't taking advantage of Video



Images are great, but video can do even more for your website's conversion rate. This is because videos are a very strong tool for capturing attention, conveying information, and building trust.

Assume you're attempting to market your digital workplace platform to small enterprises. You could make a clip demonstrating how your platform improves company communication and

collaboration. This is much more likely to be engaging and successful than a large block of text explaining the same thing.

Other ways you can use video include creating a compelling explainer video that talks people through your product or service, or video testimonials from delighted customers to convert your visitors into leads.



6. You Don't Have a Clear Call-To-Action



A call-to-action (CTA) is content that motivates website users to take a certain action. A CTA could be a button that says 'Sign up for our newsletter' or 'Download our e-book,' for example.

CTAs are an important part of every website since they guide visitors to the intended action. Without clear CTA's isitors may be unsure what to do next.

When creating CTAs, be sure to:

- Keep them brief and sweet: anything more than five words is excessive.
- Use action terms such as 'Download,' 'Sign up,' or 'Watch now' to ensure visitors understand what you want them to do.
- Make your CTA buttons stand out from the rest of your content by using contrasting colors.
- Put them in a prominent spot: Don't bury your CTAs at the bottom of the page or in a side bar. They should be front and centered - in the spotlight.





7. You are not testing and optimizing.



Finally, one of the most significant things you can do to improve the conversion rate of your website is to test and optimize on a regular schedule. The only way to tell what does and doesn't work is to constantly experiment with various approaches and evaluate the outcomes.

A/B testing is a terrific technique to track different aspects of your website to see which ones work best. A/B testing involves creating two versions of a page (Version A and Version B) and sending

traffic to both to evaluate which performs better.

Summing Up...

These are just a few of the many reasons why, despite getting loads of traffic, your website has a low conversion rate. But the good news is that in many cases, making even minor improvements here and there can make a huge impact on your conversion rate.

Keep in mind that not all of these modifications are quick or simple to apply. Some necessitate a great amount of time, effort, and expertise. If you want a more "hands free" approach to boosting your conversions - connect with us today!



DID YOU KNOW... 98% of consumers open their mail the same day it is delivered.

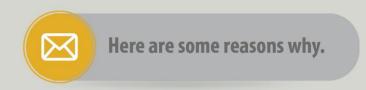
77% of people immediately go through their mail, and 72% bring it in as soon as they can?

Even though we live in a digital age, direct mail marketing is still significant because it's one of the best ways for brands to connect with customers face-to-face (and people still kinda like it)

Direct mailing has gained popularity in recent years as D2C brands invest in direct mail marketing. According to the ANA Response Rate Report, 2021, 17% of direct-to-consumer brands use direct mail to engage customers and increase sales. Additionally, 8% use this idea to generate leads, and 4% use it to improve brand recognition.

Direct mail marketing also allows businesses to reach consumers who would otherwise be difficult to reach, like those who do not have smartphones or are uncomfortable interacting with brands on those devices, as well as those who do not have cable TV subscriptions or internet access.

And, if you're a customer-focused business looking to build a strong relationship with your customers, direct mail should undoubtedly be a part of your marketing strategy.



It's ability to be Personalized

It is easy to believe that direct mail marketing is no longer relevant in today's digital world. But guess what? It is.

An effective direct mail campaign goes far beyond simply mailing out catalogs; it's an opportunity to connect with customers on a personal level.

To begin with, there is no better way to get someone's attention than to mail them something useful, or something they find value in. Even if you get their attention for a few short seconds, it's a much more personal approach than other ways of marketing.

Second, direct mail includes photos and special messages addressed directly to the recipient, making it even more exciting to open. You rarely get excited about opening an email, but if you receive a personalized envelope? That is a completely different matter. Unless it's someone trying to reach you about your car's extended warranty.

Finally, direct mail enables you to showcase your brand in an unique way. Use it to promote exciting stuff happening with your business like an upcoming event your sponsoring, sale or special promotion.

According to a USPS survey on direct mail, 67% of respondents think that direct mail has a more personal feel than then the internet. Businesses can personalize their messages based on individual preferences and demographics which makes direct mail marketing is an extremely effective tool for reaching both new and existing customers.







Direct mail has higher response rates than digital channels.

It goes without saying that digital marketing is a powerful weapon and is here to stay. It's more effective, and its less expensive than other types of marketing. However, despite its effectiveness, direct mail still has some advantages over other online marketing methods.

The fact that direct mail marketing has higher response rates than digital channels is one of the primary reasons why it is still effective in the digital age. This means that direct mail can still provide more bang for your buck than other forms of advertising.

