

# TapIn

The Online Marketing Guide for Small Business

Why  
**facebook**  
MESSENGER ADS  
are **AWESOME**

**3 MOBILE**  
**Marketing Musts**  
FOR LOCAL  
BUSINESSES

Are You  
Ready Now?



**THE 5 SIMPLE**  
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YOU SHOULD KNOW

**VOICE SEARCH**  
HAS CHANGED HOW CUSTOMERS  
FIND YOUR BUSINESS

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As of 2019, 20% of all Google searches are voice-activated. What's that tell us? It shouldn't be a surprise. Voice search is here to stay and it's growing – businesses who don't embrace it now

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You might be sick of hearing about mobile marketing, but you can't afford to ignore it. So what mobile marketing elements are the most important for local businesses? In this article we're

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A lot of business owners look at marketing as an afterthought. They're focusing on other things – but it's not a great idea to ignore marketing. While you might not have a ton of time to

spend on marketing, there are a few basic marketing metrics that you need to be aware of because not knowing them can negatively affect your business's profitability over time.

## Welcome To Our Magazine

Thanks for checking out our online marketing resource guide for small business. Each month we will be covering 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.

Text On (just NOT while driving),

Kevin Cortez  
CEO | Founder

### BROUGHT TO YOU BY

**Mobile Marketing Helper** empowers entrepreneurs and small business owners all over the country to grow their companies through permission-based marketing.

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 and can deliver results. We hope you enjoy this issue of **TapIn** and feel free to reach out to us anytime.





# Why facebook Messenger Ads Are **AWESOME** FOR SMALL BUSINESS

Advertising on Facebook has been around for a while. It's practically a granddaddy in the world of online marketing.

And, like a lot of small business owners, you know that it's getting harder to get the ROI you want on Facebook ads. It's a numbers game, after all, and as of the third quarter of 2018, they had approximately [2.27 billion active monthly users](#).

It's no wonder you're having a difficult time connecting with your audience. You're competing with millions of other advertisers! It's a crowded space.

That said, Facebook ads can still be useful – with a twist. Instead of sticking to the same traditional ads you've been using, it might be time to check out Facebook's newest ad option – Facebook Messenger Ads.



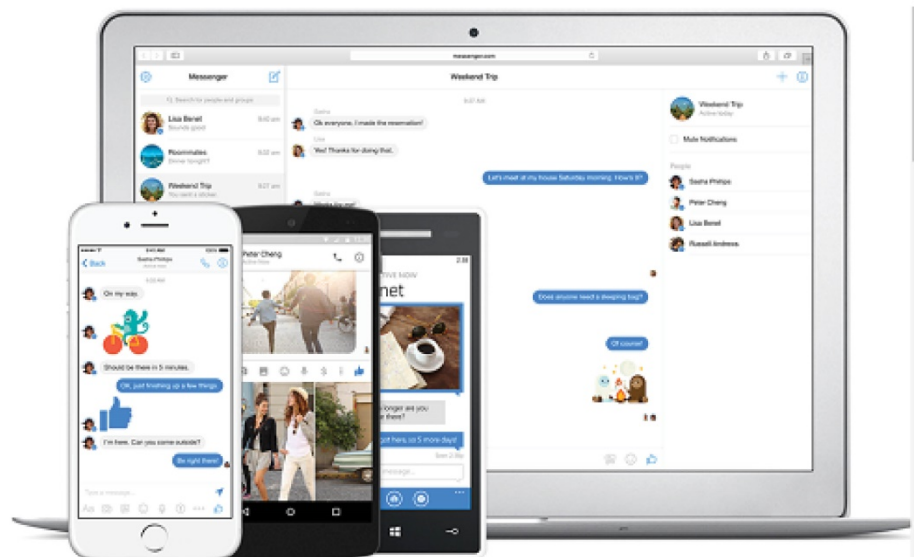
# What Are Facebook Messenger Ads?

The newsfeed ads have a call to action that directs people who click it to Messenger, where they can send you a message and get more information about your business.

53% of people say they're willing to buy from a company they can message directly on Facebook Messenger. And, customer service is increasingly moving toward instant and direct messaging. Customers expect instantaneous responses and favor brands that provide it.

Facebook Messenger Ads allow small businesses to connect directly with potential leads. They eliminate the need for a hard selling ad and instead, open a dialogue. They provide an opportunity for you to personalize your marketing in a way that encourages people instead of putting them off.

Facebook Messenger ads are ads that appear either on the newsfeed or directly in people's Messenger inboxes.

