

# Growing Your Business With Digital Marketing

WITH DANNY STAR, CEO OF WEBSITE DEPOT



# About Danny

- I own and run Website Depot Inc, a Boutique Agency in Atwater Village. We're a Premier Google Partner.
- Just published my first book, in its second edition, **Vision 20/20, The Secrets of Digital Marketing and Its Role In Growing Your Business**



websitedepot.com

PREMIER  
Google  
Partner

# If You'd Like To Explore in More Detail:

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here at SMB!



# What is Digital Marketing?

The practice of making use of every method available on the web in winning new businesses and thus growing the bottom line.



# My Goal For You Today

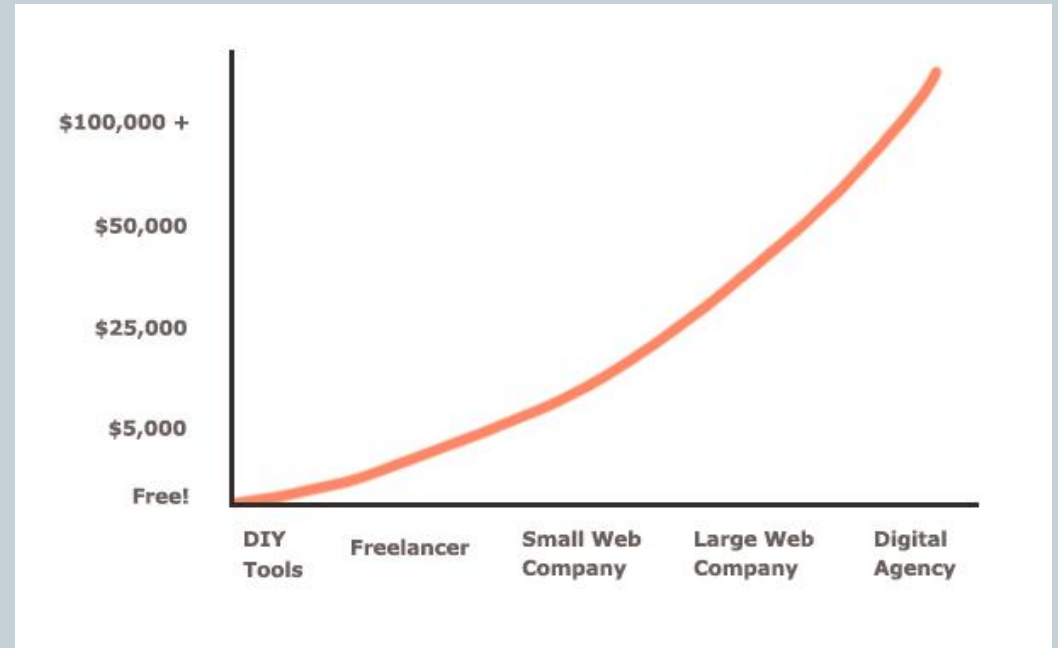
The reason I do this:

**To empower small businesses like mine in achieving growth and prominence in the digital realm.**



# Building a Presence

True success will take time, but a good business plan will set you up for success.



# Why You Need a Website

For most, the best foundation is a solidly performing, visually appealing website.



# eCommerce Tips

- Abandoned Cart Feature
- Newsletter opt-ins throughout site
- eCommerce Conversion Tracking





# Search Engine Optimization

- Key aspect of Digital Marketing
- Intent is already established by the user



# How To Succeed at SEO

- Make sure your website is relevant with content that you want to rank for
- Be user-friendly – Be secure, load fast, and work on all devices (especially mobile)
- Have a nice portfolio of links, preferably authoritative websites that link back to you
- Run a check of your site, and make SEO-Friendly fixes



# SERP-What is It?

- SERP stands for Search Engine Ranking Page
- It's important because you can get a lot of information on the competition by analyzing the results that come up on a page:

The image shows a Google search results page for the query "search engine optimization". The search bar at the top contains the query, and a red arrow points to it with the label "Search Query". Below the search bar, the results are categorized into "Web", "News", "Videos", "Books", "Images", "More", and "Search tools". The results are sorted by relevance, showing "About 71,700,000 results (0.35 seconds)".

The results are divided into two main sections: "Paid Search Advertising" and "Organic Search Results".