When it comes to persuasion, direct mail still

reigns supreme over digital channels because it appeals to more of your senses including touch and even smell.

Which makes it easier for your brain to remember vs. digital media because you're using more senses to interact with it. This alone makes people remember your brand much easier and requires 21% less cognitive processing time.

In addition, 26% of the 2000 consumers polled for a recent LoopMe report say that direct mail helps them make the best purchases. This indicates that using direct mail is more economical than using digital channels like email or even social media.



Direct mail can be creative and memorable.

It's likely that you've heard in the past that direct mail marketing is obsolete. But the truth is, it's not really an "either or" choice anymore. They both have pro's and cons.

Direct mail is still a viable option even if digital marketing has become the preferred way to reach potential customers for a number of reasons.

For one thing, direct mail can be more memorable than digital marketing. When a business sends an email, it competes with other emails in your inbox, social media notifications, and SMS Text promotions. In this crowded environment, it's challenging for your message to be heard.

On the other hand, direct mail usually has a more intimate feel to it. Because in today's crazy paced world someone took the time to personally address and prepare an envelope to send to you. Now I realize we live in a world of automation (even addressing and stuffing envelopes) but there's a human touch element to direct mail that feels more meaningful than an email solicitation or online ad.

Last but certainly not least, direct mail offers creative opportunities that digital platforms simply cannot match, whether it be through clever copywriting or unique packaging (like a gift box). or "Lumpy Mail" These characteristics make your message distinctive and memorable, which greatly contributes to establishing rapport with potential clients.

If you haven't done direct marketing before – there's no better time to start! You'll increase your brand awareness and reach eager new customers who never knew you existed – which was the whole idea in the first place!





21 FREE WAYS TO PROMOTE YOUR Business (that work)

If you ask a business owner what they could use more of right now, they'll likely say more customers. In fact, 61% of marketers say their biggest challenge is generating traffic and leads.

Today, there are countless ways to attract traffic to your website, and in this article, I'll discuss a whopping 21 of them, virtually all of which are free if you have the time.



How to Use Content to Drive Traffic to Your Website

Just a quick disclaimer: you can't get people to visit your website without content. So, if you want to skip this portion, go ahead!

In 10 seconds, You'll be back because you realized you can't perform any of the other tactics without strong, quality content. (I mean come on... What did you want me to do... summon leads to your website using mind control?)

CREATE A THRIVING BUSINESS BLOG.

First and foremost, your business needs a blog where you can regularly post long-form content that people will find useful. This is essential.

Corporations that blog receive 97% more links to their websites.

Businesses who blog receive 55% more website visitors than those that do not.

Marketers are 13 times more likely to produce a positive ROI.

The more value you provide on your website, the more likely people will visit it. And without a blog, most of the other methods in this article will be difficult to implement.





Today's news and trending topics can give you a short-term traffic but they aren't worth the time and effort. Instead create "evergreen" content around topics that your audience will constantly be interested in. These evergreen posts will gain traffic and links over time, especially if they are refreshed on a regular basis (more on that later).

What are some examples of evergreen topics?

- Respond to frequently asked inquiries from prospects and consumers.
- Share industry knowledge, "how to" instructions, or advice
- Explain common industry concepts that may be confusing for your audience

Use design tools like Canva to convey concepts, show data, and recreate charts in your branding. When other websites utilize your images, they will include a link to your site. On top of that, Google is now displaying more photos in standard Search results, giving you a better chance to rank and boost the appeal (and hence click-through rate) of your result.

INCLUDE VIDEO

Text-based material is fine, but video will entice more visitors and keep them engaged. Here are some ideas for using video to increase website traffic:

- Embed videos into your blog posts so they can appear in video search results
- Optimize your YouTube videos to rank higher, then include links to your website in the video description.
- Include call to action buttons in your video that drive viewers to your website.





How to Use SEO to Increase Website Traffic

So all of the above strategies have one flaw. They won't bring traffic to your site if no one can locate them. With <u>Google's top page collecting 71% of search traffic</u> hits, you need an SEO strategy.

