

LOCAL WERX

MARKETING MIXOLOGY:
CREATING THE
PERFECT STRATEGY
FOR YOUR BUSINESS

UNLEASHING THE BEAST:
GORILLA
MARKETING IN 2023
FOR LOCAL BUSINESSES



FIVE WAYS TO FUEL

YOUR LOCAL BUSINESS WITH



10 WEBSITE

MUST-HAVES FOR MORE
TRAFFIC AND SALES

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It's a fact, generic cookie-cutter marketing strategies have about as much flavor as plain tofu. To make your business shine, you need to carve out a unique path, one that aligns perfectly with your business type and clientele. With this in mind, we're covering marketing strategies for five local businesses - So, strap in, and let's ride.

Unleashing the Beast: Gorilla Marketing in 2023 for Local Businesses

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If you think guerilla marketing is about donning a gorilla suit and waving a sign outside your store, hold your horses (or gorillas). There's more to it than that, and today we'll expose the top no- or low-cost strategies to truly make your local business roar. And, no, this isn't some rehashed, over-cooked spaghetti of information you've read a thousand times. Read on, you might be surprised!

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With more than 2 billion users, YouTube is no longer just the "go-to" for cat videos and how-tos on removing nail polish from your carpet. It's a dynamite tool that, if used correctly, can skyrocket your local business sales. Yeah, you heard right. It's time to stop only watching and start generating some real dollar-dollar bills, y'all.

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Your website serves as the digital storefront for your business. As the first point of contact for potential customers, it plays a critical role in shaping their perception of your brand. In this article, we will explore ten must-have elements that will elevate your website to pro-level status, unleashing its full potential to generate premium traffic and catapult your sales to new heights.

Welcome To LocalWerx

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 the leading small business marketing service in the Phoenix area. We help small businesses build "marketing machine" 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.



MARKETING MIXOLOGY

CREATING THE PERFECT STRATEGY

FOR YOUR BUSINESS

It's a fact, generic cookie-cutter marketing strategies have about as much flavor as plain tofu. To make your business shine, you need to carve out a unique path, one that aligns perfectly with your business type and clientele. With this in mind, we're dissecting marketing strategies for five distinct local businesses - chiropractic clinics, hipster coffee shops, hardware stores, accounting firms, and event centers. So, strap in, and let's ride.



CHIROPRACTIC SERVICES: HEAL YOUR MARKETING PAINS

Running a chiropractic clinic means battling it out in a competitive local marketplace. Winning this fight involves increasing patient numbers and fostering long-term relationships. To help you stand out from the crowd, consider these strategies:



LOCAL SEO: A robust Local SEO strategy is your secret weapon. Ensure your clinic is listed on Google Business Profile - this is critical, regardless of your business type.



EDUCATIONAL CONTENT: Use your website to host a blog offering valuable health advice and insights into chiropractic treatments.



EMAIL MARKETING: Maintain a patient email list for regular newsletters featuring health tips and special offers.



SOCIAL MEDIA ENGAGEMENT: Share patient success stories (with consent) and staff profiles to humanize your brand.



COMMUNITY EVENTS: Sponsor or participate in local health fairs and marathons to enhance your local presence.

KEEP PATIENTS COMING BACK BY...

Building a monthly newsletter with health tips, news, and special offers. Also, consider a referral program offering a discount or free consultation for every successful referral.



HIPSTER COFFEE SHOP: BREW A RICH MARKETING BLEND

Ah, the world of hipster coffee shops – where customers value not just the taste, but the overall vibe, ethical sourcing, and uniqueness. Here's how you can draw them in and keep them coming back:



SOCIAL MEDIA: Harness Instagram and Facebook to share stories that reflect your unique vibe and offerings.



GOOGLE BUSINESS PROFILE: List your coffee shop on Google Business Profile, ensuring you're visible when someone craves their next caffeine fix.



LOYALTY PROGRAM: Create a program that rewards repeat customers, encouraging them to choose you over the competition.



LOCAL PARTNERSHIPS: Partner with local businesses to host joint events and cross-promotions.