**Paid Search Advertising:** This section includes three ads, each with a red box around it and a red arrow pointing to it from the "Paid Search Advertising" label. The ads are:

- Search Engine Optimization - reachlocal.com**: www.reachlocal.com/seo. Get More Organic Search Leads. Find Out How with Our Free e-Book!
- SEO @ \$1.5k-\$10k/mo - LookToTheRight.com**: www.looktotheright.com/. SEO for Raleigh, NC Area Businesses Let Us Help Grow Your Revenue! Weekly & Monthly Reports · In Person Meetings · Professional Paid Search · Our Ethics · About Us · Pricing
- SEO Services - \$299/Month - eBrandz.com**: www.ebrandz.com/. Professional SEO Services Company. Free Website Analysis. Call Us Now!

**Organic Search Results:** This section includes two results, each with a red box around it and a red arrow pointing to it from the "Organic Search Results" label. The results are:

- Search engine optimization - Wikipedia, the free encyclopedia**: en.wikipedia.org/wiki/Search\_engine\_optimization. Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search ... Backlink - Google Webmaster Tools - SEO (disambiguation) - Vertical search
- [PDF] Search Engine Optimization Starter Guide - Google**: www.google.com/.../search-engine-optimization-starter-guide.pdf. Google the topic of search engine optimization and wish to improve their ... Even though this guide's title contains the words "search engine", we'd like to say that you ...





# Get Started On Social Media

- Major Platforms - Facebook, Twitter, Instagram, Pinterest
- Engage in as many social media and business platforms as you can.
- Make sure to link back to your website. This is where you have full control of the message you want to send.
- Share as many photos, descriptions, and portfolio pieces as you can about your business.






# Social Media Paid Advertising




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Just moved in and already outgrowing your workspace?  
Visit a WeWork location near you today.





**wework**


WEWORK.COM  
**Office Space in Los Angeles** [Book Now](#)

   17 1 Comment

 Like  Comment  Share 




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Your driveway's the new drive-thru.



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Grubhub® is a registered trademark of Grubhub Holdings Inc. ©2019 Taco Bell IP Holder, LLC.

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**Taco Bell Delivery** [Learn More](#)

   2.3K 344 Comments 181 Shares

 Like  Comment  Share



# Social Media Paid Advertising

- Helps several industries thrive
- Allows you to target by specific interested
- When used properly, can be very cost-effective



# Local Citations

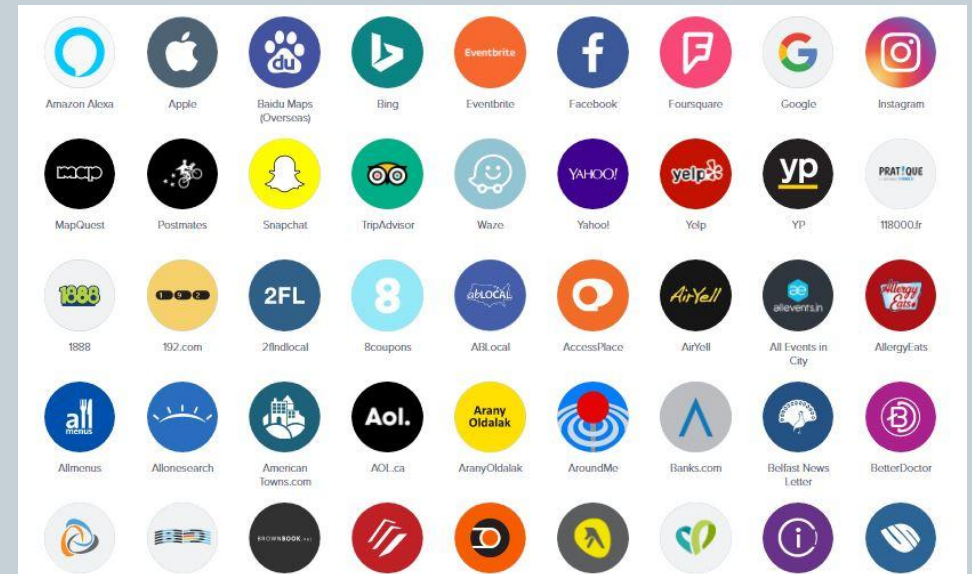
Use directories to your advantage

These are great for your SEO!

Get your name, number, and URL out there.

There are hundreds of major citation sites that list your address and information throughout the web.

