

# LOCALWERX

Optimize local. Grow.

STAY AHEAD OF YOUR  
**COMPETITORS**  
IN 2023 WITH THESE 5 TRENDS!

HOW TO EXPLODE YOUR  
**REVENUE**  
This Year Using Nano and Micro Influencers!



 **LOCAL**  
**SEO Strategies**  
THAT MATTER MOST RIGHT NOW

**LOW BUDGET**  
**MARKETING IDEAS**  
THAT CAN **CHANGE YOUR BUSINESS**

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Getting the word out about your small business can be more difficult than you originally anticipated due to your limited online visibility and resource constraints (like budget or time). But don't worry, because with the right marketing strategies you can help scale your business online.

## 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.



# Stay Ahead of **YOUR COMPETITORS IN** **2023**

**WITH THESE 5 TRENDS!**

2023 has arrived! Even after all the ups and downs of 2022 we made it and it's exciting to consider what lies ahead. And if you run a small business, you probably want to know what the future holds for digital marketing.

While the basic fundamentals pretty much remain the same, there are several digital trends to consider looking closer at in 2023.

We publish this magazine to help local business owners make smarter, more informed decisions so let's take a look at some popular digital marketing trends for 2023 and how your business can take advantage of them.



## 1. CONVERSATIONAL MARKETING

People today want to feel like they have a close relationship with the companies they buy from. But cultivating that connection is not always easy.

People don't want to submit a lead form and then have to wait a day or two for a response from your business. They prefer to engage in a discussion right away and get the questions they have answered. Conversational marketing will therefore be essential in 2023.

Conversational marketing is a strategy that integrates instant messaging into a business's marketing plan. Many businesses have already begun to do so by incorporating chatbots onto their websites. With the help of these tools, customers can contact the business and receive immediate assistance.

One common objection to conversational marketing is that people don't have enough time to respond to these messages. Fortunately, automated chatbots solve this issue by offering pre-written answers to frequently asked visitor questions.

Either way, your website will become considerably more useful for visitors if it has somekind of a live chat or canned response feature where visitors can get quick answers to their questions.

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## 2. USER-GENERATED CONTENT

How can you persuade online users to buy your goods and services?

You can fill your website and social media channels with beautiful photos and the most compelling and convincing copy you can write. You can even throw in a wide range of compelling statistics BUT....

.... You can only get so far with all this self-promotion.

If you really want to win over future customers, you need your current customers to publicly advocate for you by providing user-generated content. People are more likely to trust a person than a company, after all.