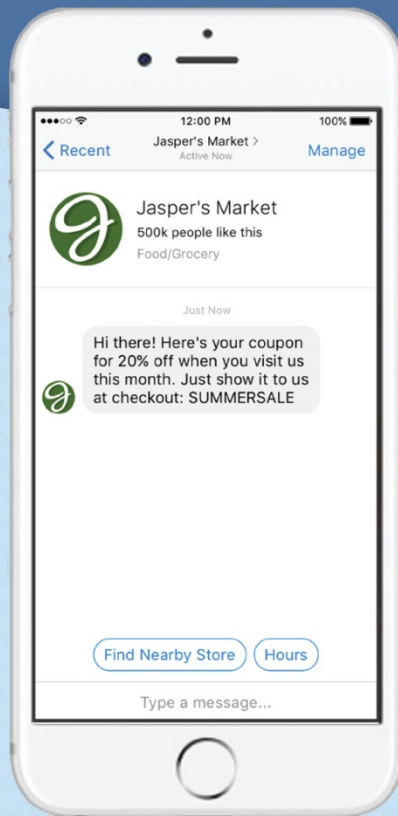




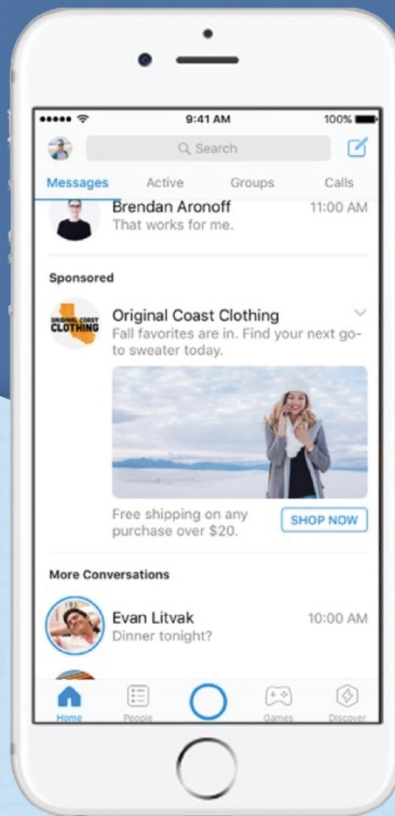
# Three Types of Facebook Messenger Ads

There are three types of Facebook Messenger Ads available for small businesses to use.

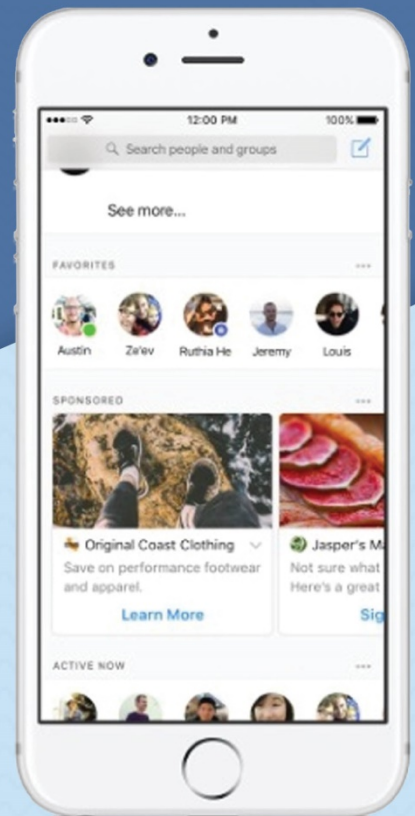
## DESTINATION ADS



## SPONSORED MESSAGES



## HOME SCREEN ADS



Let's break it down, starting with **destination ads**. These are ads that appear in your target audience's newsfeed, very much like traditional Facebook ads. The main difference? The call to action is always going to be "Send a Message." When a user clicks it, a Messenger window opens, and your automated message will appear. (We'll

talk more about how to use that feature later.)

**Sponsored messages** allow you to deliver special offers and communications directly to the user's Messenger inbox. A key feature of sponsored messages is that you may send them only to people who have messaged you previously. They're a form

of remarketing with a personal touch.

Finally, **home screen ads** are ads that appear in Messenger. The difference between these ads and sponsored messages is that their intent is not to start a conversation. It's to drive sales by encouraging users to click on the ad.

# How to Get Started with Facebook Messenger Ads

If you're itching to get started with Facebook Messenger ads, here are 7 easy steps to help you get going.