If you need help getting started with optimizing your listings, go to [CitationsManager.com](https://www.CitationsManager.com)

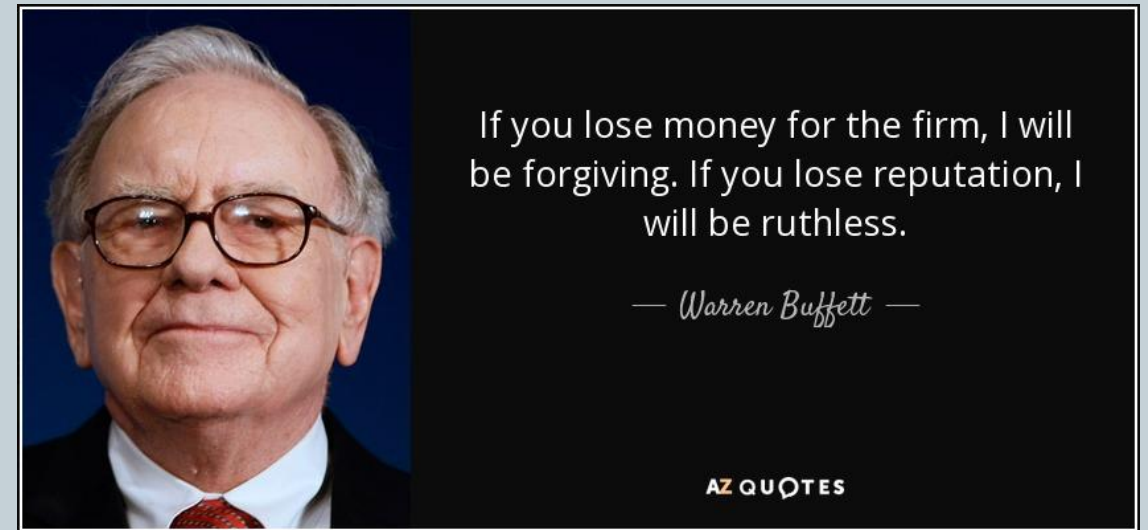


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# Online Reputation Management

Online Reputation Management (ORM) should be practiced proactively, you shouldn't need a PR crisis to prompt you to engage in it.

Costly ORM Cases involve people or companies that have disparaging information about them written or posted in other parts of the web.





# Build A Great Response

- An ideally good proactive, preventative reputation management effort involves creating properties you control the message of.
- This could be extra blogs, LinkedIn accounts, industry membership accounts, extra social media accounts, and more.



# Search Engine Optimization

The process of getting your business to the top position of search engines.

