

Inside this e-book, you'll find out...

How To Avoid 11 Most Common Internet Marketing Mistakes For Your Inflatable Business

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The 11 Most Common **Internet Marketing Mistakes** Local Businesses Make...

An important note to all business owners...

The internet is a powerful marketing tool. We're going to cover some of the most important aspects of marketing your business online in this report – but you must keep in mind that there is no guarantee of your success in these pages.

While this report will give you invaluable information regarding how you should be marketing your business, there are far too many factors at play to make any such guarantee.

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Common Mistake #1

No Strong Call to Action...

What is a call to action exactly?

Simple...

A call to action is a statement somewhere on your website telling the visitor what you want them to do.

Before you can have a great call to action you first need to decide exactly what action you want a visitor to take. Do you want them to sign up for a free quote, purchase your service or product right then, or should they contact you for a consultation?

Once you know what action you want them to take. Make sure it's on your website so it stands out. There should be no confusion what you want your future customer to do. Here are some examples:

"Just fill out your information below to receive a comprehensive, no-strings-attached, completely free quote from one of our representatives."

"Call now to receive a free quote from our sales team."

"Simply fill in your name and email to get special discounts and deals sent directly to you."

Tell your visitor exactly what you want them to do. The more detail, the better.



Profit Tip: *Focus on the benefits your visitor will have if they purchase your product or service. What will change in the way they live their life? Will their coffee be better in the morning? Will they save more money on taxes? How will their life be better because you showed up?*

Common Mistake #2

Not Capturing Email Addresses

I recently had a conversation with a business owner. To protect the innocent we'll call him John. He's has an average business with an average income. He worked about 60 hours a week and spent the weekend at home with his family.

His company is a service business and he provides a good service that helps his clients. John is good at what he does.

There was a problem though... he wasn't getting enough clients. This is something most business owners can relate to. At times, it's hard to bring customers or clients through the door.

John's business had a pretty good website. It had great information about John's service and showed up on the first page of Google. What John didn't realize was he was leaving a lot of money on the table.

It wasn't until I showed him how to start collecting email addresses through a simple form on his site that he realized just how much he was missing out on.

I recently checked in with John and not only is his schedule full, he's been able to double the price he was charging. He's cut back to about 30 hours a week, instead of 60. Not too bad for one small change.

Can you imagine being able to market your products and services to your prospects (and customers) for free?

Well, if you collect the name and email address of people that visit your website that's exactly what you can do!

Whenever you want to advertise -- whether you're having a sale, introducing a new product line, or just want to remind people about your services -- you simply send out a single email and instantly it goes out to everyone in your mailing list.

Not only that, you'll also be building a very valuable asset for your business.

After all, your customers are the very lifeblood of your business, and a business with a big list of customers can "tap into" that lifeblood at any time.

Need to make some quick sales to hit your targets for the month? Just send an email to your mailing list with a special offer! It costs you nothing to do and is in your customers hands in a matter of minutes.

This is one of the BIGGEST mistakes I see most businesses making online.



Profit Tip: *Offering a free report that shares valuable information with your customers is a great way of bringing new buyers through your doors.*

Common Mistake #3

Not Following Up With Prospects

It's not enough just to collect email addresses. You **HAVE** to follow up with your list.

While newsletters are great and all, there's still a problem that businesses are overlooking. That's the fact that people need to see your advertising between 7-9 times before they will buy from you.

Some will buy from you the first time, others may take 50 times, but on average, it's between 7-9 times.

Now here's the fastest and easiest way to take advantage of this knowledge:

Follow up with your prospects so they see your advertising those 7-9 times much faster than they would normally.

With traditional marketing methods like radio, tv or newspaper advertising or direct mail, this isn't possible for many businesses because it's cost prohibitive and time-consuming.

But now, by using the Internet, you can market to your prospects virtually for free -- so following up with them 7-9 times costs no more than following up with them once.

Can you imagine how quickly you could increase your revenue if your prospects saw your advertising 7 times more than they do now?