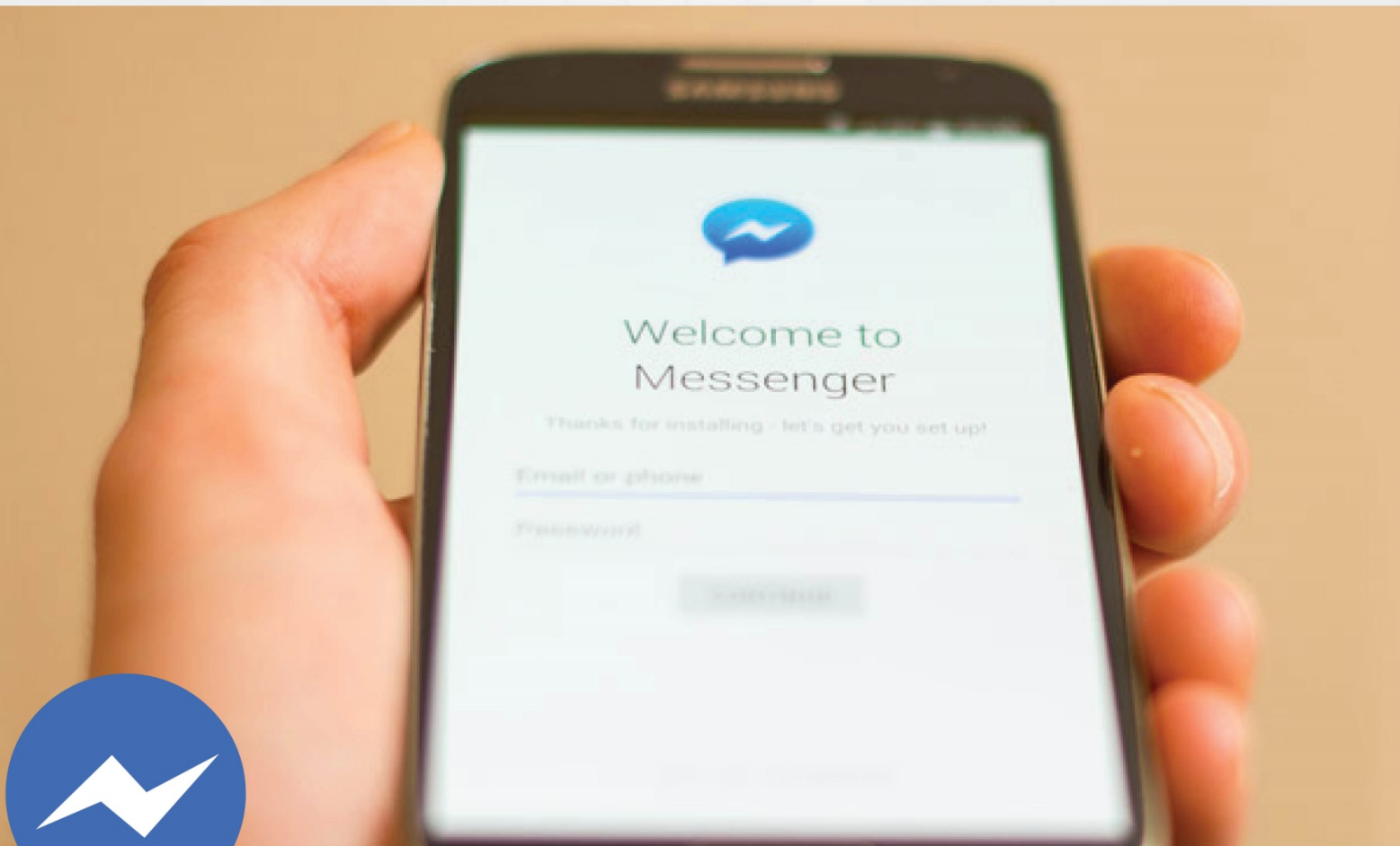
1. Open Facebook Business Manager.
2. Choose conversion as your marketing objective.
3. Scroll down and select Messenger. (This ensures that a click will start a conversation instead of redirecting the person to your landing page.)
4. Scroll to Edit Placements and select Messenger again. You'll notice that with your first ad, Sponsored Messages aren't an option – that's because they're only for remarketing.)
5. Fill in the content you want to appear in your ad.
6. Choose Send Message as your call to action. (This one's a must because it lets the people

who see your ad know that they're starting a conversation with you.)

7. Finally, fill in the message (or the first few messages) you want people to see when they click your call to action. For example, you could send them a coupon or ask them a question to start the conversation.

That's it. Once you've completed these steps, your very first Facebook Messenger ad will be up and running – and you'll be able to see for yourself what a powerful marketing tool Facebook Messenger can be.

