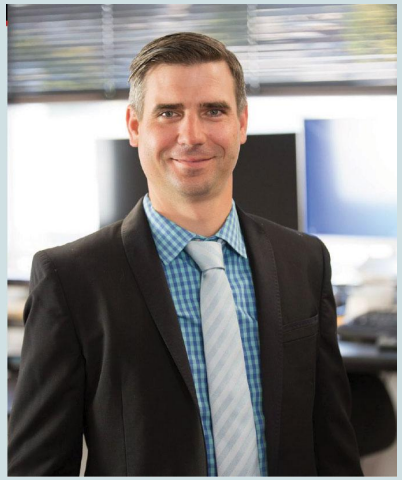
Growing Your Business With Digital Marketing



WITH DANNY STAR, CEO OF WEBSITE DEPOT

Download this presentation at: www.websitedepot.com/expo

About Danny

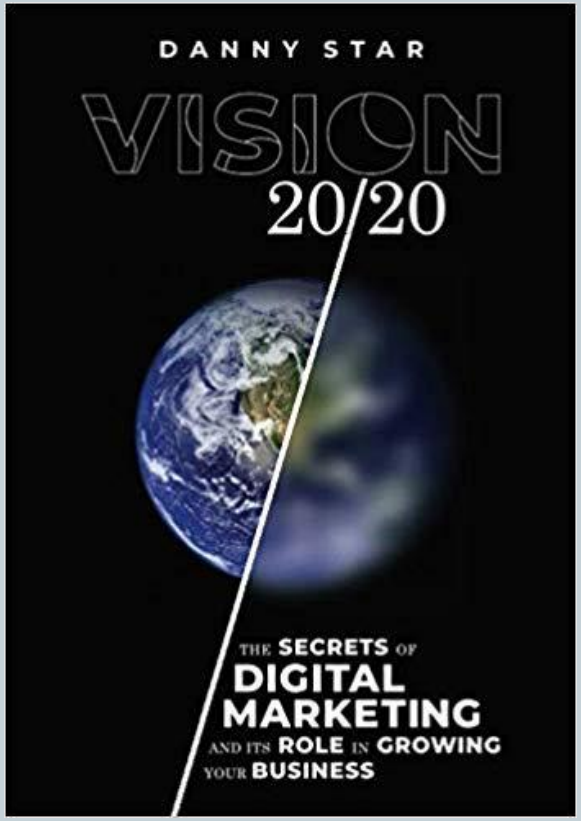
I own and run an very successful Digital Marketing Agency Based in Atwater Village, Website Depot Inc. We're a Premier Google Partner.

If You'd Like To Explore in More Detail:

Get the second edition of my first book:
"Vision 20/20" The Secrets of Digital Marketing and Its Role In Growing Your Business

[Available Now on Amazon](#)

or ask for a copy 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.