UNIQUE MERCHANDISE: Sell unique, branded merchandise like reusable cups and t-shirts, transforming customers into brand ambassadors.

KEEP CUSTOMERS COMING BACK BY...

Fostering an engaged community through social media contests, live music events, or barista art competitions. A punch card loyalty program can also sweeten the deal for repeat customers.



LOCAL HARDWARE STORE: NAIL YOUR MARKETING STRATEGY

Competing with big-box stores is tough. But as a local hardware store, you offer a level of service and expertise these giants can't match. You just need to let your potential customers know about it:



COMMUNITY WORKSHOPS: Organize in-store or online DIY workshops to position your store as a helpful resource.



GOOGLE ADS: Target local DIY enthusiasts and professionals with Google Ads.



EMAIL ALERTS: Notify customers about new products, sales, or restocks via email.



GOOGLE BUSINESS PROFILE: List your store on Google Business Profile to enhance local visibility.



CUSTOMER LOYALTY PROGRAM: Implement a program offering discounts or early access to new products to repeat customers.

KEEP CUSTOMERS COMING BACK BY...

Offering a superior customer service experience - knowledgeable staff, personalized advice, and after-sale support. Don't forget about a loyalty program offering exclusive discounts or early access to new arrivals.



EVENT CENTER: PLANNING YOUR WAY TO THE TOP

In the event center business, visibility and reputation are everything. You need to prove to potential customers that you can make their events unforgettable. Here's your roadmap:



VIRTUAL TOURS: Offer 360° virtual tours of your venue on your website, letting customers experience your space from their screen.



TESTIMONIALS: Feature testimonials from satisfied customers on your website and social platforms.



PARTNERSHIPS: Team up with event planners, caterers, and photographers to widen your reach.



GOOGLE BUSINESS PROFILE: List your venue on Google Business Profile, providing easy access to reviews, photos, and location.



EMAIL MARKETING: Use targeted emails to announce available dates, special discounts, and event ideas.

KEEP CUSTOMERS COMING BACK BY...

Offering a top-notch customer experience - responsive communication, flexible planning, and attention to detail. A referral incentive for past clients can also help spread the word about your venue.



ACCOUNTING FIRM: CRUNCH THESE MARKETING NUMBERS

Accounting isn't just about numbers. It's about trust. Proving your expertise and reliability is key to attracting and retaining clients. Here's how:



LINKEDIN NETWORKING: Use LinkedIn to share informative posts and engage with potential clients.



VALUE-ADDING CONTENT: Create a resources section on your website filled with tax tips and accounting advice.



CLIENT REFERRAL PROGRAM: Implement a program that offers rewards for every referral.



GOOGLE BUSINESS PROFILE: Ensure your firm is listed on Google Business Profile to boost local visibility.



EMAIL NEWSLETTER: Regularly share industry updates and firm news with clients via email.

KEEP CLIENTS COMING BACK BY...

Regularly checking in with personalized tax saving tips, financial advice, or a simple 'Happy Birthday' message. Clients appreciate feeling valued and not just another number in your books.



MARKETING MIX

TO WRAP UP

And there you have it! Five distinct local businesses, each with a tailored marketing plan designed to hit the right notes with their unique clientele. Remember, marketing isn't an exact science, but understanding your audience and where they hang out can steer you in the right direction. Experiment, measure, learn, and adjust. That's the secret sauce in the grand recipe of marketing success.



Unleashing the Beast:

GORILLA MARKETING

**in 2023 for
LOCAL BUSINESSES**

If you're reading this, odds are you're a local business owner who's tired of watching money evaporate faster than ice in the Sahara. You're searching for that golden ticket, a marketing strategy that actually delivers without draining your bank account.

So, let's roll up our sleeves and get ready to wrestle with the 800-pound gorilla in the room: Guerilla Marketing. Yes, it's 2023, and this age-old beast still packs quite a punch. Now, if you think guerilla marketing is about donning a gorilla suit and waving a sign outside your store, hold your horses (or gorillas). There's more to it than that, and today we'll expose the top no- or low-cost strategies to truly make your local business roar. And, no, this isn't some rehashed, overcooked spaghetti of information you've read a thousand times. This is fresh, juicy steak.



