

Making Sense  
of Online Marketing



The

# DOWN LOAD

Constant Contact® 

THE OFFICIAL CONSTANT CONTACT  
MARKETING ADVISOR PLAYBOOK

People are looking for businesses online all the time.

69%

**of people search for a local business at least one time per month according to *BrightLocal's Local Consumer Review Survey*.**

That means that there's potential for people to find your business when they go looking.

Businesses that are online are seeing growth.

43%

**experience significant growth with online sales according to an Insureon poll of more than 2,400 business owners.**

That means that there's potential to do more business.

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.

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## You're not alone.

If you're 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 was 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 customers. 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.

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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

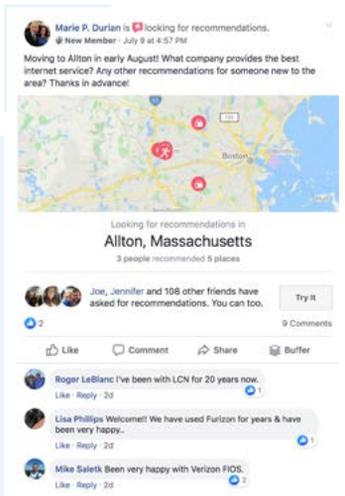
## Now let's get to it!



# How people find you online

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

People are talking up their favorite businesses directly; they're consuming and sharing content they find useful or entertaining from those businesses; and they're asking connections for recommendations. Your business has an opportunity to be part of more of these conversations.



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.

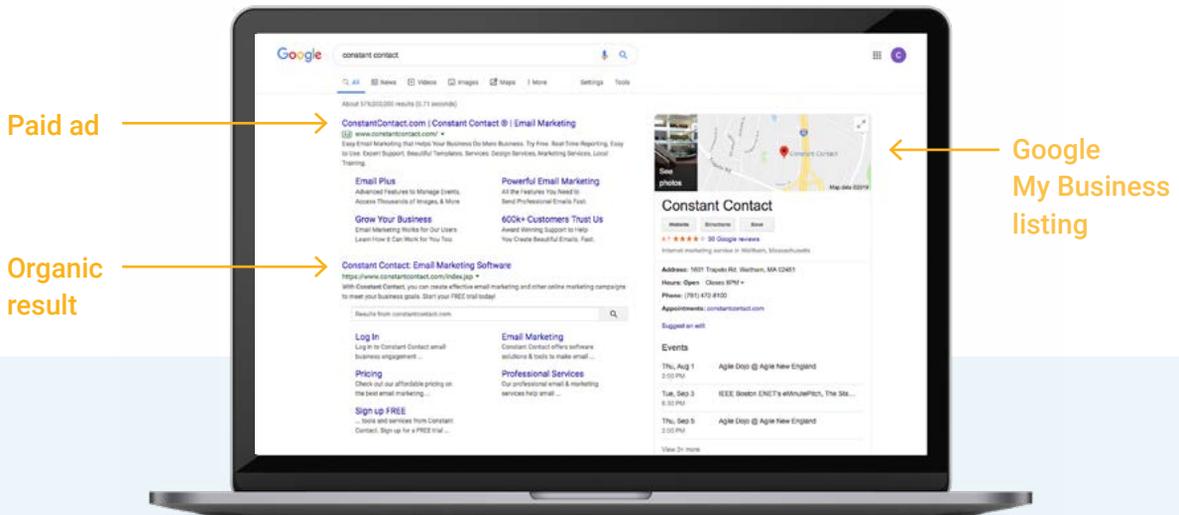
Beyond being part of the conversation, you must understand what people may find when they go looking for your business specifically by name, or by something your business offers.

**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?

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 business by name:

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



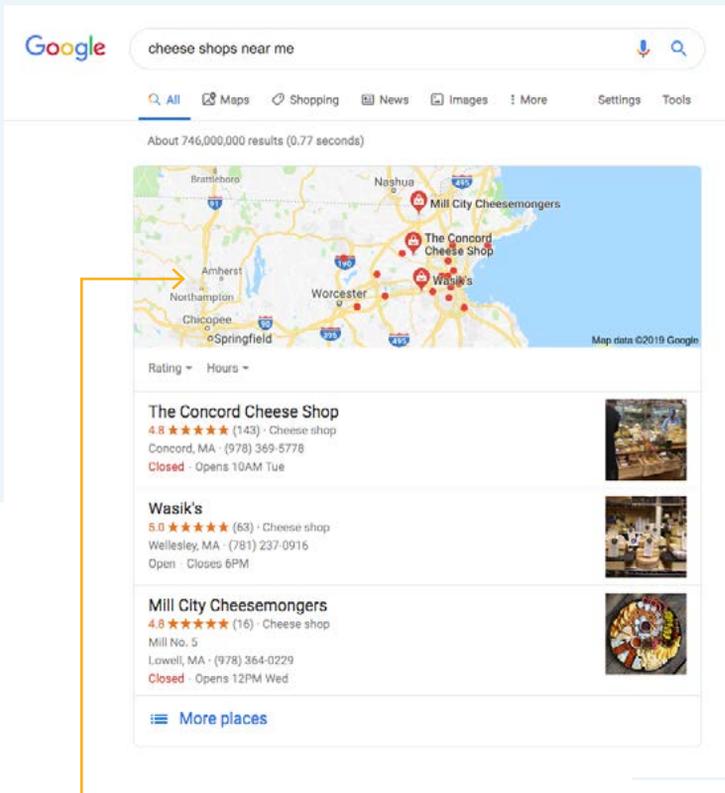
Example using "Constant Contact" as the search term

# What if people are looking for something your business offers?

In the example on the previous page, we searched for a specific business — *Constant Contact* — 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 "restaurants near me" or "tax preparers."

## Let's take a look at an example.

Imagine you were throwing a dinner party and you want to impress your friends with a selection of cheeses not found at the grocery store. So you jump on your computer or mobile device and search "cheese shops near me." Here's an example of what may come up — of course, your actual results will differ.



Notice that "cheese shops near me" brings up the listings in Google Maps first. This information comes from Google My Business profiles (more on that later).

→ **Concord Cheese Shop – Purveyors of distinct cheeses, fine wines and ...**

<https://concordcheeseshop.com/> ▼

Apr 30, 2019 - Stop in, have a bite of some yummy cheese, charcuterie and maybe a sip ... We carry the finest cheeses from around the world and right here in ...

→ **THE 10 BEST Cheese Shops near Concord, MA 01742 - Last Updated ...**

<https://www.yelp.com> › Concord, MA › Food › Specialty Food › Cheese Shops

Best Cheese Shops in Concord, MA 01742 - The Concord Cheese Shop, Wasik's ... rudely, "I have over 120 cheeses here you need to tell me what you want".

→ **The Concord Cheese Shop - 46 Photos & 112 Reviews - Cheese ...**

<https://www.yelp.com> › Restaurants › Delis ▼

★★★★★ Rating: 4.5 - 112 reviews - Price range: \$11-30

112 reviews of The Concord Cheese Shop "The beautiful town of Concord is ... Inviting me back for the cheese parade next week (i so wish we were here for it, ...

→ **The Concord Cheese Shop - Home | Facebook**

<https://www.facebook.com> › Places › Concord, Massachusetts › Specialty Grocery Store ▼

★★★★★ Rating: 4.8 - 120 votes

The Concord Cheese Shop - 29 Walden St, Concord, Massachusetts 01742 - Rated 4.8 based on 120 Reviews "TIME TO PUT PITTSFIELD BACK ON THE MAP!"

**Worlds largest selection of Wisconsin Cheese since 1938**

<https://www.wisconsincheesemart.com/> ▼

Worlds largest selection of Wisconsin Cheese since 1938. ... Shop Cheese ... Indulge your nearest and dearest with the Wisconsin Indulgence Gift Basket, the ...

**The Cheese Shop – Merchants Square Williamsburg, Virginia**

<https://cheeseshopwilliamsburg.com/> ▼

The Cheese Shop. Merchants Square Williamsburg, Virginia. fresh cheeses, semi-soft cheeses, soft-ripened cheeses, surface-ripened cheeses, semi-hard ...

Beyond the map listings, you may also find websites, social media accounts, reviews, and listings of the cheese shops 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



## ACTION STEPS



### **Search for your business.**

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 in 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 customers and prospects should be able to find you. Your job is to make sure your business can be found, the information is accurate, and that you're answering the questions your potential customers 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 business for me?"

