

NATIONAL **SMALL BUSINESS WEEK**  
MAY 1-7, 2016 | #DreamSmallBiz



Double Your Revenue  
In 12 Months

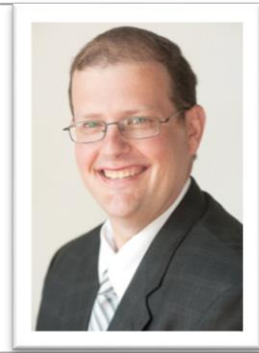




# 5 Ways To Double Your Small business



# Welcome



**Matt Ward**

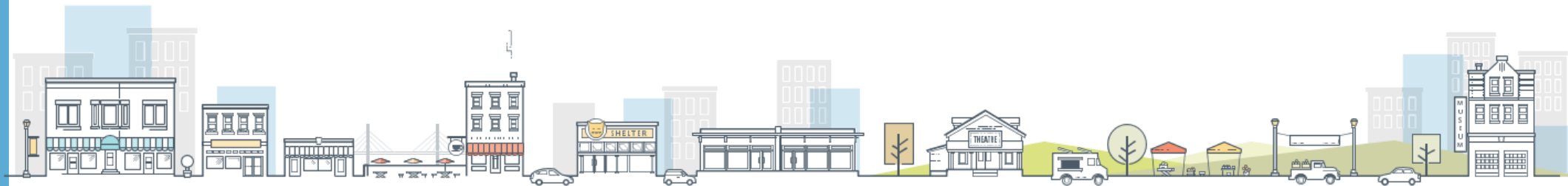
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Questions after the event?

 [facebook.com/webresults](https://facebook.com/webresults)

 [@webresults](https://twitter.com/webresults)





# Agenda

1. Google's Secret Sauce
2. Success with Email Marketing
3. Social Media
4. Marketing Funnels
5. Local Networking



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# Google's Secret Sauce

Content + Relevance + Mobile + Conversion=

HUGE TRAFFIC AND MORE BUSINESS

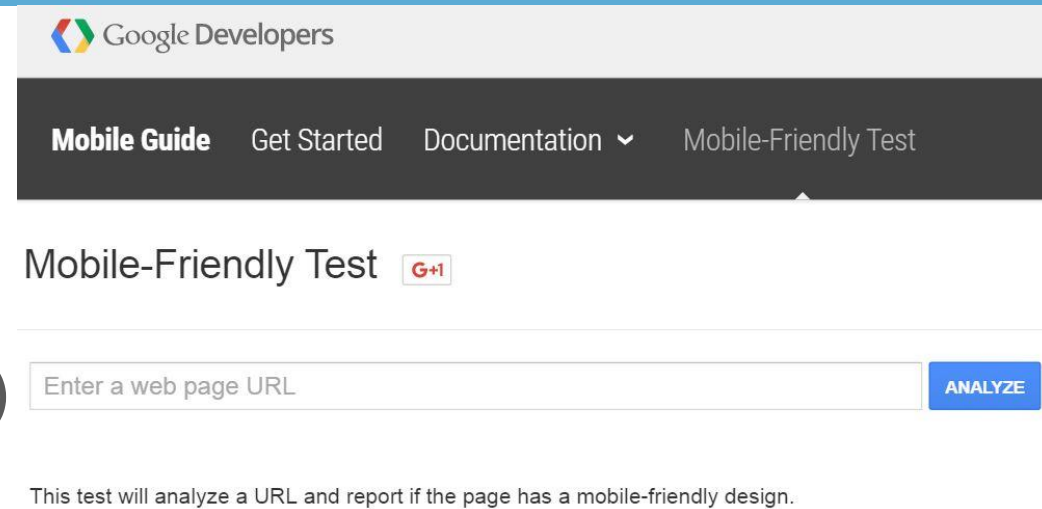
# Google's Secret Sauce

Content – is there a good amount of content

Relevance – is it relevant to the site's topic

Mobile – is the site mobile friendly

Conversion – Does it convert (eg more clicks)



The screenshot shows the Google Developers Mobile-Friendly Test interface. At the top, the Google Developers logo is visible. Below it, a navigation bar contains links for 'Mobile Guide', 'Get Started', 'Documentation', and 'Mobile-Friendly Test'. The 'Mobile-Friendly Test' link is highlighted. Below the navigation bar, the text 'Mobile-Friendly Test' is displayed with a 'G+' icon. A search input field is present with the placeholder text 'Enter a web page URL' and a blue 'ANALYZE' button. Below the input field, a small text line reads: 'This test will analyze a URL and report if the page has a mobile-friendly design.'