1. LOCALIZED CONTENT IS KING, QUEEN, AND THE WHOLE DECK OF CARDS

It's time to think like a local and act like a local.

Pro Tip: Infuse your blog posts, newsletters, social media, and even product descriptions with local references. If you're a restaurant owner in San Francisco, how about a blog on

the "10 Best Picnic Spots in San Francisco," accompanied by a pre-packaged picnic basket meal deal? Remember, familiarity breeds trust, and local content is as familiar as it gets. It's easy, free, and fosters a deep connection with your community.

2. PARTNERSHIPS ARE WORTH MORE THAN GOLD

Reach out to non-competing local businesses and forge symbiotic relationships. For instance, if you run a fitness studio, partner with a local health food store for cross-promotions. Host

joint events, offer exclusive discounts for each other's customers. *The cost?* A bit of your time and a lot of shared success.

3. CONQUER THE LOCAL SEARCH WAR

Do I even need to tell you that having a Google My Business profile is no longer optional? But having a profile isn't enough. Your Google My Business profile is your digital storefront. Make it attractive and informative. Invest some time in learning basic SEO tactics to optimize

your profile. *The result?* Your business pops up when locals search for services like yours. It's your direct line to the customers right in your neighborhood and it's practically free, save for a bit of time and effort.



4. CUSTOMERS: YOUR BRAND AMBASSADORS

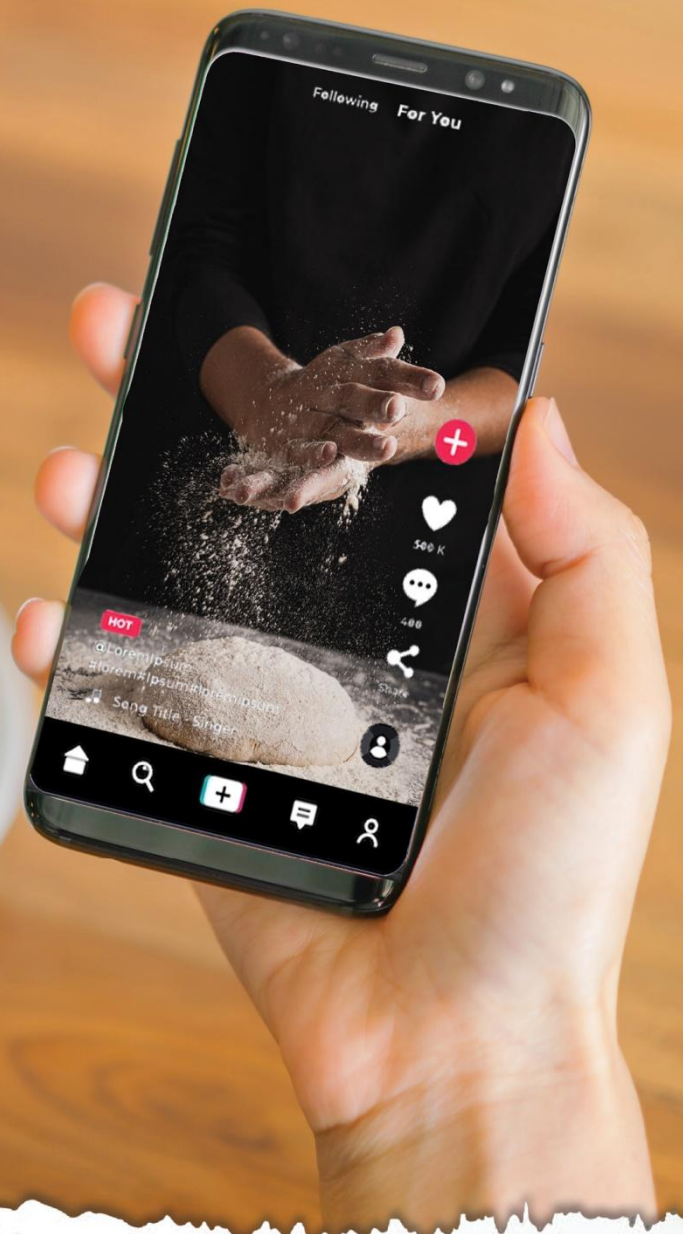
What's better than a marketing campaign? A marketing campaign that costs you nothing! Encourage your customers to spread the word about your business. Implement a referral program where customers receive discounts or special perks when they bring new custom-