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 business 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.

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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 customers are doing the same. And they're frequently doing it on a mobile device, making a mobile-friendly website important for today's consumers.

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.

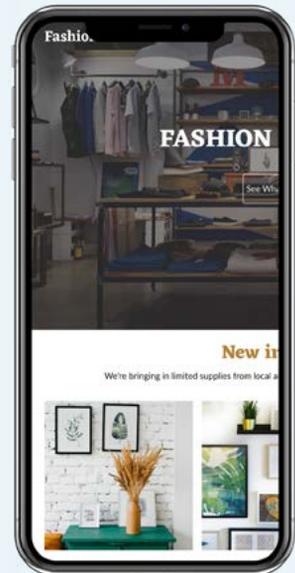


With a mobile-friendly website, people will be able to read and navigate your site with ease regardless of the device they're using.

### Responsive website on desktop and mobile



### Non-responsive website on desktop and mobile





**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.](#)

## Your website should have at least three pages.

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



← **HOMEPAGE**  
*Your front door*



← **ABOUT PAGE**  
*Your story*



← **CONTACT PAGE**  
*Your chance to connect*

Think about your business specifically to add additional pages. For example, a restaurant should have a Menu page. If you're selling products, you should have an [Online Store](#). A spa should have a Services page. Most businesses benefit from having blog functionality on their site as well (more on that later).

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



## HOMEPAGE

# What questions should you answer on your Homepage?

### What is your product or service?

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

### Who is it for?

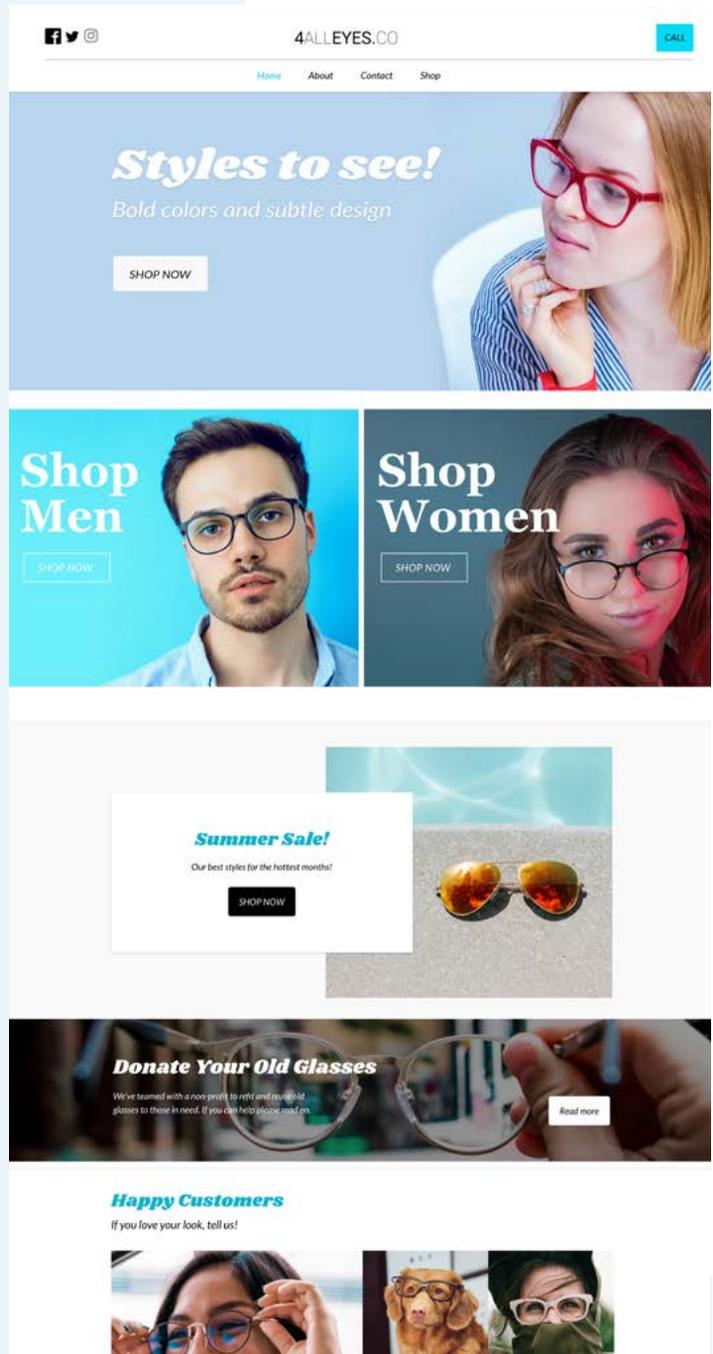
The visitor is asking, "Is this for me?" Who is your ideal customer? Do you serve a particular group or industry? Make it clear who your product or service is for.

### So what?

Why would your potential customer care? Why should they choose you? Is there something about your product or service that makes it unique?

### What should visitors do next?

Make a purchase? Contact you? Request a demo? Give an email address for resources? Make it clear what action people should take as their next step.



Homepage example



## ABOUT PAGE

# What questions should you answer on your About page?

### What is your story?

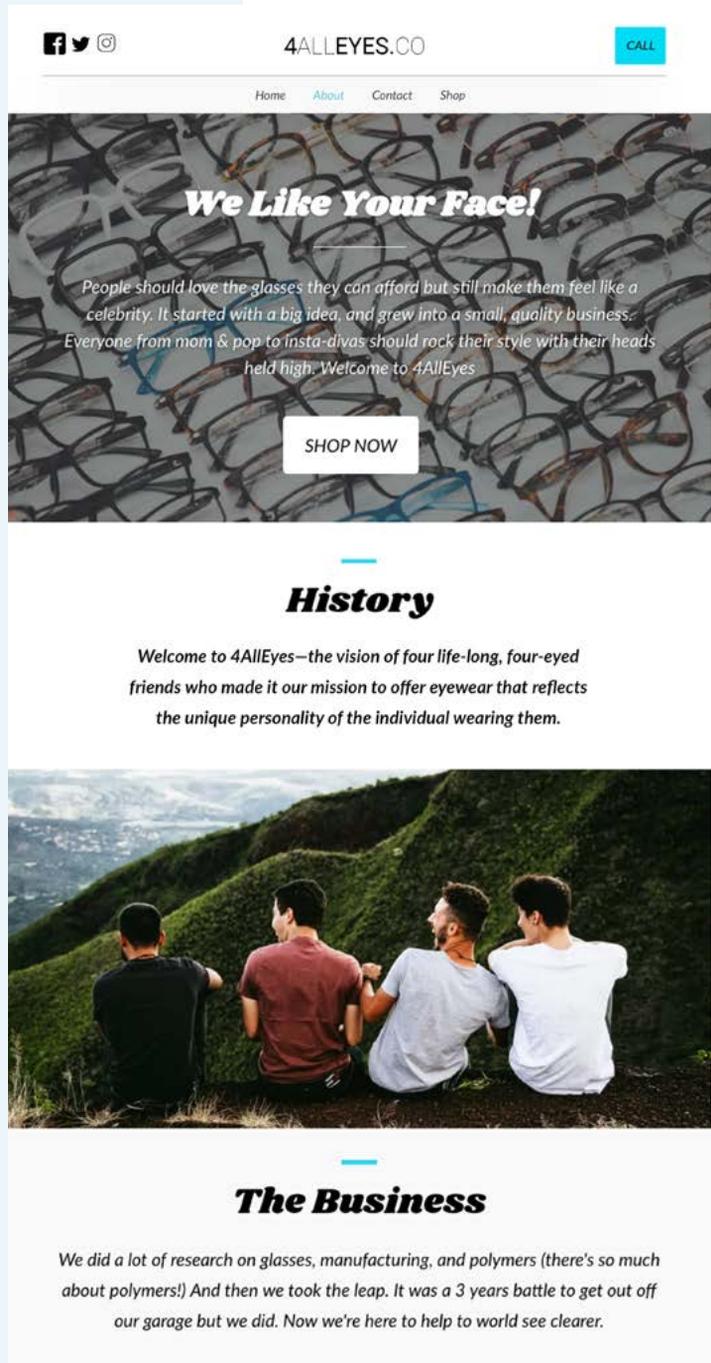
What problem are you trying to solve for your customers? What obstacles did you face and overcome trying to solve this problem? Why is your business important to you?