Getting a great ROI on Facebook advertising can be tough. There's a ton of competition and as a small business owner, your marketing budget is limited. Facebook Messenger ads can help you leapfrog over the competition and connect directly with the most valuable people on social media – your customers.







## How Can Facebook Messenger Ads Benefit Your Business?

Facebook Messenger ads are a great option for small, local businesses. They allow you to personalize ads and connect directly with the people who are most likely to buy from you.

Want some examples? Here are a few ways that you can use Messenger ads to boost your profits:

1. **Personalize your messages.** Too much personalization can seem downright creepy, but Facebook Messenger ads allow companies to straddle the line without crossing it. Because you can only send direct messages to people who've already connected with you on Messenger, it doesn't feel as intrusive as LinkedIn direct ads. And, it lets you tailor your offers in a way that's highly likely to result in a sale.

2. **Give customers the response time they want.** With Messenger ads, you can automate your replies to ensure that potential customers aren't stuck waiting for a response from you. And, in case you don't know, people prefer messaging to any other form of customer service. Research shows that 73% of consumers prefer live chat to email, and 56% prefer it to a phone call.

3. **Start a conversation.** Lead nurturing is something that you can do one on one with Facebook Messenger ads. You can even customize your newsfeed ads to encourage people to chat with you about your product or service. This option allows for one-on-one contact – even if it's largely automated – that makes potential customers feel valued.

4. **Increase local awareness** of your business. One of the best things about Facebook Messenger ads is that you can select "increase local awareness" as your ad objective. This is a particularly effective option for businesses that want to reconnect with existing customers. You can use Messenger to send them an offer that's tailored to them.

Another way of looking at Facebook Messenger ads is that they're the modern-day equivalent of going door to door. They don't require any more effort than traditional Facebook ads, but they offer a degree of personalization and one-on-one contact that will allow your business to connect with potential leads in a meaningful way.





Search ...

# VOICE SEARCH HAS CHANGED HOW CUSTOMERS FIND YOUR BUSINESS

– Here's What You Need to Know

Voice search is everywhere these days. You've heard about it before, but it's long past time to think of it as something to worry about in the future. The future is now.

As of 2019, 20% of all Google searches are voice-activated – a number that's expected to leap to 50% as early as 2020.

The statistics around voice-enabled gadgets like Siri, Alexa, and Cortana, are even higher. Only 18% of US households owned one as of 2018. By 2022, it'll be 55%.

What's that tell us? Voice search is here to stay. It's growing – and businesses who don't embrace it now are going to be

left scrambling in the very near future.

Your challenge, should you choose to accept it, is to embrace voice search and recognize that optimization is not optional. Here's what you need to know.





# VOICE SEARCH VS. TRADITIONAL SEARCH



There are two key differences between voice search and traditional text-based searches. Understanding them is a must if you want to capitalize on voice search and grab your share of traffic and sales.

The biggest difference is one that illustrates why

the growing trend of voice searches isn't something to take lightly.

With traditional search, you can grab a share of the organic traffic from the SERP even if you're not ranked number one. Why? Because searchers don't always click on the first link.



**“HALF OF ALL ONLINE SEARCHES WILL BE VOICE SEARCHES BY 2020.”**


They'll scroll, skim titles and meta descriptions, and choose the link that best suits their needs. Even if you're tenth – or on the second page of search results – you can still get a few clicks out of the deal.

Voice search is a different thing entirely. When someone searches a keyword or asks Siri a question, they're not getting a list of results. The virtual assistant reads one – and only one -- re-

sult. In other words, in the world of voice search, if you snooze, you lose!

The second key difference between voice and text search is the keywords that dominate. Google's been prioritizing long-tail keywords for all searches, but in voice search there's no other option.





**“76% of smart home speaker users conduct local searches at least once a week-and 53% performing daily searches.”**

## POINTERS FOR OPTIMIZING YOUR SITE FOR VOICE SEARCH

As you probably expected, Google keeps its voice search algorithm secret. However, there are some ways to improve your chances of ending up in the featured spot – the coveted position where your site is the one being offered as the solution to a search request.

### **#1: Answer a Question**

A lot of voice searches are worded as questions. Answering the most commonly-asked questions can help you move

up the SERP to the featured position.

Not sure what questions to answer? You can try using [Answer the Public](#), a site that generates questions based on the keywords you enter.

Here's a sampling of the suggested questions for Facebook advertising:

- How does Facebook advertising pricing work?
- What are Facebook advertising policies?

- Is Facebook advertising taxable?