ers. A cafe could offer a *"Bring-a-Friend Friday"* where the customer and their friend both get a 15% discount. Word-of-mouth marketing is free and has a conversion rate no paid ad can match.

5. USE SOCIAL MEDIA LOCALLY, NOT GLOBALLY

Don't just post content on social media; post content that matters to your local community. Stay hyper-active and hyper-local on social media. Partner with local influencers, engage with local hashtags, and support local caus-

es. *For example*, if there's a charity run in your town, promote it, participate in it, and offer special discounts for participants at your business. Your community will remember your involvement and goodwill.



7. VIRAL VIDEO CHALLENGES

It's 2023, and viral video challenges are still very much a thing. Platforms like TikTok and Instagram are perfect for this. If you're a pizza place, create a fun pizza-tossing challenge. If you're a book store, a "book balance challenge" can be a real hit. Your customers have fun, your brand gets promoted, and it doesn't cost you a dime.

In the end, the essence of Gorilla—err, Guerilla—Marketing in 2023 remains the same: be

creative, stand out, and make your customers feel valued. It doesn't have to cost a fortune. In fact, it shouldn't. All it takes is a bit of creativity, effort, and a dash of "can do" to get business booming.

Just remember, in the jungle of local business, it's not the lion that's king, but the smart, resourceful gorilla. So, what are you waiting for? Start swinging!



6. EVENTS AND WORKSHOPS: GO BEYOND SELLING

Imagine you run a local gardening center. Why not go the extra mile and host a free workshop on "*Creating Your Own Kitchen Herb Garden*"? You could hold this in-store, for a hands-on experience, or even online, to reach a broader audience. During the workshop, share invaluable tips, show off your unique products, and interact with your customers. Make it a fun, educational, and engaging experience.

People are more likely to purchase from someone they view as an expert rather than just a seller. Hosting workshops gives you a platform to showcase your expertise and passion. And you know what the best part is? It's practically free! Aside from the time you invest, the return could be substantial - more traffic, more sales, and a stronger reputation in your community.



FIVE WAYS TO

FUEL

YOUR LOCAL BUSINESS WITH



YouTube

Raise your glass to the game-changer in town, YouTube. With more than 2 billion users, YouTube is no longer just the "go-to" for cat videos and how-tos on removing nail polish from your carpet. It's a dynamite tool that, if used correctly, can skyrocket your local business sales. Yeah, you heard right. It's time to stop only watching and start generating some real dollar-dollar bills, y'all.



GET HYPERLOCAL WITH YOUR SEO

Ah, SEO. Those three letters that have business owners everywhere screaming into their pillows at night. But let me let you in on a little secret. YouTube and Google are tighter than hipster jeans. Meaning, videos can rank higher on Google searches than standard webpages.

Let's stop right there because this is where it gets really good. You can take advantage of this bromance by targeting SEO keywords that are relevant to your local market. Think, "best pizza in downtown Chicago" or "affordable roof repairs in Austin". Your move here is to create videos that incorporate these local keywords. But don't stop at the video title. Sneak them into the description, tags, and even the script of your video. That's what I call, a local SEO love fest.



FEATURE YOUR BUSINESS WITH VIDEO TOURS

Remember when you could only see a business in person or by gazing at some lackluster photos? Well, welcome to 2023, folks. It's time to treat your audience to a real-life experience of your business through video tours. Take them on a journey through your restaurant, shop, or office using YouTube. The smell of fresh coffee and pastries in your café, the vibrant ambiance of your salon, or even the behind-the-scenes of your daily operations. Nothing says "we're the real deal" more than an immersive look into your world.