### Why should people care?

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

### What makes you or your business different?

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



About 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 company 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?

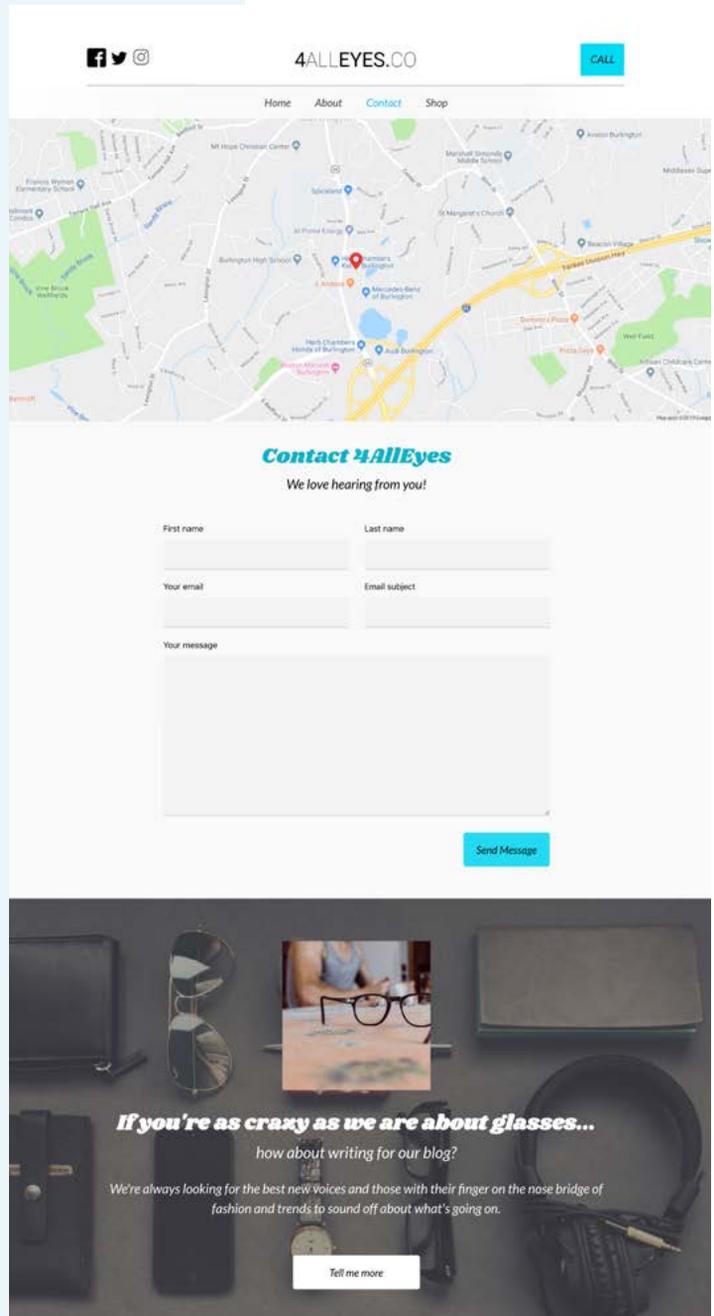
Is there more than one way? Start with your preferred method. What should they expect in terms of a reply?



TIP

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

CONSTANT CONTACT



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.



### HOMEPAGE

Show what success looks like for someone using your product or service.

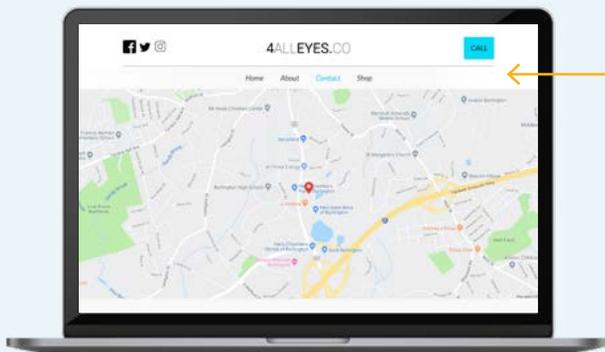
### ABOUT PAGE

Use professional images of yourself and your staff that show your personalities, and show action shots. You want people to imagine what would it be like to work with you.



### CONTACT PAGE

Show your physical location, especially if it's not in an obvious place. Show people having a great time. People want to get a sense of the atmosphere you create. This is important if you have a restaurant, bar, or event space. 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.**

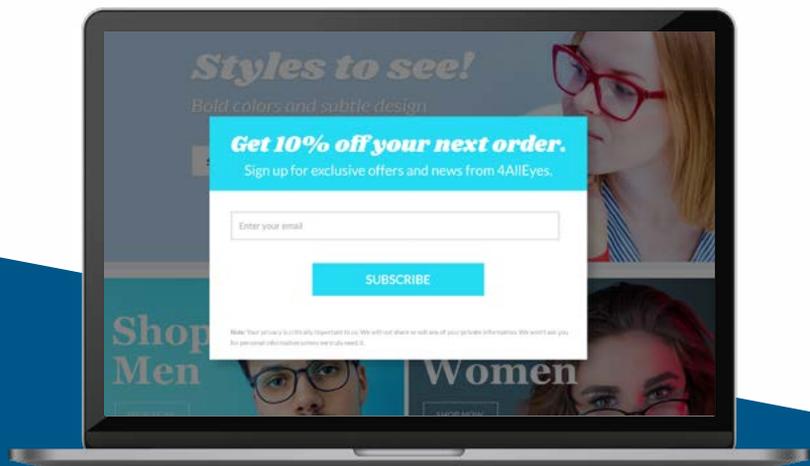
## What happens if someone visits your website and doesn't make a purchase?

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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 a discount, exclusive content, or a way to show support — 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 promotional messages.





## Email marketing: It's how you drive business.

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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 are actively demonstrating 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.**



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



**WELCOME SERIES  
EMAIL ONE**

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## Welcome/ Delivery email

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

4ALLEYES.CO



### Well, Hello there!

It started with a big idea, and grew into a small, quality business. The ability to properly see shouldn't be held at such a premium when it's an integral part of life. Glasses should be affordable yet fashionable too. Welcome to 4AllEyes.

4 life-long friends who were all picked on in school for having glasses, "The 4eyes in 4AllEyes", decided that your look and your pride should be shown as clear as the frames on your face!

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Choose your first pair and take

**10% off**

Code: **FRAMES**

[Shop Now](#)

*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 business 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.](#)

4ALLEYES.CO



Let's connect...

Meet our fans and tag your selves for a chance to win FREE frames every month!