**400,000** searches on Google per second

That makes for Roughly **3.5 Billion searches per day**

That's over a trillion searches per year

**2018 YTD: 1.56 Trillion searches**

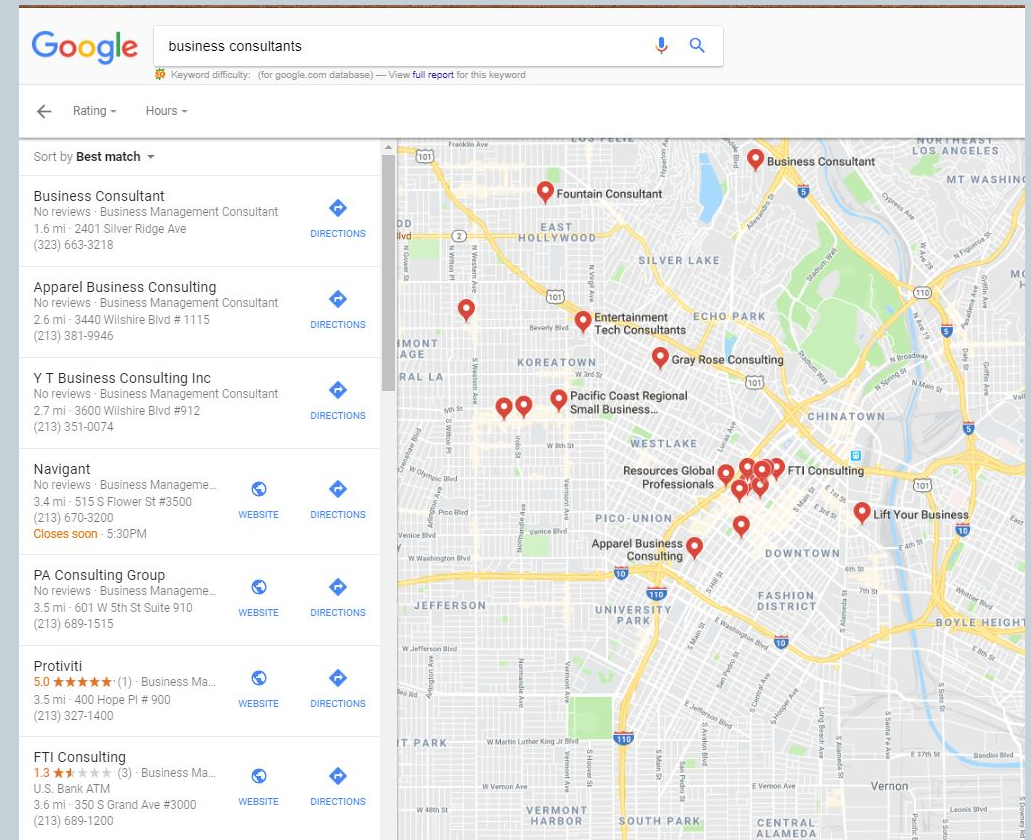


# Local Search Tips For Google My Business

- The best way to have prominence on map searches is to have a Google My Business profile.

From there, engage with customers and visitors to get reviews.

- Use as many features of your listing as you can, add photos. If you can afford it, take a virtual 360 tour. These help you rank higher on maps.

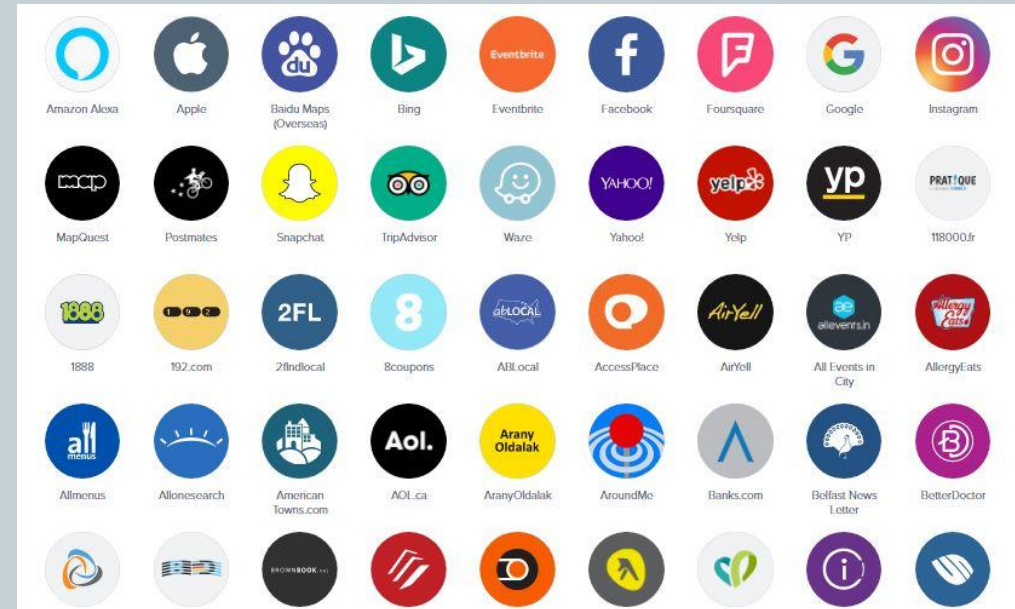


- #1 Dealbreaker - make sure your information is ACCURATE.
- If you're trying to list yourself in Los Angeles, but really aren't in L.A., you'll likely end up at the bottom.
- Rest assured that users will complain about inaccurate information.



# No Time? Get Help

CitationsManager.com is a particular service I use for clients that helps sync each of their listings by simply filling out the correct information once.



