

THE BUSINESS GUIDE TO  
**DIGITAL MARKETING**



## How to get found online.

There is no magic bullet. The two most important things right now, to get your business found online, are good, relevant content, and links going to your site. That tells Google that you have information people are looking for, and that others think your information is worth linking to.



### **GOOGLE MY BUSINESS**

Google My Business is a free listing that Google gives businesses for search. It shows up in a Google search with pictures of your business, your hours, phone number, address, etc. More emphasis is now being put on this feature. Some of the newer features include: video posts, written posts, optional chat feature, designate your business as “veteran-owned”. Some businesses are finding that as many as half of their customers come from their Google My Business listing opposed to their website! So verify your page and populate it with the correct information.



### **SEO - SEARCH ENGINE OPTIMIZATION**

SEO isn't just one thing. It's all the items listed in this white paper working together. Optimizing your online presence consists of getting good data (from Google AdWords, Google Insights and Keyword Research), good content, a verified and completed Google My Business listing, a killer blog, properly written page titles, meta descriptions (based on Analytics search data) and alt tags. It helps to have a YouTube Channel with quality videos, as well as a consistent social media presence. These will all give you a better than average chance of being found. But there are some things out of your control, like domain authority, your geographic location, and number of competitors. You can't trick Google. Their first mission is to create a positive experience for their visitors. Keep that in mind.



### **ANALYTICS**

Google Analytics is a free tool that Google provides so that you can analyze the data from your website. It shows the search terms people typed in when they found your site, how long they stayed, and on which page they left. Use this data to find weak spots in your website and improve your content.



### **CONTENT and BLOGGING**

Good, relevant content is the cornerstone of a successful website. Make sure you are giving people a reason to stay on your website, and to come back. That means researching your content, writing it well, and updating it frequently.



### **BLOGGING**

Part of a successful content strategy is blogging. A good blogger can gain hundreds of new visitors because they are writing about things that people find useful. It is better to have quality over quantity. So if you can't get a blog out once a week, then spend time writing a quality blog once a month.



### **VIDEO**

Integrating video into your marketing plan is crucial. It is fast-becoming one of the best ways to market your business through paid ads and for organic search. Create a business YouTube Channel to host your videos and then display them on your website. "How-to" and educational videos are a great way to gain traffic. They don't need to be long. We encourage 30 second to 1 minute videos of top-quality content to increase organic search. Be sure to include a consistent intro on each video.



### **EMAIL MARKETING**

An effective email marketing campaign can draw in new customers, and keep your existing customers coming back for more. Think about ways to generate leads from your website by capturing email addresses, and then automate the process by using autoresponder emails to nurturing those leads.



### **SOCIAL MEDIA**

You can't be all things to all people. So choose your social media platforms carefully. Does that platform make sense for your business? Do you have the time to post engaging content regularly? Are your photos professional looking? But the most important question should be: Are these methods converting into business? Many owners spend hours upon hours on social media with no idea if that strategy is actually converting into business. Your decisions on which social media platform to use, and how much time to devote to it should be data-driven.



### **SEM - SEARCH ENGINE MARKETING**

Search Engine Marketing is pay-per-click advertising such as Google AdWords. It is used to drive qualified traffic to a landing page on your website. Your ad is displayed when someone searches online for your product or service. When they click on your ad, you are charged for that click. The prospect is then brought to the landing page corresponding to the item they searched for. This is an extremely effective way to advertise and is crucial for new websites that are still trying to gain organic traffic.



### **CRM - CUSTOMER RELATIONS MANAGEMENT**

CRM software is used to manage your clients, the contact that you have with them through marketing efforts, and your projects. It should be robust enough to manage everything from your email marketing campaigns with sales funnels, to social media posts, and alert you to any customer contact in order to maintain engagement.

This guide is a very simplified explanation of Digital Marketing. However, it is designed to show you the extent of features and tools that need to be considered when making marketing decisions for your business. Throwing up a website without proper consideration for its content, will not increase your business. But making your website an integral part of an overall well-developed strategy which includes these marketing tools, can.

The Paramount Group.us, provides digital marketing services to help small businesses effectively navigate these tools and properly integrate them into their marketing strategy. It is important for business owners to make informed, data-driven decisions enabling their businesses to grow and prosper.