Remember to use #4AllMyEyes



Follow Us

Like Us

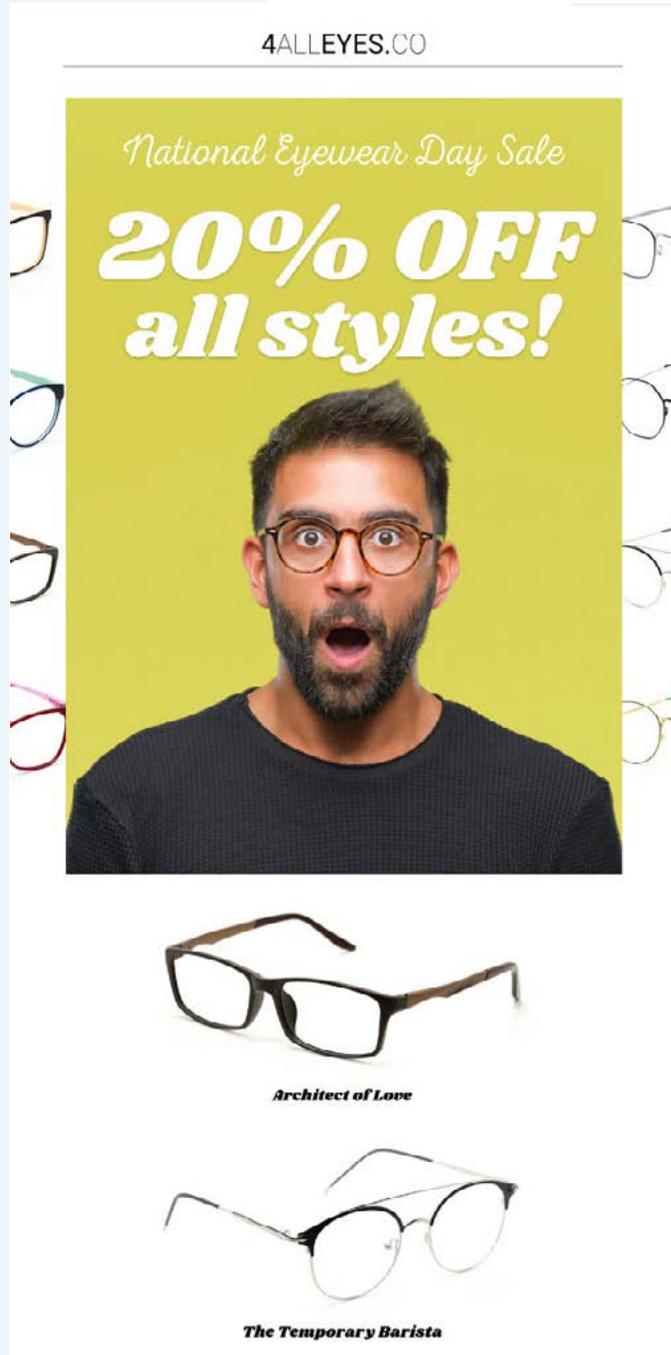
*Let's connect email example*



ONGOING COMMUNICATION

**Plan on sending an email at least once a month thereafter.**

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 and promotional emails to provide the most value to your contacts.



*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.

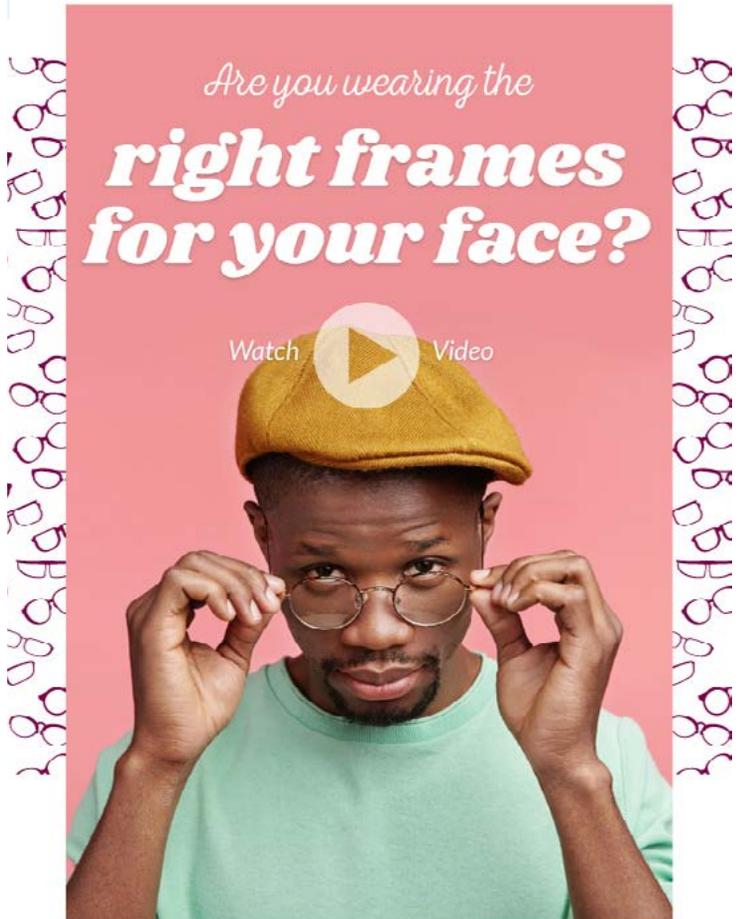


**DID YOU KNOW?**

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

[Find out more.](#)

4ALLEYES.CO



***Having trouble with what frames best fit your face?***

*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.

# 3



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

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If you're like many of the small business owners 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 business.

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



### TIP

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

Find out how.



## Each social channel also has its own personality too.

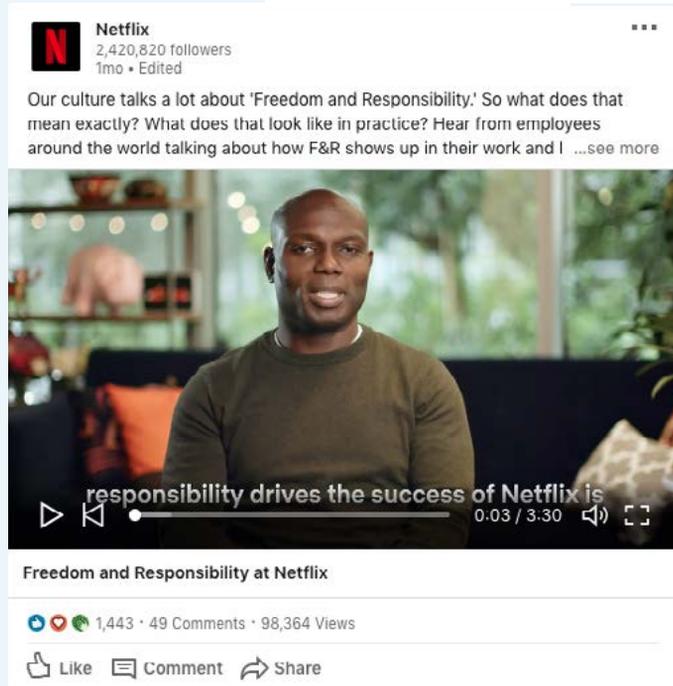
**You should NOT be posting the exact same thing on every channel. You can use the same theme but modify your posts to suit the channel.**

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*



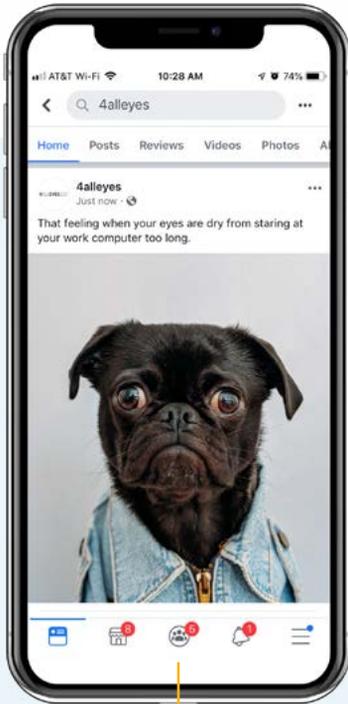
*Netflix LinkedIn post*



EACH SOCIAL CHANNEL IS UNIQUE

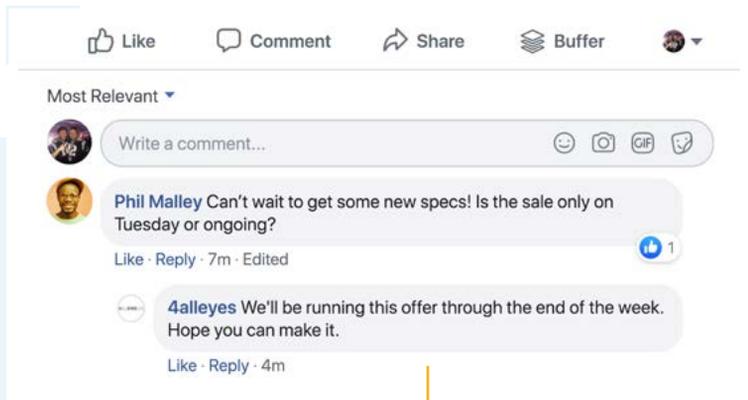
# Facebook

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



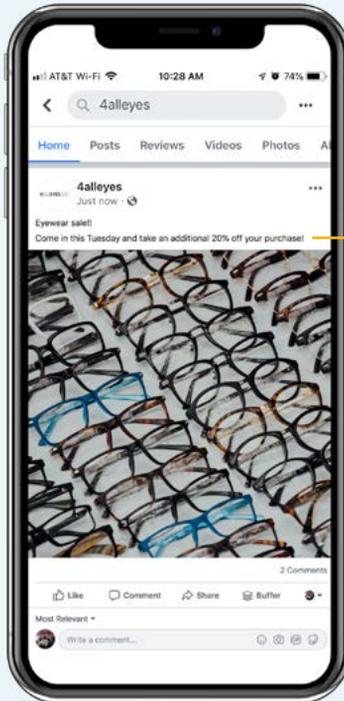
### AWARENESS

Post content your audience may want to engage with by liking, commenting, and sharing.