# E-mail Marketing



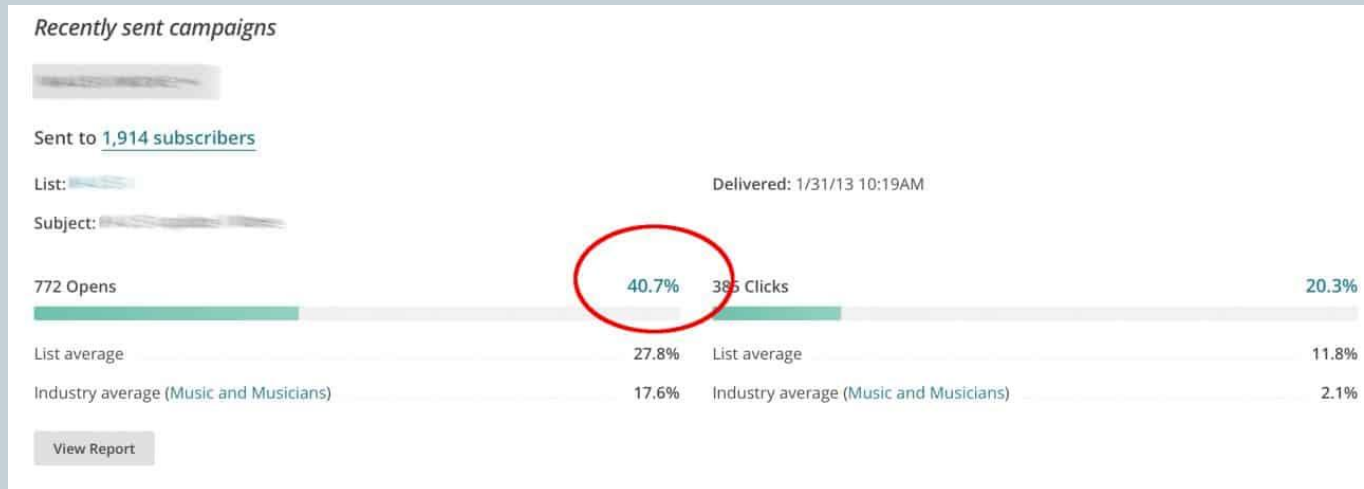
E-mail marketing can have excellent results, given the following:

1. You have a large mailing list that you've worked to acquire
2. The mailing list must be acquired directly through you - no purchasing lists or e-mailing addresses that haven't opted in.
3. You must hone your ability to effectively segment those lists (i.e. old customers, new signups, event signups, non-converted leads).



# Email Marketing: Giveaways

Giving an added value to your email makes for more clicks, more opens, and a successful campaign!



## Best Topics:

- Promotions
- Upcoming Events
- New Products / Service Offerings
- Insightful, informative articles
- Contests and Giveaways
- A Major Company Milestone (Boost Reputation)



# #1 TIP FOR EMAIL MARKETERS

Make sure your list is opted-in, then keep track of your metrics – that's the biggest tell that the content in your email blasts are relevant and compelling.

If you get a large number of unsubscribes, it's time to re-think the content of your mailers.





# Offline: And the Best Source of Leads is:

## Referrals!

These are practically sold for you by someone else.

These kind of leads have the best closing rate out there. This applies to eCommerce businesses, online services, retail, restaurants, b2b, or just about any other sector you can think of.



# HOW TO BUILD A DIGITAL MARKETING STRATEGY?

- Define your goals clearly
- Set your KPI's
- Phas out growth and have realistic projections