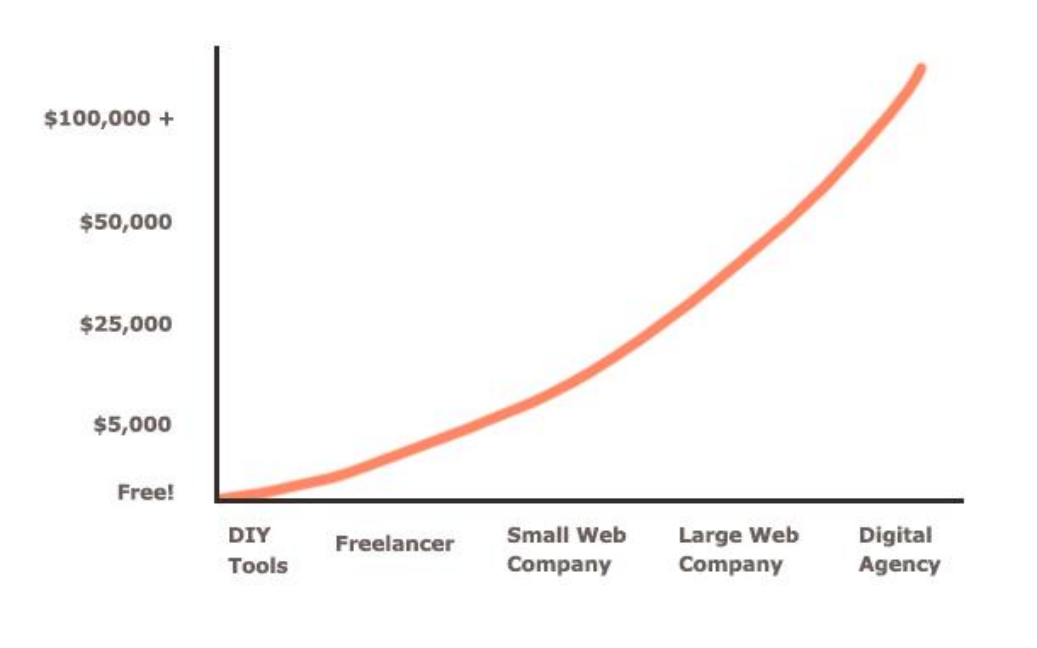
My Goal

The reason I do this:

Helping small business owners understand digital marketing and helping small businesses grow.

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.

WHY I LIKE WORDPRESS

WordPress

- The Number 1 CMS in The World
- Open Source
- Customizable/Scalable
- Ranks Better, By The Numbers

eCommerce Tips

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

Search Engine Optimization

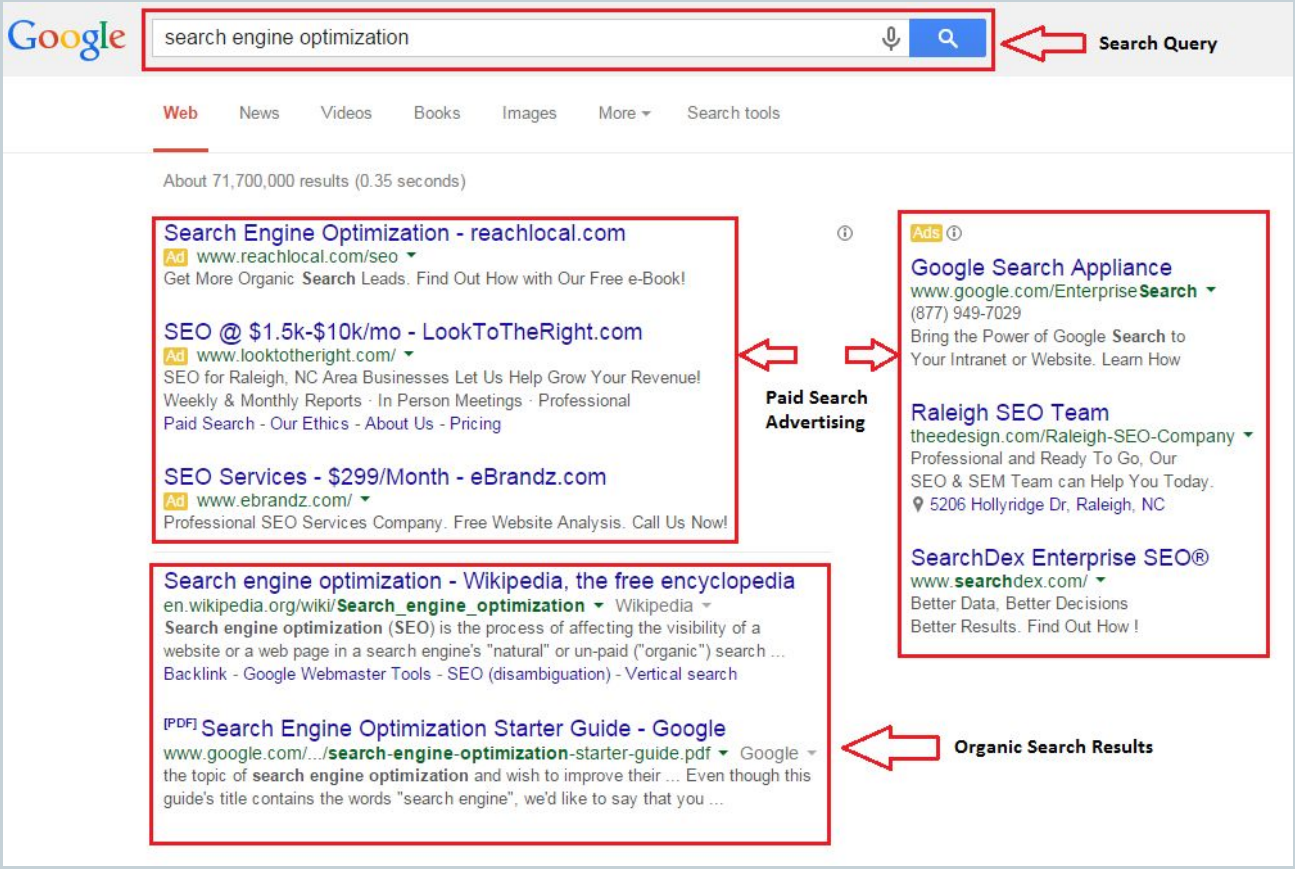
- Key aspect of Digital Marketing
- Intent is already established by the user