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# Q: What is the #1 app on cell phones?

## A: Email

More than half of all emails are opened on a mobile device

More people own a cell phone than own a toothbrush!





## What kind of results?



Clicks or  
downloads



Visits to the  
store/office



Reservations,  
appointments



Calls



**Generate revenue  
or donations**

## People read it

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**88%** regularly check email on their smartphones

**91%** of people check their email daily

**67%** of b2b workers view emails on their phone

**64%** of key decision makers read emails on mobile

## Email works

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For every \$1 spent on email marketing, there is **a \$44.25 average ROI**

# Scenario

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**\$20/Month** = \$885/Month ROI

**\$240/Year** = \$10,620/Year ROI



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# Where are you today?





## 2 Ways to get reach



Natural/Organic

Paid



## Paid Traffic = New Prospects

- Run Ads
- Pick Very Fine Target Markets
- Give Away Content
- Don't Sell Anything
- Follow up with emails that are relevant!

**Favorite Sun**  
November 29, 2015 · 🌐

JUST RELEASED!!! GET IT WHILE IT'S HOT!

 **THE BEACHES OF SWFL**

**Guide to the Beaches of SWFL - The Favorite Sun**

Guide to the Beaches of SWFL. This guide is your resource to the beaches of SWFL. Sun bathing, walking, running, or watersports, find the perfect...

THEFAVORITESUN.COM





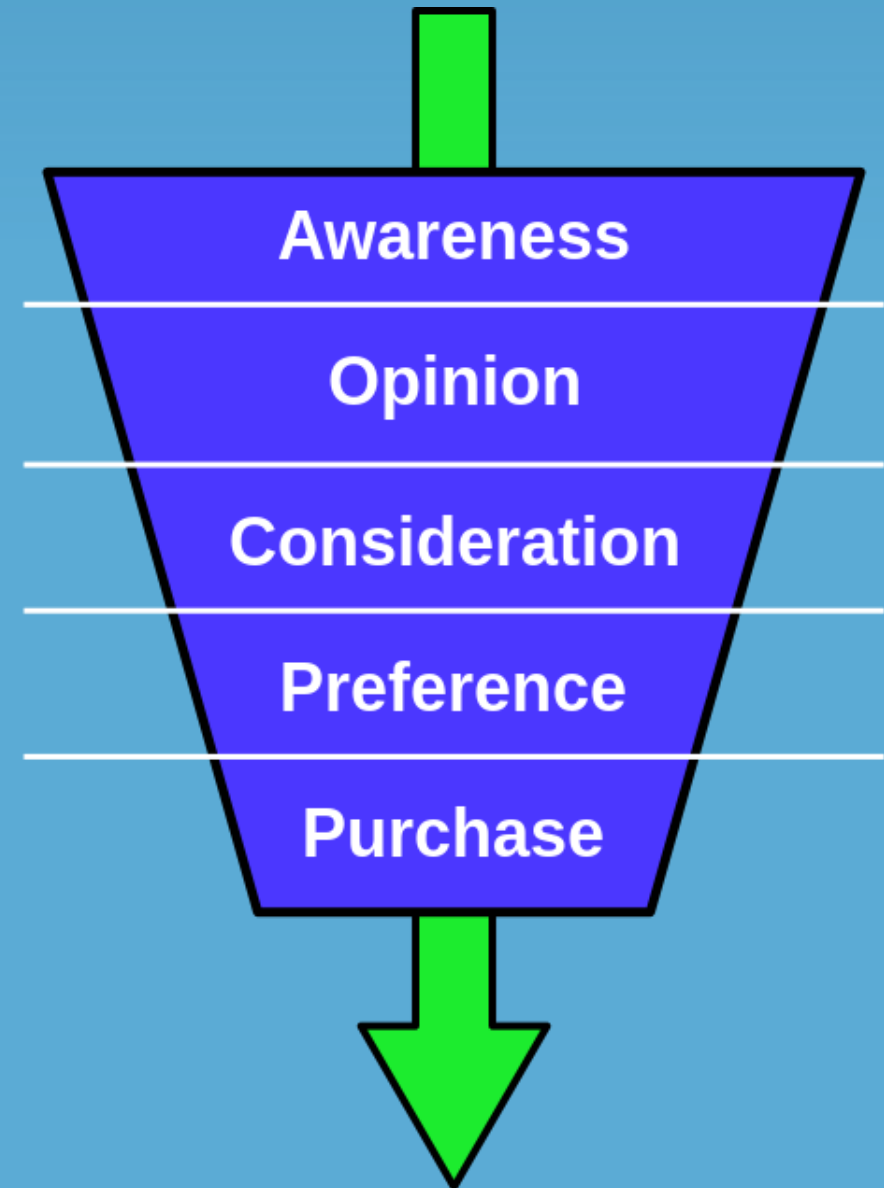
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## Marketing Funnels