# TYPES OF ADS

- SEARCH ADS
- TRADITIONAL PAY FOR PLAY
  - DISPLAY ADS
  - VIDEO ADS
  - APP ADS
- MOBILE ADS



# CRM SYSTEMS

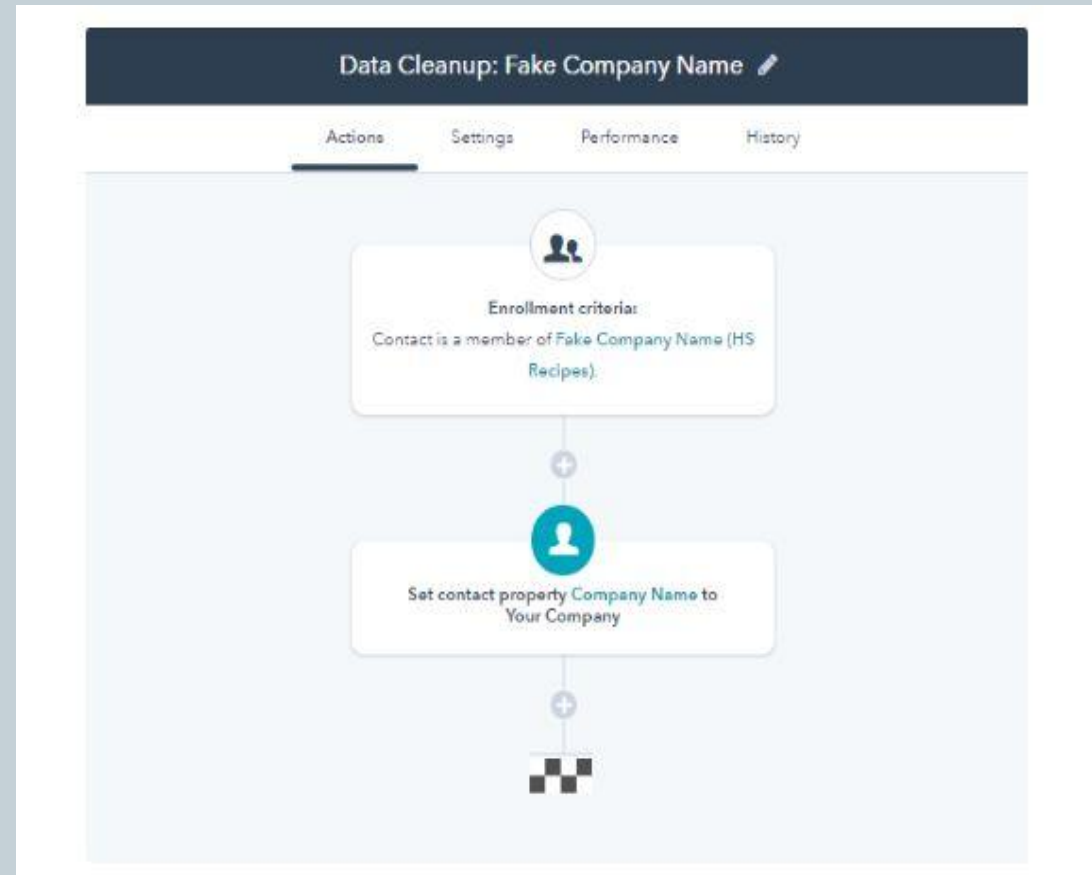
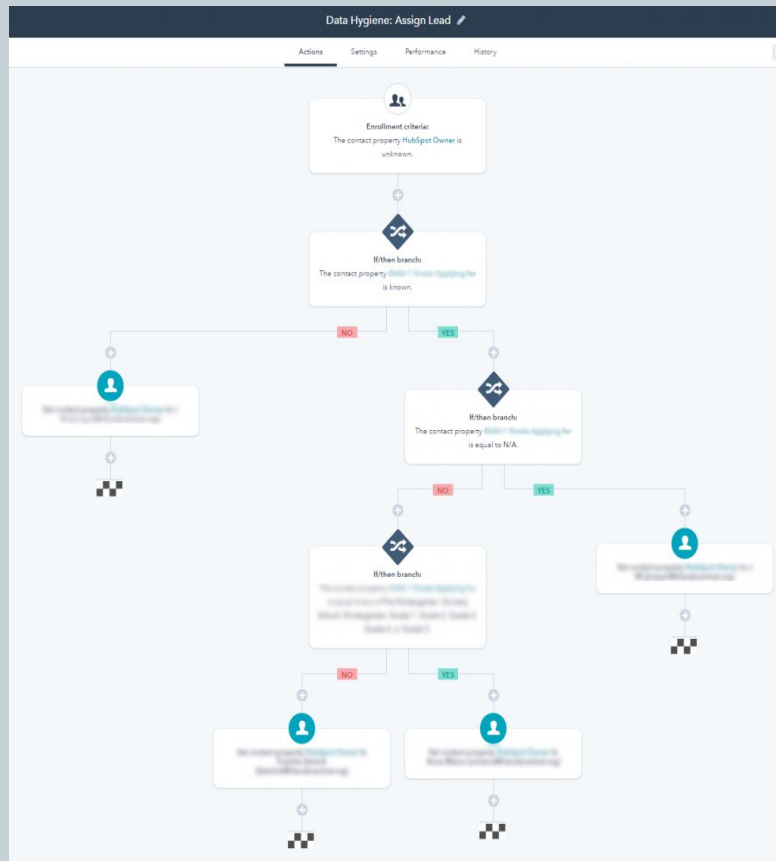
## CUSTOMER RELATIONSHIP MANAGERS