## **USER-GENERATED CONTENT... OKAY WHAT EXACTLY ARE YOU TALKING ABOUT?**

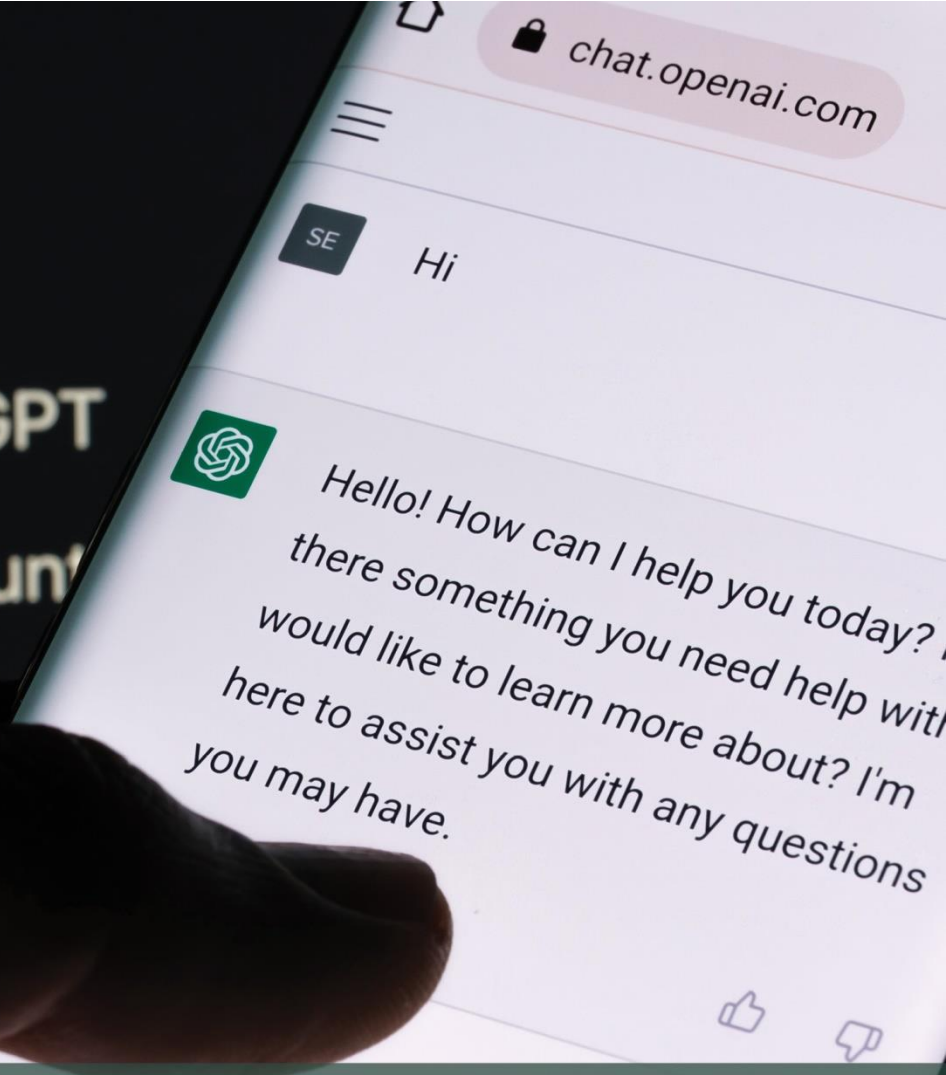
Promotional materials made by customers themselves, whether textual or visual in nature, are examples of user-generated content. Several examples of user-generated content include the following:

- Social media posts that include images or videos of real people enjoying a product/service
- Video testimonials of customers talking about their most recent experience with a business
- Customer unpacking videos showing their excitement

Many businesses have developed a stronger brand reputation by encouraging their customers to act as brand ambassadors for the business. This trend in digital marketing will definitely grow in 2023.



Welcome to ChatGPT  
your OpenAI account



### 3. TOOLS FOR AI

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Recently, [ChatGPT](#), an artificial intelligence (AI) tool, has been making waves online. This tool's ability to generate intricate, authentic-sounding information in a matter of seconds in response to a straightforward request has astounded users. Some have questioned whether AI would eventually replace human marketers due to this most recent advancement in a developing trend.

But don't start outsourcing all of your marketing content to robots! While it may be tempting to conceive of AI technologies as a substitute for human labor, skilled marketers cannot be replaced by machine learning systems.

The fundamental issue with AI tools is that they are incapable of producing high-quality content which Google prioritizes when deciding what should appear first in its search results. Google has made it clear that it [would punish](#)

[websites](#) that contain AI-generated content. This is due to the fact that AI material is frequently inaccurate and spammy

Therefore, using AI-generated content only in your marketing materials is a mistake. For a while, you might get away with it, but eventually Google will catch on and penalize you. Visitors won't appreciate its poor quality, and as a result, they'll be less likely to support your business.

That said, AI tools still have a place in your 2023 digital marketing plan. Using AI tools for brainstorming, outlining, and research can be useful. For instance, you may ask ChatGPT to create some content for you on a certain subject, and then use that as the basis to jumpstarting your own writing. By doing this, the process of creating content can happen faster.



## 4. QUICK INSTRUCTIONAL VIDEOS

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As a small business owner, it's your job to know everything there is to know about your industry. In order to show off your expertise, you can try uploading short instructional "how to" videos to the website and share it them social media. People love to see behind the scenes, or how things are done at businesses they support.

Thanks to apps like TikTok and Snapchat, the popularity of these films has exploded in recent years. These platforms only give users a few seconds or minutes. So, in order to succeed, it's your responsibility to make these adjustments. Make the most of this brief opportunity to prove your expertise.

## 5. INTERACTIVE FEATURES OF WEBSITES

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Nothing is more beneficial than a well-designed website that seeks to engage with its visitors. Personalized tools and quizzes are appealing features because they let consumers quickly find solutions to their problems.

Personalized tools and quizzes are appealing features because they let consumers quickly find solutions to their problems.