How To Succeed at SEO

- Have Your Website be Relevant With Content and What You Want to Rank For
- Be user-friendly – Be secure, load fast enough, work on all devices (especially mobile)
- Have a nice portfolio of links, especially authoritative websites that link back to you

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:

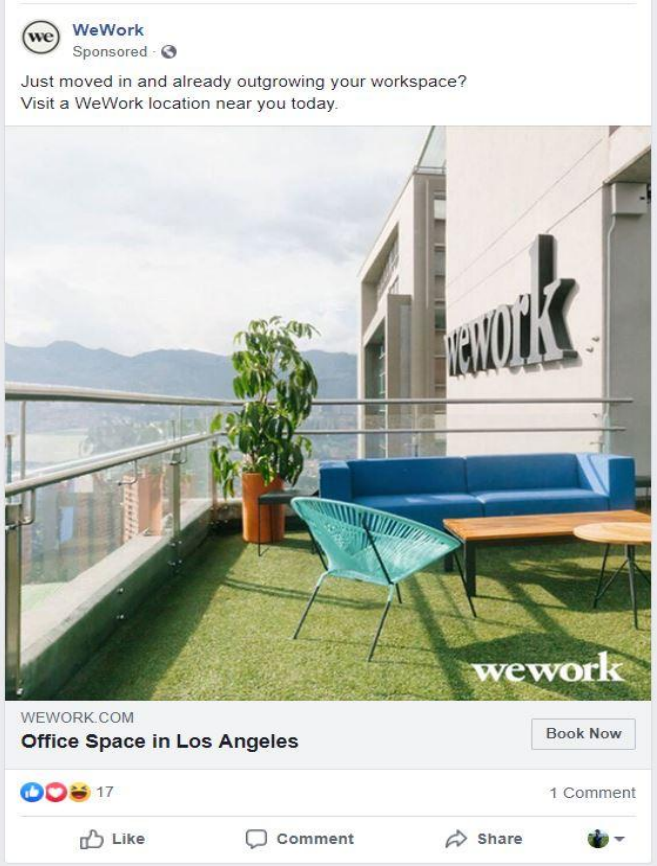


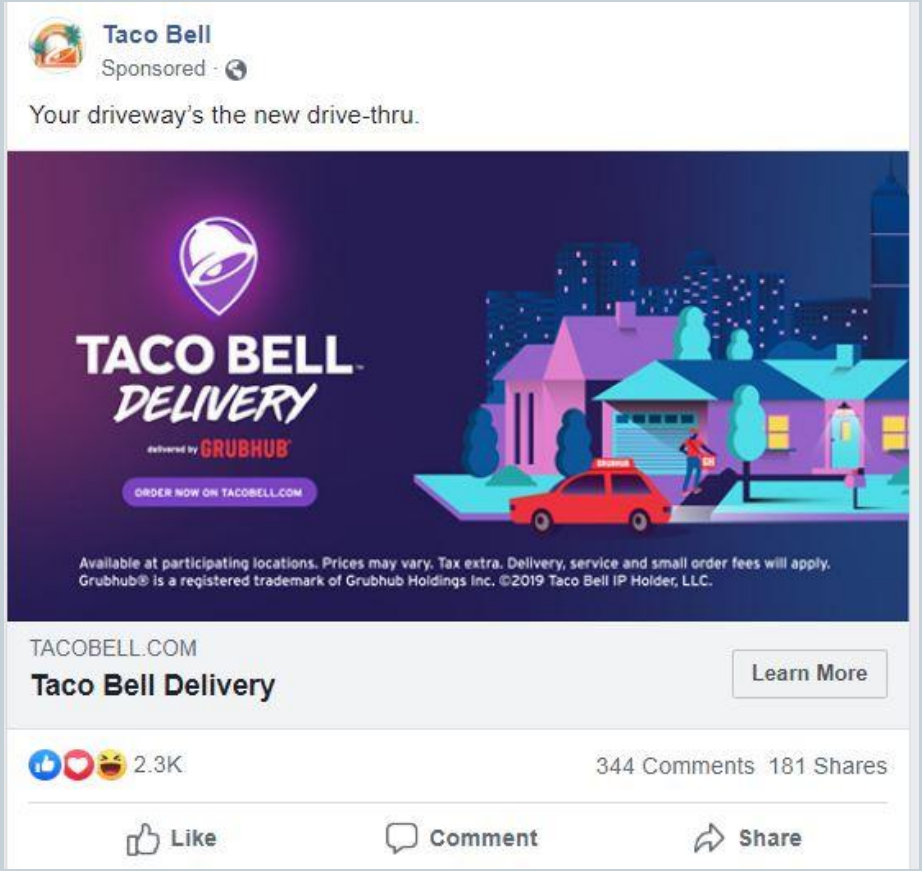
Get Started On Social Media

- GET ON THE MAJORS
- Do engage in as many social media sites.
- Make sure to link back to your website.
- Share as many photos, descriptions and portfolio pieces that you can about your business.