Here's the best part, the part that really sings to busy business owners...

This entire process can be automated. You create it once and it gets customized and sent to all of your other prospects 100% hands-free.

Not only will you be following up with your prospects more regularly... getting your advertising in front of them more often... you're also doing it all automatically with no extra work at all.

Common Mistake #4

Not Using Video

If a picture's worth a thousand words, video's worth a million. There is nothing you can do on your website that is more engaging than video.

Most website visitors arrive on your website, glance around for around 8 seconds and then they skip to the next site in the search results if nothing grabs their interest. A great video set to autoplay that immediately engages the visitor will stop them in their tracks and force their attention.

There's lots of different kinds of videos you can do: educational videos, demonstration videos, client testimonial videos, and video slideshows are just a few. Do you get asked the same questions over and over again by clients and prospects? Why not answer the question in a video and then post it on your blog?

Once you've recorded a video, you can then post it on dozens of video sites scattered around the Internet. This is a great way to drive traffic back to your website. The most popular of these sites is YouTube (which you've probably heard of or even used before).

Let me share some interesting stats with you about YouTube.

- YouTube recently bumped Yahoo from it's throne and is now the second
- largest search engine in the world.
- Over 2 billion videos are viewed every day.
- Over 72 hours of video is uploaded to YouTube every single minute.

I know, you're thinking, "Well that's all fine and well, but what can it do for my business?" Well with a little bit of creativity, it can have an astounding effect on your business.

There's a small company named BlendTec that makes, you guessed it, blenders. They saw the potential of YouTube and sent their creative team to the boardroom to come up with some ideas. The result... BlendTec's "Will It Blend?" video series.

BlendTec sends their company president into the lab with a BlendTec

blender and various items to attempt to blend: iPhones, vuvuzelas, glow sticks, Bic lighters, Transformers, baseballs, lightbulbs, cameras and more. Surely if your blender can blend all of that crap, it can crush ice and make good margarita's right? It's actually very entertaining. Check it out at <http://www.youtube.com/user/Blendtec>

So here's the results at the time of writing:

- 130 videos uploaded
- 561,346 subscribers
- 219,605,809 total video views
- Product sales increased by over 500%

Wouldn't you be happy if you could increase your sales by 2 times, let alone 5?



Profit Tip: *Create a 1-2 minute "Welcome" video for your website home page and several product/service videos for interior pages.*

Common Mistake #5

Failing To Collect Customer Testimonials

Let others sing your praises.

One of the best ways to establish credibility is to provide evidence that your product or service really works. And the best way to do that is to use satisfied customers' testimonials that explain how your product or service has helped improve their lives.

Testimonials should be as specific and detailed as possible. What were the results you achieved for your customer? If you increased their profits by 19 percent in 60 days then it should say that.

The best testimonials state the problem, use real words said by real people, and state real numbers, along with real solutions to the problem.

Along with their testimonial, you should include:

- Their first and last name
- Where they live (even their address if they're comfortable with that)
- The company they work for and their position (if applicable)
- A small picture of them (this personalizes their message and adds credibility)

Want to supercharge your testimonials? Ask them if they would be okay with including their phone number. Rarely will anyone actually call them, and you're making a very bold statement that says "Don't believe me? CALL them and ask yourself."

Customers may not give you a testimonial unsolicited, so steer them down the path. Ask them why they bought from you and whether their purchase met their expectations. Then when they are telling you how satisfied they are with your service and thanking you for a job well done, ask them for a testimonial.

"Would you do me a big favor and put those exact words in a letter or email for me? My business is built on referrals and recommendations and it would really mean a lot to me."

Some people will agree but will inevitably never follow through with it. Don't worry. They had the best of intentions, they just got busy.

So how do you counteract the “busy-ness”?

Write the testimonial for them. Seriously. Make it easy for them. Send them a draft and ask them to make any changes they wish and then send it back to you.

Testimonials don’t always have to be written either. Audio and video testimonials are EXTREMELY powerful.