To grab the lion's share of traffic for these questions, the best method is to make the question itself an H2 tag in your content.

Then, answer it as clearly and concisely as possible immediately under the H2. Google's always going to prioritize quality content. Getting right to the point in a way that's engaging will help Google see your response as the best answer.





**SHORT TAIL**

**LONG TAIL**

## **#2: Optimize for Long-Tail Keywords**

A lot of businesses are accustomed to optimizing for short keywords. Those days are over. Long-tail keywords are the name of the game. They're more conversational and contextual than old school keywords. They're also the keywords most likely to be used in voice searches.

Ever since Google released its [Hummingbird update](#) in 2013, the emphasis has been on long-tail keywords. To maximize your traffic from voice search, you'll need to identify the most likely search terms and highlight them in your content.

One of the easiest ways to identify long-tail keywords is to scroll down to the bottom of the Google SERP after doing a search and check out the "People Also Ask" box, which lists questions that are commonly asked along with what you searched. It's a great way to identify variations and pinpoint the terms people are using to search.





### #3: Optimize for Local Searches

You might be tired of hearing about local search, but the truth is that it's more important than ever. [76% of all voice search users](#) use it for local searches at least once a week, and 53% make local searches daily.

If you haven't standardized your NAP listings, optimized your site for local keywords, claimed your review listings, and optimized your Google My Business listing, you're probably not going to perform well in voice search.

Make sure that all business data is accurate, including your hours of operation, address, and any other information that might be relevant to searchers.

### #4: Use the Right Words

It might shock you to know that approximately [20% of all voice searches](#) are triggered by the same 25 words.

These include words like:

- How
- Best
- Top
- Define
- What
- Where
- New
- Types

Focusing your content on these words can help you jump ahead of your competitors and grab more than your share of voice search traffic.

The key is to incorporate the right words into content that answers questions, using the proper tags and markers to ensure that Google can read and index your content correctly.





## #5: Speed Up Your Site

Voice searchers expect to get search results nearly instantaneously. In fact, one study found that a site that took just 5 seconds to load was [90% more likely to get a bounce](#) than a site that took only one second to load.

Complicating matters is the fact that [mobile searches have a bounce rate that's nearly 10% higher than desktop searches](#).

Maximizing your site's speed increases the chances that you'll move to the top in voice search. A slow-loading site is not going to be Google's first choice. Remember, their goal is always to deliver the most relevant site to the searcher as quickly as possible.

Voice search is coming for all of us – and you can't afford to ignore it. SEO is never an exact science, but the tips here can help make your content what Google voice searchers want – and increase the chances that you'll land the coveted top spot.

Want to Know How Well You're Optimized For Voice Search?  
Click Here For a Complimentary Analysis!





# 3 MOBILE MARKETING

MUSTS FOR LOCAL BUSINESS

You might be sick of hearing about mobile marketing, but you can't afford to ignore it. No local business can. With voice search dominating and local searches accounting for fully one-third of all inquiries, any business that's not prioritizing mobile marketing is likely to end up out in the cold.

So, where should you start? What mobile marketing elements are the most important for local businesses? Fortunately, if you're new to mobile marketing, there're only three big musts – and if you focus on them, you'll be able to capitalize on the huge growth in mobile searches.



## #1: X MARKS THE SPOT

In the world of marketing and SEO, it's common for experts to go out of their way to mention that not all searches happen on Google. But guess what? Virtually all mobile searches DO happen on Google – and that's not an exaggeration. As of 2018, almost 95% of searches on mobile devices were Google searches.

The challenge is clear. Your business must be findable on Google if you're to have any hope of ranking for local searches and grabbing your share of traffic. And yet, Google Maps rankings incorporate both organic and paid traffic.

The good news for you is that many local businesses aren't optimized for mobile and local searches. That means you're in an ideal position to improve your ranking and take your competitors out – if you follow these four steps:

- Run a free directory report to find your company's listings online and optimize them. It's important to know where your company informa-

tion appears and how it looks to maximize your impact on Google.

- Standardize your listings and add your most important keywords to each one.