MAKE SOCIAL MEDIA WORK FOR YOU

Social Media Paid Advertising



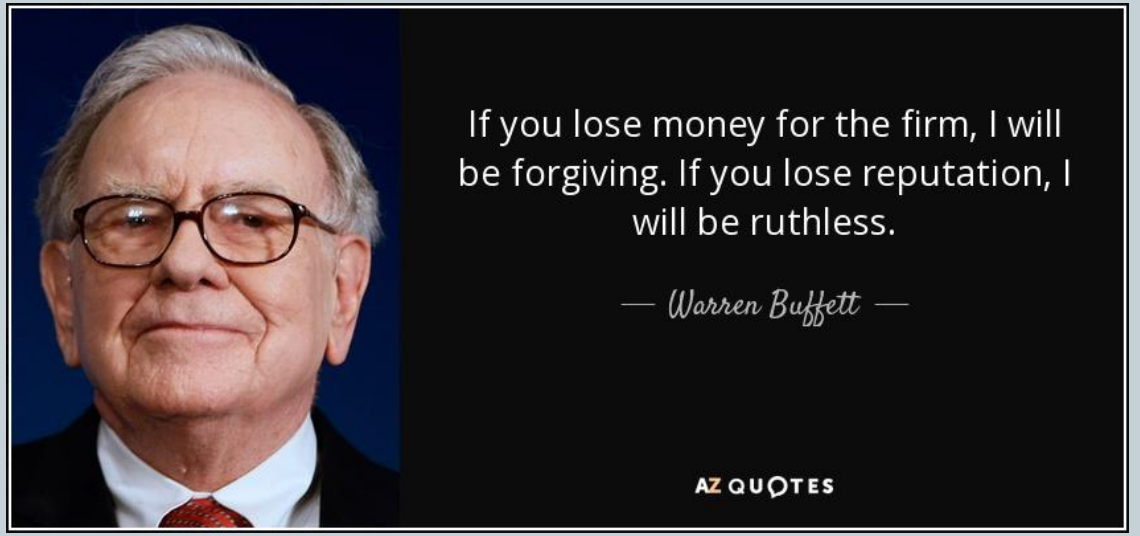


Social Media Paid Advertising

- Not For Everyone
- Several Industries Thrive With This
- Allows for Targeting By Specific Interests
- Can Be Very Cost-Effective if Targeted Smartly

Online Reputation Management

Online Reputation Management (ORM) should be practiced proactively, you shouldn't need a PR crisis to get you to move.



Build A Great Response

- Create properties you control.
- Blogs
- Social Accounts
- Small Websites
- Business Profiles
- Take Control of them and monitor them!