### CUSTOMER SERVICE

Respond to questions from potential customers to provide a good experience.



### DRIVING ACTION

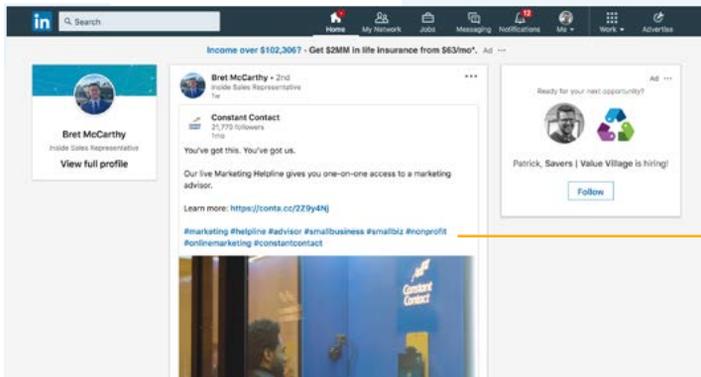
Drive sales by letting people know about upcoming offers.



EACH SOCIAL CHANNEL IS UNIQUE

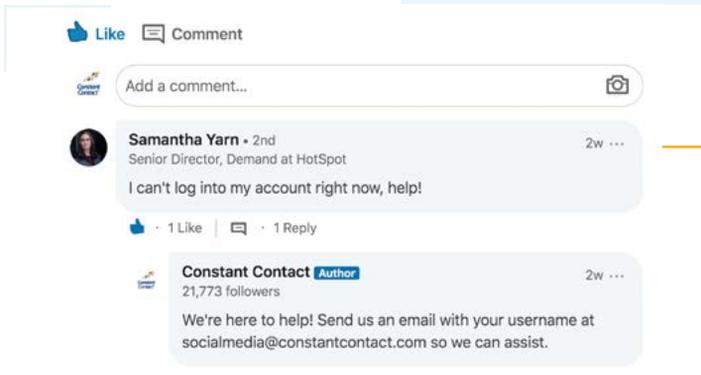
# LinkedIn

More of a professional network. Great for business-to-business communications.



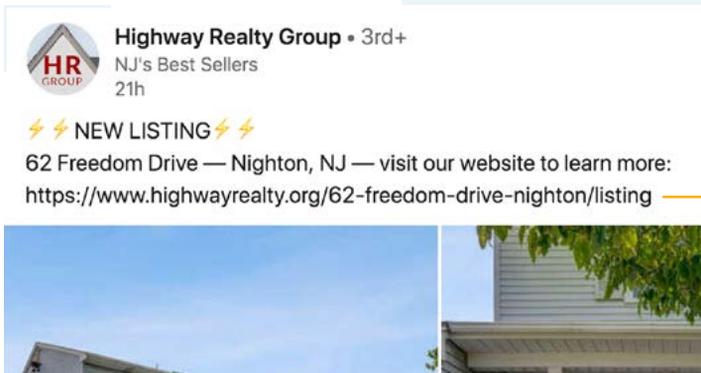
### AWARENESS

Share a video about a new program you're running.



### CUSTOMER SERVICE

Respond to support questions to resolve customer issues.



### DRIVING ACTION

Send people to your website to get more information.



EACH SOCIAL CHANNEL IS UNIQUE

# Instagram

A highly visual network. Let people see what's happening with your business.



### AWARENESS

Let people know about your specials.



### CUSTOMER SERVICE

Respond to direct messages from potential customers.



### DRIVING ACTION

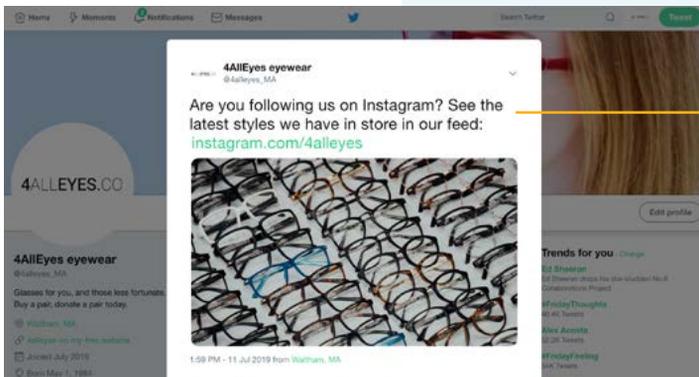
Send people to your website with a link in your bio.



EACH SOCIAL CHANNEL IS UNIQUE

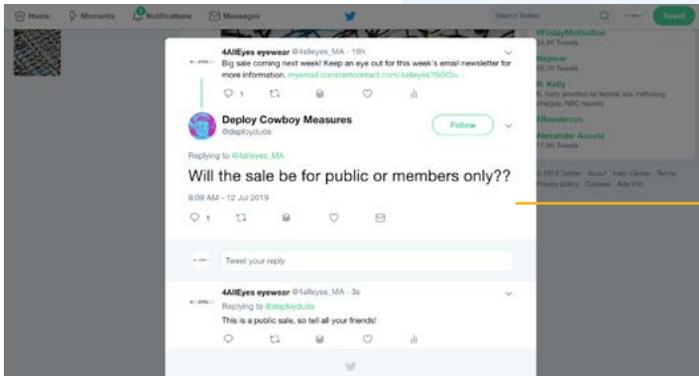


Public news feed of what's happening now.



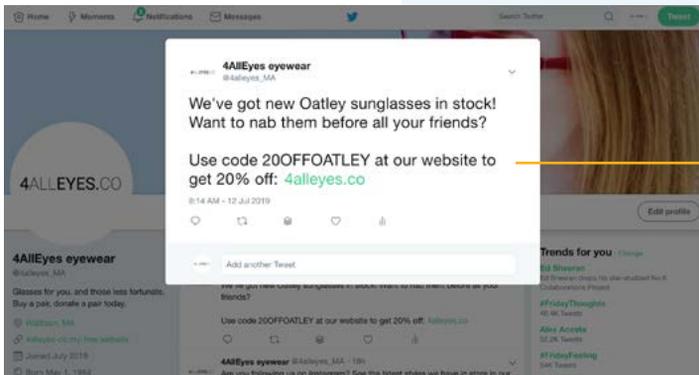
**AWARENESS**

Let followers know about your other social channels.



**CUSTOMER SERVICE**

Make sure to respond to questions.



**DRIVING ACTION**

Let followers know how to take advantage of special offers.



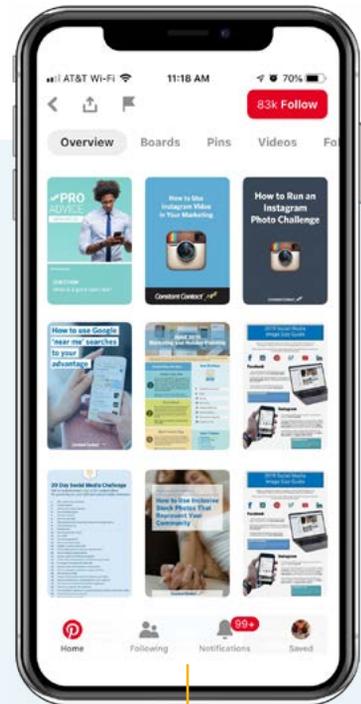
EACH SOCIAL CHANNEL IS UNIQUE

# Pinterest

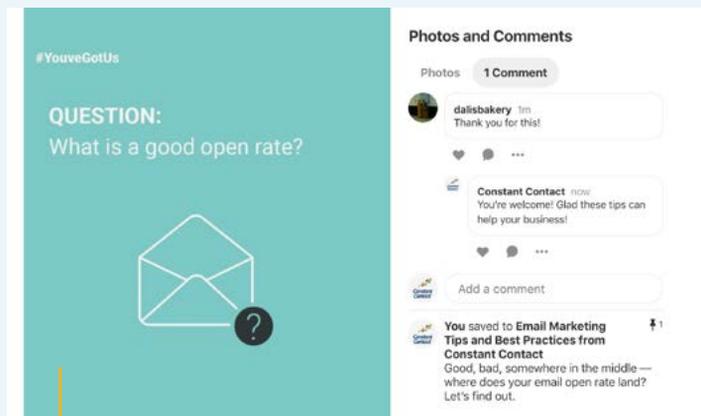
Boards with tips and ideas.