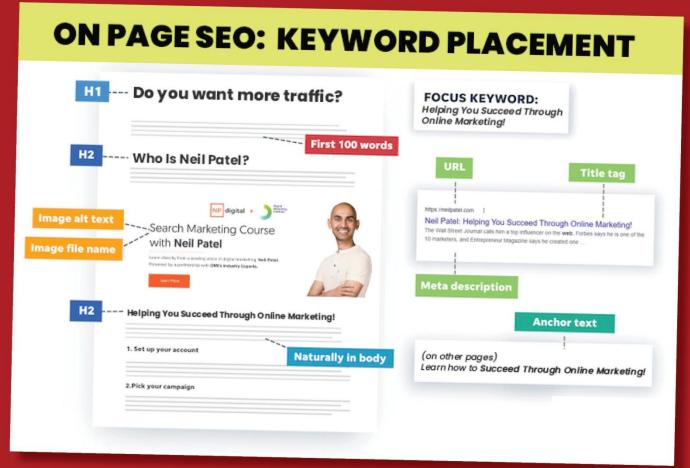
Local SEO is the practice of optimizing a site for search engines so it's displayed more prominently in local search results on sites like Google, Yahoo \upbeta Bing for relevant searches.

An SEO plan is a completely different beast, but here are the SEO fundamentals.

BE STRATEGIC ABOUT YOUR KEYWORD PLACEMENT

This is the meat and potatoes of on-page SEO—optimizing your content so that search engines can understand it and rank it in relevant searches. Make sure to include your target keyword in the following places

- > Heading 1
- > A minimum of two H2 headings
- > Occurs naturally in the body
- > The first hundred words
- > File names and alt text for images
- > Metadata description







INTERNAL LINKING

When you're generating and posting content, make sure to include at least 1-3 links to other pages on your site. This not only increases traffic to those pages, but it also (a) keeps visitors on your site longer, (b) encourages them to view more pages on your site, and (c) helps them to get more value out of your site—all of which boost your ranking and bring more traffic to your website.

THE SPEED OF YOUR WEBSITE MATTERS.

Have you ever waited thirty seconds for a webpage to load? Neither do I. If your site takes an eternity to load, your bounce rate will be quite high. Speed has always been a ranking factor, but with a website speed test, it is even more significant. The more quickly your site loads, the better.

KEEP YOUR CONTENT SMELLING FRESH.

Even the most evergreen material fades with time, and content freshness is a ranking factor. Even if your post is still on Google's first page, you'd be surprised what a content refresh may do. A new SERP publish date can considerably enhance CTR and move you up a few spots, resulting in an increase in traffic.

But you can't just modify a few words and then update your post's publish date. Google is smarter than that. Here are some tips for increasing visitors through evergreen content:

- > Update and/or add new data and statistics.
- > Replace old graphics with new ones to illustrate concepts.
- > Update existing connections to more recent materials.
- > Repair any broken links or images.
- > In Search Console, add new terms from the guery report (more on that later).
- > Modify your meta title and description.



How to Use Social Media to Increase Website Traffic

One of the advantages of social media marketing is the increased traffic to your website. Here are a few ideas for converting these large platforms into traffic generators for your website.

INCLUDE HASHTAGS.

Include relevant hashtags when posting your information on LinkedIn, Twitter, Instagram, and other hashtag-friendly sites to increase the reach of your contributions. However, keep the hashtags highly specific to the topic of the post in order to be discovered by individuals who are most likely to read, share, and/or link to your content. This <u>hashtagguide</u> provides all you need.

TARGET THE AMPLIFIERS

Who Will Amplify This? by Rand Fishkin is an outstanding book. In his essay, And Why?, he makes a fantastic argument about providing content for potential amplifiers, not simply potential buyers. Amplifiers of this type include:

- > Trade journals, news sites, big-brand blogs, and social influencers are examples of industry periodicals.
- > External sources of influence, such as main stream media journalists and social influencers outside of your industry.
- > Customer evangelists: people in your field who use and recommend you.
- > Potential evangelists include clients with large networks and followings, as well as well read media.

INTERVIEW THOUGHT LEADERS IN THE BUSINESS

Think interviews are just for the big leaguers? Think again. You'd be surprised how many folks are willing to talk to you if you just ask. Send out letters asking interviews with industry thought leaders, and then publish the interviews on your site. Not only will the name recognition raise your reputation and visitors to your website, but the interviewee will most likely share the information as well, basically doubling your reach!

INCLUDE SOCIAL SHARE BUTTONS.

They said if it's not broken, don't fix it. This is a simple way to increase website visitors. Social share buttons enable users to quickly share the page they're reading with their social networks.







STUDY YOUR COMPETITION.

You are at a disadvantage if you haven't looked into what your rivals are doing using software like <u>BuzzSumo.com</u> These services compile the social performance of specific websites and content to give you a quick overview of the themes that are popular with readers and, more significantly, trending on social media. Discover what people are reading (and talking about) and create similar content to drive traffic to your website.

