

Professional Services

Making Sense
of Online Marketing

The



DOWN LOAD

Constant Contact® 

THE OFFICIAL CONSTANT CONTACT
MARKETING ADVISOR PLAYBOOK

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Introduction

People are looking for businesses online all the time.

People judge companies based on how they appear online. This includes a firm's website, social media pages, online reviews, and trade directories.

75%

of consumers admit to making judgements of a company's credibility based on the company's website design

ACCORDING TO A SWEOR SURVEY

Businesses that are online are seeing growth.

43%

of businesses experience significant growth with online sales

ACCORDING TO AN INSUREON POLL OF MORE THAN 2,400 BUSINESS OWNERS

That means that to capture a prospect's attention, you need to paint a complete and credible online picture of how your practice helps solve their problem and how well you perform.

That means that there's potential to do more business as long as you have the right marketing tools.



If you're considering getting started with online marketing, you may become overwhelmed by too many tools, never-ending expert advice, and the many marketing myths presented as fact. If you're already doing online marketing, you may be frustrated to find that it's not as easy as many claim it to be.

You're not alone.

Whether you're a law firm, engineering practice, architect, or other service professional, just like many Constant Contact customers, you're busy trying to run and grow your business. You're wearing many hats and don't have the luxury of time to figure out how to navigate the cluttered and noisy world of online marketing.

What if there were a way to make sense of online marketing?

Here's the thing, it's not just about the tools available to you. You also need to understand the fundamentals of marketing so you can get the most out of those tools. Again, that's not easy when you're a business owner by trade and a marketer by necessity.

This guide is designed to give you practical advice.

Our goal is to show you how to connect the dots in online marketing. To point out what you should pay attention to so you have a strong foundation in place.

Then you'll have the knowledge, understanding, and confidence to take advantage of the new opportunities online marketing opens for you.



There's something else that's important to note.

As a small business, you have a huge advantage over big businesses because you actually know your clients. Many times you interact with them in a way big businesses cannot. It's that intimate knowledge that can keep your business top of mind and give you an edge.

Ultimately, we're talking about engaging with people. The location has changed to a digital format but at the other end of those devices are people. And people do business with businesses they know, like, and trust.



TIP

Here's a good rule of thumb as you navigate the digital landscape: If you wouldn't do it face-to-face with someone, don't do it online.

Keep this in mind about online marketing.

If you were asked where most of your business comes from today, what would you say? Many small businesses tell us "word of mouth." When done correctly, online marketing provides more opportunities to extend the word of mouth that's already so important to your business.

As you know, business is built on relationships. Online marketing also allows you to strengthen existing relationships with current customers and build new ones.



Here's what we're going to cover:

Chapter 1: How people find you online

Chapter 2: How to set yourself up for success

Chapter 3: How it all comes together

Chapter 4: Online marketing can work for you

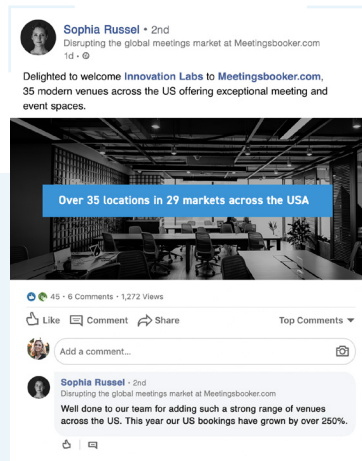
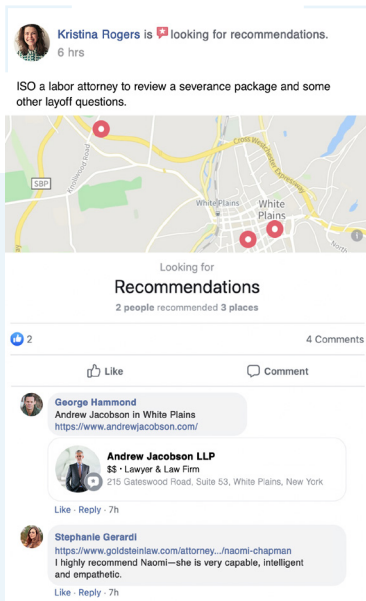
Now let's get to it!



How people find you online

We've mentioned that word of mouth now happens online.

As a service provider, it's important that you come across as an expert in your field and you do that by creating content that showcases your knowledge and experience. That content gets found, consumed, and then shared and that then raises your profile online, giving you more exposure.

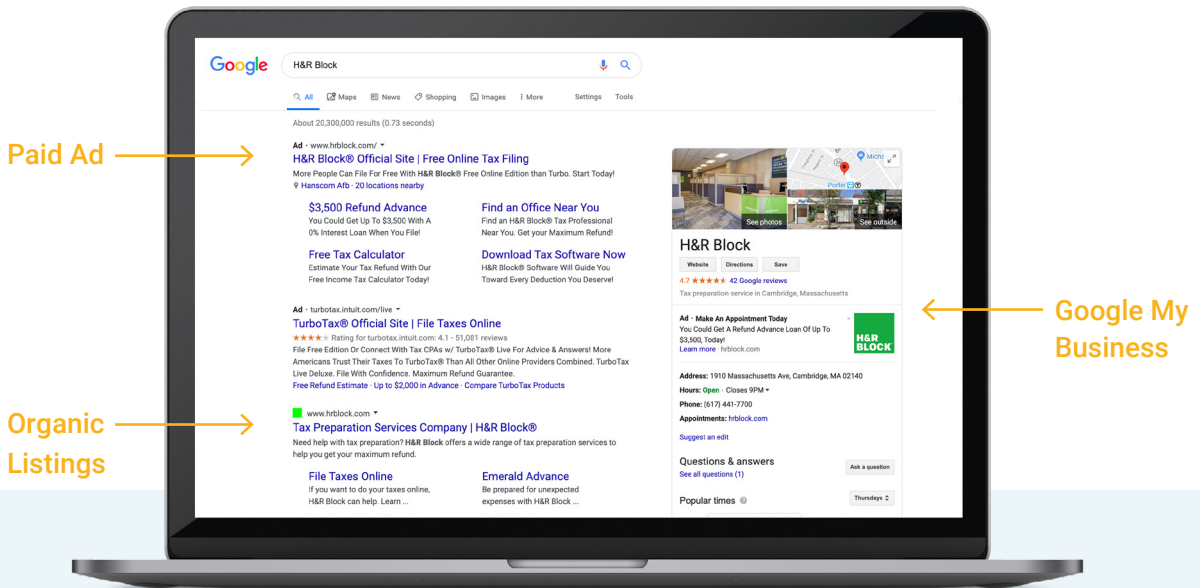


The more you can do to keep your business top of mind and make it easy for others to talk about you, the more you increase the chances of people recommending or seeking you out when they need what you offer.

Beyond being part of the conversation, you must understand what people may find when they go looking for your business specifically by name, or by something your business offers.

And, of course, be aware that if people don't find your business when they go looking online, it begs the question, "Does your business even exist?"

What do people find when they go looking online for your business?



Example using "H&R Block" as the search term

It's no secret that people turn to search engines like Google to get more information about the businesses they're investigating. Let's take a look at some of the things that may show up on a search engine results page, or SERP, when someone searches for a professional business by name:

- Paid ads
- Organic (non-paid) search results
- Google My Business listing
- Social Media accounts
- Reviews
- Info from other sites

What if people are looking for something your business offers?

In the example on the previous page, we searched for a specific business – H&R Block – by name. But, people don't always search by name. Sometimes they know they want to buy a product or a service, but they don't know who offers it. Then they type in a more generic search term, like “divorce attorney” or “tax preparers.”

The screenshot shows a Google search for "residential architect near me". The search results include an advertisement for "Concord MA Architects - Save | Trusted Architects Over 20 Yrs" and a map showing several local architecture firms. Below the map, a list of four firms is displayed, each with its name, rating, address, and contact information.

Business Name	Rating	Address	Contact Info
Gienapp Architects, LLC	5.0 (3)	22.4 mi · 20 Conant St	(978) 750-9062
Dickinson Architects, LLC	No reviews	274 ft · 91 Main St	(978) 341-8267
Battle Associates Architects	5.0 (1)	311 ft · 2 Independence Ct	(978) 369-1805
murdough design	No reviews	36 ft · 53 Main St	(978) 341-4100

Let's take a look at an example.

Imagine you were considering adding an addition to your home and needed the proper guidance and design. So you jump on your computer or mobile device and search “residential architect near me.”

Here's an example of what may come up – of course, your actual results will differ.

Notice that “residential architect near me” brings up the listings in Google Maps first. This information comes from Google My Business profiles (more on that later).

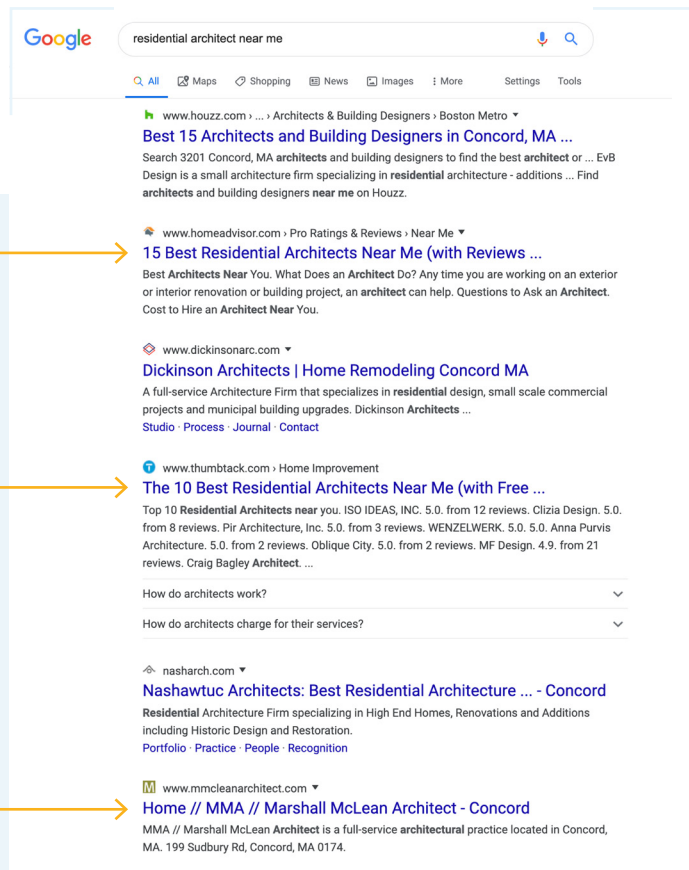
Beyond the map listings, you may also find websites, social media accounts, reviews, and listings of the plumbers near your location in the search results.