**AWARENESS** Let people know about upcoming events.



**DRIVING ACTION**  
Provide links to resources on your website to help the audience you're trying to reach.



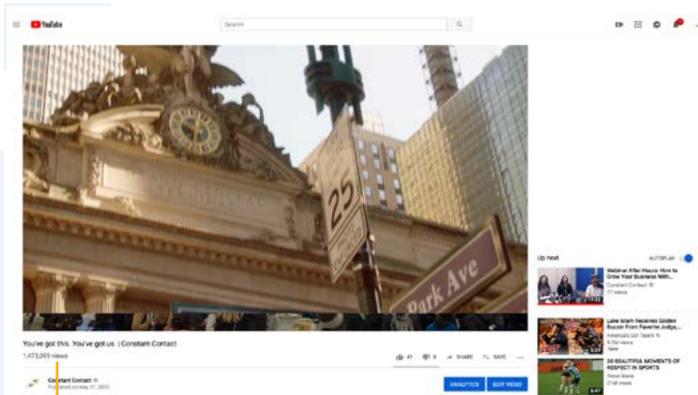
**CUSTOMER SERVICE** Engage with those taking the time to thank you.



EACH SOCIAL CHANNEL IS UNIQUE

# YouTube

Video content that's educational and entertaining.



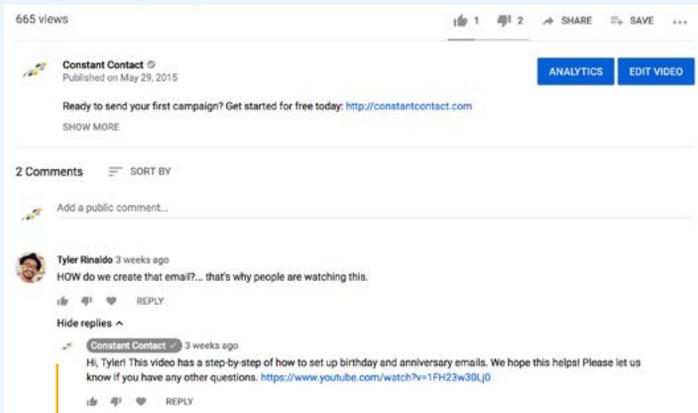
**AWARENESS**

Create video content to let people know about new programs.



**DRIVING ACTION**

Show how to use a product or service.



**CUSTOMER SERVICE**

Respond to questions and provide additional resources.



#### ACTION STEPS



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



**Set business goals for this primary channel across three categories.**

- Awareness
- Customer 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, customer service, and driving action.

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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.

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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 customers 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.



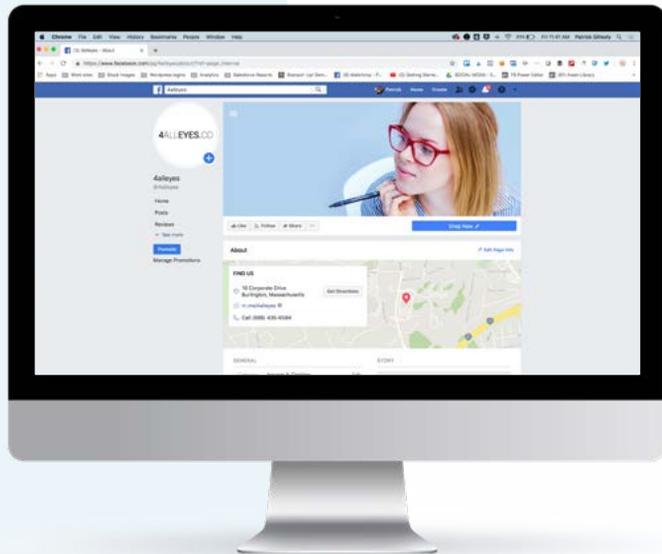
### TIP

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



## Facebook Page

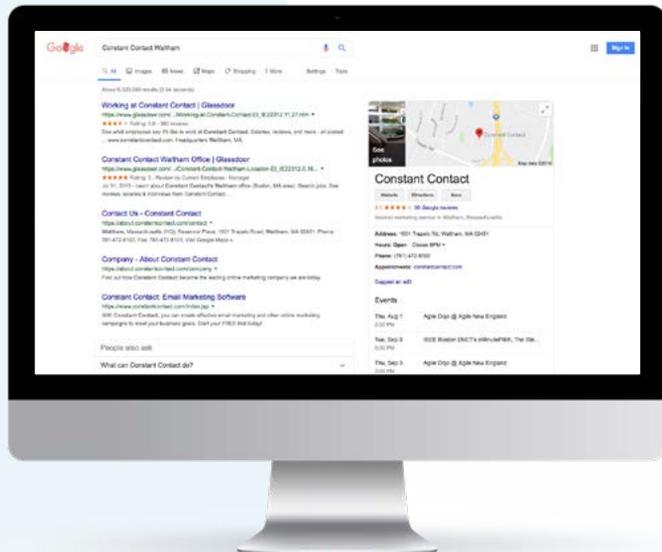
Your Facebook page should provide all the correct information about your business.



Facebook page example

## Google My Business Listing

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



Google My Business example



**ACTION STEPS**



**Claim your Facebook business page, Google My Business profile, and Yelp listing.**



**Identify any other key listings that may be important for your business.**



**Make sure all information is correct on all sites.**

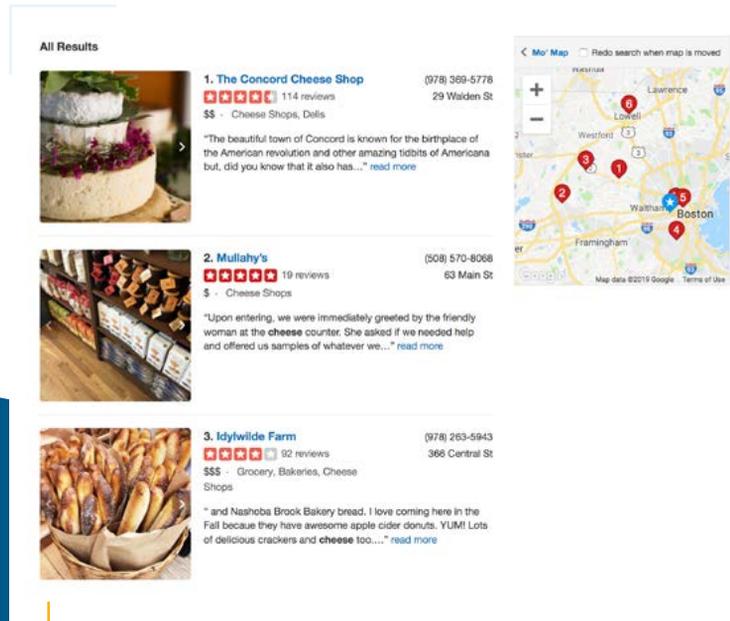


**DID YOU KNOW?**

**Find out more about setting up your Facebook business page, Google My Business profile, and taking control of your listings.**

## Yelp Page

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.**

# 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 to 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 will 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 for search engine optimization or SEO. 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 products and services, a blog gives you the ability to demonstrate your expertise by answering more specific questions for prospects and customers.



### 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 customers.**



**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. You can then use this content on your social and email channels to lead people back to your website.



### **HOW TO PICK GLASSES FOR YOUR FACE SHAPE**

It's a common problem, but you're in luck! With our guide, you'll learn that there's a frame for everyone -- and what the best fit is for you!

Oval, square, round, heart, or diamond?

By looking at a mirror and taking a clear look at your facial features, you can find out which one matches you!

#### **OVAL:**

Balanced proportionally, with a slightly curved jawline that is a bit narrower than your forehead.

An oval face has the best range of frame options.



#### **SQUARE:**

Usually a square jaw and a wide forehead.



Example of blog



# 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 customers, 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.**



*Sponsored Facebook post example*

## 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.

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.