For example, let's say you run a local pizza place but you specialize in Detroit Style, which is typically more like deep dish, and is cooked on rectangular shaped pans instead of the traditional circular style most people are used to.

Your pizza is thicker heavier and stretches all the way into the corners so they are getting a bigger pizza by volume.

But people don't know that, and the most frequent question you get is how many people does each pizza feed? So simply by adding a pizza calculator they can input the number of people they are feeding, and it will suggest the number of pizzas they'll need. This is especially useful for larger orders.

The more helpful your website is for visitors the better your business will do.



## **SO... WHAT TRENDS SHOULD YOU TAP INTO IN 2023?**

You can expect to see all of these top digital marketing trends in 2023.

But the trends you should tap into are the ones that make the most sense for your business. Customers are no longer satisfied with antiquated websites and marketing tactics from 2005. Instead, people want to engage with a business that uses modern platforms and takes the time to learn about their interests.



HOW TO **EXPLODE** YOUR  
**REVENUE** THIS YEAR USING

# NANO AND MICRO INFLUENCERS!



Nano-influencers and micro-influencers are content providers and key opinion leaders (KOLs) that have smaller audiences ranging from 10,000 to 75,000 followers. They frequently fly under the radar because of their relatively small following.

The cool part? Their conversion rates compete favorably with celebrities and individuals who have larger audiences, despite having a smaller

following. In fact, Forbes claims that compared to macro-influencers, micro-influencers drive campaign engagement rates that are 60% better than macro-influencers.

With the right strategy behind your micro- and nano-influencer marketing plan, you can dramatically increase your sales. Here's what you should know.

## WHY SHOULD I CONSIDER INFLUENCER MARKETING?

Using influential people to promote a product is called "influencer marketing." Influencers are social media superstars, tastemakers, trend-setters, and thought-leaders with substantial and passionate online communities of followers.

It's a powerful way to spread the word about your brand, drive qualified traffic to your website, and influence buying decisions through product placements and endorsements through social media.

## THEN WHAT EXACTLY ARE NANO- AND MICRO-INFLUENCERS?

Micro- and nano-influencers are people or accounts with modest yet devoted followings. Micro-influencers have an audience of between 10k and 75k, while nano-influencers have less than 10k followers.

Working with an influencer that has a smaller following has several advantages, but the biggest is the close ties and trust they have with their followers.

Consumers are more likely to follow advice or recommendations because, with a smaller audience, these influencers are more likely to engage one-on-one with followers.

As a result of this connection, your marketing spend will generate higher conversion rates and better ROI. And the best part? Smaller influencers are often less expensive, making your marketing budget stretch further.

Small-scale influencers want to grow their following and are typically more eager to please brands because they are just as excited to work with you as you are with them. Like being receptive to suggestions for changing posting deadlines or other details. Plus, micro and nano-influencers typically respond to contact more quickly since their inboxes aren't as full of messages.

Some brands avoid collaborating with small-scale influencers that have less followers because they want a bigger audience. However, nano and micro-influencers have built solid relationships with their audiences, are willing to accept lower compensation, and are more likely to collaborate together to produce content.





## FINDING AND RECRUITING MICRO- AND NANO-INFLUENCERS

Finding the undiscovered gems that fit within your budget and have a very engaged audience is the key to developing a successful campaign with micro- and nano-influencers.

Here's what you should do:

### **1. Search for influencer marketplace or database, there's a lot of options out there.**

One of our recent favorites is [www.impact.com](http://www.impact.com) because this website does most of the work for you.

It provides a brief summary of an account's followers, engagement level, active platforms, and other information. A marketplace also discloses the categories, demographics, and values of potential partners so you may locate influencers quickly that align with your brand identity.

### **2. Be specific about who you want to collaborate with.**

The smaller the audience, the more tailored your messaging must be. Get particular when searching for and enlisting micro- and nano-influencers; seek for collaborators who are already

familiar with and fluent in your brand's terminology.

### **3. Be sincere while communicating with influencers.**

Making emotional connections is essential to establishing long-lasting relationships with influencers. As your partnership grows, you should tailor your outreach messages and focus on keeping your relationships strong. Influencers, just like anyone else, want to work with people they like.