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**

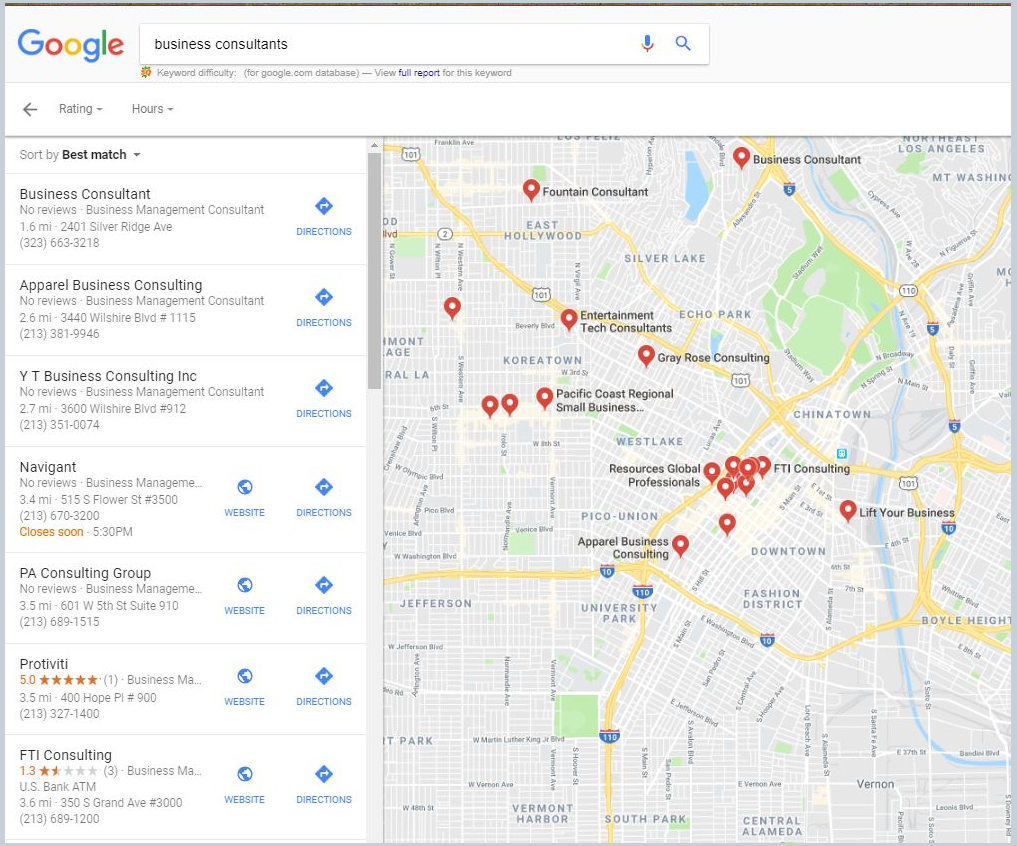
That's over a trillion searches per year

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.



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

- #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.

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.

