

Search Engine Marketing for Small Business

You are welcome to contact us on 1300 791 600 for further ideas and support in this area.

Action	Outcome	Person Responsible <i>(Make sure you involve others, if possible)</i>	To be done by <i>(Date of the next webinar, if possible)</i>
Determine marketing budget.	All forms of marketing, like any expense and investment, needs to be budgeted.	You and SYB	
Define your marketing objective eg Drive traffic to website or leave email address, etc. <i>Eg.. Drive traffic to website or leave email address, etc.</i>	Enable you to work out most effective strategy to achieve goal.	You	
Identify A-type customer profile.	Knowing your most profitable customer profile helps with all aspects of running a successful business.	You and SYB	
Identify best location.	Starting with one location helps you get runs on the board. You can later diversify.	You and SYB	
Consider pain points/motivators.	Compelling your prospect to act is what marketing is all about. The best way is to tap into their hot buttons.	You and SYB	
Determine Unique Core Differentiator for each pain point.	This will help when crafting your own marketing message.	You, your team and SYB	

Search Engine Marketing for Small Business (continued..)

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Research ads from successful competitors.	Competitors are presumably using ads that are most successful. This is useful for crafting your own message.	You and SYB	
Select best keywords.	Including long-tailed & negative keywords keeps average costs down. The right keywords bring the right results.	You, your team and SYB	
Craft three marketing messages.	This will allow testing and comparison to see what type of ad works the best.	You, your team and SYB	
Design landing pages that are a natural fit for pain points.	This will reduce average cost per click as well as increase conversion rates.	You, your team and SYB	
Decide best Google platforms.	There are many to choose from depending on your goal and your budget. Start with best potential platforms.	You and SYB	
Implement strategy.	Doing must follow planning. This is what will bring results.	You	
Monitor, measure and revise.	Customers always surprise. Don't dictate, instead learn what is working and be prepared to change anything that isn't.	You and SYB	
Talk to us on 1300 791 600 for any assistance.	Remember our special offer!	You and SYB	