### **4. Continue to expand your network of influencers.**

After your Influencer program is up and running, keep up your recruitment efforts! Continue reaching out and setting up new campaigns. Some collaborations will be better than others. Eventually you might want to collaborate with larger influencers and widen your reach. But whatever you do, don't stop. Your marketing push will be fueled by consistency, allowing you to forge new relationships and raise brand awareness.



## HOW TO CONTROL MICRO AND NANO INFLUENCERS TO CREATE LUCRATIVE CONNECTIONS

Establishing a win-win environment where you and your influencers prosper is essential to securing long-term connections that increase revenue.

### 1. Automate manual processes to improve workflow.

When you onboard and manage several influencers simultaneously, busy work can pile up. Automation tools can ease some of the pressure, so you don't fall behind. Consider automating your tracking and reporting. Automatically generate reports that show each influencer's engagement and conversions.

### 2. Decide on a performance-based compensation strategy.

Influencers with smaller followings charge a fraction of what celebs do. However, you must still compensate them for their time and effort.

Some common ways that influencers get paid are:

- **Performance bonuses:** When a user converts or initiates a "success event," marketers pay in-

fluencers. These actions include purchasing, subscribing to services, signing up for newsletters and free trials, downloading apps, etc.

- **Participation bonuses:** this model rewards efforts made at the top of the funnel, including raising brand awareness.
- **Hybrid model:** influencers receive a base fee in addition to participation and/or performance bonuses for particular user behaviors.
- **Flat rate fee** Influencers are paid flat fees by brands for each post or campaign.
- **Gifting:** Companies provide influencers gifts of goods or services in exchange for their work producing content.
- **Tiered charge:** based on the volume of engagements and/or contributions to the buyer journey, the fee is determined.

*\*According to a WARC and a recent whitepaper report from 84% of influencers (both small- and big-scale) favor a flat fee payment, while 47% are open to a hybrid model.*



### **3. Give your partner's experience top priority.**

For an influencer of any size, taking part in a successful collaboration with a business thrilling. And sometimes a collaboration goes even better than anticipated and you end up helping them grow their audience by providing them with great content for their audience, which is a win-win for everyone.

When partners feel valued, they'll go above and beyond when promoting your business and goods. They want to develop a business relationship with you, and the more praise they receive for their efforts, the more valuable their content becomes.

**-Milestones** - Incentivize partners for accomplishing certain milestones or goals. Offer them a performance bonus, when they generate a specific number of new leads, or increase their commission at a particular conversion rate.

**-Pay influencers promptly.** If you use an influencer creator platform it keeps track of and streamlines payments, so you never miss one.

**- Want to go above & beyond for your partner?** A special thank you gift is always appreciated. A bottle of wine, Day at the spa, Tickets to a Sporting event, etc. Everyone always appreciates an unexpected gift and is a great way to make your influencer feel appreciated and will strengthen your relationship.

### **Increase Your Revenue Significantly by Reaching Smaller Audiences**

Strong influencer-based marketing strategies necessitate a variety of alliances, even with modest followings. It's simple to get bogged down in statistics and think that more is always better, but after a few partnerships with micro- and nano-influencers, you'll understand how you may reap significant benefits from working with the appropriate people.



# LOCAL SEO STRATEGIES

MAKING AN IMPACT RIGHT NOW

**A**s we move further into the digital age, it's becoming increasingly important for businesses to have a strong online presence. The ultimate goal of SEO is to rank higher in Google's search results for relevant keywords. The only problem is, Google's algorithm is constantly evolving, with updates and tweaks occurring up to 600 times in a year.

From the Google Caffeine update in 2009 that resulted in faster and more accurate search results, including up-to-date results from the news and social media, to the fifth Product Reviews Update in September 2022, which aims to rank product review-related content to make results more useful to the searcher.

Google is constantly searching for new ways to improve their search results. This means that as Google's algorithm continues to change, it becomes a challenging task for SEO professionals to adapt their strategies accordingly. As we roll into 2023, here are the SEO strategies that will matter most coming into the new year.



**An estimated 41% of adults and 55% of teenagers based in the US make use of voice search daily.**

## 1. THE RISE OF VOICE SEARCHES

Since the development of Amazon's Alexa, Apple's Siri and the Google Assistant, voice searches have increased in popularity.

An estimated 41% of adults and 55% of teenagers based in the US make use of voice search daily.

These figures cannot be underestimated as they've only increased year after year.