### Why use them?

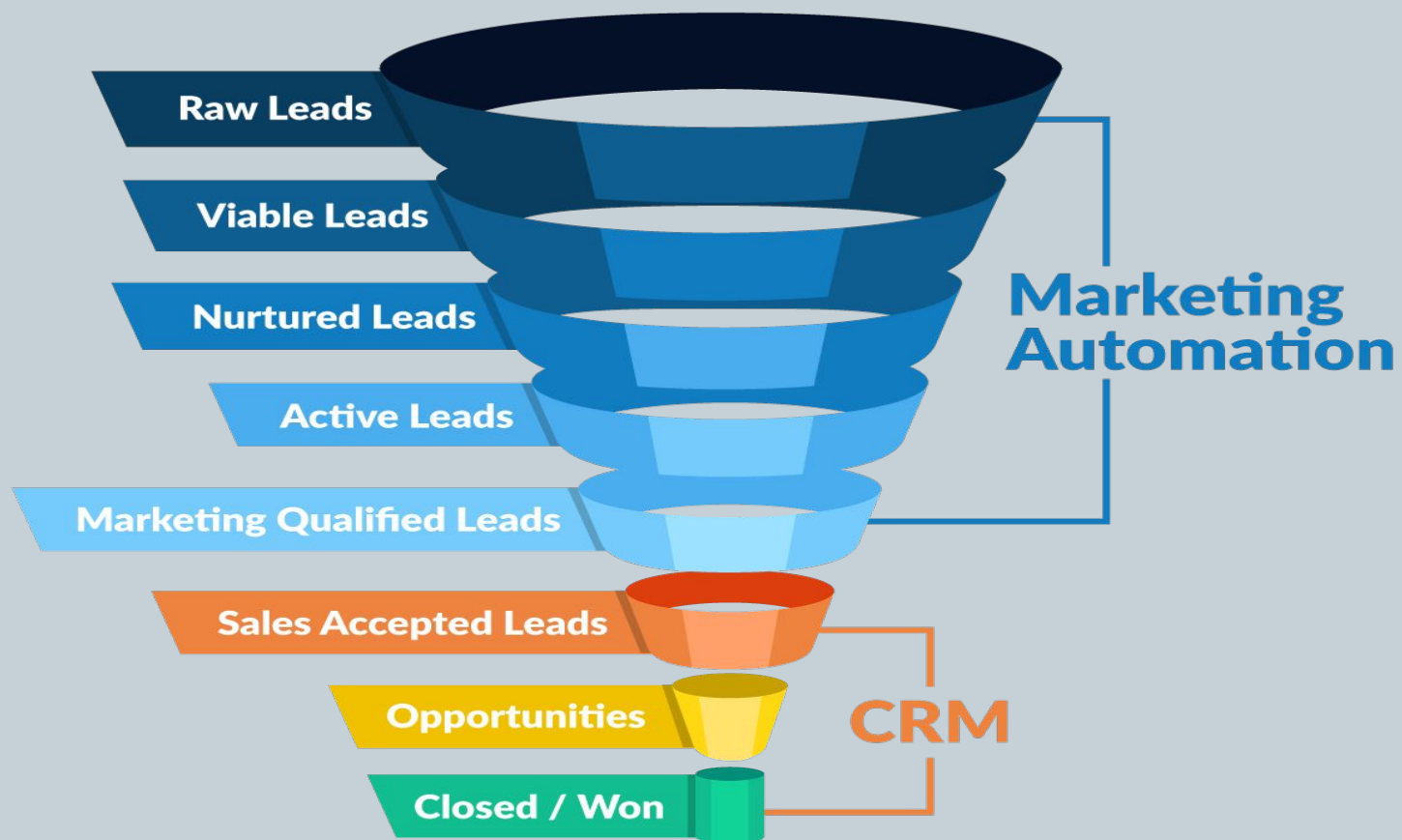
- They help organize your leads
- They track your best sources of business
- Allow you to automate actions
- They integrate with a plethora of major business software