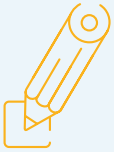
If we apply these results to what may show up for your business, your customers may find:

- Your website
- Social media accounts
- Review sites
- Business listings
- Competitor listings

Review Sites

Business Listings





ACTION STEPS



Search for your business by name.

What information shows up? Is it what you were expecting? Is there anything there that surprises you? Is there something missing?



Search for generic terms for your business.

Is your business there from either an organic or paid perspective?



Make a list of results that show up on the first page in both scenarios.

Here's the reality: If you're not online, prospects can't find you.

Whether people search for your business by name or something related to your business, your clients and prospects should be able to find you. Make sure your practice can be found, the information is accurate, and that you're answering the questions your potential clients may have.

As people visit your website and click through from various search results, they're starting to form opinions about your business. Ultimately, they're asking themselves, "Is this the right professional for me?" "Do they have the experience to resolve my problem?"

If your business is present, engaging and interacting, and providing resources, you'll increase the chances of people finding your business and choosing you.



The question is, what tools should you use to build a strong foundation for your online marketing efforts? Let's take a look at how to set your practice up for success.



How to set yourself up for success

With an understanding of how people may find you online, what should you do to make sure you have a strong foundation in place?

Let's talk about the tools you should use and some tips to get you started.

Here's what you need to get online:

1

A mobile-friendly website



2

An email marketing tool



3

A primary social channel



4

Up-to-date business listings



5

A way to easily create content





A mobile-friendly website: Your online hub.

Yes, your business should have a mobile-friendly website. Your website is at the center of all your online activities. It's the hub you'll want to point people to in order to drive business. You shouldn't rely solely on social media sites. You'll want to have a place you own.

Think about the first thing you do when you want to investigate a business. Typically, you'll go looking for a website to learn more. Your potential clients are doing the same. And they're frequently doing it on a mobile device, making a mobile-friendly website important for today's prospects.

When we say mobile-friendly, what we mean is mobile-responsive. A mobile-responsive website provides a great experience for visitors regardless of how they're viewing it because it adapts to the device being used to access it. With a mobile-responsive website, visitors won't struggle to find the information they need. The good news is that you no longer need to be a web designer to build an effective mobile-friendly website.



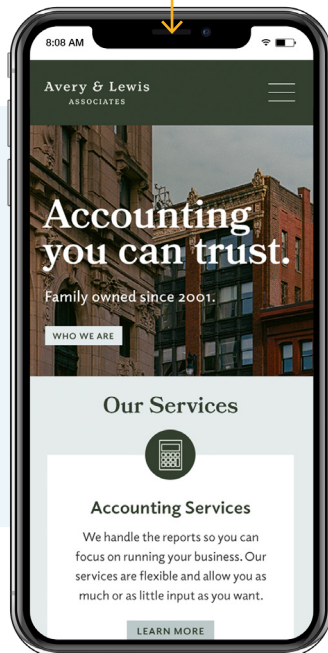
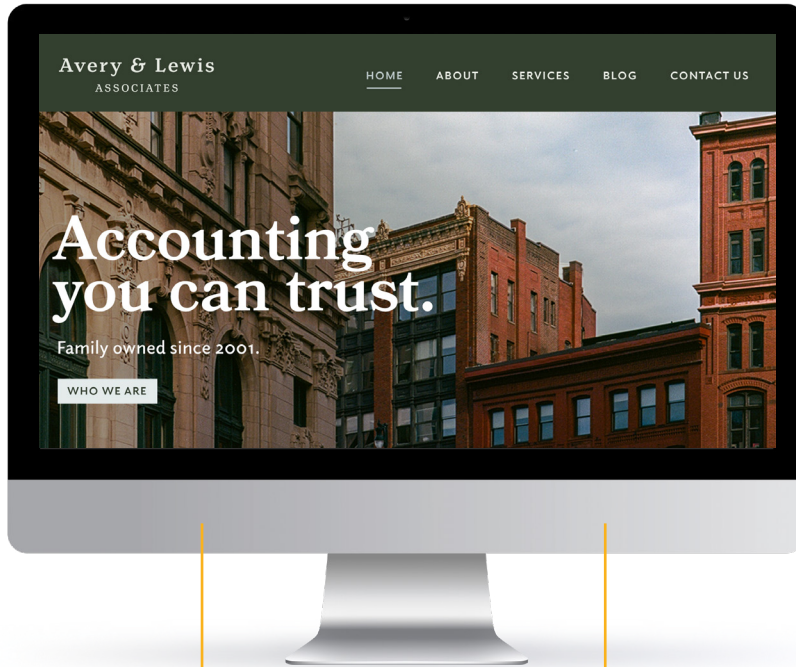
TIP

Buy a domain name for your website to match your business name.

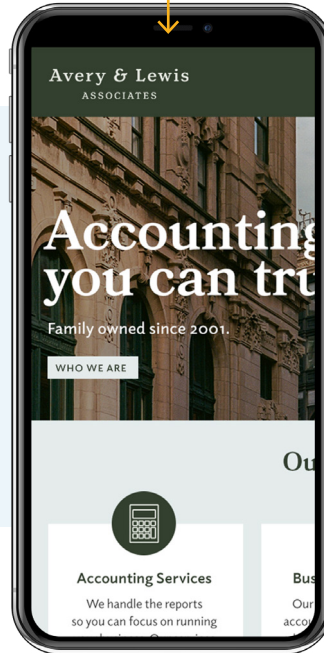
In the early stages of your business, you may use free tools to get online. Eventually, you'll want to use your own domain (for example, YourBusinessName.com) to look professional and add credibility to your business.



With a mobile-friendly website, people will be able to read and navigate your site with ease regardless of the device they're using.



Responsive
website
on mobile



Non-responsive
website
on mobile



Your website should have at least four pages.

When people visit your website, they're looking for answers to their questions. Use the following pages to answer them.



DID YOU KNOW?

Want a custom designed site?

Get a custom-designed, mobile-optimized site in just minutes with [Constant Contact's intelligent website builder](#).

Need a logo?

A logo and colors form the basis for the visual representation of your brand. [Constant Contact's LogoMaker](#) generates hundreds of options in seconds.



← **HOME PAGE**
Your front door



← **ABOUT PAGE**
Your story



← **SERVICES PAGE**
What you do



← **CONTACT PAGE**
Your chance to connect

Think about your practice specifically to add additional pages. For example, if a law firm offers several services, it should consider having a separate page that describes what they do for each service. Most businesses benefit from having blog functionality on their site as well (more on that later).

What should you put on those four core pages? Let's take a look.



HOME PAGE

What questions should you answer on your Home page?

What is your service?

People don't have a lot of time. Be clear. Be specific.

Who is it for?

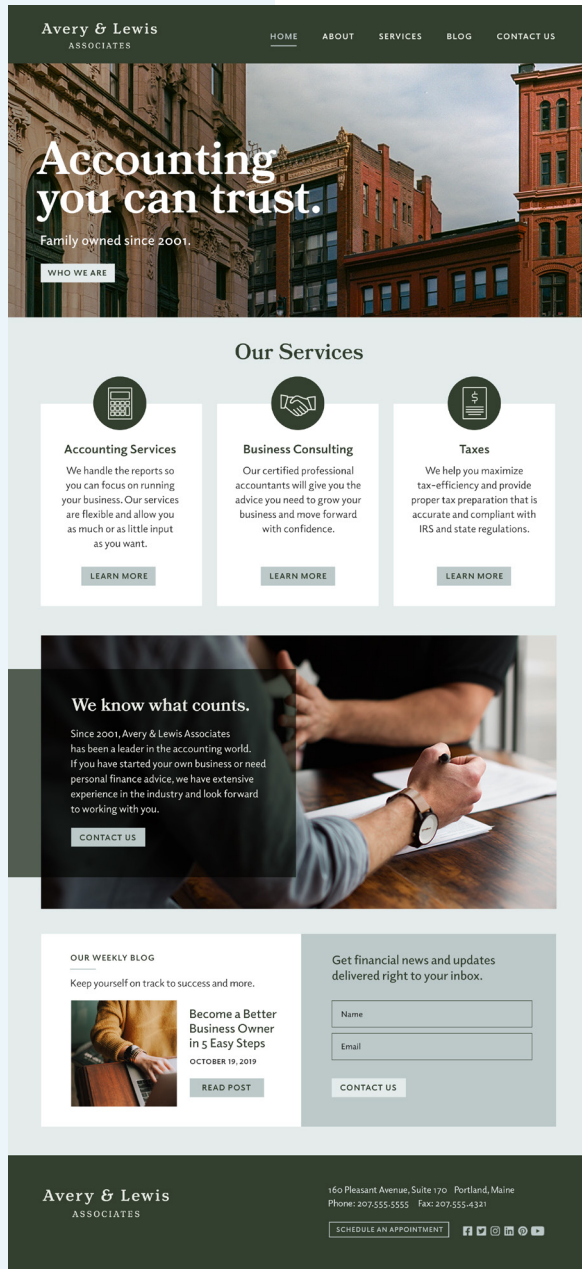
The visitor is asking, "Is this for me?" Who is your ideal client? Do you serve a particular group or industry or perhaps only consumers? Make it clear who your service is for and present information that is relevant to them.

So what?

Why would your potential client care? Why should they choose you? Is there something about your service or expertise that makes you unique?

What should visitors do next?

Sign up for an email newsletter? Contact you? Make it clear what action people should take as their next step.



Home page example



ABOUT PAGE

What questions should you answer on your About page?

What is your story?