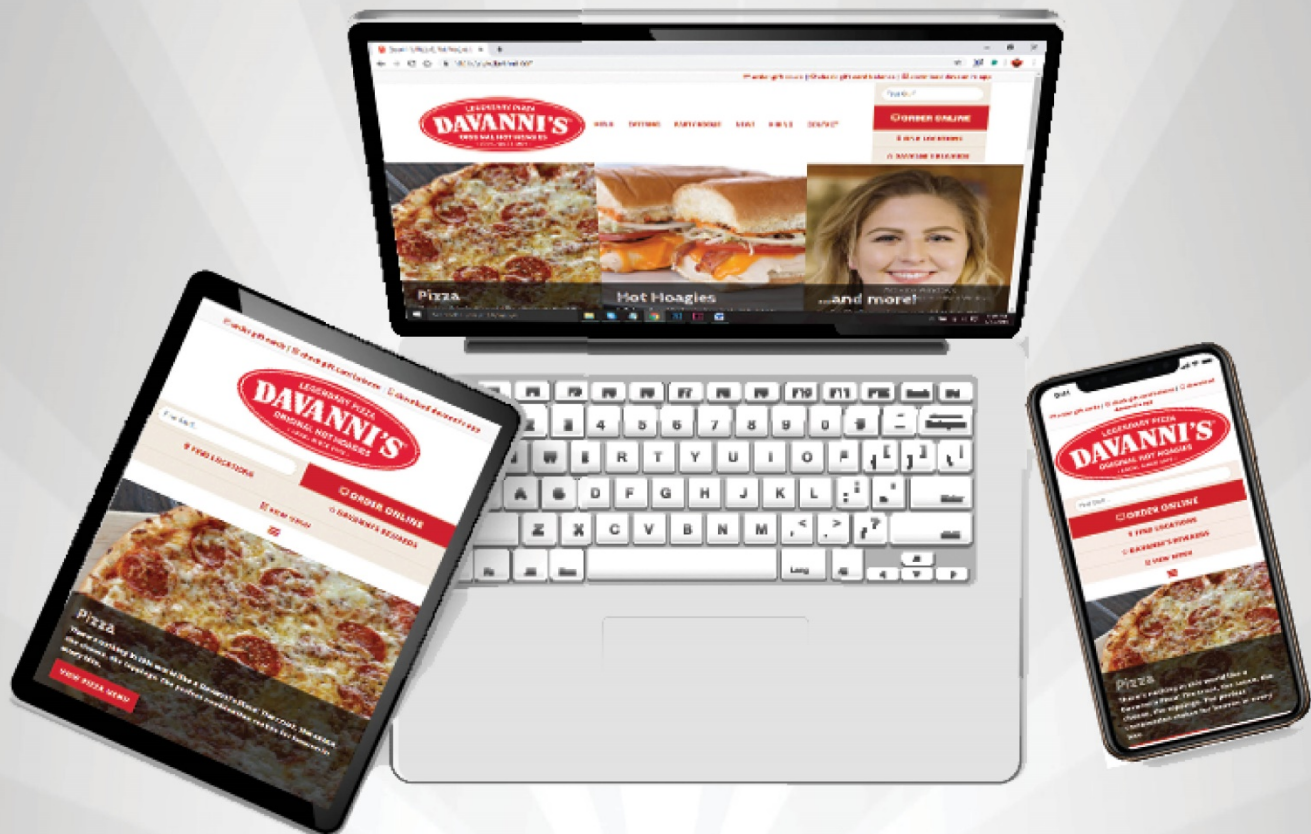
- Make sure that your location on Google Maps is accurate, so that people can find your business.

- Focus on making your Google My Business listing as perfect as possible. If you haven't already claimed your business, do so immediately. Then, once you've claimed it, choose all categories that apply to your business. Add keywords to your description and put information in every possible section of your listing.

The more accurate and complete your online information is, the easier it will be for Google to recommend your business for searches of your most important keywords – and your location.







## #2: STOP PROCRASTINATING AND OPTIMIZE YOUR WEBSITE FOR MOBILE

It wasn't that long ago that optimizing for mobile was optional – but that's no longer the case. According to Statista, 52.5% of all worldwide traffic to websites came from mobile devices in 2018. That number's only going to grow in 2019 and beyond.

That's not the only number that matters, either. Mobile users are notoriously impatient when it comes to loading times. According to a Google poll, slow-loading sites were the top complaint of mobile users. And, according to an Akamai case study, the optimal page loading time for conversions was 2.4 seconds.

When you take into consideration that the average site took a whopping 22 seconds to load on mobile as of 2018, you can see why there's room for improvement.

The bottom line? Visitors shouldn't need to squint or scroll horizontally to navigate your website. It should be easy for them to find what they need – and even more importantly, take the action you want them to take!

Fortunately, the solution is easy. It's not difficult to build a mobile-optimized website. Your mobile website should include all relevant information from your regular site, including vital information

about your products or services. It should also have clear actions for visitors to your site to take, such as:

- Getting directions to your store or office
- Calling your business
- Subscribing to your list
- Making a purchase
- Following you on social media

You may want your mobile site to be a bit simpler than your regular website. You don't want to overwhelm your visitors. However, you do need to make sure to include the relevant information and keywords that will convince Google to award you a high rank.