DRIVE ENGAGEMENT WITH YOUTUBE SHORTS

In a world where the average human attention span is lower than a goldfish's (no, we're not joking), YouTube Shorts are your quick-fire solution to deliver engaging, bite-sized content to your audience. Think of Shorts as your quick-hit way to showcase your business.

Consider running a mini-series around your local area, like "Boston's Hidden Eateries" or "Quick Fitness Tips for New Yorkers". Engage with your local community by showcasing local events, highlights, or news. Also, sprinkle your Shorts with compelling call-to-actions to drive viewers to your main channel or store.



GEO-TARGET YOUR VIDEO ADS

If you're not using video ads, I don't know what you're doing with your life. YouTube's advertising platform allows you to directly target viewers in your area, this is a goldmine.

You can run ads that are specifically designed for your local market and make sure they're seen by people within a certain radius of your business. Here's the kicker: combine this with the SEO strategy mentioned earlier, and you've got a one-two punch that even Mike Tyson would be proud of.



CREATE PROBLEM-SOLVING LOCAL CONTENT

People are always looking for solutions to their problems. That's a fact. Be the local hero by providing answers to commonly asked questions in your industry or community. Are you a mechanic in Seattle? How about a video on "Preparing your Car for Seattle's Rainy Season"?

If you can become the go-to local expert, customers will not only remember you, they will recommend you. Word of mouth is still a thing in 2023, believe it or not.

So, there you have it. Five surefire strategies to supercharge your local lead generation on YouTube. So stop ignoring this video juggernaut and remember - YouTube isn't just a platform for entertainment, it's a powerful tool that can help you connect with your local audience on a deeper level. It's time to hit that record button and start seeing the benefits for your local business.



10

Website Must-Haves for More

TRAFFIC

and

SALES

In today's hyper-connected world, your website serves as the digital storefront for your business. As the first point of contact for potential customers, it plays a critical role in shaping their perception of your brand.

To succeed in this fiercely competitive online realm, your website must go beyond the basics and embody a pro-level strategy that entices, engages, and converts visitors into loyal customers. In this comprehensive guide, we will explore ten must-have elements that will elevate your website to pro-level status, unleashing its full potential to generate premium traffic and catapult your sales to new heights.



MOBILE-RESPONSIVE DESIGN

In the age of mobile dominance, a mobile-responsive website is non-negotiable. However, pro-level optimization goes beyond merely adapting to different devices. Implement advanced techniques such as Accelerated Mobile Pages (AMP) and Progressive Web Apps (PWAs) to enhance mobile performance significantly. AMP ensures lightning-fast load times, while PWAs offer a seamless, app-like experience, even in offline mode, leading to increased user engagement and better search rankings.

Pro Tip: Optimize your mobile design for touch interactions, employing swipeable carousels and intuitive gestures to enhance user experience further.

CLEAR AND COMPELLING VALUE PROPOSITION

A strong value proposition differentiates your brand from competitors and captures your target audience's attention. But to elevate your value proposition to pro-level status, focus on advanced personalization strategies. Tailor your value proposition based on user segments and behavior to create a hyper-relevant experience that resonates with each visitor on a personal level.

Pro Tip: Showcase your value proposition creatively through captivating visuals, persuasive storytelling, and succinct messaging that communicates your unique strengths.



USER-FRIENDLY NAVIGATION

Intuitive navigation is a cornerstone of a premium website. Optimize user experience further by employing advanced techniques like mega-menus and breadcrumb navigation. Mega-menus offer a comprehensive overview of your site's content, simplifying navigation for visitors with diverse interests. Breadcrumb navigation enhances user understanding of their location within your site's hierarchy, reducing friction and increasing their time-on-page.

Pro Tip: Implement smart search functionality with autocomplete and filters, empowering users to find what they need quickly and effortlessly.