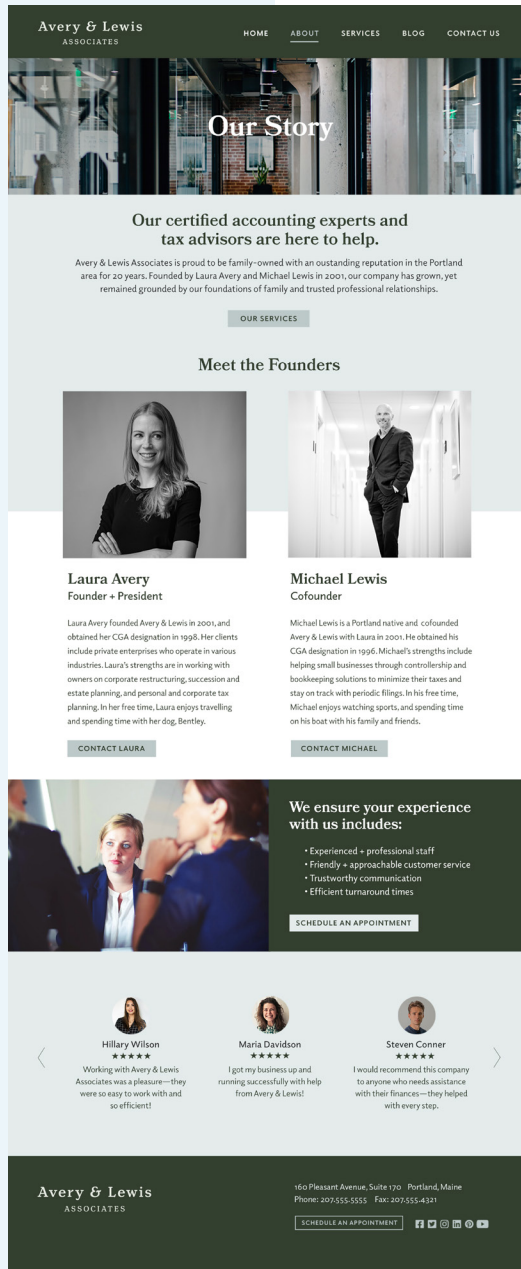
What problem are you trying to solve for your clients? What obstacles did you face and overcome trying to solve this problem? Why is your business important to you? What is your experience and education?

Why should people care?

How will potential clients benefit from working with you? How will you solve their problem and give them peace of mind? Do you have testimonials to support your claims?

What makes you or your business different?

What are you better at than anyone else? How will you use your skills to help your clients? What's your plan for them?



About page example



SERVICES PAGE

What questions should you answer on your Services page?

What services do you offer clients?

What specialties do you have?

How long have you been doing this?

What examples (case studies) do you have to support your claims of expertise? Do you have multiple services and sub-services?

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HOME ABOUT SERVICES BLOG CONTACT US

Our Services

Accounting Services

We handle the reports so you can focus on running your business. Our services are flexible and allow you as much or as little input as you want. We offer:

- Reviews of financial statements
- Compilations of periodic financial statements
- Audit examinations

[REQUEST SERVICE](#)

[SEE CASE STUDIES](#)

Business Consulting

Our certified professional accountants will give you the advice you need to grow your business and move forward with confidence.

- Business Strategy
- Leadership Development
- Business Planning

[REQUEST SERVICE](#)

[SEE CASE STUDIES](#)

Taxes

We help you maximize tax-efficiency and provide proper tax preparation that is accurate and compliant with IRS and state regulations.

- Tax Planning & Preparation
- State & Local Tax Issues
- Individual Tax Services

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[SEE CASE STUDIES](#)

Your first consultation is free when you sign up for our mailing list!

NAME EMAIL

[SIGN UP](#)

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Services page example



CONTACT PAGE

What questions should you answer on your Contact page?

Where can I find you?

Do you have a physical location(s)? Where is your firm based? Which social media channels do you use?

When can I reach you?

What are your hours of operation? Are all locations the same? Are there different hours for support? Other functions?

How can I contact you?

Is there more than one way? Start with your preferred method. What should they expect in terms of a reply?



TIP

Don't have a physical location? You can use a P.O. box or list the areas you serve.

Contact page example



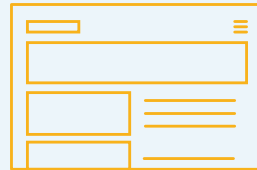
Tips for using images on your website.

Overall, use high-quality images on your website whenever possible. If you don't have your own images, sites like Unsplash offer free, high-quality stock images.



HOME PAGE

Show what success looks like for someone using your service. This could be a picture of people happy to shake hands or being happy to be talking.



SERVICES PAGE

Use pictures that show clients interacting with your business in a relevant way for each service. This could be a meeting at a work site or your team working together.



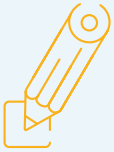
ABOUT PAGE

Use professional images of yourself and your staff that show your personalities, and show action shots. You want people to imagine what it would be like to work with you. In professional services, you and your team are what's being sold, so having a video allows people to get a sense of you and the firm's culture.



CONTACT PAGE

Show your physical location, especially if it's not in an obvious place. Show people meeting with you. People want to get a sense of the atmosphere you create. This is important as prospects want to get a sense of what your office looks or feels like. Include a map.



ACTION STEPS



Create a simple website.

Don't have a website?
[Create one with Constant Contact in minutes!](#)



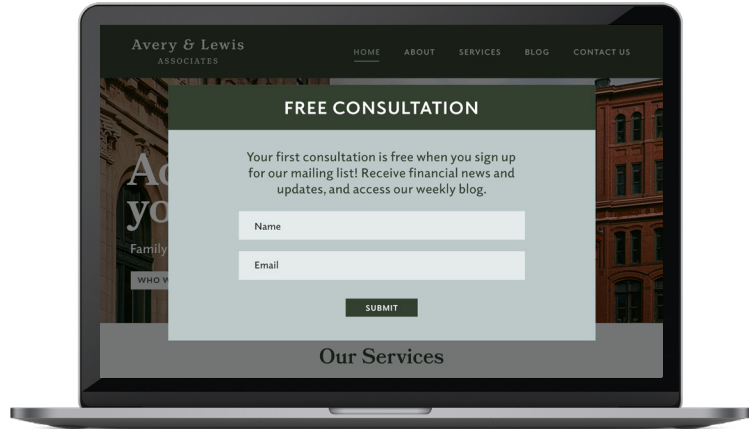
Review your website for the appropriate pages.



Make sure you're answering the questions suggested above.



Add sign-up forms to your website.



What happens if someone visits your website and doesn't reach out to your firm?

It's unlikely they'll come back again. But what if you had a way to contact them? Then you could encourage them to return to your site and eventually do business with you.

This is why you'll want to collect email addresses from people who visit your website. You can do this by adding sign-up forms to your website. In addition to using your website, you should also think about collecting emails in person and in print. Offer something of value to visitors in exchange for their email addresses — like exclusive content, or a free consultation — to get more people joining your list.

Once you have someone's email address, you're able to reach out on a consistent basis to encourage them to do business with you by sharing a combination of helpful and valuable messages.



Email marketing: It's how you drive business.

Why is email marketing important today? Simply, because it works. And yes, email is still ranked as one of the most effective marketing channels according to Ascend2's 2019 Digital Marketing Strategies Survey Summary Report.

Like your website, email marketing also creates an asset you own. The contacts on your list are yours. And if you're doing it right, those are people who have said, "Yes, I want you to market to me."

Email marketing also allows you to automate much of the communication so the emails your contacts receive feel timely and relevant. Automation assures you get the right messages to the right people at the right time.

When someone signs up to receive your emails, they're actively demonstrating an interest in you and your business.

Take advantage of this time when a new contact is highly engaged and automate a couple of emails to continue the conversation. Whether they sign up today or a week from today, they won't have to wait for you to manually send an email to hear from you.



TIP

Create a simple series of emails to welcome people to your email list.

More on the next pages.



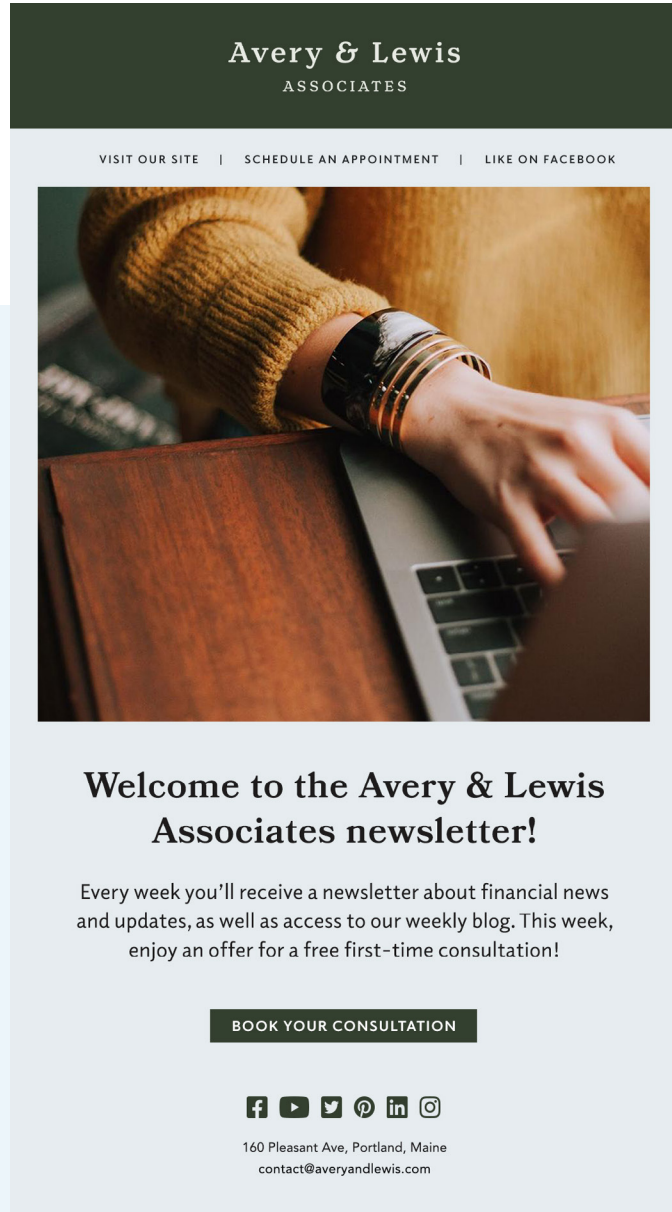
Here are two emails to include in your automated welcome series.



**WELCOME SERIES
EMAIL ONE**

Welcome/ Delivery email

Send this Welcome email immediately after someone signs up. Deliver the informative content they requested, welcome your new subscribers, and reiterate what they should expect in the future.



Welcome email example



WELCOME SERIES
EMAIL TWO

Invitation to Connect

Send this email a few days after your Welcome email. Let your new contacts know of the other ways in which they can engage with you – this will most likely be on your social channels – so invite them to connect with you.

This email is important because once your subscribers connect with you in other locations, you have multiple ways to engage and stay top of mind.