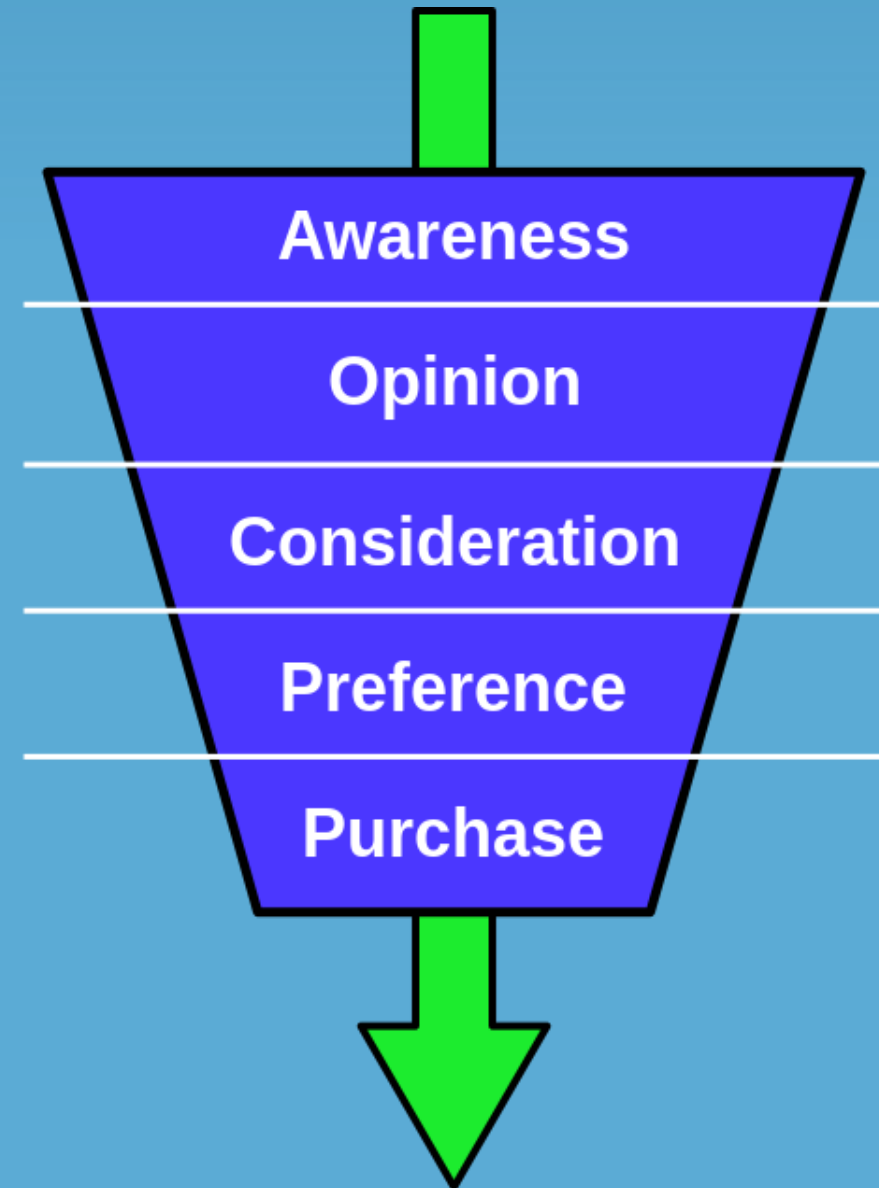
- Time is Precious
- Nurture the prospect along
- Give Away More Content
- Eventually ask for the sale
- All emails must be extremely relevant to the prospect