### #3: EMBRACE THE POTENTIAL OF MOBILE MARKETING

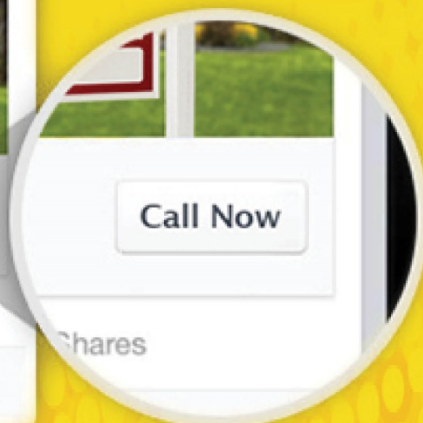
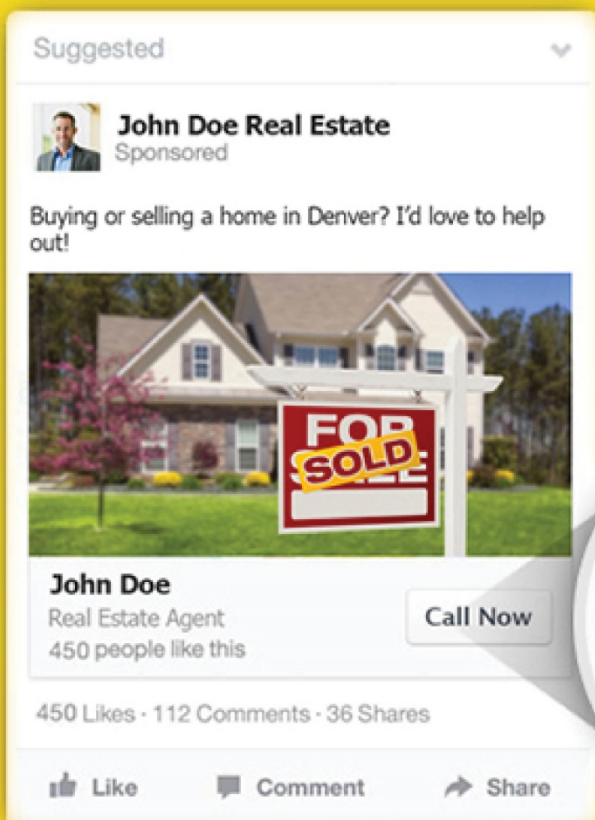
You know where your customers are. If you've done any audience research at all, you know where they live, what they like, and what they need from you. And, if you've got a local business, you know that most of your customers live within a small radius of your business address. It stands to reason – 90% of consumers buy what they need within a short distance of their home or workplace.

A lot of local businesses have been slow to adopt mobile marketing, but it's one of the best ways to target your audience. You have a few options to consider:

- Running Facebook ads and using the "Call This Business Now" call to action.

- Collecting mobile numbers from your existing clients or customers and creating an SMS (text message) marketing campaign.

- Intersperse text messages with marketing email to maximize your impact and connect with customers.







- Use geofencing to send out offers when people are close to your store.
- Run mobile ads – and experiment with various formats such as video, interactive, and native advertising in apps.
- Create a mobile app for your business.

Whatever mobile marketing techniques you decide to try, make sure that you set detailed targets and measure your results. It's important to understand how much you're spending and what your ROI is, so that going forward, you can fine-tune your mobile marketing campaigns to

maximize their impact.

Once you've run a few campaigns, it's a good idea to do some split testing and gradually improve your mobile ads' conversion rates. Mobile marketing can take a bit of trial and error. It's worth the time and effort to fine-tune your mobile marketing campaigns.

The bottom line is that mobile marketing is a must for local businesses. It provides you with an opportunity to connect directly with your target audience – and give them a reason to patronize your business instead of your competitors.







# THE 5 SIMPLE MARKETING **METRICS** YOU SHOULD KNOW

When you're running a business, it's easy to become overwhelmed with everything you need to do. A lot of business owners look at marketing as an afterthought. They're focusing on other things.

That attitude's a common one – but it's not a great idea to ignore marketing. And while you might not have a ton of time to spend on marketing, there are a few basic marketing metrics that you should have at your fingertips all the time. In fact, not knowing them can negatively affect your business's profitability over time.