And, if your subscribers engage with you on these public forums, your practice gets exposed to their connections who are likely also to make excellent prospects for your business.



TIP


Use email automation to save time and get new and repeat business. Need some ideas?

[Find some here.](#)

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VISIT OUR SITE | SCHEDULE AN APPOINTMENT | LIKE ON FACEBOOK





Let's Get Connected


Join us on our social channels to learn more about what makes our firm special. Receive helpful tips on your finances and discounts through consultations with us!










FOLLOW







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contact@averyandlewis.com

Let's connect email example



ONGOING COMMUNICATION

Consistency is key in any form of marketing.

Write down the potential opportunities you have to reach out to your email contacts. These opportunities could be national holidays, events specific to your business, or even those made-up marketing holidays.

Share a combination of helpful resources, case studies, and informative emails to provide the most value to your contacts and prove your expertise.

DID YOU KNOW?



Constant Contact offers powerful, easy-to-use email marketing tools.

[Find out more.](#)

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Don't stress about holiday budgeting—we can help.

Enjoy 15% off a financial advisory consultation this week! Enjoy your holidays stress-free.

[SCHEDULE AN APPOINTMENT](#)

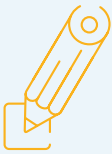







160 Pleasant Ave, Portland, Maine
contact@averyandlewis.com

Promotional email example



ACTION STEPS

- ✓ **Set up a simple, automated welcome series.**
- ✓ **Plan to send an email at least once a month.**
- ✓ **Think about other emails you may want to automate.**

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5 Steps to Financial Success

This week's financial resource gives you helpful tips to getting in control of your finances. Follow the link to learn about how to begin your journey to success.

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Resource email example

In the future, you can get more advanced with automation by sending emails triggered by actions taken by your contacts like opening an email, clicking on a link, or joining a list.



Social media: It doesn't have to overwhelm you.

If you're like many of the service providers we talk to, social media marketing can feel overwhelming. And it often feels like you're spinning your wheels — doing a lot of activity across many channels with little to show for it.

You should reserve your business name on the important social channels so you have it. But you don't have to be active everywhere. That's why we recommend starting with one channel that makes sense for your firm. For many service providers, LinkedIn is the most appropriate social media platform as it allows you to present you and your firm's expertise.

Ideally, choose a primary social channel based on the clients you're trying to reach. Also, consider what channel you're most comfortable using and how it fits with the personality of your business.

Ultimately, social media should allow you to generate awareness, action, and engagement that you wouldn't have gotten otherwise. Ideally you'll have your own perspective on issues related to your industry, positioning yourself as a thought leader.



TIP

**Choose the right
social media platform
for your business.**

[Find out how.](#)



Each social channel also has its own personality.

You should *not* be posting the exact same thing on every channel. You can use the same theme but you should modify your posts to suit the channel.

You can see an example of what we mean here by following Netflix on Facebook and LinkedIn.

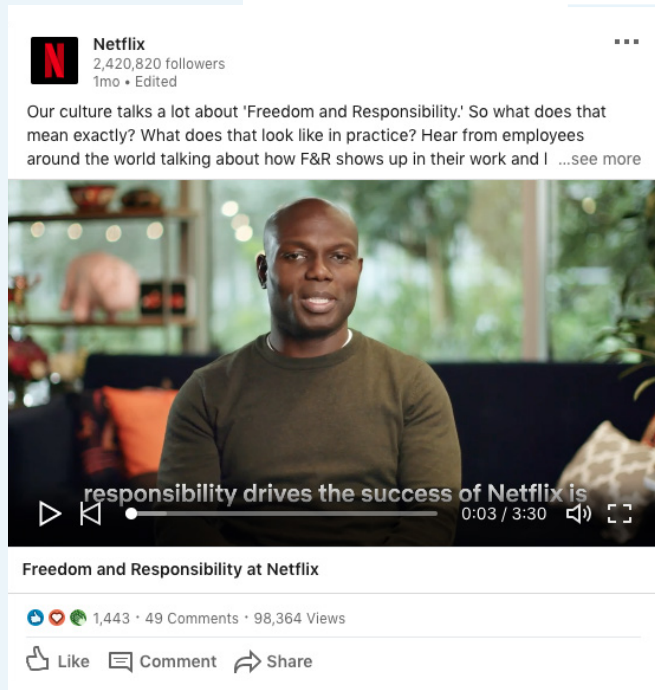
The content and updates the company shares on Facebook focus on show information for consumers, whereas updates on LinkedIn focus on the business of running Netflix.



Now let's take a look at each channel's personality.



Netflix Facebook post



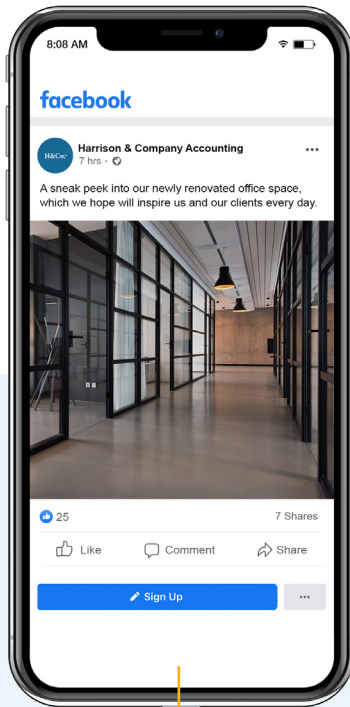
Netflix LinkedIn post



EACH SOCIAL CHANNEL IS UNIQUE

Facebook

In the news feed, you'll be competing with friends, family, other businesses, and news headlines.



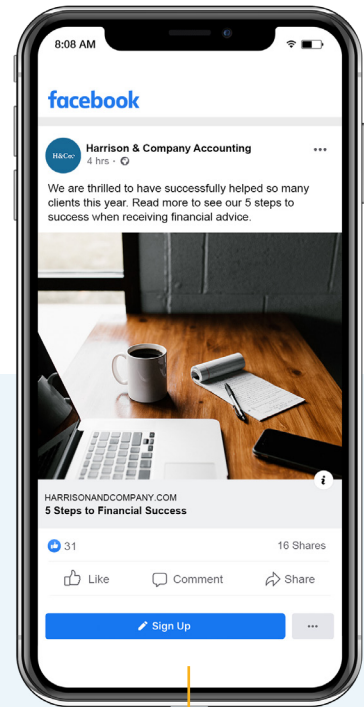
AWARENESS

Showcase your people or your location.



CLIENT SERVICE

Offer useful advice for your followers.



DRIVING ACTION

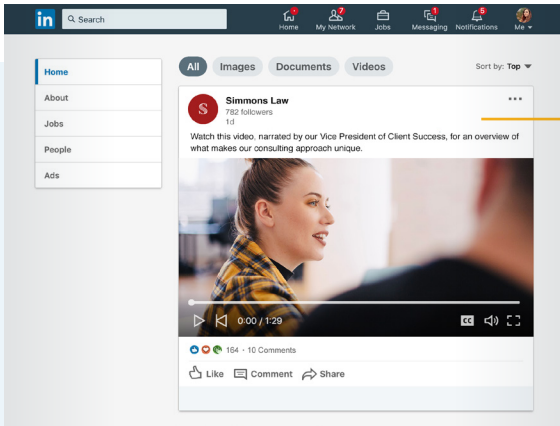
Encourage readers to follow your blog.



EACH SOCIAL CHANNEL IS UNIQUE

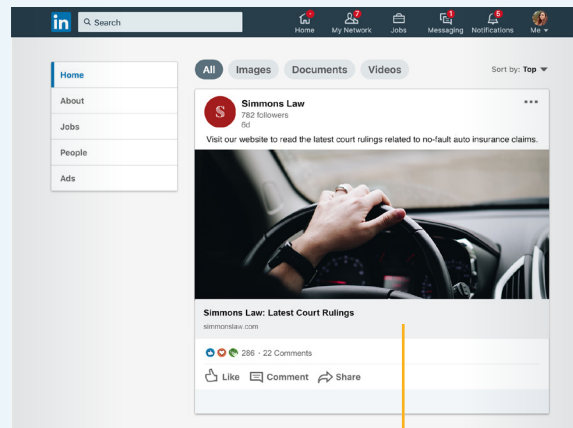
LinkedIn

More of a professional network. Great for business-to-business communications, but also a way to educate consumers and impress them with your experience and qualifications.



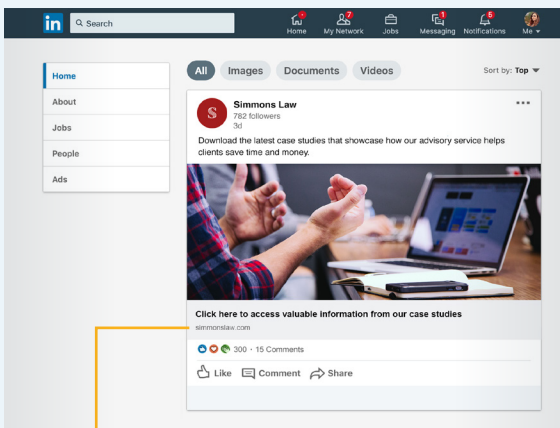
➔ **AWARENESS**

Demonstrate thought leadership via video posts.



➔ **DRIVING ACTION**

Encourage readers to visit your blog.



➔ **EDUCATION**

Highlight case studies that demonstrate your expertise.



EACH SOCIAL CHANNEL IS UNIQUE

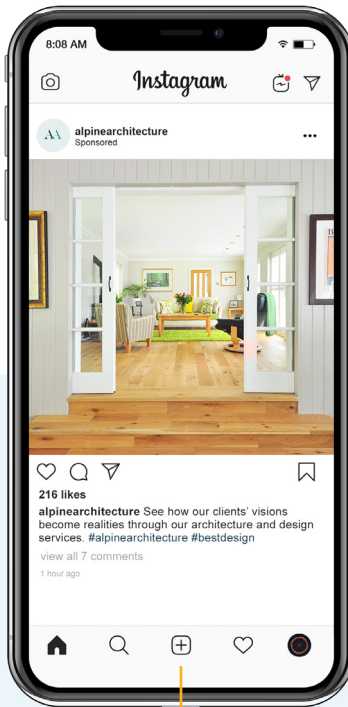
Instagram

A highly visual network. Let people see what's happening with your business. Ideal for firms that design items, such as architects and design firms.



AWARENESS

Showcase pictures of your work.



ENGAGEMENT

Encourage readers to interact with your posts.