TYPES OF ADS

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

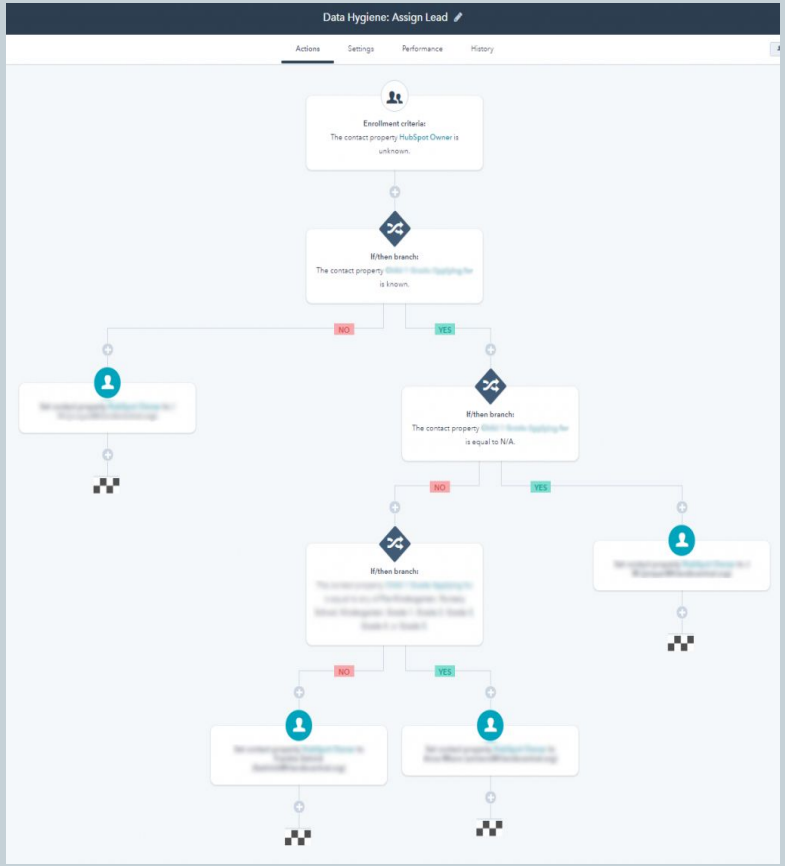
CRM SYSTEMS

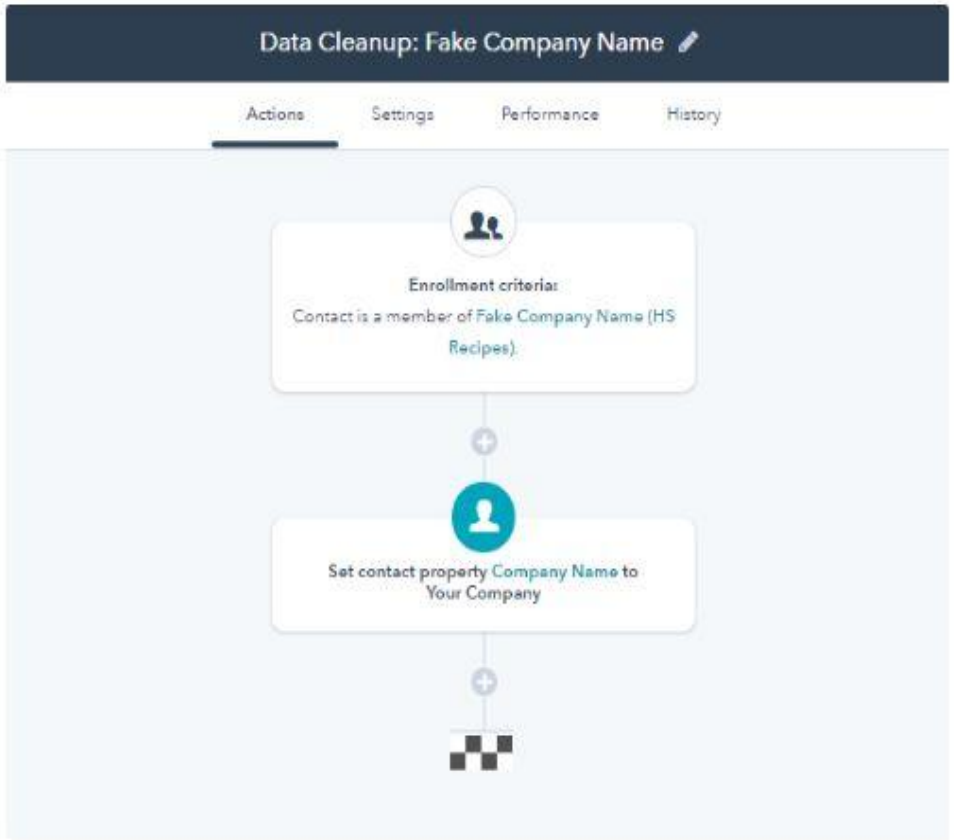
CUSTOMER RELATIONSHIP MANAGERS

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


Data Hygiene: Assign Lead
Actions
Settings
Performance
History
Enrollment criteria:
The contact property HubSpot Owner is unknown.
If/then branch:
NO
YES
If/then branch:
The contact property is equal to N/A.
If/then branch:


Data Cleanup: Fake Company Name
Actions
Settings
Performance
History
Enrollment criteria:
Contact is a member of Fake Company Name (HS Recipes).
Set contact property Company Name to Your Company