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

[Find out more.](#)



**DID YOU KNOW?**



**ACTION STEPS**



**Set aside a budget of \$100 to experiment with paid advertising.**



**Drive traffic to top performing pages on your website.**



**Use ads to get new signups for your email list.**

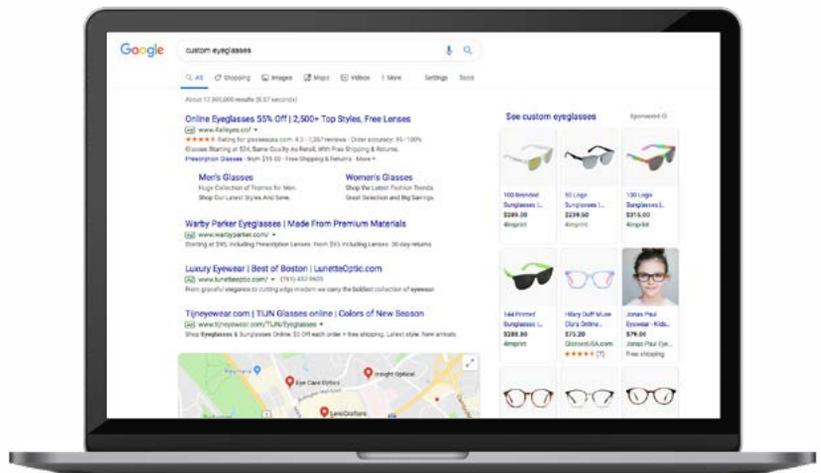


**DID YOU KNOW?**

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 goods, 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.



*Google ad example*

## How much should you spend on ads?

When you're first getting started set aside \$100 for testing. As you learn what does and doesn't work, you can invest more money in the ads that are working to bring you more business.



# How it all comes together

Now that you have a better sense of how consumers 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 customer 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.

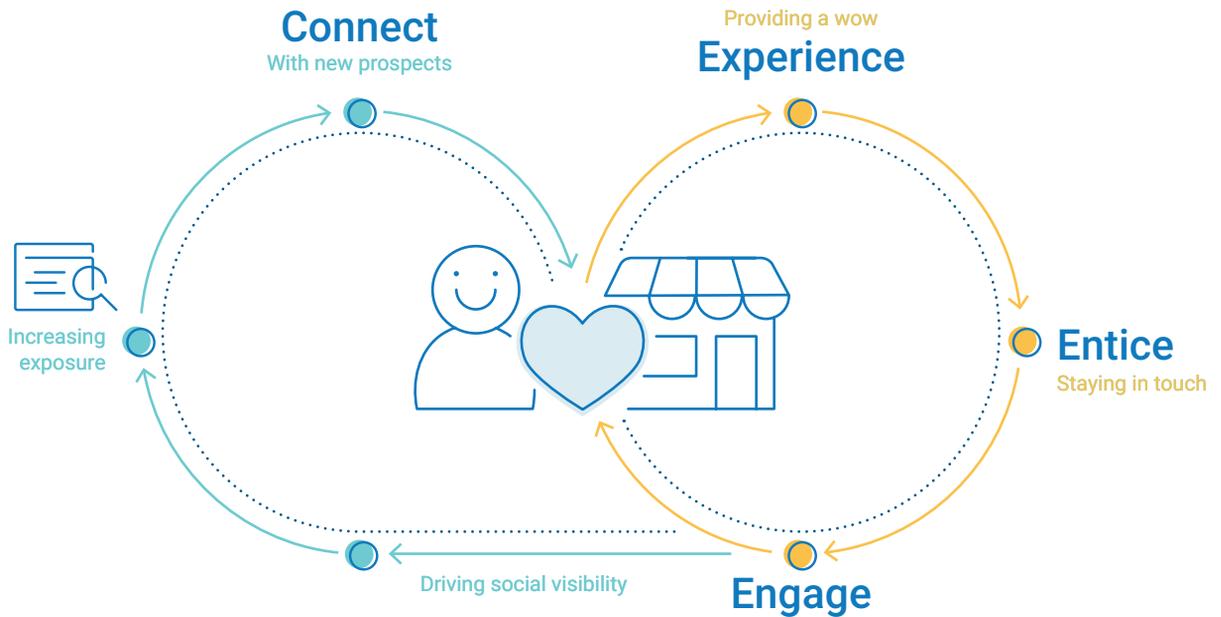
## Entice

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, your job is to 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 customers.

Engagement keeps you top of mind and puts you on the path to creating repeat customers, 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 business can create the relationships and interactions that keep existing customers coming back and increase word of mouth and social visibility that brings new customers through the door.

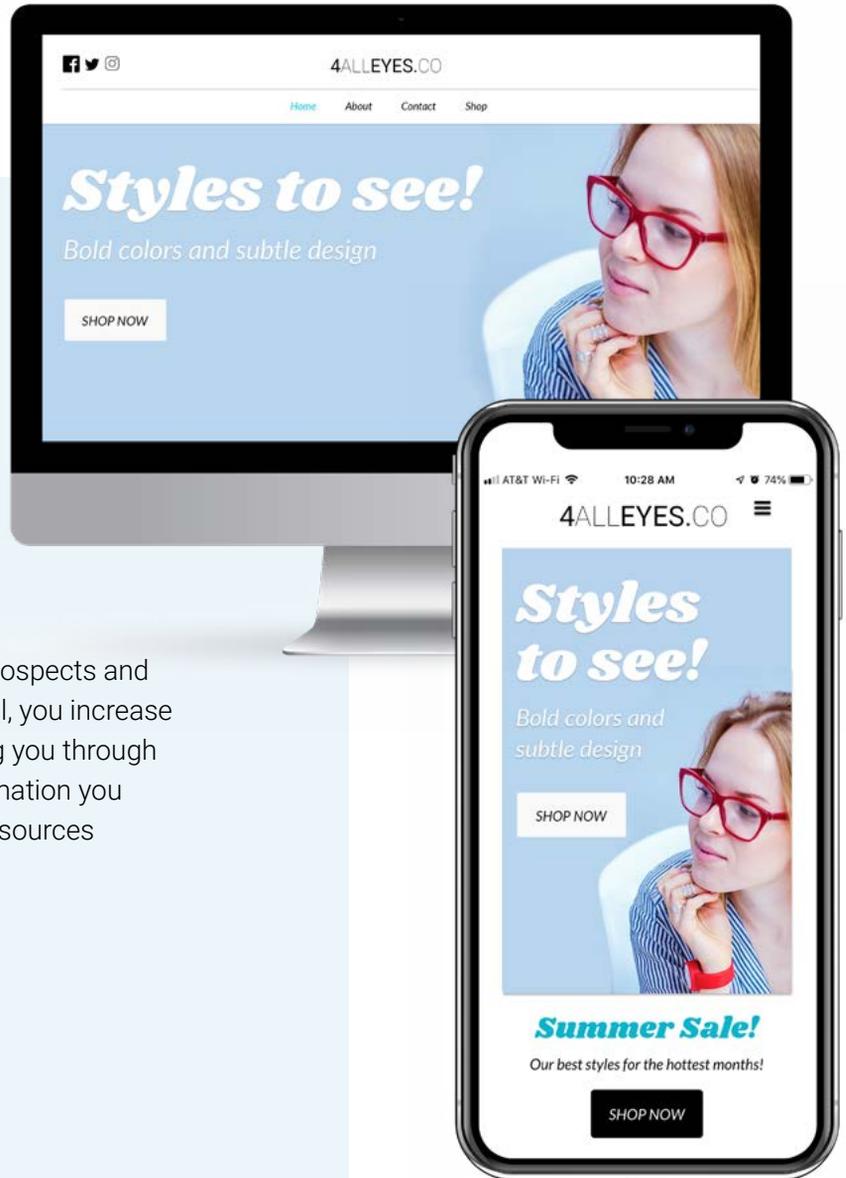
TO RECAP

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 shows the 4ALLEYES.CO website with a prominent email capture form overlay. The form offers a 10% discount on the next order for signing up for exclusive offers and news. It includes a text input field for an email address and a 'SUBSCRIBE' button. Below the form is a privacy policy note. The background of the website features a 'Styles to see!' banner with 'Bold colors and subtle design', a 'Summer Sale!' promotion for sunglasses, a 'Donate Your Old Glasses' campaign, and a 'Happy Customers' section with photos of people and a dog wearing glasses.