You can carry around a small digital recorder or a pocket camcorder with you and ask people to give you a testimonial on the fly. Be prepared with a list of questions you can ask them to guide them through the process, and then edit out the parts where you are asking the questions.

Make sure you post a few of the best testimonials on the homepage of your website, and also create a separate testimonials page where you post ALL of them. The more satisfied customers you can show to reluctant shoppers, the better.

Important: Make sure you have their permission first before you use their testimonial in your marketing and on your website.

Bonus Tip: If you interact a lot with customers and prospects face-to-face, put all of your testimonials into a binder that you can show people. On the cover in big bold letters put “PROOF”



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Common Mistake #6

Failing To Engage In Social Media

This is a failure of EPIC proportions. This is the biggest mistake out of all of them.

I have so many facts and ideas on why you should be using Social Media in your business that I'm writing an entire report on this topic alone.

Let me set the record straight:

Social Media is NOT a fad.

Social Media is a fundamental shift in the way we communicate. In fact, it's the biggest shift since the Industrial Revolution.

Here's some interesting facts:

- Over half of the world's population is under the age of 30 and 96% of them have joined a social network. (They've never known life without the Internet. Guess how they feel about social media?)
- 78% of consumers trust peer recommendations. Only 14% trust advertisements.
- Internet communities are becoming larger than some of the most powerful countries in the world (If Facebook were a country it would be the world's 3rd largest)

One of my favorite quotes of Erik Qualman, best-selling author of Socialnomics is:

"We don't have a choice on whether we DO social media, the question is how well we DO it."

What he means is whether you like it or not, people are already engaging your business in social media. People are already talking about your business, about your brand, online. Do you like what they're saying? Hopefully...

Your reputation is in their hands now, not yours.

You're no longer in control. You need to accept it. All you can do is get engaged with people online and do your very best to add value and do business with a high level of ethics. Because if you don't, any person with a Facebook profile, Twitter account or YouTube channel and a handful of friends can destroy your business reputation.

Here's a recent news article that exemplifies the power of social media:

"Nestle Caves to Activist Pressure on Palm Oil - After a two month campaign against Nestle for its use of palm oil linked to rainforest destruction spearheaded by Greenpeace, the food giant has given in to activists' demands."

The Swiss-based company announced today in Malaysia that it will partner with the Forest Trust, an international non-profit organization, to rid its supply chain of any sources involved in the destruction of rainforests." (Mongabay.com, May 17, 2010)

I remember intently watching this situation as it unfolded. Individual after individual started voicing their opinions and encouraging consumers to boycott Nestle because of it's use of palm oil and it's damaging effect on the rainforests. It compounded and grew exponentially until it got to the point that there was so much resistance against Nestle that the company literally had no choice but to give in.

Talk about power to the people.

"Leroy Stick", the mystery man behind @BPGlobalPR (the satirical [anonymously-run] British Petroleum Twitter account) had this to say:

"So what is the point of all this? The point is, FORGET YOUR BRAND. You don't own it because it is literally nothing. You can spend all sorts of time and money trying to manufacture public opinion, because ultimately, that's up to the public now isn't it?"

So enough of the negative talk. I don't want to scare you with it. My point is that social media is a massive leveraging tool that many people are using.

And it can be used for good, or for bad. You just need to make sure that you are influencing it as much as you can and doing your best to keep it on

the “good” side of the scale.

Let’s talk about some of the positive results of using social media for business now.

Gary Vaynerchuk, best-selling author of *Crush It! Why Now Is The Time To Cash In On Your Passion* (a MUST READ), grew his family business from \$4 million to \$50 million using social media. Upon testing and tracking various marketing mediums, he found:

- \$15,000 invested in Direct Mail resulted in 200 new customers
- \$7,500 invested in Billboards resulted in 300 new customers
- \$0 and a bit of time invested in Twitter resulted in 1,800 new customers

Here’s another interesting fact. Ford Motor Company spends 25% of their marketing budget on Digital/Social Media.

They are the only US auto company that didn’t take a government loan.