Smart speakers also started as a novelty when they first appeared on the market, typically used to answer basic and sometimes silly questions. Now, with new appliances such as Google Home, Amazon Echo and the Apple HomePod, it seems to be a rising trend that is predicted to become the main search method in years to come.

These advancements are due to the regular enhancement of Artificial Intelligence, which has been changing the way that people interact with technology. With machine learning progressing in leaps and bounds, the world of online searches and marketing will never be the same. They are better equipped to make predictions, and are programmed to recognize keywords and phrases.

### Application

- Target conversational keywords
- Create an FAQ section on your site
- Build a Google Business Profile
- Appear in featured snippets
- Optimize for mobile searches (An estimated [27%](#) of people around the world are now conducting voice searches on mobile)



## 2. OPTIMIZING IMAGES FOR SEO

Pictures and graphics are undeniably an integral part of any website. They help with breaking up content and retaining a viewer's interest. However, as the resolution of images improves, the larger the files become, slowing down the server's loading speed. This is where image optimization comes in.

Image optimization should be a standard practice for all SEO professionals, however it's rarely taken advantage of. This tactic mainly refers to optimizing images for the web by decreasing the image size, without reducing its quality. The benefits of optimizing your images include faster loading speed, improved SEO rankings, and increased website traffic.

### Application

- [Compress images](#) before uploading
- Utilize alt text
- Rename images according to relevant keywords
- Make use of lazy loading
- Consider your image format
- JPEG offers the best quality for smaller sizes
- PNG is better suited for simpler images
- GIF should be used solely for animated images

To test the speed of your website, visit [Page-Speed Insights](#).





### 3. VIDEO MARKETING IS HERE TO STAY

If you're not sure about whether or not video marketing should be part of your overall strategy, here are some statistics that prove it can be an invaluable tool for many businesses:

- You are [53 times](#) more likely to appear on the first page of Google results if your website contains videos.
- It's possible to increase your by simply displaying a video on your landing page.
- [90% of people](#) state that videos help them make their purchase decisions.
- Videos are the fastest way to relay important information and get your message across.

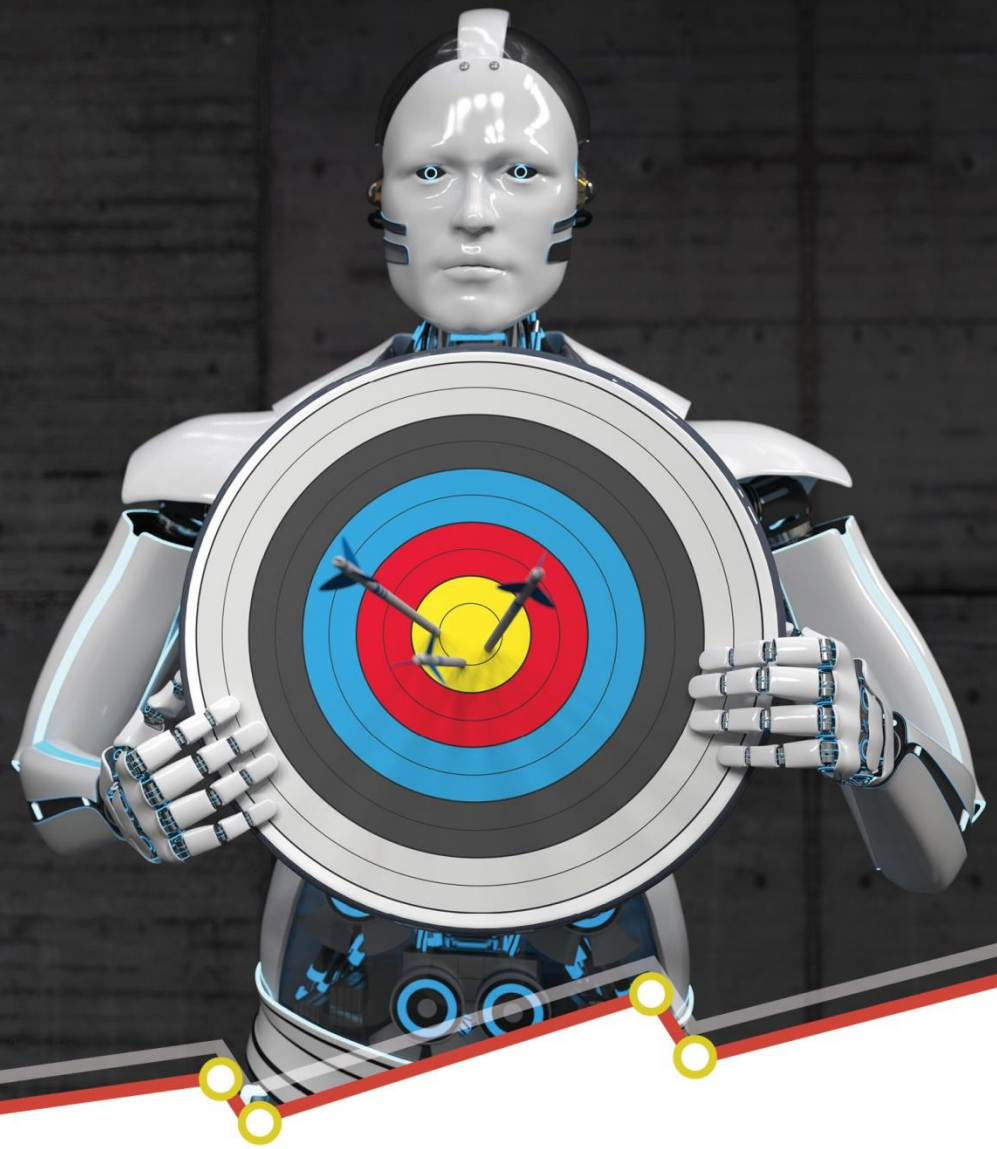
While video marketing may be more expensive and require more resources, [54% of people said](#) they would like to see more videos from the