POST AT THE APPROPRIATE TIME

If you want to dig deeper, you can also check your social media statistics to determine the hours of the day and days of the week when your readership is most active, and then share links to your blog posts at those times. Begin with the overall average best times and work your way through the data to refine from there.

When Is the Best Time to TilkTol€

When Should You Post on Instagram?
What is the best time to post on social media in general?

LOCAL LISTINGS WILL DRIVE TRAFFIC TO YOUR WEBSITE.

Business directories (also known as citations and local listings) are a promising source of internet traffic, but simply listing your website isn't enough. It is critical to improve your listings so that they rank on their respective platforms and are visible to local searchers.

Check to see whether you're already listed on the <u>best free business listing sites</u>, but the most crucial is your Google Business Profile, because an optimized listing can help you rank on Google Maps and Google Search.



More strategies for increasing website visitors

HOST A WEBINAR AND TEACH PEOPLE ABOUT YOUR INDUSTRY.

People enjoy learning, and webinars are a wonderful method to share your knowledge with an eager audience. Webinars, when combined with an efficient social advertising effort, are an excellent method to increase visitors to your website.

ATTEND CONVENTIONS

Whatever industry you're in, there is likely to be at least one or two good conventions and conferences that are important for your business. For networking purposes, it's a good idea to attend these events. For lead gen purposes - speaking at these events is even better.

Even a mediocre speaking engagement is a wonderful way to position oneself as an industry thought leader and earn considerable exposure for your website.

CREATE AN EMAIL NEWSLETTER.

A newsletter does not have to be difficult to create. Sending out regular email campaigns is an effective approach to establish long-term relationships with your customers. Plus, sending out a newsletter promotion, is as close to generating sales on demand as you can get - and it's why we L-O-V-E newsletter marketing.

Just be careful not to overwhelm your subscribers with too many emails, or even too many links in a single email.

CREATE A FACEBOOK GROUP COMMUNITY

Facebook Groups have around 1 billion members. Creating a group of your own is an inexpensive and effective way to reach your target market.

If you're unfamiliar with Facebook Groups, it's essentially a community within Facebook's platform that users can join and participate in. Groups are built around common interests and here are plenty of thriving business-focused groups too.





There are Trades for every business industry imaginable, Find out who in your industry is looking for great content and provide it. If you are featured, you will not only see an increase in traffic, but you may also discover more regular readers who return to your site on a regular basis (or sign up for your newsletter)!

UPSELLING EXISTING CUSTOMERS

Previous customers are often overlooked when we talk about lead generation but past customers are the BEST customers. They've already shown an interest in your business by making a purchase. They already know, like and trust you you and it could ultimately boost their lifetime sales value so why not?

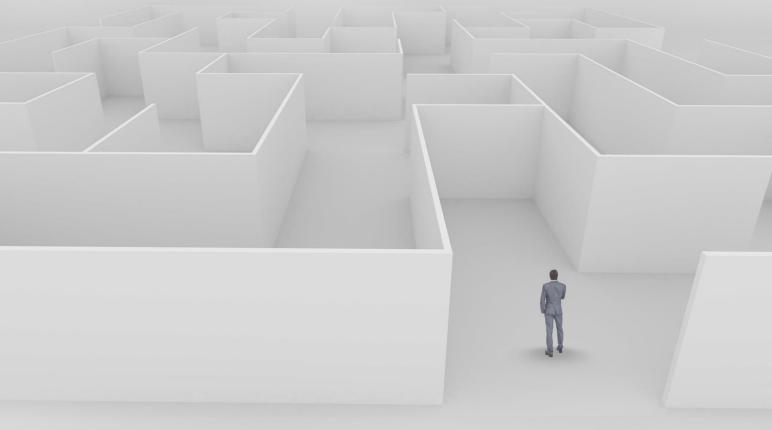
In Conclusion

There you have it! 21 FREE ways you can start generating eager new leads and customers to your website. Now it's important to find the strategies that work best for your business. Figure out what works and capitalize on it to grow your bottom line!



FEELING LOST WITH YOUR CURRENT MARKETING PLAN?

NOT SURE WHICH WAY TO GO?



Our team has helped 100's of local businesses generate more visibility and sales online...

... And we can help you too!

Every business is unique and has its own set of challenges. Connect with us today to reserve a free strategy session and we'll work through those challenges.

WE'LL SHOW YOU WHAT YOU'RE DOING RIGHT.
WHAT YOU'RE DOING WRONG.
AND HOW TO REACH YOUR SALES GOALS...

... IN AS LITTLE AS 30 DAYS.

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