“You can’t just say it. You have to get the people to say it to each other.”
- James Farley, Ford’s CMO.

There are hundreds of social media networks out there and more pop up every day. Some will survive and others won’t. But there are really only 4 that you HAVE to be using (the more the better obviously) that are well established and here to stay. The big boys are:

- Facebook - <http://www.facebook.com>
- Twitter - <http://twitter.com>
- YouTube - <http://www.youtube.com>
- LinkedIn - <http://www.linkedin.com>

I’m not going to dive into the details of each of these networks in this report (I’ll save that for my next one), just know that each is unique in it’s own way.

Go to these sites, create profiles and get involved. Start slow. But get started.

Here's the quick and dirty rules to doing social media successfully:

1. Listen First
2. Engage Second
3. Be Real
4. Be Respectful
5. Have Fun

And don't forget the Golden Rule of Social Media:

If you wouldn't say or do it in person, don't say or do it in Social Media.



Profit Tip: *Never use your personal FB account for business. When you separate your personal and business account it creates a professional look for your business.*

Common Mistake #7

Not Having A Mobile Friendly Website

Cell phone usage and popularity is growing 8 times faster than the explosion of computer desk top usage in the early 90's. Morgan Stanley Research estimates that by 2015, mobile web usage will be bigger than desktop usage. Your business can't afford to overlook what Google calls "the mobile revolution."

However, it's estimated that 75% of businesses still don't have a "mobile-friendly" website.

The problem is that traditional websites are built to be viewed on a computer screen instead of a small mobile phone screen. So viewing a traditional website that has not been "mobilized" is almost impossible. You have to scroll all over the place just to find the information you're looking for.

In addition, most "non-mobilized" websites take forever or don't even load at all on mobile devices. Since most people use their smart phones on the go to search for local businesses, as soon as they hit a website they can't navigate or use, they quickly exit the site and move on.

Can you start to see how businesses are missing out on some SERIOUS sales by not having mobile-friendly websites?



Profit Tip: *While only 37% of emails sent from businesses are opened, 95% of all SMS or text messages are read within the first five minutes. Also in a study commissioned by Google, 75% of the test consumers said they would rather get notifications from businesses by text.*

Common Mistake #8

Not Monitoring Your Online Reputation

People are talking about your company online whether you like it or not. That includes good AND bad.

If you're not monitoring your online reputation, you're going to have two problems when this happens.

1. The negative review could wind up ranking high in the search results, so whenever somebody searches for your business, this could be one of the first things they see. The review might be accurate if a mistake really was made, or it might be completely inaccurate, but that potential customer has no way of knowing for sure (and is more than likely going to accept it as fact).
2. You won't have a chance to explain the situation and fix it.

The solution here is to be a part of the conversation. Connect with your customers where these kinds of things might appear like Facebook, Twitter, Yelp, etc. so you can try to correct any mistakes quickly, or explain your side if necessary.

What makes these sites so important is many of them have apps for the iPhone or Android smartphones, so a lot of people use them to look up local businesses when they're on the go. If they find a listing with low ratings or bad reviews, they can just choose another one and you will never know you lost a potential customer.



Profit Tip: *These sites aren't only about reviews, however. Many of them let you make special offers to your customers, in the way of discounts, giveaways and more. These special offers can be another great way to draw in both new and existing customers through their smartphones and other mobile devices.*

Common Mistake #9

Failing To Optimize For Search Engines

The Yellow Pages aren't dead yet, but they're well on their way.

Why?

Hardly anyone uses it anymore. Think about it. When's the last time you opened up the YellowPages to find a service provider you needed?

If you're anything like me (and although YOU may not be, MOST people are), they go to the search engines to find information for local businesses. At their finger tips they can access far more information than you get in a YellowPages listing.

In fact, this is why YellowPages is spending tens of thousands of dollars improving their online presence.

If they can't get people to open the big fat yellow monitor stand... er, phone book anymore, they need you to use their online service in order for them to remain in business.