DRIVING ACTION

Spotlight members of your team.



EACH SOCIAL CHANNEL IS UNIQUE

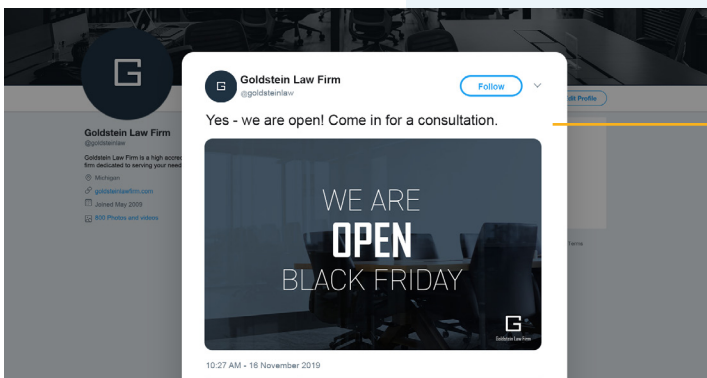


Public news feed of what's happening now.



AWARENESS

Encourage followers to connect on other social channels.



CLIENT SERVICE

Keep customers and prospects aware of your business hours.



DRIVING ACTION

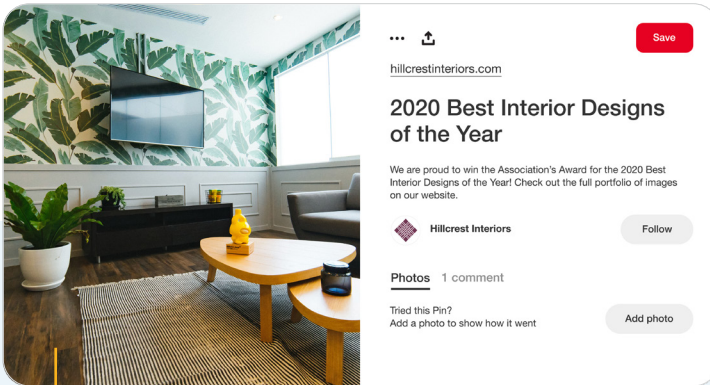
Highlight promotional offers.



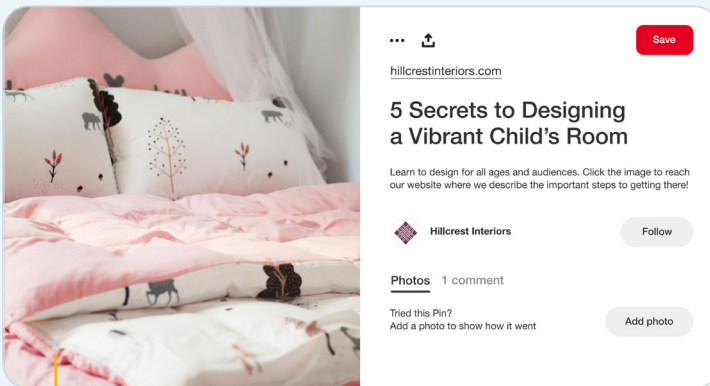
EACH SOCIAL CHANNEL IS UNIQUE

Pinterest

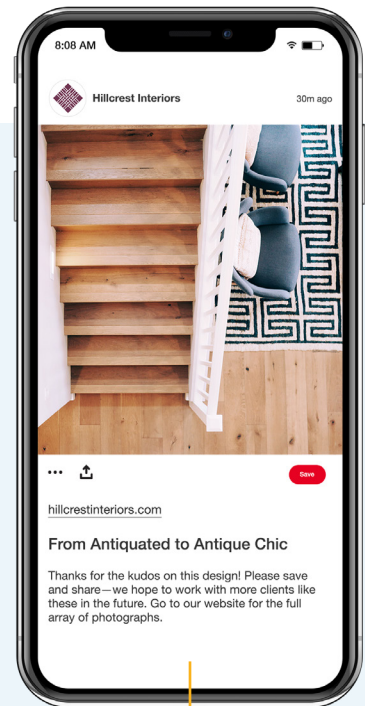
Boards with tips and ideas for firms in the design space.



AWARENESS Showcase recent awards and recognition.



DRIVING ACTION Provide helpful tips and advice.



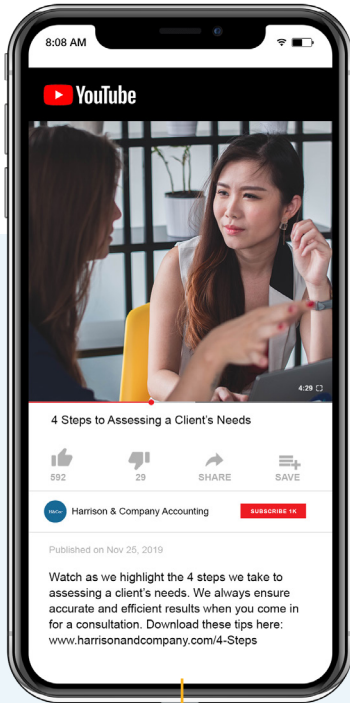
ENGAGEMENT
Post content that will encourage followers to share.



EACH SOCIAL CHANNEL IS UNIQUE

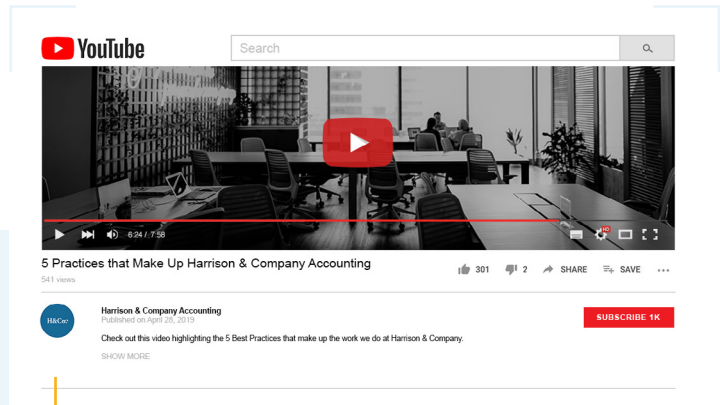
YouTube

Video content that's educational and allows you to present your firm and your personality.

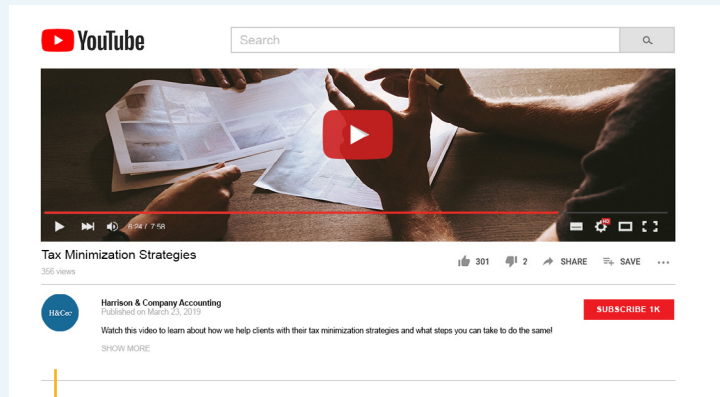


DRIVING ACTION

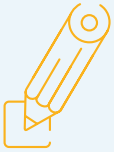
Use video in combination with other assets on your site to encourage your followers to interact.



AWARENESS Use video to introduce your team.



EDUCATION Create videos that address common questions or concerns.

**ACTION STEPS**

Determine which social channel makes the most sense for your business.



Set business goals for this primary channel across four categories.

- Awareness
- Education
- Client service
- Driving action



Create a plan for this channel to reach your business goals.

**DID YOU KNOW?**

Want to know more about social media marketing?

[Get started with our Social Quickstarter.](#)

Keep focused on how social media can help you with business goals such as awareness, education, client service, and driving action.

Engage with people on social so you can ultimately move them to your website and build your email list so you have a list of contacts you own to drive business.



Don't forget social media isn't the only place where people may find and engage with your business.

4



Listings and review sites: Provide accurate information and respond appropriately.

Today people use a variety of apps and websites to find the information they're looking for. Sometimes these listings are automatically generated and other times your clients may create them.

As the business owner, you're able to take control of these listings by claiming them – which is often as simple as clicking a button and submitting requested information that proves the business is yours.

Make sure all information is correct and up to date across all sites. The last thing you want is for someone to find incorrect information as it could cause you to lose business. In addition to your contact information, make sure your services are detailed so prospects understand how they benefit from working with you. Your descriptions should include keywords that prospects would use to find your services.



TIP

Once you've claimed a listing, you're able to update the information on those pages for accuracy.



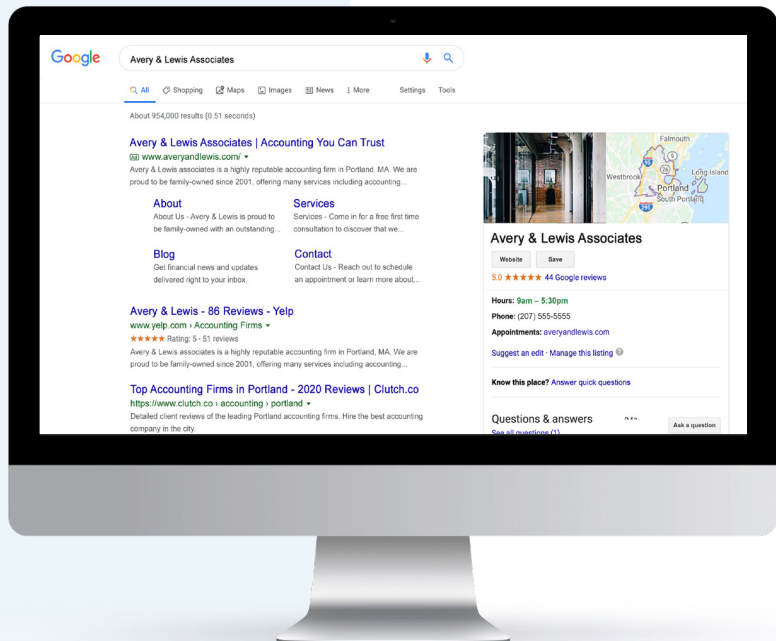
Facebook Business Page

Your Facebook page should provide all the correct information about your business.



Google My Business Listing

Claim your Google My Business profile to take advantage of the prime placement in Google search results.