# WORKFLOWS



# LEAD FUNNELS



# Some of the Leading CRM's

Some of the leading CRM's today are

- HubSpot
- Salesforce
- Freshsales
- Pipedrive
- Zoho
- InfoFlo



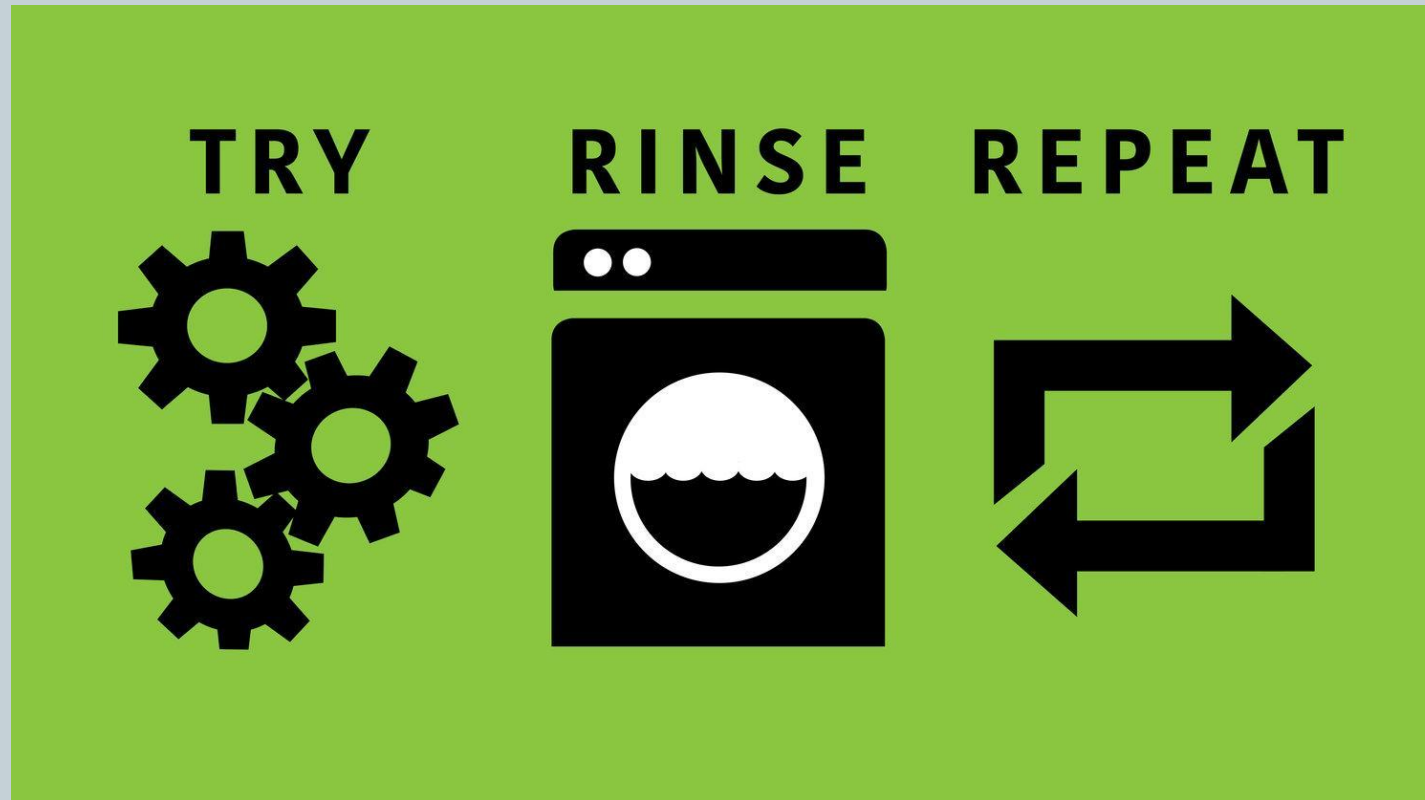
# TIPS For CRM Users

- My best advice to any CRM user is to integrate both your phone and your email with your CRM system.
- From there, you'll be able to track progress and records on interaction with clients.
- Make sure every interaction is logged in the CRM.





# Adapt, Experiment, Find What Works, and Repeat



# Follow Up With Danny

- Come visit Booth B-807
- Follow me at @DannySEOStar on Twitter
- Reach out to me or my team at [websitedepot.com](https://www.websitedepot.com)
- Or Call (888) 477-9540



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# Don't Forget To Check Out The Book!

Available at the Small Business Expo or [on Amazon](#).