In fact, the search engines provide a really unique advantage to businesses... a level playing field. Small local businesses can compete against each other for top ranking search terms with a little bit of technical knowhow.

Where your listing is placed no longer revolves around how big your advertising budget is.

Search engines like Google, Yahoo, and Bing are the closest things to friends your website will ever have. So you have to make sure they play extra nicely together.

By following a few simple rules, you can have your website ranking well in the search results for popular terms in your local area.

Let's say you wanted to rank well for the search term, "Orlando bounce houses". You'd want to make sure that you have that term on your main web page at least three times.

The best places to put search terms are...

- The title tag
- The headline
- The first and last line of content
- The sidebar
- And in image ALT tags

Some of these may sound like Greek to you, so talk with your web developer about them and make sure that your website is up to date with terms you'd like to rank for.



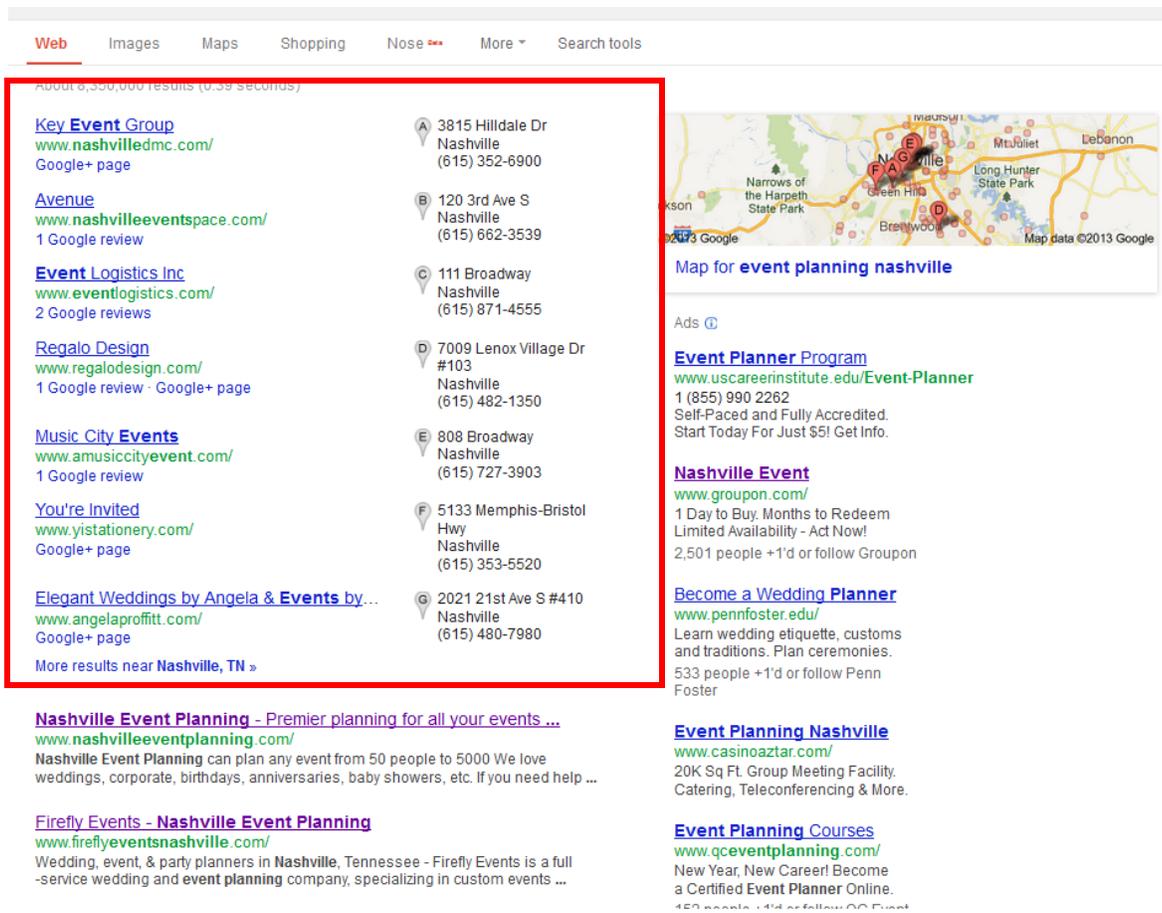
Profit Tip: *As a local business, you have a huge, wide-open opportunity to dominate your local competition by getting a free, prominent listing at the top of Google, using Google's local search features. Google has spent a large investment on becoming the most relevant search engine to its users, as Google understands that if you live in Las Vegas and you do a search for pizza, they know you want a pizza place in Las Vegas—not in Detroit.*