LEAD FUNNELS

Some of the Leading CRM's

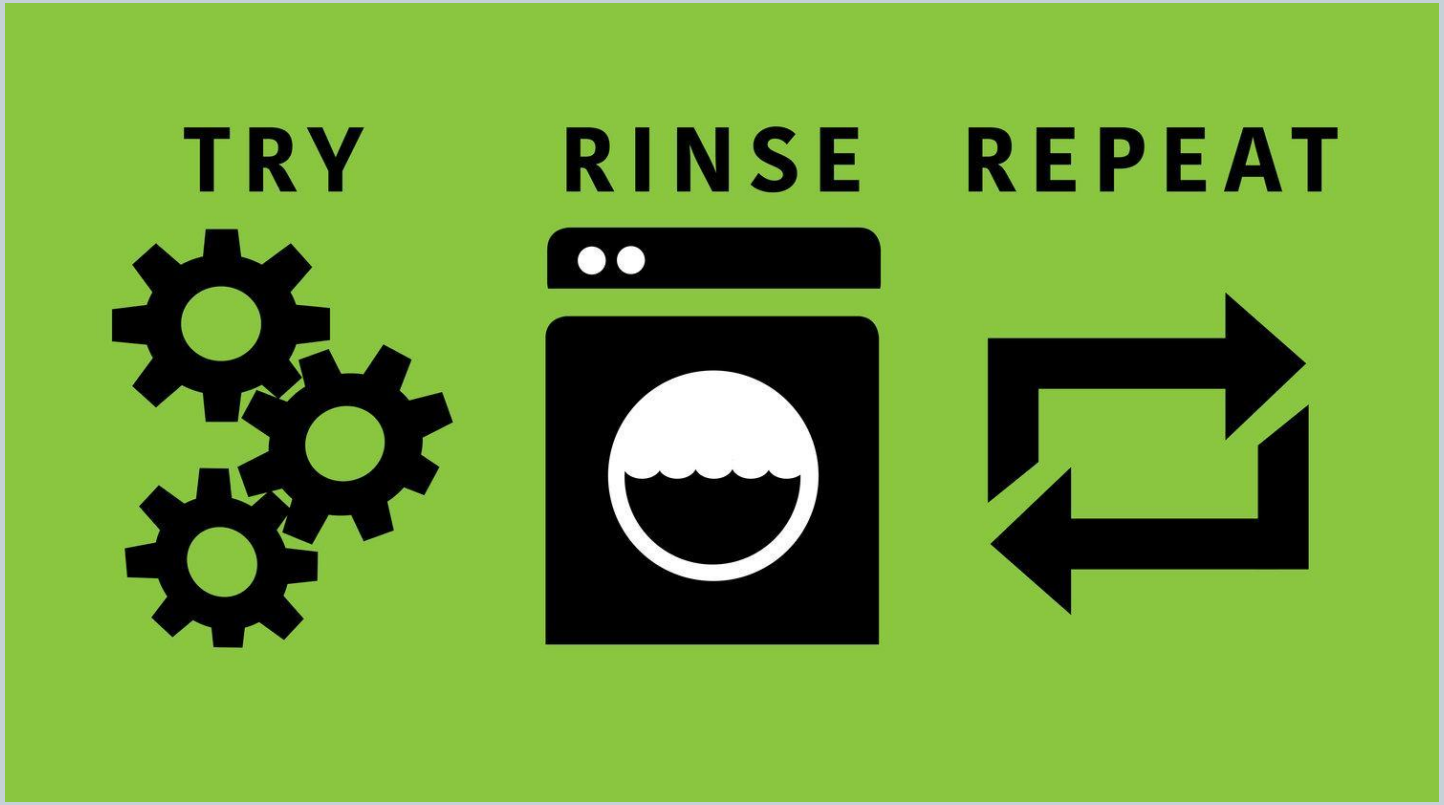
Some of the leading CRM's today are

- 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

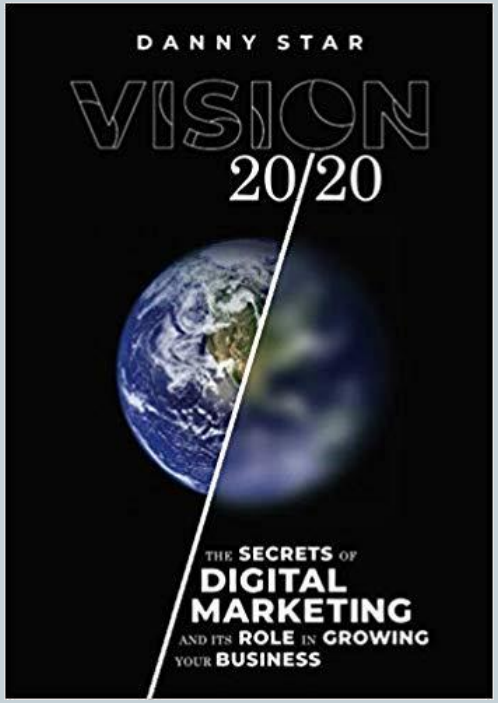


Follow Up With Danny

- Come visit Booth 609
- Reach out to me or my team at websitedepot.com
- Or Call (888) 972-8736
- Follow me at @DannySEOStar on Twitter

Don’t Forget To Check Out The Book!