# #1:

## The Size and Demographics of Your Audience

Your audience, whether they're subscribed to your email list or following you on social media, is the pool from which you'll attract most of your new customers. It's also representative of the people who're most likely to buy from you even if they're not in your audience now.

There's no denying those things are important. You should always know three things about your audience:

- The number of people in your audience
- Where they are
- What they have in common with one another

Let's look at each question in turn. The number of people in your audience is probably the easiest thing to track, but you'll need to check multiple locations regularly. For example, you can check:

- Your blog metrics to see how many readers you have, on average
- Your social media following on various sites (Facebook, Twitter, LinkedIn, Instagram)
- Your email and text subscriber lists

Getting a handle on the numbers will also help you understand where your audience is. You may notice that you have far more followers on Facebook than on Instagram.

The final thing you'll need to do is to analyze your audience. On Facebook, for example, you can view age, gender, and geographical breakdowns of your audience. You can also see what interests they have in common. Having this data at your fingertips can help you build lookalike audiences and do a good job of creating content that your audience will enjoy.







## #2:

## Your Online Review Status

Online reviews are important to every business. Research shows that [86% of all consumers read online reviews](#), and that 89% read company responses to reviews. Those aren't numbers you should ignore.

To get a handle on your online reviews, you'll need to:

- Search for your company listings on review sites such as Google My Business, Yelp, and Angie's List, and claim them.
- Update your listings to accurately reflect your current address, phone number, business hours, and prices.

- Set up a system for responding to all reviews, especially negative ones, in a constructive and professional way.

- Find ways to encourage your customers to leave reviews for your business.

Another related "must" is to set up alerts, so you get notified when there's a new review of your business. You'll need to respond quickly to show existing and potential customers that you care about them and their experiences.





### #3:

## Your Google Ranking

The third marketing metric you need to know – and it's a hugely important one – is your website's Google ranking. You'll need to conduct regular Google searches for your most important keywords and keep track of how you're doing.

Your ranking for one page may be high while another page is down on the second (or third, or tenth) page of Google results. If that's the case, you'll need to improve your SEO and increase your visibility to improve your ranking.

Why does this matter? Well, research shows that the first result on Google's SERP for any keyword grabs about [30% of clicks](#). The second and third positions can get as much as 10%, but after that the fall-off is precipitous. You'll be lucky to grab 2% of the traffic.

The good news is that focusing on local SEO and voice search can help you improve your ranking – but you must know where you are now before you can attack the problem and rise in the ranks.

### #4:

## Ad Performance

Whether you're running just a few ads or juggling dozens of marketing campaigns, it's necessary to track the performance of each ad. It's the only way to know whether your marketing mix is right – and whether your money is going down the drain.

Let's use Facebook as an example. Facebook provides tons of insights for businesses. You can see how many people your ads are reach-

ing, get an overview of their demographics, and even track the days (and times of day) when your posts get the most engagement.

If you prefer an all-in-one solution that will allow you to track your performance on all social media accounts, you can use UTM tags to [track them with Google Analytics](#). Or, if you prefer, you can use a social media tracking tool.





## #5:

## ROI by Campaign

The final metric you should track is your Return on Investment, or ROI, for each marketing campaign. In case you don't know, ROI is calculated as a percentage using a simple formula.

Here's how it works:

- Calculate your total revenue from the campaign
- Calculate the total costs associated with the campaign
- Subtract the costs from the revenue to calculate your profit
- Divide your profit by the cost to calculate your ROI

For example, say you spent \$200 on an email marketing campaign. Some of that money might be from hiring a writer to craft the emails and the rest might be the associated costs from your email provider.

Email marketing has a high ROI ([4400%, to be](#)

[exact](#)). Let's say that your revenue from this campaign was \$9,000. That would mean the calculation would be:

$\$9,000 \text{ revenue} - \$200 \text{ cost} = \$8,800 \text{ profit}$ ,  
and  $\$8,800 \text{ profit} / \$200 \text{ cost} = 4400\% \text{ ROI}$

ROI calculations will help you identify the marketing campaigns that are earning you the most revenue. You can use that information to:

- Rethink your marketing mix
- Split-test and improve underperforming campaigns and ads
- Put more money into the marketing tactics that are most impactful

You don't need to be a marketing guru to run a successful business. You do need to be aware of these 5 key marketing metrics – and know how to use them to attract new customers and increase your profits.



A close-up photograph of a person's hands. The left hand holds a black smartphone, and the right hand holds a white pen. The hands are positioned over a laptop keyboard, which is partially visible in the lower right. The background is blurred, showing what appears to be a desk and some papers.

# LOCAL MARKETING HELP



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