brands that they support. There remains a gap in this market, as some businesses are hesitant due to the subjectivity of video marketing results.

#### Application

- Incorporate video content throughout your website
- Target keywords when labeling videos, including key points
- Create videos around relevant content
- Use appropriate hashtags on social media
- Outsource content creation to freelancers

[Here's a guide on how to get started](#) with integrating video marketing into your content strategy.



## 4. THE INTEGRATION OF MARKETING AI

This strategy involves the integration of Artificial Intelligence (AI) into everyday marketing tactics. It is known to generate automated decisions based on real time data, statistics and observations. It's an invaluable tool when it comes to speed and relevance, with more than [80% of industry experts](#) already using some form of AI into their digital marketing strategies.

Marketing AI already takes many different forms, some of which we are all familiar with:

- Chat bots
- Data analysis
- Idea generation
- AI Writers
- AI Paraphrasers
- Content generation
- Natural Language Processing (NLP)

And the future anticipates only further integration of this technology. The market value of AI in marketing worldwide is predicted to escalate from [\\$15,84 billion](#) in 2021, to an astonishing [\\$107,5 billion](#) in 2028. This makes it abundantly clear that marketing AI is here to stay, and may need to be considered for all strategies in the near future.

### Application

- Consider [ai content automation tools](#)
- Monitor your site's data analytics
- Use an AI writer
- Make use of personalization in marketing tactics
- Enhance sales forecasting using Key Performance Indicators (KPIs)



## 5. OPTIMIZING FOR MOBILE-FRIENDLY WEBSITES

If you're wondering if optimizing your website for mobile searches is necessary, you've come to the right place. It's important to know that [63% of all organic Google searches](#) in the US are conducted on mobile devices, with these numbers expected to climb further in the years to come. Having a mobile-friendly website is therefore a crucial part for your 2023 SEO strategy.

After Google launched their Mobile Speed update in July of 2018, the loading time of content on a mobile device officially became a ranking factor.

One of the best ways to optimize your mobile site is by using Google's AMP (Accelerated Mobile Pages) method. It can be used in the creation of emails, adverts and websites. And since page loading time is a ranking factor on

Google, it should be carefully considered. There are a few benefits of using AMPs:

- They load almost instantly, making for a better user experience.
- They're easy to build, reducing time spent on web design and formatting.
- They're supported by multiple platforms, not only by Google.

### Application

- Test your site's mobile-friendliness using [Google's Mobile-friendly test](#)
- Use custom CSS to improve your site's responsiveness
- Improve the loading time of your website pages
- Keep track of your site's core vitals



## TAKE AWAY..

While it's impossible to know exactly what the future will hold, the SEO trends for 2023 seem to be pointing towards a more technical but user-friendly approach.