## 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 products. Use social to generate awareness, support customer service, and drive action. Ultimately, try to get social followers to take the next steps by visiting your website and joining your email list.

4ALLEYES.CO

4alleyes @4alleyes

Home Posts Reviews Photos About Community Create a Page

Go to Business Manager to manage this Page.

Shop Now Send Message

No Rating Yet

Community See All

Invite your friends to like this Page

About See All

111 Main Street (8.36 mi)  
Waltham, Massachusetts 02451

Get Directions

Send Message

Apparel & Clothing

Suggest Edits

Page Transparency See More

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - July 11, 2019

Your Pages (Only visible to you)

The Cruise Dude

4alleyes

Jack's Backyard Bar & Que

See All

English (US) Español (Brazil) Français (France) Deutsch

Privacy · Terms · Advertising · Ad Choices · Cookies · More

Facebook © 2019

Write a post...

Photo/Video Tag Friends Check In

4alleyes 12 min · 🌐

That feeling when your eyes are dry from staring at your work computer too long.

Like Comment Share Buffer

4alleyes 18 hrs · 🌐

Eyewear sale!  
Come in this Tuesday and take an additional 20% off your purchase!

2 Comments

Like Comment Share Buffer

Most Relevant

Write a comment...

Johns Fluff! Can't wait to get some new specs! Is the sale only on Tuesday or ongoing?

Like Reply 2m · Edited

4alleyes We'll be running this offer through the end of the week. Hope you can make it.

Like Reply 4m

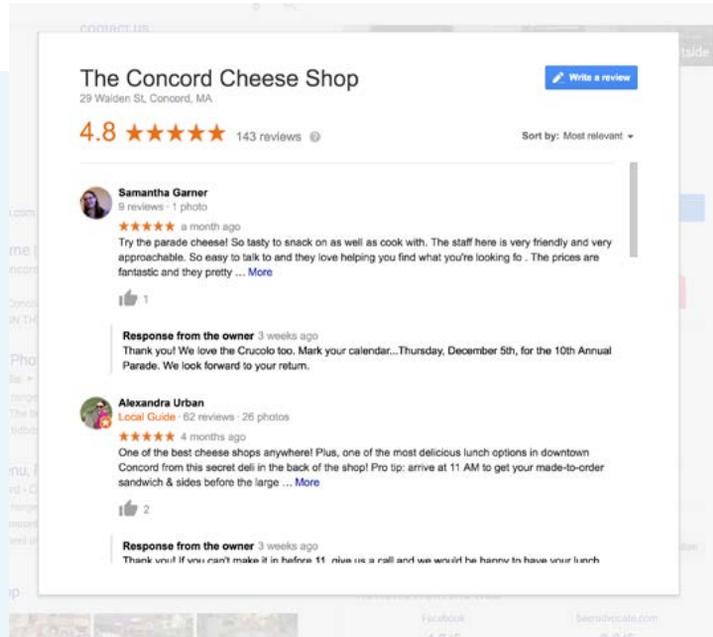
## TO RECAP

# Here's how you can take action:



## Engage with reviews to build trust.

Say “Thanks” when your customers take the time to say positive things about your business. 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.



TO RECAP

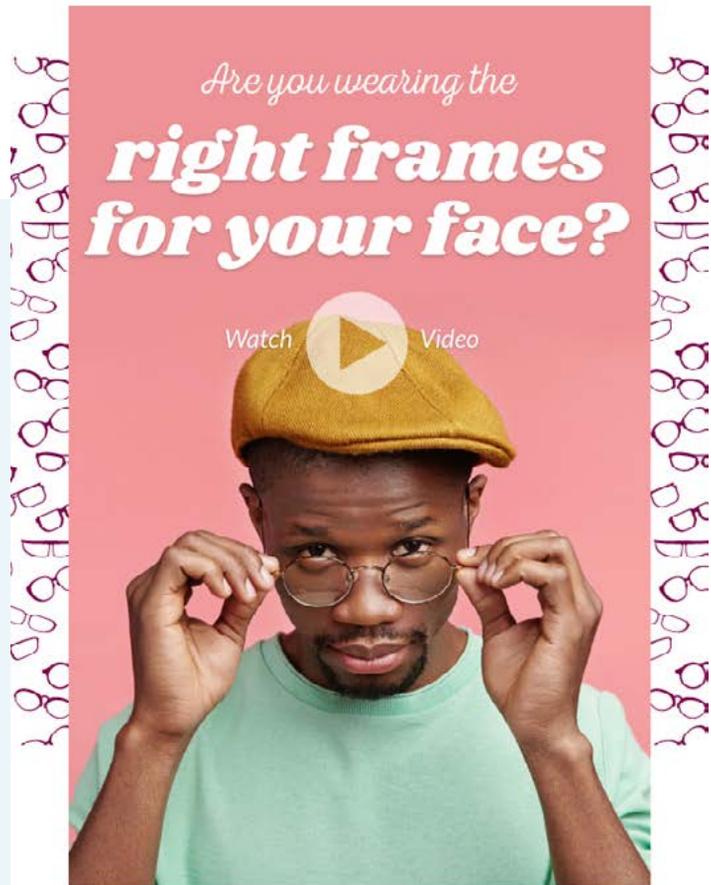
Here's how you can take action:



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

Email marketing allows you to build more meaningful customer 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 deals and information they won't receive other places. Email can also drive action on your social channels.

4ALLEYES.CO



***Having trouble with what frames best fit your face?***

*It's a common problem; but you're in luck! With our video, you'll learn that there's a frame for everyone – and what the best fit is for you!*

Watch the Video

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 people making purchases?

## 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 customers, the time frame shortens. Then you can experiment with paid advertising to amplify those efforts that are working.

### REMEMBER

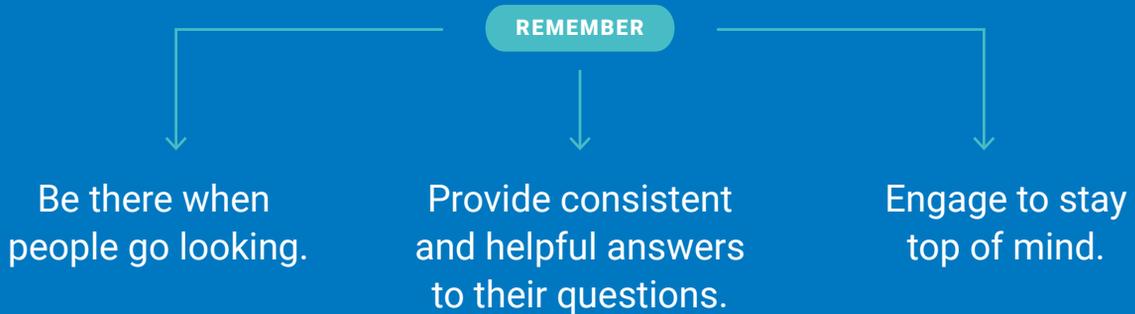
**Across all that you're doing online, the idea should be to use your mobile-friendly website, email marketing, social channels, business listings, content, and advertising to be useful to your current and potential customers.**

- 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.



By doing these things you'll get the word out about your business, 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 information below. 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?**  YES  NO

---

**Do you have a domain name?**  YES  NO

---

**Do you have a website?**  YES  NO

---

Is it mobile friendly?  YES  NO

---

Does it include at least these three pages?

*Homepage*  YES  NO

*About Page*  YES  NO

*Contact page*  YES  NO

Are you answering the appropriate questions for visitors on each page?  YES  NO

---

Are you using the appropriate imagery and photography throughout your site?  YES  NO

---

Do you have a way to capture email addresses from your website?  YES  NO

---

Are you offering something of value in exchange for an email address?  YES  NO

---

Have you ever run an SEO audit on your website?  YES  NO

---

**Are you using an email marketing tool to stay in touch with customers and prospects?**  YES  NO

---

Do you have a Welcome Series ready to automatically go out to new subscribers?  YES  NO

---

Do you have a written plan to send an email at least once a month?  YES  NO

---

Do you have any ideas for other emails you may want to automate?  YES  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 three categories?

*Awareness*

YES  NO

*Customer 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

---



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

Constant Contact is built to simplify the complex and confusing 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*.

**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 making purchases?

YES  NO