## Funnel Example 1

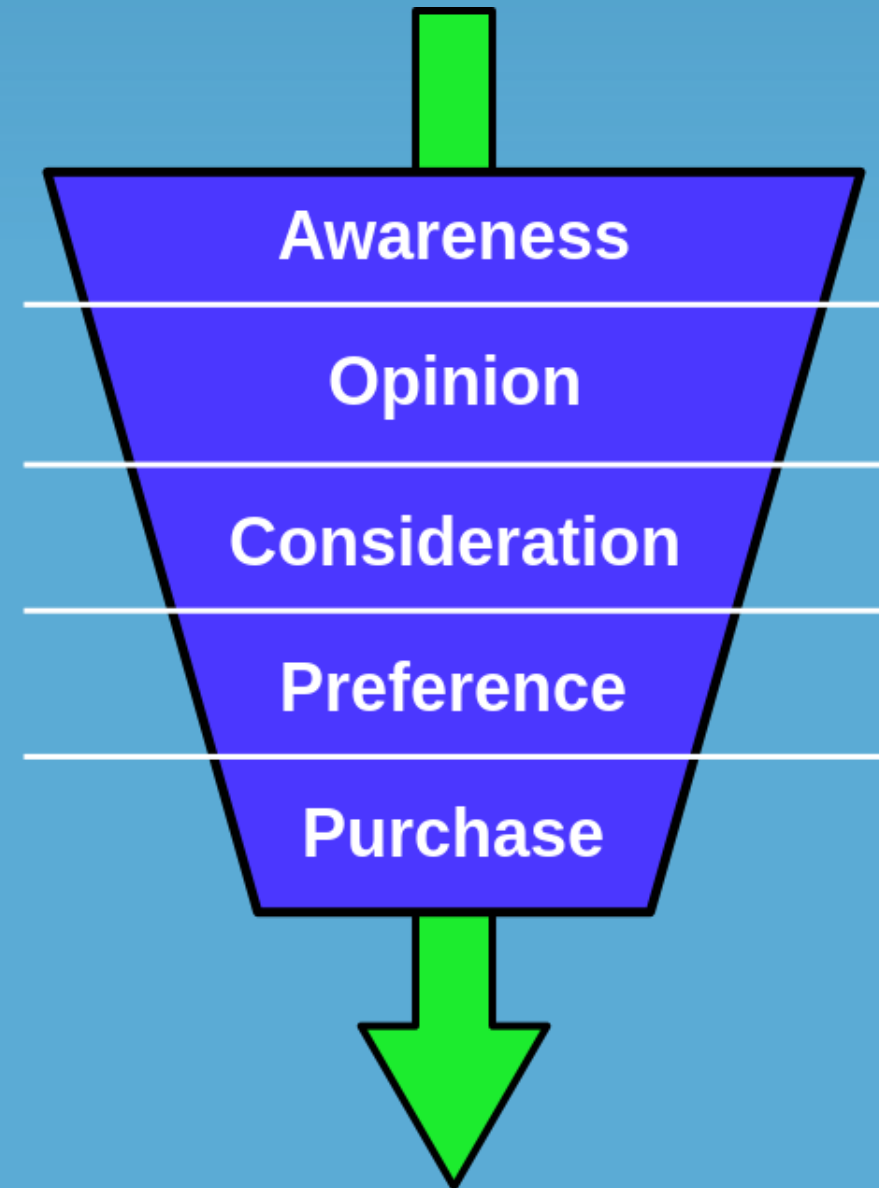
- Offer simple signup on your website for email list
- Send confirmation
- Send email with top blog posts
- Send email with FAQ's
- Send email with Staff Info