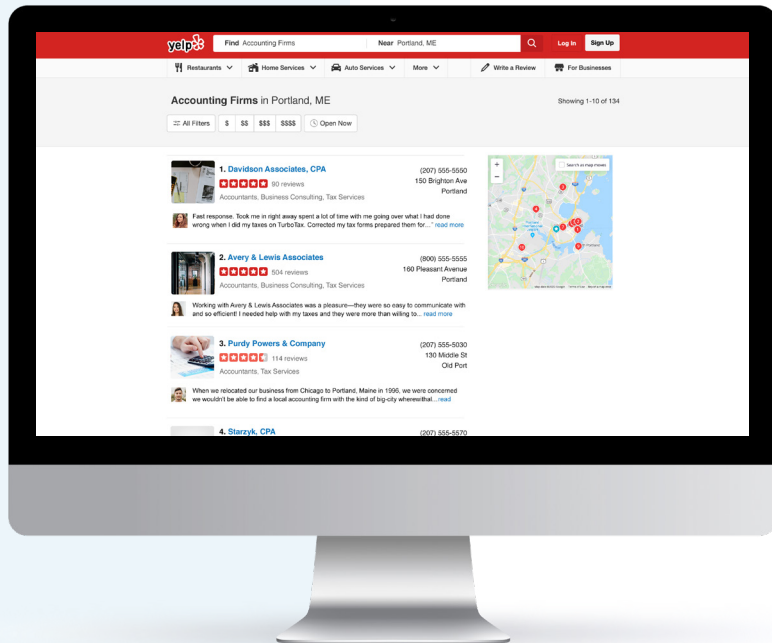


Yelp

Many people use sites like Yelp to find businesses around them. The more robust your listing, the better your chances are of standing out amongst competitors.



At the very least claim your Facebook business page, Google My Business profile, and Yelp page. And if there are other listing sites important in your industry, claim your business' information there too.





ACTION STEPS

✓ Claim your Facebook business page, Google My Business profile, LinkedIn Profile and Company page and Yelp listing.

✓ Don't forget your industry associations' online directories too.

✓ Make sure all information is correct and consistent on all sites.



DID YOU KNOW?

Find out more about setting up your [Facebook business page](#), [Google My Business profile](#), and [taking control of your listings](#).



Industry Platforms

Each professional services industry has its own online directory. Whether you're an interior designer, an attorney or a CPA, pay careful attention to your listing on your respective industry directory. Make sure your name, contact information and other details are correct, and suggest to your clients that they write a review of your practice.

For example, the interior design industry uses [asid.org](#) as their primary national referring tool. Law firms have access to several directories such as [avvo.com](#) or [martindale.com](#) and architects typically use [aia.org](#).



Each of these directories offer levels of membership, where higher fees provide increased visibility. The benefit of the more expensive membership levels is more features and higher prioritization in search results.

5



Create content: Increase your chances of getting found

Content is what people search for, consume, and share online. If you produce relevant content on a consistent basis that aligns with what your audience is searching for, you'll have more people finding you and sharing your content. You'll also make more connections for your business and reach more people, who may also share your content.

This content helps search engines like Google find your business and can result in free traffic to your website. Yes, there are some technical aspects to consider when implementing a search engine optimization or SEO program. But at its core, it's about delivering relevant and meaningful content to the people you're trying to reach.

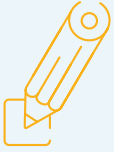
A blog is functionality that makes it easy to add content, or posts to your website on a regular basis. Whereas your website contains information about the services you offer, a blog gives you the ability to demonstrate your expertise by answering more specific questions for prospects and clients.

It's especially useful to have keyword-rich articles that demonstrate your expertise and professionalism. For example, a CPA firm could have a description of how special regulations for farms allow them favorable tax treatments, while an engineer could expand on a new measuring technology for underwater robots.



DID YOU KNOW?

A blog allows you to create helpful content for your audience directly.



ACTION STEPS



Add a blog to your website domain.



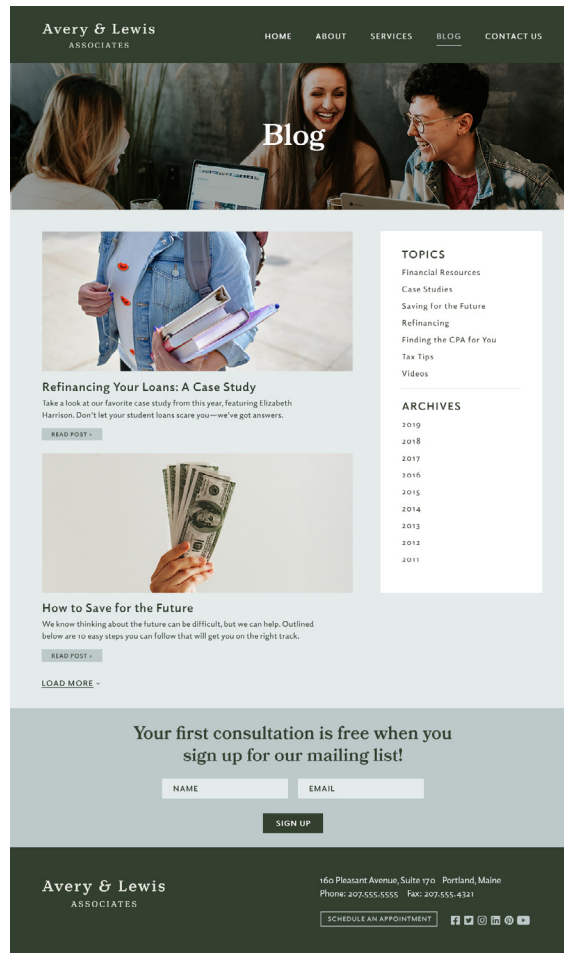
List the top questions you get from prospects and clients.



Create a calendar to regularly publish content that answers those questions.

Search engines love fresh blog content.

You get the most benefit when your blog is connected directly to your website and not off on some other platform. Choose a publishing frequency that works best for your business. That could be once a week or once a month, but not less. The good news is blog content can be promoted on your social channels and via email to lead people back to your website.





How to amplify your efforts.

Once you have the foundational elements in place, you can and should use paid advertising to amplify your efforts. The online landscape has changed over the years. Where it used to be enough to just be there to reach your potential clients, algorithms on most social channels limit the access you have to your audience. Algorithms also impact where your business ranks in search results.

In many cases, you'll have to pay to reach people.

That's not bad. You just want to do it in a smart way.



Facebook and Instagram Ads

Ads on Facebook and Instagram are powerful because not only are there lots of people on the platforms, you can also target your ads specifically to increase their effectiveness. This is ideal for professional service firms that target consumers.

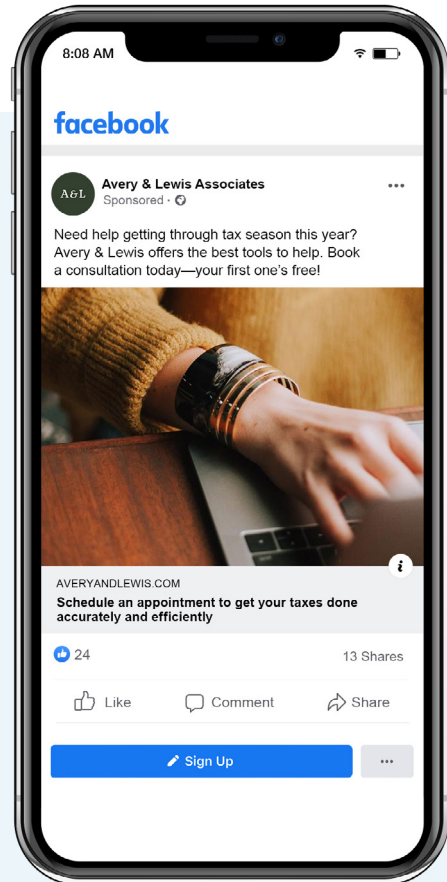
Target your ads based on location, demographics, interests, behaviors, and connections. You can even create a lookalike audience to target people similar to those already on your email contact list.



DID YOU KNOW?

Constant Contact walks you through the process of creating ads, making it easy to find clients on Facebook and Instagram, drive website traffic, and grow your contact list.

[Find out more.](#)





ACTION STEPS

Set aside a budget to experiment with paid advertising.

Typical range of ad spend for testing is \$100–\$1,000.

Drive traffic to landing pages on your website.

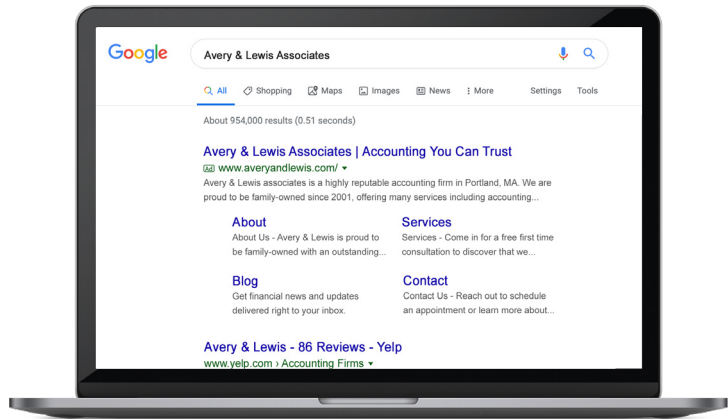
Use ads to get new signups for your email list.



DID YOU KNOW?

Constant Contact has simplified the process for creating an ad and bidding on keywords so that you can quickly start promoting your organization to the people who are actively looking for what your business offers.

Find out more about growing your business with [Google Ads from Constant Contact](#).



Google Ads

People use Google every day to search for specific services, programs, and organizational information. You can pay to have Google Ads display your text ads at the top of the search results based on specific keywords. These ads are pay-per-click (PPC), which means you pay only when people click on your ad.

How much should you spend on ads?

When you're first getting started set aside a suitable ad spend for testing. The amount you will need to invest will be driven by the average Cost-Per-Click (CPC) which will vary by keyword, industry and location. CPCs can vary tremendously depending on the competitiveness of the keyword. Higher funnel, more general terms are less expensive than more specific ones.

For example, "lawyer" is only about \$2.19 CPC vs. \$40 CPC for the more targeted term, "divorce attorney in Manhattan." Depending on your location and keywords, you may spend anywhere from \$100 to \$1,000 per month. However, as you experiment and learn more about which ads actually generate results, you can adjust your budget. Many businesses can decrease their PPC budgets as their organic traffic increases through SEO efforts and online referrals.