HIGH-QUALITY AND ENGAGING CONTENT

Content is the backbone of any successful website, but premium websites take it to the next level. Embrace advanced content strategies such as pillar pages, interactive content, and multimedia storytelling. Pillar pages serve as comprehensive, authoritative resources on a specific topic, elevating your website's credibility and search engine ranking. Interactive content like quizzes, calculators, and assessments boosts engagement and encourages social sharing, leading to increased traffic.

Pro Tip: Harness the power of user-generated content (UGC) and leverage interactive elements like 360-degree images or virtual tours to immerse visitors in your brand story.



SEARCH ENGINE OPTIMIZATION (SEO) STRATEGIES

SEO is a game-changer in driving organic traffic, but pro-level websites go beyond basic practices. Implement structured data markup to enhance search engine understanding of your content, leading to rich snippets and increased visibility. Optimize for voice search, as the rise of voice-activated devices changes search behavior. Featured snippets, also known as position zero, can position your website as an authority and drive a significant traffic boost.

Pro Tip: Explore long-tail keywords and semantic search to target niche audiences and tap into high-converting, low-competition searches.

TRUST-BUILDING ELEMENTS

Building trust is paramount to converting visitors into customers. Alongside customer reviews and testimonials, include advanced trust signals such as showcasing media mentions, industry awards, and certifications. Transparently displaying your company's policies, like return guarantees and privacy measures, reassures customers and instills confidence in their purchasing decisions.

Pro Tip: Create an "Our Team" page with authentic employee stories and images, fostering a personal connection and building trust with your audience.



HIGH-PERFORMANCE AND FAST LOADING SPEED

Website speed impacts user experience and SEO rankings. Take your website's performance to pro-level heights with advanced techniques. Implement server-side rendering, a technique used by modern JavaScript frameworks, to improve load times and boost search engine visibility. Lazy loading delays the loading of non-visible content, reducing initial load times without sacrificing user experience.

Pro Tip: Prioritize image optimization using next-gen formats like Web P to reduce load times significantly without compromising image quality.

LEAD GENERATION AND OPT-IN OPPORTUNITIES

Capturing leads and nurturing them into loyal customers requires advanced lead generation tactics. Create compelling lead magnets and employ advanced opt-in forms, like exit-intent popups and multi-step forms. Personalized CTAs based on user behavior and preferences will maximize your lead generation potential, resulting in higher conversion rates.

Pro Tip: Implement progressive profiling to gradually collect more customer data over time, providing a seamless and less intrusive opt-in experience.



ANALYTICS AND CONVERSION TRACKING

Data-driven decisions are a hallmark of premium websites. Beyond basic website analytics, pro-level websites employ advanced analytics tools. Use user heatmaps to understand how visitors interact with your site and identify optimization opportunities. Perform funnel analysis to pinpoint conversion bottlenecks, and use cohort segmentation to better understand user behavior and preferences.

Pro Tip: Set up event tracking and goal funnels to gain in-depth insights into user behavior and pinpoint areas for conversion rate optimization.

SOCIAL MEDIA INTEGRATION

Social media is a potent tool for driving traffic and building a brand community. Pro-level websites integrate social proof through real-time social media feeds, showcasing authentic customer interactions. Launch user-generated content (UGC) campaigns to foster engagement and leverage social commerce features to enable seamless purchasing directly from social media platforms.

Pro Tip: Curate user-generated content from social media and display it strategically on your website to demonstrate genuine customer enthusiasm.

Your website's success lies in its ability to go beyond the ordinary and embrace the extraordinary. By implementing the ten essential elements covered in this guide, your website will not only captivate visitors but also drive premium traffic and skyrocket your sales. Embrace the pro-level strategies, and let your website become a testament to excellence in the digital realm. It's time to set yourself apart from the competition and lead your industry with a website that leaves a lasting impression on every visitor that crosses its path. Let the transformation begin!



FEELING LOST WITH YOUR CURRENT WEB MARKETING EFFORTS?

WE CAN HELP GET YOU BACK ON TRACK WITH EFFECTIVE SOLUTIONS THAT FIT YOUR NEEDS AND BUDGET.



SEARCH



SOCIAL



MOBILE



DESIGN

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