Businesses should concentrate on providing a better customer experience while also ensuring that their website is mobile-friendly and responsive.

They must also pay closer attention to voice search and ensure that their content is optimized for this increasing trend. With video marketing and image search on the increase, they may need to be incorporated into your future marketing efforts if you want to remain relevant.

By keeping these things in mind, companies can stay ahead of the curve and make sure their website is ranking high in the search engines. The main task is to keep up to date with these ever-evolving trends.



# LOW BUDGET MARKETING

## Ideas That We Think *Rock!*

Getting the word out about your small business can be more difficult than you originally anticipated due to your limited online visibility and resource constraints (like budget or time). But don't worry, there are several ways to scale up your business's marketing results on the cheap.

Whether you have a limited budget, a tiny team, or a lack of direction the right marketing strategies can help you scale your business online.



## 1. Understand who your audience is.

Assuming that just “anyone” is your customer is a critical mistake. And if that’s what you think you are flushing money down the drain.

It’s possible that larger enterprises can reach a broader audience, but there’s a reason why “the riches are in the niches” as the expression goes.

To appeal to your core audience put yourself in their shoes -

*What are their pain points?*

*What pushes them into a purchasing decision?*

*What solutions can you provide your customers?*

It’s time to create a buyer persona to dial into the mindset of your ideal customer.

## 2. Highlight your value proposition.

There is no compelling reason for a buyer to engage with you if there is no difference between you and your competitors. So WHY are you better?

Your value proposition should set you apart from competitors in your industry and convince prospects that you are the solution they should choose.

Your value proposition should set you apart from competitors in your industry and convince prospects that you are the solution they should choose. What are you better at than anyone else in your field? Your audience should know.



# GOALS

### **3. Remain concentrated on your goals and objective**

It's tempting to try to do everything all at once. Building a complicated marketing machine in the hopes of covering all your bases, but it's too easy to take on too much at once and then nothing gets finished.

### **4. Setup the fundamentals**

Let's be honest SEO takes time but it's worth the time and effort. But even at this stage it's in your best interest to at least to let Google know your business exists. So make sure you have your website optimized for success.

- [Google Business Profile](#) (formally Google My Business) is setup and configured.
- [Top 25 business citations](#) (for US Businesses) completed.

### **5. Profit from short-term plays.**

Investing in a Local SEO campaign is normally a smart move but if you're just starting out, you won't see a return quickly enough if SEO is your only main focus. Strategies that take time to grow (like SEO) are poor fits in this case.

Paid Ads offer a much faster ROI, have great training resources, and right now you can get free advertising credits valued over \$100 just by searching for "free google ppc credit"

If research shows that that people are searching for your specific solution on Google with the intention of buying it, you may find that paid ads will give you that short-term ROI.



## 6. Double down on what is working.

Once your efforts are up and running and you've tried a few different things, pay attention to the statistics. You can learn what's working from this. It's a smart idea to rely on proven revenue-generating strategies as you scale.

## 7. Recognize the importance of your existing consumer base.

The expense of acquiring a new customer is typically five times greater than that of losing an existing one. This means that after they've completed a purchase, you shouldn't stop marketing to them. Identify your opportunities for repeat business, upselling, and cross-selling.

Your current clients already know, like, and trust you. If they had a positive experience, they will statically be more likely to work with you again if there's an opportunity. Having the ability to send out special offers and promotions to existing customers will be a game changer. So make sure you are collecting customer emails.

### ***Honorable Mention: Start an email marketing campaign and generate leads.***

Simply because you converted website visitors into leads does not guarantee those leads are ready to buy. It's essential to stay top of mind and move them closer to making a purchase decision.

Having a customer list is gives you the ability to create sales practically on demand.





## THE TAKEAWAY?

Start marketing now.

You may have a long road ahead of you but the sooner you get started the faster you'll start seeing results. In the end, there's many ways you can promote your business but no matter what direction you decide, do it with informed data. Smart marketing will help you achieve your goals faster.

Want a more “hands off approach to your business’s marketing?  
**Learn more about our managed marketing services by clicking here!**

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**DRAMATICALLY INCREASE**  
YOUR **ONLINE REVENUE THIS YEAR?**



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