## Funnel Example 2

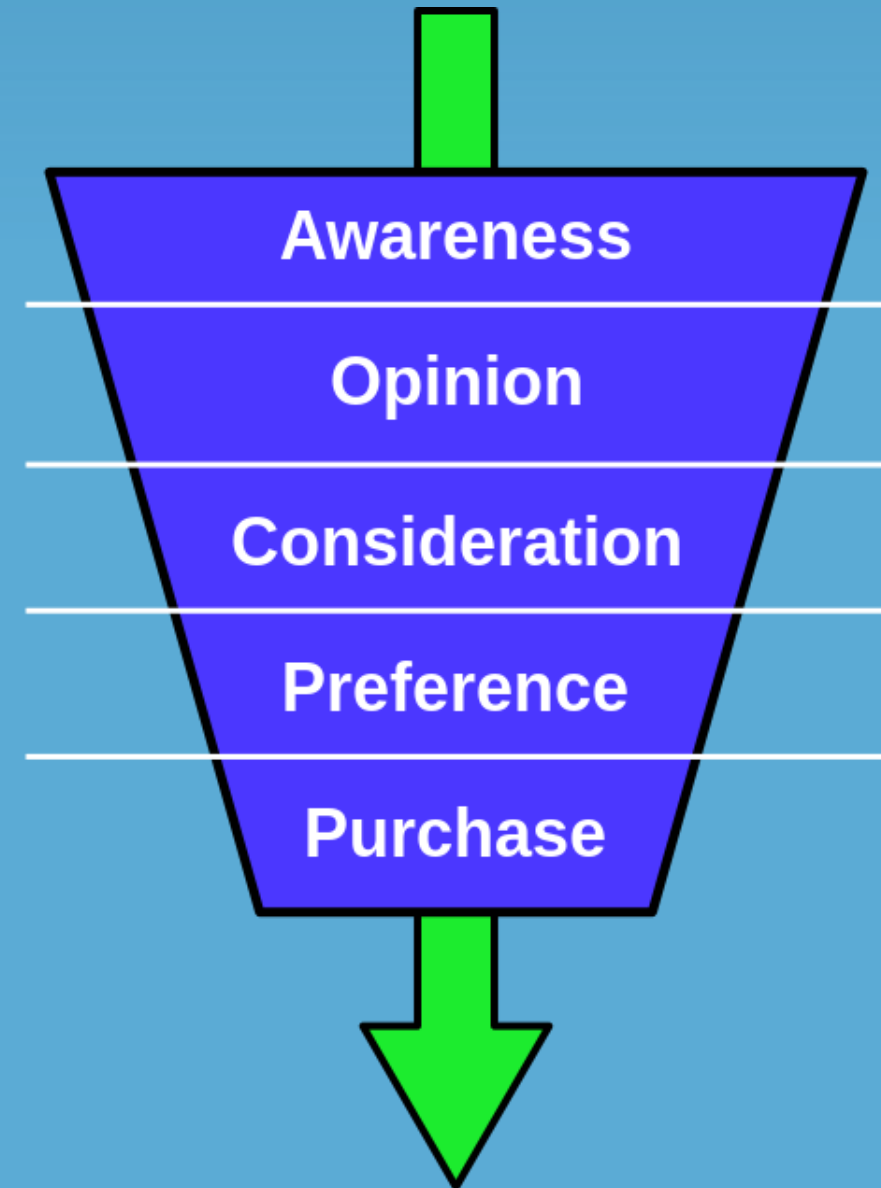
- Offer simple signup on your website for downloaded
- Send confirmation
- Send email asking if they got it
- Got any questions email
- Upcoming Webinar email on topic
- More free info, webinar replay, staff bios, company history.





## Funnel Example 3 Vacation Rental

- Download Guide
- Send confirmation
- Send email asking if they got it
- Top 2 blog posts
- Another top blog post
- Things to do in the area
- Best Restaurants
- Info on how to book with us if interested in staying.





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## Effective Networking Tips

- Find a group or event
- Attend Regularly
- Do not hand out your card unless asked
- Have a contact goal (not 100% either)





## Where to find Networking

- Chamber – Often the best
  - More opportunities, more programs, better support, more consistent.
- BNI
- Meetup.com
- Facebook Groups Search
- Network After Work
- Independent Business Networking Groups







Now it's time to  
**take action...**

Social Media Day  
Thursday June 30<sup>th</sup>  
6 Industry Speakers  
4 Hours  
The Manor – West Boylston

- Social Media Day  
Special Offer for  
SMB Week Attendees
- \$79 Event
- \$49 Early Bird

[www.HashtagCentralMass.com](http://www.HashtagCentralMass.com)





## Small business marketing is...

Nurturing relationships. Delivering on your promise. Getting measurable results.



You really can do this!