How it all comes together

Now that you have a better sense of how clients are finding businesses online and the tools you'll need to position yourself for success.

How do you bring it all together to drive new and repeat business? The reality is that if you're not top of mind, people forget about your business. And that can cause you to lose money. Let's take a look at how this all comes together.

Connect

It's all about getting people to your door or mobile-responsive website. You now know that happens through word-of-mouth referrals, searches online, paid advertising, mobile searches on apps, or through listing sites.

Experience

Wherever your prospective client is engaging with you, you should provide a positive experience. That's often as simple as making sure people are finding the answers to their questions, that you're responding and engaging with people, and generally being helpful.

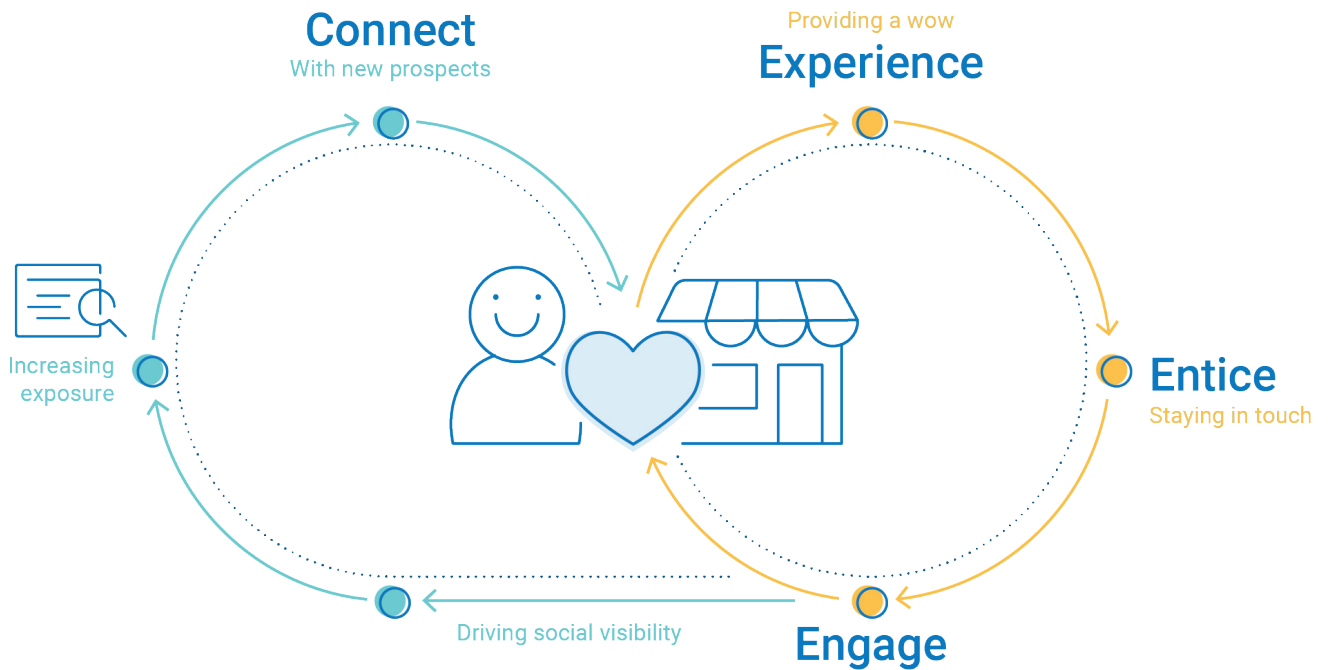
Entice

At this stage where someone is feeling good about your business, it's a great time to entice them to stay in touch with you. This could be mean following you on social channels, or even better, joining your email list.

Engage

Next, engage with these people who have opted to connect with you on a regular basis. This engagement is at the heart of the relationship between a brand and its clients.

Engagement keeps you top of mind and puts you on the path to creating repeat clients, loyalty, referrals, and increased exposure for your business. Simply, engagement creates more awareness for your business and brings more people to your door.



When your connections engage with you on social, forward your emails, or share your content with their contacts, those interactions create more visibility for your business. In turn, this engagement brings new people to your business and feeds into the ways people find your business in the first place.

And that's how it all works together.

By focusing on those core elements of connect, experience, entice, and engage, a small service business can create the relationships and interactions that keep existing clients coming back and increase word of mouth and social visibility that brings new clients through the door.

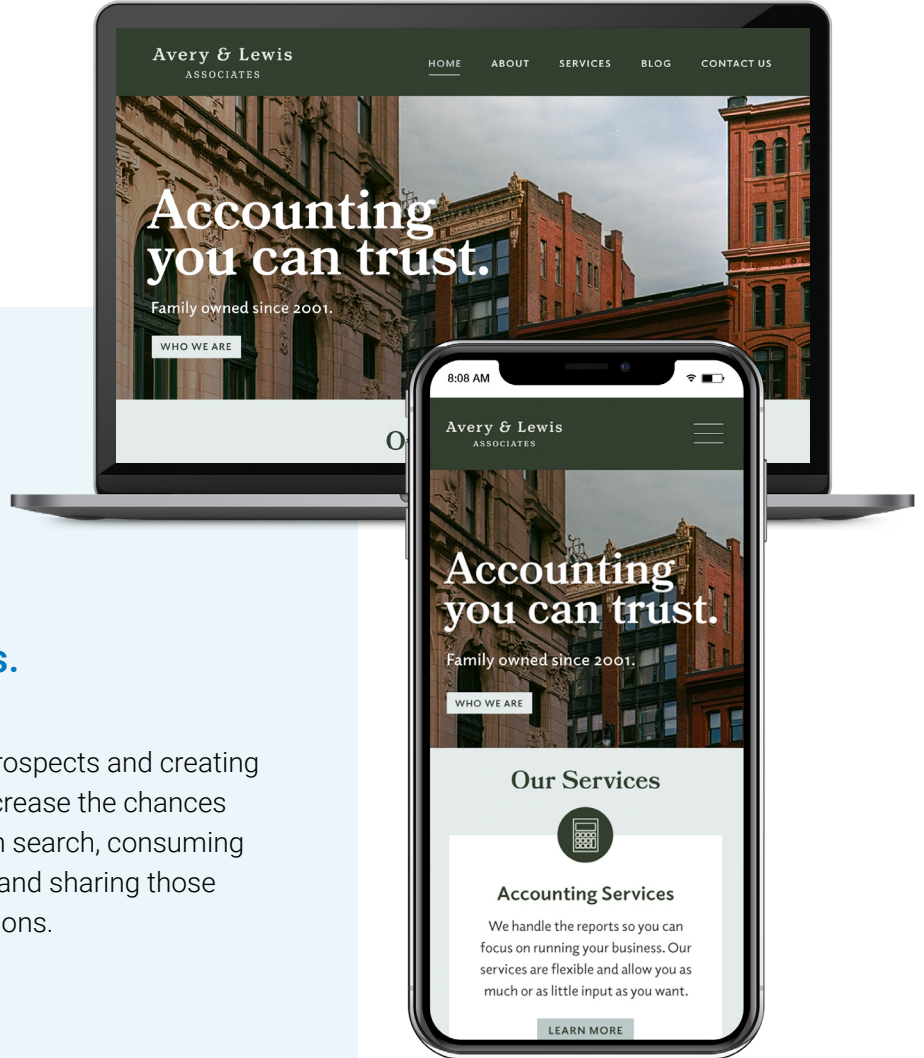
TO RECAP

Here's how you can take action:



Create a mobile-friendly website as a resource for potential customers.

By answering questions of prospects and creating content that's helpful, you increase the chances of people finding you through search, consuming the information you provide, and sharing those resources with their connections.



TO RECAP

Here's how you can take action:



Capture email addresses from website visitors.

Offer a promotion or exclusive content to entice people to join your email list. Then you'll have a way to follow up and encourage people to do business with you.

The screenshot displays the Avery & Lewis Associates website. At the top, the navigation menu includes HOME, ABOUT, SERVICES, BLOG, and CONTACT US. A prominent 'FREE CONSULTATION' banner features the text: 'Your first consultation is free when you sign up for our mailing list! Receive financial news and updates, and access our weekly blog.' Below this text are input fields for 'Name' and 'Email', and a 'SUBMIT' button.

The 'Our Services' section is divided into three columns:

- Accounting Services:** 'We handle the reports so you can focus on running your business. Our services are flexible and allow you as much or as little input as you want.' Includes a 'LEARN MORE' button.
- Business Consulting:** 'Our certified professional accountants will give you the advice you need to grow your business and move forward with confidence.' Includes a 'LEARN MORE' button.
- Taxes:** 'We help you maximize tax-efficiency and provide proper tax preparation that is accurate and compliant with IRS and state regulations.' Includes a 'LEARN MORE' button.

A central banner with a background image of hands writing on a document contains the text: 'We know what counts. Since 2001, Avery & Lewis Associates has been a leader in the accounting world. If you have started your own business or need personal finance advice, we have extensive experience in the industry and look forward to working with you.' A 'CONTACT US' button is located at the bottom of this banner.

The footer area includes 'OUR WEEKLY BLOG' with a featured post titled 'Become a Better Business Owner in 5 Easy Steps' dated 'OCTOBER 19, 2020' and a 'READ POST' button. To the right, a section titled 'Get financial news and updates delivered right to your inbox.' contains 'Name' and 'Email' input fields and a 'CONTACT US' button.

The bottom of the page features the company name 'Avery & Lewis ASSOCIATES', contact information: '160 Pleasant Avenue, Suite 170 Portland, Maine Phone: 207.555.5555 Fax: 207.555.4321', a 'SCHEDULE AN APPOINTMENT' button, and social media icons for Facebook, Twitter, Instagram, LinkedIn, and YouTube.