Available at the Small Business Expo or on Amazon.



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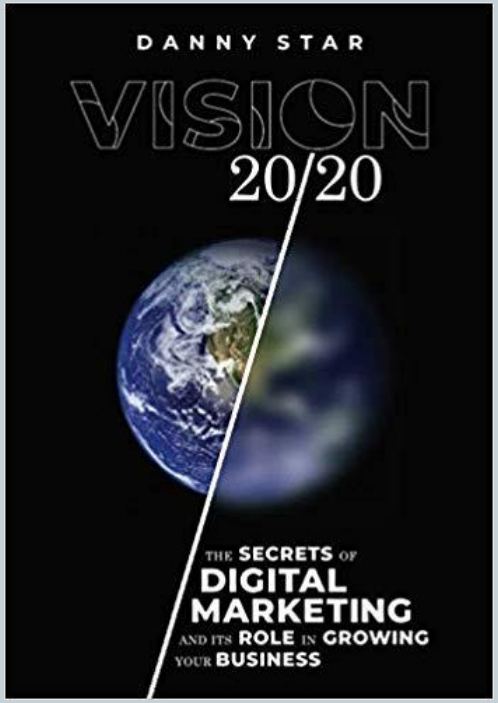


“I realize there's no way to possibly fit every single tool and platform available out there, but the author makes a very good effort to put each in a nutshell. Rather than simply listing stuff to do, he explains how to use each in tandem. I found the book quite insightful.”

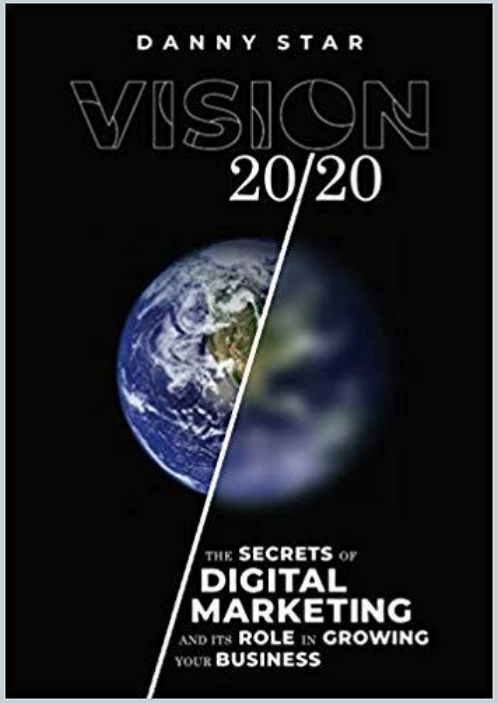
- *Amazon Customer*

Don’t Forget To Check Out The Book!

Available Exclusively at the Small Business Expo or on Amazon.

“This book is a must if you want to succeed in business in today's fast paced marketing and social media changes. I Love it!”

- *Emil A.*



WEBSITE DEPOT

“They have done an amazing job with our online presence and marketing. They work diligently to help our growth on a daily basis. We've seen our calls and sales increase month after month. They are on the cutting edge of technology constantly making improvements and coming up with brilliant ideas.”

- *Karim R., Montrose*

yelp

“Our deadlines were all met and our website was launched. We're so pleased we decided to use Websites depot to take over some other services for us. We now use them for SEO and PPC management.”

- *James L., Huntington Beach*

yelp

WEBSITE DEPOT

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“I am extremely happy with Website Depot's work. They've exceeded my expectations in terms of building a website that looks professional, clean and easy to navigate. They helped me with my business logo, (which I love!), and always been pro-active with any of my e-commerce website needs.”

- *Lisette M.*

Google Reviews ★★★★★

“They did an amazing job with my e-commerce site! Websites Depot is high quality. They were super nice and contributed with a lot of good ideas. So the original idea I had turned into something even better! Price was reasonable considering the quality of their work and how fast it was done. I'm very satisfied with this company.”

- Howard J.

Google Reviews ★★★★★

WEBSITE DEPOT