Common Mistake #10

Not Optimizing Google Listing

The best way to make sure your business has a strong online presence is through the use of Google Plus (used to be called Google Maps and Google Places). If you've ever done a search for a local business on Google, you've probably noticed the listings at the top of the search results. They appear before the standard results, making them especially lucrative. It's very important to make sure your business has a presence here!

Take a look at this example:



I can't cover in this short report all the details of what makes a good Google Plus listing or how to make sure your business gets in the top spots. However, here is an example of a poor places listings and a good places listing.

Key Event Group 3815 Hilldale Dr Nashville, TN 37215

About Photos Write a review

Upload first public photo

Key Event Group
3815 Hilldale Dr Nashville, TN 37215
(615) 352-6900 · nashvillemc.com
Event Planner

Abbott Martin Rd & Hillsboro (0.6 m...)
Directions

Report a problem

IS THIS YOUR BUSINESS?
Manage this page

Settings · Help · Send feedback

Reviews from around the web: pagesinsider.com

Been there? Share your experience.
Your review will help your friends and others learn more about this place.
Write a review

Elegant Weddings by Angela & Events by AP 2021 21st Ave S #410 Nashville, TN 37212

About Photos Write a review

Elegant Weddings by Angela & Events by AP
2021 21st Ave S #410 Nashville, TN 37212
(615) 480-7980 · angelaprofit.com
Educational Consultant, Event Planner

21ST AVE S & BERNARD AVE (250 ft S)
Directions

Report a problem

IS THIS YOUR BUSINESS?
Manage this page

Reviews from around the web: weddingwire.com - projectwedding.com - bestnashvilleweddings.com

“Elegant Weddings by Angela offers a full service team that is highly organized and detail oriented, designed to assist you by planning the wedding of your dreams anywhere in the world.”



Profit Tip: *The first step is to claim your listing. Simply go to your businesses place page and click where it says "Is This Your Listing?"*

Common Mistake #11

Failure To Track Statistics

Yet another factor that is critical to any businesses online (or offline for that matter) success is tracking. You really need to keep track of where your leads and traffic come from so you can replicate and scale any success you have.

Google Analytics is a free tracking suite that will give you each and every statistic you could possibly need for tracking visitors on your website. By watching closely what people do on your website, you'll be able to craft an experience that gets visitors to act in exactly the manner you'd like them to.

Going back to Mistake #2, if you want somebody to fill out a contact form, you need to find a way to get them to your contact page. Watch how people interact with your website, then use that as a cue for where to add links to the pages you want visitors to visit the most.

Another stat you need to watch is where people are coming from. Do most of your visitors come from a link the newspaper printed about your business in their online edition? If so, keep trying to get published. If most of your traffic comes from searches, do some optimization and get higher rankings for more terms.

How's Your Marketing?

Our free marketing and website assessment is the perfect way to learn how you can better optimize your website, get found by more prospects and generate more leads using the Internet.

You'll receive personalized and actionable tips to help you improve your website and your social media and lead generation strategies.

Your personalized online marketing and website assessment will cover:

- ✓ How to generate more leads from your website
- ✓ The best ways to leverage social media marketing
- ✓ What you're doing right and what you can improve on
- ✓ How you compare to your competitors
- ✓ Tips to improve your blog, email marketing, analytics and more

**Click here to get your free,
no-obligation assessment.**