TO RECAP

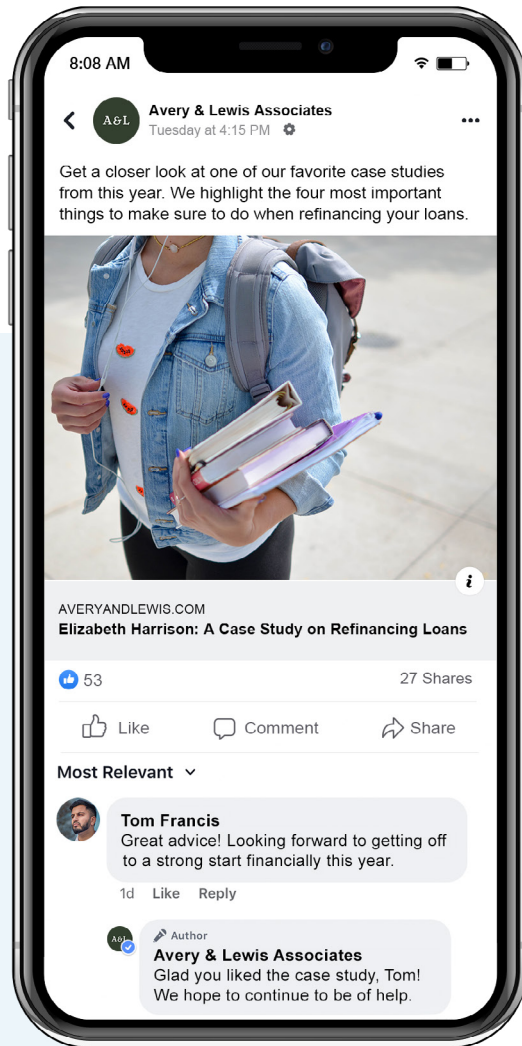
Here's how you can take action:



Interact and engage on social.

Remember it's called social media for a reason.

Social works best when you're not just asking people to purchase your services. Use social to generate awareness, educate your followers, support client service, and drive action. Ultimately, try to get social followers to take the next steps by visiting your website and joining your email list.



TO RECAP

Here's how you can take action:



Engage with reviews to build trust.

Say “Thanks” when your clients take the time to say positive things about your firm. Also, be sure to attend to negative reviews as well.

People are looking to see how you'll respond. Sometimes the feedback is legitimate, sometimes it's not. Respond professionally to see if you can rectify the issue. People watching can tell if someone's being unreasonable.

tacos, cheap dinner, Max's

Restaurants Home Services Auto Services More

Avery & Lewis Assoc.

Claimed

★★★★☆ 14 reviews Details

Accountants, Business Consulting, Tax Services

Write a Review Add Photo Share Save

Recommended Reviews

Your trust is our top concern, so businesses can't pay to alter or remove their reviews. Learn more.

Search within reviews Sort by Yelp Sort

Emily P. Freeport, ME
19 friends
3 reviews

★★★★☆ 7/16/2019
First to Review

Working with Avery & Lewis Associates was a pleasure—they were so easy to work with and so efficient! I loved working with Laura because she helped me better understand my finances. I highly recommend hiring Laura if you need to get your finances under control!

Comment from Laura A. of Avery & Lewis Assoc.
Thank you for taking the time to share your experience! We are happy to hear that you are satisfied with our work. We hope to work with you again soon!

Book a Consultation

2 hours Response Time 95% Response Rate

Book a Consultation

79 locals recently booked a consultation

averyandlewis.com

(207)555-5555

Get Directions

TO RECAP

**Here's how you
can take action:**



**Use email marketing
to provide exclusive,
helpful, and
promotional content.**

Email marketing allows you to build more meaningful client relationships and drive business because people have opted-in to receive information from you.

They're more engaged with your business than the typical social media follower. Provide subscribers with information they won't receive other places. Email can also drive action on your social channels.

Avery & Lewis
ASSOCIATES

VISIT OUR SITE | SCHEDULE AN APPOINTMENT | LIKE ON FACEBOOK

A photograph of a cylindrical gift wrapped in brown paper with a white snowflake pattern. The gift is tied with a white twine string and is set against a background of dark green pine branches.

**Don't stress about holiday
budgeting—we can help.**

Enjoy 15% off a financial advisory consultation this week! Enjoy your holidays stress-free.

SCHEDULE AN APPOINTMENT



160 Pleasant Ave, Portland, Maine
contact@averyandlewis.com

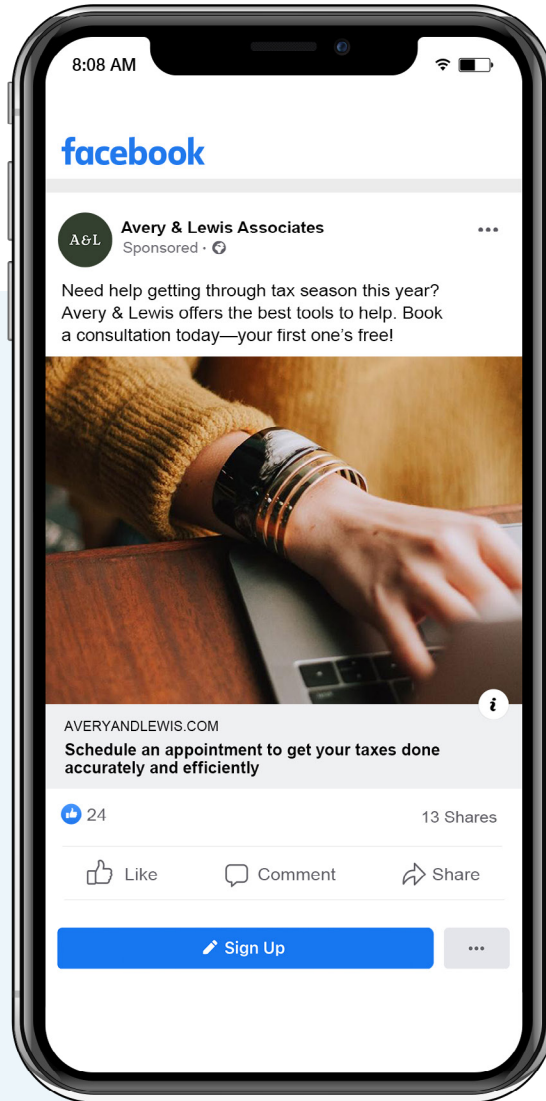
TO RECAP

Here's how you can take action:



Amplify your efforts with paid advertising.

With your fundamentals in place, you can drive traffic to your website, expose your business to more people, and collect more email addresses to get even more business.



How will you know your online marketing efforts are working?

There's no shortage of things to measure today. Likes, followers, shares, opens, and clicks are all leading indicators. Don't focus on these vanity metrics alone to determine success. Pay attention to the things that are meaningful for your business.

Some high-level questions you should answer to gauge success:

- Are people visiting your website?
- Are people joining your email list?
- Are people contacting you?
- Are you getting referrals?
- Are people purchasing your services?

How long does online marketing take to work?

From an organic, or non-paid perspective, you should think in terms of months. But once you build that foundation and have those strong relationships with your clients, the time frame shortens. Then you can experiment with paid advertising to amplify those efforts that are working.

REMEMBER

Across all that you're doing online, the idea should be to use your mobile-friendly website, email marketing, social channels, business listings, content, and advertising to be useful to your current and potential clients.

- Create your website as a resource.
- Use other channels to drive people to your website.
- Capture email addresses and engage to drive new and repeat business.



Online marketing can work for you

With your knowledge of how to make online marketing work for your business, you're ready to take those next steps.

REMEMBER

Be there when people go looking.

Provide consistent and helpful answers to their questions.

Engage to stay top of mind.

By doing these things you'll get the word out about your services, drive more people to your website, and do more business.

You've got this. You've got us.

[CONSTANTCONTACT.COM](https://www.constantcontact.com)

Is your business online ready?

Review the following information. If you answer “no” on any of these items, a Constant Contact marketing advisor can point you in the right direction.



Call our marketing helpline:
(888) IDK-MKTG
 (888) 435-6584

Do you have a logo for your business?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a domain name?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a website?	<input type="radio"/> YES	<input type="radio"/> NO
Is it mobile friendly?	<input type="radio"/> YES	<input type="radio"/> NO
Does it include at least these four pages?		
<i>Home Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>About Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Services Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Contact Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
Are you answering the appropriate questions for visitors on each page?	<input type="radio"/> YES	<input type="radio"/> NO
Are you using the appropriate imagery and photography throughout your site?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a way to capture email addresses from your website?	<input type="radio"/> YES	<input type="radio"/> NO
Are you offering something of value in exchange for an email address?	<input type="radio"/> YES	<input type="radio"/> NO
Have you ever run an SEO audit on your website?	<input type="radio"/> YES	<input type="radio"/> NO
Are you using an email marketing tool to stay in touch with customers and prospects?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a Welcome Series ready to automatically go out to new subscribers?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a written plan to send an email at least once a month?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have any ideas for other emails you may want to automate?	<input type="radio"/> YES	<input type="radio"/> NO

Are you using social media channels for your business? YES NO

Have you reserved your business name on the major social channels?

FACEBOOK
 TWITTER
 INSTAGRAM
 LINKEDIN
 PINTEREST
 YOUTUBE

Have you chosen one channel as your primary area of focus? YES NO

Are you engaging with people trying to interact with your business on this channel? YES NO

Have you set business goals for your social activity across the four categories?

Awareness YES NO

Education YES NO

Client Service YES NO

Driving Action YES NO

Do you have a written social plan to achieve those goals? YES NO

Have you identified the listings and review sites that are important for your business? YES NO

Have you claimed your business on these listings and sites?

Google My Business YES NO

Yelp YES NO

Other Listings YES NO

Have you confirmed the information is accurate on these sites? YES NO

Are you engaging with people on these platforms? YES NO

Do you have a way to easily create content on your website such as a blog? YES NO

Have you made a list of commonly asked questions from your prospects and customers? YES NO

Do you have a written plan to publish answers to those questions on a consistent basis? YES NO

Are you currently doing any paid advertising? FACEBOOK
 INSTAGRAM
 GOOGLE
 OTHER

Have you set aside a small budget to test your paid advertising efforts? YES NO

Do you have a written plan for paid advertising efforts? YES NO

Do you have a key metric that's important for your business? YES NO

Are you looking beyond vanity metrics and paying attention to the metrics that matter for your business? YES NO

Are more people visiting your website? YES NO

Are more people joining your email list? YES NO

Are more people contacting you? YES NO

Are more people purchasing your services? YES NO

→ Find more powerful tools, marketing advice, and how to win with online marketing at [constantcontact.com](https://www.constantcontact.com)

Constant Contact is an online marketing platform built to simplify the complex task of marketing your idea, even if you're a beginner. And our award-winning team of marketing advisors is there for every customer, every step of the way, offering live, real-time marketing advice on the phone or online anytime you get stuck.

Whether it's creating great-looking email marketing campaigns, running Google Ads to get more website traffic, or finding new customers on social media, we've got all the tools, features, and expert guidance you need to help you succeed—all in one place.

Constant Contact® 

Headquarters
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Waltham, MA 02451

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